

June Lake Citizens Advisory Committee

Meeting Minutes - November 5, 2013

Meeting was called to order at 7:01 pm. Committee member attendees included Connie Black, Alan Sagot, Jerrod Lear, Danny Roberts, Rob Morgan, BZ Miller, Don Morton, and Ann Tozier. Tim Alpers was also present.

Minutes from the October 1st meeting were reviewed. Connie moved to adopt them, the motion was seconded by Rob, and a vote approved the adoption.

Public Comment:

There were no public comments.

Agenda Items:

Supervisor Alpers Update:

Tim brought up the endangered species issue facing our community; it is controversial and there is misinformation circulating. There was a 9 page letter from the County sent today to the USFWS requesting that front county lakes be exempt. The U.S. Fish & Wildlife looks like they may exempt them.

He was on a conference call the other day regarding an potential issue of planted fish competing with willow flycatchers for food sources. Everyone is frustrated with this issue; there were lots of folks on the call. The group will organize, retain political advocates and compete with adversaries on this issue.

The MMLSA and County liaison committee will recommence.

There is a Peer Leadership team forming, and the peer resort trip group and public will be invited to participate.

Rusty Gregory / June Mountain Update:

Rusty was attending to report on present plans for June Mountain, which will open on December 13th. There are still rumors circulating and he is happy to dispel them.

They plan to pick up where they left off in 2008. "We were looking into water" but the market crashed. They are proceeding with the approval needed for snowmaking and a new lift up the face of June Mountain, in January 2014. They will seek environmental approval to look for water, once the snow is gone. In 2008 they drilled 5 test wells. They will do more, so they can do an analysis in the summer of 2014. Summer of 2015 they hope to start construction, pending regulatory approvals. There is lots of paperwork to start in January 2014.

They plan to work with the community to increase the number of transient units available for lodging in June Lake. They need to bring critical mass to the community, but it won't happen overnight. The real estate market needs to improve. The Rodeo Grounds purchase is encouraging.

What does the Mountain plan to do differently? Now, instead of seeing June Mountain as a separate under-resourced mountain, they want to differentiate it from Mammoth Mountain. They want it to have all of the resources that MMSA has. People in Mammoth Lakes need to be educated as to the differences in June Lake, and what it has to offer. They have never made an effort to market June as a differentiated product. June Mountain was purchased as "overflow" for MMSA. They are no longer relying on the overflow concept. Southern California will be the primary marketing target. We need appropriate numbers and appropriate heights (building), and different choices.

Rusty stated that he did not retire. He is to bring resources to both mountains. He introduced his staff.

Ron Cohen - Chief Administrative Officer

Greg Dallas - Chief Operating Officer

Mark Clausen - Chief Financial Officer

Eric Clark - Chief Operating Officer of Hospitality

Erik Forsell - Chief Marketing Officer

Greg Dallas said they want to market June like Smuggler's Notch and execute the Peer Resort Tour vision. They want to target families with young children. Kids 12 and under will ski for free! All departments at June will have family specific initiatives. The "kids on lifts" safety initiative will be at June. They will be revamping the food and beverage menus. There will be new programs for the Sports School to fulfill the needs of kids and families. There will be special retail products. They want to create a warm friendly arrival experience, and create family focused content. There will be Bucky, the mascot, Saturday night bonfires, Saturday night dinners at the chalet, Bucky's Cabin (a stage to deliver animation for kids), terrain focus on Fun Zones and

Julie Brown will be in charge of the Sports School for June Mountain, and will be in charge of creating this experience. She is the architect behind the enhanced terrain focus.

They will be one company. Top management is committed to an integrated plan of shared responsibilities and support between June and Mammoth mountain departments. Julie is filling a new position as General Manager of Guest Experience. There are three other new managers, Lift Maintenance, Lift Operation and Property Management. There will be new investments, and state of the art technology (new computer, new phone and new radio systems).

