



CALIFORNIA'S GREAT BEYOND

MONO COUNTY ECONOMIC DEVELOPMENT, TOURISM & FILM COMMISSION
PO BOX 603 | MAMMOTH LAKES, CA 93546 | 800-845-7922 | MONOCOUNTY.ORG

MINUTES

Regular Meeting via Teleconference*

Tuesday, August 30, 2022 – 10:00 A.M.

*As authorized by Governor Newsom's Executive Order N-25-20, dated March 17, 2020, and continuation pursuant to AB 361, this meeting will be held via teleconferencing with members of the Commission attending from separate locations. There will not be a physical location of the meeting open to the public. This altered format is in observance of recent recommendations by local officials that certain precautions be taken, including social distancing, to address the threat of COVID-19.

Teleconference call-in information for Commissioners and members of the public is as follows, via Zoom:

<https://monocounty.zoom.us/j/2488929627>

If you are experiencing technical issues trying to connect to the meeting, please contact Jeff Simpson:

jsimpson@mono.ca.gov / 760-924-4634 or Liz Grans: lgrans@mono.ca.gov / 760-924-1738.

NOTE: The public will be able to comment during the meeting; instructions will be provided. If you wish to make a comment on a specific agenda item *before* the meeting, please submit your comment via email to Lgrans@mono.ca.gov or Jsimpson@mono.ca.gov before 9:00 a.m. on the day of the meeting. Thank you.

NOTE: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact us. Notification 48 hours prior to the meeting will enable the County to make reasonable arrangements to ensure accessibility to this meeting (See 42 USCS 12132, 28CFR 35.130).

1. Call to order.

The meeting was called to order at 10:02 by Vice Chair Vanderhurst.

2. Introductions and announcements.

Commissioners: Vanderhurst, Walsh, Wells, Trainor, Morrison

Staff: Simpson, Grans

Other: Supervisor Peters, Brianna Goico (Mammoth Lakes Chamber)

Mr. Simpson announced he was promoted to Economic Development Director on July 12, Ms. Grans was promoted to Economic Development Manager and Film Commissioner on September 13, and the now vacant Economic Development Coordinator position is posted on the Mono County government website.

3. Opportunity for the public to address the commission on items of interest of the public which are within the subject matter jurisdiction of the Commission. Speakers may be limited in speaking time depending upon the press of business and number of persons wishing to address the Commission.

No public comment.

4. Findings Relating to the Holding of Remote Meetings Under AB 361

Find that: (1) The Proclamation of State of Emergency issued by Governor Newsom on March 4, 2020, in response to the COVID-19 pandemic remains in effect; (2) Local Public Health Officials have recommended measures to promote social distancing; and (3) As a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees. Accordingly, meetings of the Economic Development, Tourism, and Film Commission may be held remotely in accordance with the requirements set forth in subdivision (e) of Section 54953 of the California Government Code.

Motion made by Morrison, second by Wells to approve the findings.

Verbal Roll call for the vote: Commissioner Walsh – yay; Commissioner Vanderhurst – yay; Commissioner Wells – yay; Commissioner Morrison – yay. All in favor, no abstentions; findings approved 4-0 (Commissioner Trainor lost internet connection and therefore was absent for this vote).

5. **Commission Meeting Format.** Discuss format of future meetings – in-person, virtual or hybrid. The Commission reiterated that the October meeting be held in-person in Mammoth Lakes, with the option of including a Civic Center tour and possible guests (suggested Tom Hodges, MMSA, for operational update. Inyo National Forest for Kore Mining update). September and November meetings will be remote.
6. **Approval of the minutes of the April 26, 2022 and June 28, 2022 regular meetings.**

Motion made by Walsh, second by Wells.

Verbal Roll call for the vote: Commissioner Walsh – yay; Commissioner Vanderhurst – yay; Commissioner Wells – yay; Commissioner Morrison – yay. All in favor, no abstentions; findings approved 4-0 (Commissioner Trainor lost internet connection and therefore was absent for this vote).
7. **Monthly financial/budget report.**
 - a. FY 22-23 Budget Calendar

Staff reported that they are currently operating on the previous fiscal year’s budget, called the roll-over budget, until this fiscal year’s budget is approved (scheduled for September 13th). Staff is also working to wrap up the 21-22 budget with County budget staff. Due to increased expenses related to COVID recovery marketing, sustainable tourism marketing, and visitor safety/fire information, as well as income from Inyo County that was not budgeted for and therefore could not be used, staff requested \$17,000 from the tourism cash reserve fund to cover these expenses.
8. **Quarterly Economic Data Report.** Presentation and review - Jeff Simpson.

