



CALIFORNIA'S EASTERN SIERRA

MONO COUNTY ECONOMIC DEVELOPMENT, TOURISM & FILM COMMISSION

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MINUTES

Economic Development, Tourism & Film Commission (EDTFC)

Regular Meeting via Teleconference*

Tuesday, June 29, 2021 – 10:00 A.M.

As authorized by Governor Newsom's Executive Order N-25-20, dated March 17, 2020, 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.

Commissioners present: Sarah Walsh, Scott Burkard, Erinn Wells, Wendy Schneider

Commissioners absent: Steve Morrison, Michael Vanderhurst, Geoff McQuilkin

Staff: Alicia Vennos, Jeff Simpson, Morgan Terrell

Guests: Supervisor John Peters

1. Call to order. With the Chair and Vicechair absent, Commissioner Sarah Walsh volunteered to Chair, and called the meeting to order at 10:03 am.
2. Introductions and announcements. None.
3. Opportunity for the Public to address the Commission. No public comment was made.
4. Approval of the Minutes of the May 25, 2021, meeting.
Erin Wells motions to approve May 25, 2021, meeting minutes. Wendy Schneider seconds. All in favor, no abstentions; minutes approved 4-0.
5. Monthly Financial/Budget report.
 - a. FY 21-22 Budget. Ms. Vennos reported that the current fiscal year 20-21 is wrapping up; the new FY begins on July 1st The Recommended County Budget for 2021-2022 was adopted by the Board of Supervisors after a public hearing on Tuesday, June 15, 2021. The 4th Quarter Transient Occupancy Tax (TOT) receipts for 20-21 will not be available until August.
6. Economic Development and Tourism report.
 - a. Update regarding application for Community Development Block Grant (CDBG) CARES Act – CV1, 2, 3 for Microenterprise Financial Assistance Program for small businesses. Mr. Simpson reported status quo - the CV1 application has been approved. CV2 & CV3 application required some revision which were made and resubmitted so now just awaiting notice of approval. It is a slow process, but Mr. Simpson is hoping to roll all grants out at the same time within the next 4-6 months.
 - b. Collateral Update: 2021 Visitor Guide; Backroads Guide; Fall Color Guide; Fishing Map; Community Maps. Ms. Vennos reported that the Backroads Guide reprint will be delayed until BLM has an opportunity to review and provide edits. Revisions of the Eastern Sierra Fall Color Guide are being solicited from each of the regional partners. The 2021 Visitor Guide and the Fishing Map are out in full circulation with staff restocking businesses consistently. As for Community Maps, the Bridgeport Map is

being reprinted now, and there is plenty of the other maps in stock. Ms. Vennos added that the South County map is now underway, and should be complete this fall.

- c. Dispersed Camping Summit Update. Ms. Vennos reported all *Camp Like A Pro* program materials are in circulation in both Mono and Inyo counties; the essrp.org/camping website is live. An app is being developed by a very generous volunteer and community member, Euan Cameron. Mr. Cameron has completed the Apple version and is working on finishing the app for Android. Ms. Walsh commented that Grant Lake is open for dispersed camping with the installation of portable toilets, trash cans, and people “adopting” sections of the beach.
- d. Central Sierra Economic Development District – Update on Mono County joining CSEDD. Ms. Vennos said that the CSEDD Board had voted in favor of Mono County joining the District, but she is still awaiting advisement on next steps in the process.

7. Mono County Fish & Wildlife Commission update. Mr. Simpson reported the Fish & Wildlife Commission was disbanded as of last month. Mr. Simpson will be going to the Board of Supervisors in August to present research and recommendations on how best to manage fish and wildlife issues for the County. Supervisor Peters stated that he is in favor of continuing the Commission with a renewed focus.

8. Film Commission update. Ms. Vennos gave a brief update on current and upcoming film productions, as well as the challenges with permitting through the Inyo National Forest due to staffing vacancies in the three districts. She mentioned that Humboldt Toiyabe National Forest staff has been very helpful with recent film permit applications.

9. Project Status Update, including public relations, advertising/social media, websites, and tradeshow/conferences. Ms. Vennos shared that Ms. Grans has been working on public relations planning/initiatives with Justin Caporusso, as well as on website upgrades. Mr. Simpson reported IPW travel industry trade show is coming up in September in Las Vegas; he is in process of setting up appointments with international tour operators and travel professionals. There will be anywhere from 10,000-20,000 people at IPW. The San Diego Travel & Adventure show has been canceled. The Bay Area Travel Show is scheduled for October, and as of now there is no date yet for the Long Beach Fred Hall fishing show. Mr. Simpson added that on social platforms the focus continues to be on local businesses, Camp Like a Pro, wildfire prevention, mountain manners and recreating responsibly.

10. Commissioner Reports.

- Ms. Wells reported that Bridgeport is gearing up for the 4th of July. Motels are full with some experiencing best June on record, and business overall is great. Bridgeport Rodeo will take place on the weekend and the parade is on Sunday.
- Mr. Burkard reported that North County has been busy. The West Walker Fish Derby is starting. Motels are busy and folks are happy for all the Bridgeport July 4th festivities. ATV Jamboree registration continues to remain slow; it may take a year or two to get the event fully rolling again.
- Ms. Walsh reported June Lake has had an amazing month of June. Everything is open and all events and weddings are happening – it feels normal again. The community is looking forward to July 10th for the annual summer party on June Mountain with live music and multiple breweries.
- Ms. Schneider stated that South County seems very busy, and she is hopeful the businesses are making up for the past year. Friends of the Inyo have organized several different events and interpretive walks, as well as having their Trail Ambassadors at various locations throughout the County. The June Lake trail event was a success, with about 50 people participating.

11. Call for agenda items for next regular meeting. One item: Discuss meeting format as pandemic subsides.

12. Adjourn the meeting and reconvene in regular session at 10:00 a.m. on July 27, 2021, via teleconference. Ms. Walsh adjourned the meeting at 10:50 am.