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MINUTES

Special Meeting of Tuesday, August 16, 2016 – 12:00pm CAO
Conference Room – Sierra Center Mall
452 Old Mammoth Road, Mammoth Lakes, CA 93546

1. Call to Order.

The meeting was called to order by Commissioner Little at 12:00pm.

2. Introductions and announcements.

Commissioners: Jennifer Roeser, Andrew Jones, Geoff McQuilkin, Jimmy Little, Michael Vanderhurst, Chris Long
Absent: Steve Morrison
Staff: Alicia Vennos, Liz Grans, Jeff Simpson
Other: John Peters

3. 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 the July 20, 2016 Special Meeting.

MOTION MADE BY ROESER, SECONDED BY LONG TO APPROVE THE MINUTES OF THE JULY 20, 2016 SPECIAL MEETING. APPROVED 4-0, NO ABSTENTIONS.

5. Commissioner Reports.

Commissioner Vanderhurst: Extremely busy summer. Traveling extensively; hosted media familiarization trip for representatives from the UK and Ireland – will see great coverage in key UK publications and outlets.

Commissioner Roeser: Just returned from over 3 weeks in the back country, waterfalls and wildflowers are still flowing and blooming. Fortunate that we have no smoke in the area for nearby wildfires. Backcountry use, PCT traffic is increasing.

Commissioner Long: The Walker General Store has established itself as a PCT supply drop. Many European visitors this summer. Preparing for the Kite Festival event on September 17th and 18th. Topaz Post Office is closing.

Commissioner McQuilkin: Lee Vining very busy. Hwy. 395 rock-fall project is delayed due to fire damage, so the single-lane closure for work may be extended past the planned completion date of October.

Commissioner Jones: June Lake Women's Club designed and printed a new community map that businesses can purchase (pad of 50 for \$20) and use to assist visitors. The June Lake Firemen's Picnic was a great success. Silver Lake Resort had a great turnout for their special live music events, all celebrating the resort's 100 year anniversary. Funding from the California Waterways group could help improve bathroom, parking and accessibility at Silver Lake.

6. Monthly Financial/Budget Report. Highest TOT in history this year – up 10% which hit the 3M mark so requested marketing amount is \$240,000 for FY 2016-17. Commission discussed a few ideas for new opportunities, eg. attending the IPW tradeshow, increased digital advertising, etc.

7. Economic Development and Tourism Report. Staff gave a presentation to the Board of Supervisors prior to the meeting that highlighted the past year's initiatives, accomplishments, and ongoing projects. The Commission supported the idea of creating maps of each Mono County community, and reviewed the June Lake map that was

created by the June Lake Women's Club. Staff is working on completing several filming projects, including a promotional video with Brand USA and a new business testimonial video of the Mono Inn. The next business testimonial video will be filmed this week with Sweetwater Coffee Shoppe.

8. Fisheries Commission Report. Jeff Simpson gave an update on the Fisheries Commission.
9. Film Commission Update. Alicia Vennos gave an update on filming in Mono County. A production was looking at the Devils Gate area for recreating a Spartan village, but selected a site in New Mexico. Ms. Vennos will be meeting with the Inyo National Forest to discussing permitting processes and how the Film Commission can offer assistance.
10. Project Status Update:
 - a. Collateral – Visitor Guide advertising will commence in the near future. Staff mapped the route to Lobdell Lake, which will be added to the new Backroads Guide.
 - b. Public Relations – East River PR will present an overview of the annual outreach results at an upcoming Commission meeting this fall.
 - c. Advertising/Social Media/E-Newsletter: Coop advertising “Outdoors” program with Brand USA; ad in Visit CA International Visitor Guide. Staff showed the Commission the Brand USA video and translated advertisements that will be featured in Brand USA's international visitor guide.
 - d. Website – update on progress with Simpleview on new website design, functionality, and timeline. Staff is working towards launch date. Three days of training on the new CMS system have been scheduled.
 - e. Tradeshows & Conferences – The 2017 schedule is currently being finalized.
11. Call for agenda items for next meeting.
12. Adjourn the meeting and reconvene on September 27, 2016 at the Antelope Valley Community Center in Walker, CA. (442 Mule Deer Rd. Walker, CA 96107)

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 it begins until the agenda item is addressed.