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MINUTES

Regular Meeting of Tuesday, October 25, 2016 - 10:00am
Twin Lakes Annex Conference Room - 199 Twin Lakes Road, Bridgeport, CA

1. Call to Order

The meeting was called to order by Commissioner Little at 10:07am.

2. Introductions and announcements

Commissioners: Steve Morrison, Andrew Jones, Geoff McQuilkin, Jimmy Little, Chris Long

Absent: Michael Vanderhurst, Jennifer Roeser

Staff: Alicia Vennos, Liz Grans, Jeff Simpson

Other: Tim and Misti Sullivan, Janet Hunt, Katie Shaffer, Jenny Kendrick, Stacy Corless

3. Public Comment. Opportunity for the Public to Address the Commission on items of interest to 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.)

4. Approval of the Minutes of August 16, 2016 regular meeting

MOTION MADE BY JONES, SECONDED BY LONG TO APPROVE THE MINUTES OF THE AUGUST 16, 2016 REGULAR MEETING. APPROVED 5-0, NO ABSTENTIONS.

5. Bridgeport Fish Fest Recap and Bridgeport Chamber of Commerce Update. Misti Sullivan, Twin Lakes Resort

Misti Sullivan updated the Commission on the revitalization of the Bridgeport Chamber of Commerce which now meets bi-monthly and has four elected committee members. Chamber mixer events are hosted once a month and have had great turnout. A traveling carnival was organized over the summer and raised over \$1,000 for the Chamber. The Chamber financials are being reviewed, with interest in expanding their marketing efforts. There are currently 28 paid members, and 15 more in the recruiting process. Overall, there has been a lot of positive growth and positive feedback from the community. Misti and Tim Sullivan also gave a report on the first Bridgeport Fish Fest event in July 2016. The Chamber received just over \$3,000 from the Community Event Marketing Fund for marketing efforts outside of Mono County. A large portion was spent on a television commercial with Fox 11 in the Reno area, and based on feedback received before and at the event, they believe the ad attracted a lot of out-of-area visitors. They also used money to boost posts on Facebook, which drove traffic to the Chamber website and they saw an increase from 11,000 to 31,000 visitors. They hope to continue to grow the event, possibly adding a live music component in town.

6. June Lake Jam Fest Event Recap. Janet Hunt, Mono Arts Council

Janet Hunt, on behalf of the Mono Arts Council (MAC), updated the Commission on the 2nd annual June Lake Jam Fest event that was held September 10, 2016. MAC received \$3,000 from the Community Event Marketing Fund for marketing efforts outside of Mono County. The funds were used to purchase an ad with LA Weekly, radio spots in the Reno/Tahoe area, and to boost posts on Facebook and social media. They had an increase of 200 paid adults at the event. Of the event attendees surveyed, about 80% were from out of town, and indicated they spent an extra day to explore the area. A partnership with the Mammoth Gran Fondo event allowed inclusion of a Jam Fest event postcard in the race participant bags. Plans include expanding the event to two-days and booking bands from Placerville and Sacramento to help attract visitors from that area. Ms. Hunt will also be proposing that the county assist with purchasing a tent/stage cover for Gull Lake Park (and other event locations) in case of inclement weather.

7. East River Public Relations Presentation. Katie Shaffer and Jenny Kendrick.

Katie Shaffer and Jenny Kendrick gave a PowerPoint presentation to the Commission, highlighting media placements from the past year: 64 pieces garnered 1.29 million views, 526,000 social shares, and 4.72 million in print circulation. They also gave an overview of their methods, including quarterly planning so they can prepare releases for media outlets that are looking for real-time releases and others that schedule release a year or more in advance.

8. Commissioner Elections

ACTION: Commissioners to nominate and vote for the Mono County Economic Development, Tourism & Film Commission positions of chairperson and vice-chairperson for a one-year term.

MOTION MADE BY JONES AND SECONDED BY MORRISON TO REAPPOINT JIMMY LITTLE AS COMMISSION CHAIR. APPROVED 5-0, NO ABSTENTIONS.

