

June Lake Citizens Advisory Committee

Meeting Minutes - December 9, 2014

The meeting was called to order at 7:05 pm by Patti Heinrich. Committee member attendees included Ann Tozier, Patti Heinrich, Connie Black and Danny Roberts. Tim Alpers was also present.

A quorum of members was not present, so the November 18th minutes were tabled.

Public Comment:

Patti Heinrich announced that the June Lake tree lighting is to occur on December 19th at 6 pm. Connie noted they still needed to acquire the tree.

Supervisor Tim Alpers Report:

Tim announced that after 15-17 years of work, the Conway Ranch agreement, regarding a particular 75 acres, had finally come to fruition. On December 1st Mono County had signed the escrow papers putting entitlements on the land for development of a local (trophy) trout farm. The land would also allow sheep grazing, some hunting, but mostly be a self-sustaining open space. It will have clear delineations of what can and cannot be done there. Next year they will formulate a clearer picture of what will happen there.

Al Heinrich brought up whether or not planted fish can reproduce. Tim clarified that they do not, and as a result are faster growing.

Courtney Weiche mentioned that the June Lake Main St Community Workshop last week was a great success, with great feedback. She and Wendy Sugimura wanted to thank everyone who participated. Courtney handed out the "sticky dot" results (a voting exercise representing favored ideas from attendees) and said there would probably be a follow up meeting in February. The community priorities at that meeting, highest to lowest, were as follows:

- Pedestrian connections in town, to 158 south junction, June Mountain, Down Canyon and throughout the loop
- Gateway sign on 395
- Consolidate signage at the balancing boulder/Possible creation of a picturesque turnout
- Business beautification
- Visitor Center/Museum
- 158 Scenic Highway designation (this concept may not have been well understood and may have received more votes if it was better captured)
- Undergrounding phone/power wires
- Develop financial assistance for business improvements

- Oh! Ridge beautification
- Signage theme in public realm
- Events and locations
- Public art
- Raise profile of businesses/marketing (this was posted late)

Agenda Items:

June Mountain (Greg Dallas, Abigail Ross, Carl Williams):

A look back and the year ahead... the relationship between Mammoth Mountain and June Mountain is getting better and better.

Carl said June Mountain will be opening Saturday; chairs 2, 3 and 7 (and of course J1). There is a promising forecast, and they will open the entire mountain as soon as they can.

The 2013-14 season was a hard year. They put the team back together and were getting facilities and lifts back in order. The pre-opener cost for this was \$653,000, and the pre-opener capital investments were \$231,000. June Mountain opened December 13, 2013 with only Mambo (chair 2), and continued that way through December and into January. The mountain crew was pruning trees on the runs, moving snow from the trees to the runs, and whatever else they could do to improve the skiing. They had 23,469 visits, versus a more typical 69,980, and lost \$1.135 million.

For the 2014-15 season they have mowed the lower mountain areas, and flatter areas of the upper mountain to allow for opening with minimal snow. They had brought in a larger piece of equipment to do the upper mountain, whose transport had resulted in the June Fire, so that did not happen. They replaced the com-line on chair 7, shortened and re-spliced rope on chair 4, and serviced equipment. On November 1st they had a snowmaking compressor in place, but the outside temperatures challenged snowmaking. There were capital expenditures this last summer of \$120,000. They are putting new signage at the base for a improved sense of arrival. They will be offering "kids 12 and under ski for free" again. (The ski school last year did well.) They plan to have more staff at the base of J1 to help people get up to the chalet.

As for snowmaking and chair J1... they submitted the project record to the USFS in January 2014. They received approval to drill a test well in October 2014, but that was too late to get it done (drillers are busy on the west side of the sierras). They have located potential drilling sites, and within 2 weeks of the USFS approval the team had gotten together bid packets for drilling contractors. They are expecting bids back.

Marketing (**Abigail**)... there is a billboard on 395 south of Lone Pine. They have produced a rack card, trail map and airport poster. There is a new website that mirrors the Mammoth Mountain website, but they are tweaking it to suit June Mountain. You can purchase passes and lift tickets on the website, and soon they will offer lodging packages, utilizing their lodging partners (to date, Boulder Lodge, Double

Eagle Resort, Whispering Pines Motel, Yosemite Gateway Lodge and the Villager Motel). Lodging packages have not been very successful in the past, but at that time you couldn't book the lodging online. They have a significant project in the works to accomplish this. This year, as for last, they offered the one day special priced pass sale, and, again, \$10 per pass sold will go back to the June Lake Chamber of Commerce (\$1,890). There have been local ads for June Mountain in The Sheet and Mammoth Times, and ticket office banners. They have sent out emails for June Mountain; the pass can only be purchased until the end of January 2015. There will be a weekly snow report starting next Thursday. There have been social media plugs on Facebook, Instagram and Twitter, and they have seen followers (10791, 3478, and 2301 respectively). Bucky has a new costume. Additionally there will be ads placed in Eastern Sierra Transit buses, the Mono County Visitor's Guide, the Mammoth Times Welcome Guide, and Ski Dazzle offers & Costco coupons. There are lift ticket offers on Liftoptia. Also there will be daily snow reports on the website, Bucky's bonfires at 2 pm at the chalet on Saturdays, a June Mountain Kid's Cup event (first ever) in January, web cams on the website (thanks to the Digital 395 project).

Summer of 2015 June Mountain will be open (June 18-September 7), Friday through Monday, at the chalet (4 days), as they have been in previous summers.

Greg commented that there is \$7 million to share between Mammoth and June mountains, and that June is getting the same attention that all other aspects are getting for that money. That wasn't happening before. MMSA is getting excited about the positioning of June Mountain.

June Mountain will have a new sign that reads "California's Family Mountain."

Dan Roberts asked about the terrain areas. They plan to make them less intimidating; and that's the way they are going over in Mammoth, as well.

Ralph Lockhart asked about the Rodeo Grounds plans. Greg responded that Rusty Gregory feels they need to get their ducks in a row with development projects, but would rather have Rusty speak on that.

Patti Heinrich asked about the status of replacing chair J1. Greg responded that they submitted the snowmaking and J1 project plans together, but pulled out the J1 project portion until the snowmaking is determined; the key to J1 is water. They would need 250 acre feet of water to cover June Mountain with snow. If they find less than that they would need to revise their plan; there are so many variables.

Al Heinrich asked about them working with PUD, but that comes AFTER water is found.

Ralph Lockhart asked about the Gateway Monument project and Greg responded that he was supportive of it.

Ann Tozier asked about the possibility of other summer activities (such as mountain biking). Greg responded that they would like to have them, but none are in the workings yet. They will have weddings up at the chalet in the summer, and are hoping for 12 per month. There may be a possibility in future for concerts or "animations."

June Lake Area Plan update (Courtney Weiche, Scott Burns, Wendy Sugimura):

Wendy stated that they are updating the Mono County area plan. June Lake has been on hold with all that has been going on. There is a lull so she wants to continue updating the June Lake Area Plan. If there are policy issues we need to revisit they will be saved for later when we have more time. Time was spent working on the JL plan at the meeting.

Next meeting... Jil Stark has wanted the USFS invited to a CAC meeting, and perhaps the May meeting would work. January 6th will be the next meeting, and will start at 6 pm to continue reviewing the June Lake Area Plan. Member office elections are coming up, and there is also a need to address the CAC member no-shows.

The meeting was adjourned by Patti Heinrich at 9:55 pm.

Minutes were taken by Ann Tozier