Erik Forsell talked about marketing. Kids 12 and under ski for free; no one else does this with no restrictions. They plan to institute value oriented vacation pricing and packaging (several were outlined). They plan to communicate the new brand, for example to regional times, radio, snow reports folder displays on 395, skier news, billboards (highway 14). They are increasing their distribution channels, such as through deals at Costco, REI, Liftopia, and Sports Chalet in Reno and Las Vegas. MMSA contracts are to include June Mountain; emails, digital displays, trail maps, etc. 888.JuneMtn will be powered by Mammoth, but will be "June." There will be a June Mountain presence on mammothmountain.com, and on Mammoth social media channels. June will be on the Mammoth Mountain website.

There is to be a "locals pass" sale party at the Double Eagle Resort from 2-7 pm on November 9th. \$10 of every sale will go to the June Lake Chamber of Commerce. Passes will be \$310 (college passes \$99) on that day (and time) only. The pass will be good on Mammoth Mountain after April 20th, when June Mtn. closes.

June Mountain will be promoted at Ski Dazzle, a ski show at the L.A. Convention Center.

Opening day at June will feature \$10 passes. All proceeds will go to the JL community. There will be a banner breaking, press, live music, photo opportunities with Bucky, cake cutting, a champagne toast, a family spaghetti dinner, and the first bonfire. There will be various events over December 14-15. There is public relations coverage already in the LA Times, on NBE and Outside magazine.

Question and Answer period:

They are NOT closing for the holidays, as long as there is snow.

They are not going to fix the parking lot this year.

The entire website is in the process of being updated/fixed. The Mammoth website is being upgraded, and the June website will be cleaned up on the old website and then upgraded when the Mammoth upgrade is completed.

There are no plans for public transit this year, only employee transportation.

April 20th is the planned closure date for June Mtn.

It was asked that June be on the billboards on 395. Rusty strongly stated that June will not be on ALL billboards. They aren't always marketing both; it is not always appropriate.

There will be a new message display system using flat screens. Once the screens are installed in the resort they will advertise options, including those for June Mountain.

Rusty wants June to have it own moniker, not Mammoth/June. He thinks that combination looks indecisive; he prefers his direction on this issue.

Ralph Lockhart would like to reinstitute using your lift ticket "twice." Use your ticket for the lift, and then use it at other places for discounts.

June Lake Revitalization Committee Report (Ralph Lockhart):

He re-mentioned the November 9th pass sale at the Double Eagle, and the December 13th opening of June Mtn. The tree lighting will occur on December 14th. January 24-25 will be the Winter Festival and Triple Threat Triathlon. February 28-March 1 will be the Snowmobile Rally. The events committee will meet next Monday at 10 am at the Double Eagle, and weekly thereafter. The Chamber of Commerce will meet Wednesday at 10 am. The next Tourism Commission meeting is on November 20th. The Double Eagle Nordic cross country ski area will open again, pending enough snow.

June Lake Private Lands Fuel Reduction Project Update (Paul McCahon):

The project is moving forward. They are continuing with inspections, and are authorized by Cal Fire to start work across from the Double Eagle in the Clark tract. In order to work in the Double Eagle and Dream Mountain areas they will need the CEQA approval.

Report of Development Activities (Courtney Weiche):

At the Thursday Planning Commission meeting they reviewed an application for a TOT overlay on 158, left just past Gull Lake Rd.

At the BOS meeting today the June Lake parking district plan was approved, which included the expansion area.

Nate Greenberg reported that the Digital 395 work was behind schedule and the 158 closure would probably continue until November 15th.

There will be a meeting in Bishop regarding the endangered species affecting our area, trying to deal with potential restrictions. Locals are seeking an extension for the comment period to 90 days.

Regarding the JL CAC meetings, if you want paper agendas you must request this, otherwise you will get them by email. Let Courtney know.

The CAC members need to continue to update their area plan.

The next meeting will be held at 7 pm on January 7th.

The meeting was adjourned by BZ Miller at 8:41 pm.

Minutes taken by Ann Tozier