MOTION MADE BY MORRISON AND SECONDED BY LONG TO REAPPOINT ANDREW JONES AS COMMISSION VICE CHAIR. APPROVED 5-0, NO ABSTENTIONS.

9. 2017 Meeting Schedule.

ACTION: Approve the meeting dates and locations for 2017.

MOTION MADE BY MORRISON AND SECONDED BY MCQUILKIN TO APPROVE THE 2017 MEETING SCHEDULE. APPROVED 5-0, NO ABSTENTIONS.

10. Monthly Financial/Budget Report

Ms. Vennos reported that the department budget was approved as requested, and spending for the fiscal year is on track.

11. Economic Development and Tourism Report.

a. Update on the Community Event Marketing Fund (CEMF) and Historical Societies Grant Program (HSGP) applications, assign sub-committee to review CEMF applications, and review the discussion and approval process. Applications for the CEMF and HSGP have been sent out. The CEMF due date has been moved up in order to approve the funding at the November 29th meeting. Staff will once again review the HSGP applications and approve funding.

b. Formats for Economic Development/Tourism educational outreach

Staff and commissioners expressed commitment to providing education opportunities to community stakeholders, and sought input on the best way to do so. Discussion on whether or not to hold the "State of the County" event or something similar in 2017. Other ideas were smaller workshops, open houses, TED talk style presentations, a more casual mixer-style event, etc. Comments included: changing the name "State of the County" to something more appropriate, do something that provides a networking opportunity for all and that would incorporate more than just lodging partners, perhaps create a survey to find out what people would be interested in (in an effort to also reach the people that typically do not attend). Staff will develop some options for discussion at the January meeting.

c. Impact of visitation on recreational resources

ACTION: Possible action determined based on discussion.

Discussion on feedback received through social media regarding promotion of fall colors and, in general, the impacts of tourism on our natural resources. A "Community Conversation," hosted by Supervisor Corless and Mammoth Lakes Town Council Mayor Pro Tem John Wentworth, will take place on Wednesday, October 26, to address these concerns.

12. Fisheries Commission Report. Jeff Simpson

Mr. Simpson reported that the Fisheries Commission awarded Trout Unlimited \$5,000 for a brown trout spawning and didymo study on Rush Creek, and \$2,000 to Cal Trout to study mercury levels in Mammoth Creek. Stocking is over for the year, and will resume in April 2017. Desert Springs Trout Farm is once again growing larger, 6-8 lbs. fish.

13. Film Commission Update. Alicia Vennos/Steve Morrison

Mr. Morrison reported that several productions have been in the area recently, including Nissan and Knob Creek. HGTV will be filming in the area for their "Log Cabin Living" show. Ms. Vennos and Mr. Morrison will be attending the California On Location Awards event on Nov. 9th. Ms. Vennos had a productive meeting with Inyo National Forest District Ranger John Regelbrugge to discuss ways to assist the Forest Service staff with permit applications.

14. Project Status Update:

a. Collateral – 2017 visitor guide, ad sales, events calendar, motor touring guide, map guide reprint, fall color guide
Almost at revenue mark for ad sales for the visitor guide. Currently compiling event dates and choosing images for the calendar. Added two new routes, Aurora Canyon and Lobdell Lake, to the Backroads Guide (formerly motor touring guide). The map guide inventory is running low, will need a reprint almost 6 months earlier than usual.

b. Advertising/Social Media/E-Newsletter – Brand USA campaign

c. Website – progress report on new website.

Any feedback on the new website is welcome. Staff still have a large amount of content and pictures to add, as well as cleaning up the listings.

d. Tradeshows & Conferences – schedule for 2017

Staff will be traveling January through April to several trade shows and three conferences.

15. Call for agenda items for next meeting.

16. Adjourn the meeting and reconvene on Tuesday, November 29, 2016 in the Board of Supervisors Conference Room on the third floor of the Sierra Center Mall at 452 Old Mammoth Road, Mammoth Lakes, CA 93546.