Mr. Simpson reviewed Visa View report (through June 2022) that shows domestic and international spending in the unincorporated zip-codes (no residents, no Town of Mammoth Lakes). Numbers are trending just below 2021, but better than 2020. Starting to see international picking up, but nowhere near pre-covid spending.
9. **Economic Development and Tourism report – information on current or emerging issues, including but not limited to:**
 - a. Update on the Community Economic Resilience Fund (CERF) program.

Board of Supervisors has approved a letter of support for Sierra Business Council (SBC) to be the regional convenor for the CERF application. The application for the initial planning grant has been submitted. The new business development center in Bishop has an MOU with the SBC to staff the center.
 - b. Report on regional Comprehensive Economic Development Strategy (CEDS) program sponsored by the Rural County Representatives of California (RCRC).

RCRC applied for an EDA planning grant to create a CEDS for Inyo and Mono County. CEDS are needed to apply for federal funding. Four jurisdictions (Mono County, Town of Mammoth Lakes, Inyo County, City of Bishop) are each contributing \$5,000 toward the EDA match.

- Public outreach over the next year+ for feedback to incorporate ideas “wish list” into the CEDS.
- c. Update regarding Community Development Block Grant (CDBG) CARES Act – CV1, 2, 3 for Microenterprise Financial Assistance Program for small businesses.
Amending application to use CV1 in CV2&3. Forgivable loans – start forgiving next month/soon.
TOML applied to use the funding for rental assistance. We had a balance of rental assistance money that wasn’t used, so we instead applied for business assistance.

10. Film Commission update on film production in Mono County, permitting issues, and other film-related updates – Liz Grans/Steve Morrison

Morrison: Large production early August (non-disclosure agreements), car commercial in October – two bidding production companies. Grans: have met with Inyo National Forest, County Risk Manager, LADWP, Bodie State Historic Park temporary ranger, CA Film Commission contact for Caltrans, and BLM to discuss permitting and filming in Mono County. Meeting with Humboldt-Toiyabe new district ranger soon. Assisted with several inquiries and productions this summer.

11. Fisheries Report. F&G fine fund approvals, application on, extra stocking and clean up the lake – Jeff Simpson

Mr. Simpson reviewed the fish stocking efforts in the County. Mono County invests \$100,000 annually for fish stocking in main 18 bodies of water. Discussed an end of fishing season press release to highlight these stocking efforts. The Board of Supervisors approved fish and game fine fund requests for addition fish stocking and a Clean Up the Lake litter removal project at June Lake.

12. Project status update, including collateral, public relations, advertising/social media, websites, California’s Great Beyond brand video, and tradeshow/conferences.

- Update on new PR firm, Hook, Line and Thinker
- Launched new :30 California’s Great Beyond promotional video. Currently being promoted on YouTube, Facebook, Instagram, and TV in Reno
- Fall color advertising planned for Reno TV, YouTube, Facebook/Instagram, along with weekly reporting on Mono County website and CAFallColors.com (sponsorship)
- Work with VCA and MLT re: international – sales mission
- Partnering on several upcoming FAMs: May media influencer, upcoming French family visit with High Sierra Visitors Council; assisting Mammoth Lakes Tourism with a Scandinavian media visit and a fall writer’s conference.
- Tradeshow list – reviewed upcoming year of shows, as well as plans to partner with Bishop Chamber for IPW.
- Community grant applications – plan to review at September meeting.

13. Commissioner reports. Commissioners are invited to share EDTFC-related information and reports, announcements, and updates from their respective districts/communities.
Commissioners gave brief updates related to business and tourism in their respective districts.

14. Call for agenda items for next regular meeting.

15. Adjourn the meeting and reconvene in regular session at 10:00 a.m. on September 27, 2022 via teleconference.

Inyo NF update on Kore Mining if possible. Adjourned at 11:31am.

