# MINUTES

**Economic Development, Tourism, and Film Commission MEETING of Tuesday, August 25th, 2015 - 10:00am**

June Lake Community Center

90 W. Granite Ave. June Lake, CA 93529

**Attending:** Andrew Jones, Jimmy Little, Michael Vanderhurst, Steve Morrison

**Absent:** Chris Long, Jennifer Roeser

**Staff:** Alicia Vennos, Jeff Simpson, Liz Grans

**Other:** John Poimiroo (Californiafallcolor.com), Jenny Coupelda (ESIA), Christie Osborne (Mammoth Lakes Tourism), David & Denise Naaden (Reverse Creek Lodge), Terry & Dawn Schultz

1. Call to Order. Meeting was called to order at 10:06am by Commissioner Little.
2. Introductions and announcements. Introductions were made.
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.) None.
4. Presentation: *Profiting from Autumn* by John Poimiroo, Editor and Publisher of CaliforniaFallColor.com. Informative presentation by Mr. Poimiroo on promoting fall color, the basics of why leaves change color, how to take pictures and report changes, and how to create a cohesive communications/marketing/welcome message to attract and inform visitors and capitalize on this market during shoulder season.
5. Focus Group Discussion: Preparing for Mono County Tourism’s New Website. Excellent feedback from meeting attendees on what they would like to see (or not see) on the new MonoCounty.org tourism website. Preferences voiced were for a simple, clean design, and for it to be mobile-friendly but not necessarily a mobile-specific site. Other suggestions included creating a new URL, providing a better link on the monocounty.ca.gov site to direct people to the tourism site, and keeping content in easily translatable phrases. Comments may be directed to Jeff Simpson at [jsimpson@mono.ca.gov](mailto:jsimpson@mono.ca.gov) or Liz Grans at [lgrans@mono.ca.gov](mailto:lgrans@mono.ca.gov).
6. Monthly Financial/Budget Report. The Mono County Board of Supervisors adopted the budget in a one-day hearing on August 18, 2015. Policy items under Economic Development were: $20,000 for Community Event Marketing Fund; $8,500 for Friends of the Inyo trail maintenance program; $10,000 for the inter-agency Eastern Sierra Visitor Center and California State Fair exhibit; $5,000 for Film Commission marketing; $6,000 for historical societies and museums; $50,000 for summer/fall air service guarantee.
7. Commissioner Reports. Commissioner Morrison reported that filming requests had slowed down in the last few weeks, possible due to smoke. VW, Toyata both filmed commercials recently, and there is scouting taking place for a 7-day reality TV show.
8. Commissioner Elections for Chair and Vice-chair. ACTION: Commissioners to nominate and vote for the positions of Mono County Economic Development, Tourism & Film Commission chairperson and vice-chairperson for a one-year term.

MOTION MADE BY COMMISSIONER VANDERHURST AND SECONDED BY COMMISSIONER MORRISON TO REAPPOINT COMMISSIONER LITTLE AS CHAIR. APPROVED 4-0, NO ABSTENTIONS.

MOTION MADE BY COMMISSIONER VANDERHURST AND SECONDED BY COMMISSIONER MORRISON TO REAPPOINT COMMISSIONER JONES AS VICE-CHAIR. APPROVED 4-0, NO ABSTENTIONS.

1. Economic Development Report. Exploring new tradeshow opportunities, still working on plans for the State of County and booking a speaker who can talk about the importance of connectivity.
2. Fisheries Commission Report.
3. Film Commission Update. – Ms. Vennos concurred with Commissioner Morrison that scouting interest had slowed down recently.
4. Project Status Update: Staff provided brief updates on the following projects:  
   a. Collateral – Ms. Vennos is working on updating and redesigning the Motor Touring Guide. She will be soliciting assistance and input from Northern Mono Chamber of Commerce and RPAC regarding the addition of a second backroads tour in the guide, as well as from BLM, and the Humboldt-Toiyabe and Inyo National Forest.

b. Public Relations – The Eastern Sierra graced the cover of Sunset magazine with a 12-page feature article on “Fall Road Trips” that included Bodie, Mono Lake, June Lake, Mammoth Lakes, Devils Postpile, Alabama Hills and Manzanar.

c. Advertising/Social Media/E-Newsletter – Labor Day E-Newsletter was sent to database of 20,000; FB fan base continues to grow, nearing 50,000.

d. Website – See agenda item 5.

15. Call for Agenda items for next regular meeting.

16. Adjourn the meeting and reconvene in regular session on September 22, 2015 at 10:00am at the Lee Vining Community Center (296 Mattly Ave., Lee Vining, CA 93541).

Note: Start times are tentative. Although the Commission strives to follow the agenda as scheduled, it reserves the right to take any agenda item, in any order, at any time after the meeting starts. The only way to ensure you are present for a particular agenda item is to attend the meeting from the time is begins until that agenda item is addressed.