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MINUTES

Special Meeting of Wednesday, July 20, 2016 – 10:00am

June Lake Community Center
90 W. Granite Ave. - June Lake, CA 93529

1. Call to Order.

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

2. Introductions and announcements.

Commissioners: Jennifer Roeser, Andrew Jones, Geoff McQuilkin, Jimmy Little

Absent: Steve Morrison, Michael Vanderhurst, Chris Long

Staff: Alicia Vennos, Liz Grans, Jeff Simpson

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.)

4. Approval of the Minutes of the March 29, 2016 meeting.

MOTION MADE BY MCQUILKIN, SECONDED BY ROESER TO APPROVE THE MINUTES OF THE MARCH 29, 2016 MEETING. APPROVED 4-0, NO ABSTENTIONS.

5. Commissioner Reports.

Commissioner Jones: Continued fishing stocking has been done by both the County and Silver Lake Resort. The fishing has been excellent, the resort and lake have been very busy. The Inyo National Forest finished paving of the Silver Lake Campground and were able to reopen it just before the Fourth of July which was helpful.

Commissioner Roeser: It's been a good, busy summer – consistent, too. There have not been big drops in day business as there has been in the past. Normally quiet on the Fourth of July but not the case this year. The mosquitos have been bad, but not slowing things down.

Commissioner McQuilkin: Lee Vining has been very busy. Beaver Sporting Goods has new owners, involved with Chamber of Commerce. The Marina Fire cause is still being investigated. Scary, but handled well, and communication was excellent for detours. Incredible save of the Tioga Lodge, fire was to the edge of the property.

Commissioner Little: RE: Marina Fire: Did not hear a lot of negative feedback, communication for visitors and the community was clear. The power outage did negatively affect businesses. The power has been out several times this summer unfortunately. Some online reviews of Bridgeport area businesses are concerning. The Chamber has been holding meetings and mixers. The Carnival is in town, great attraction. New district ranger for the Humbolt-Toiyabe, continuing to work with the USFS on special use and trail permitting.

6. Monthly Financial/Budget Report. Discussion on current and next fiscal year budget/strategic plan.

The budget was reviewed. Expecting at least a 7% increase in TOT. Meeting tomorrow with CAO and Director of Finance to review 16-17 fiscal year budget. Requesting the usual 1/12 of the TOT for our budget, which should be higher than years past. Requesting the same policy items: funding for Eastern Sierra Visitor Center, air service, State Fair, film marketing, Friends of the Inyo trails maintenance, and local program funding.

7. Economic Development and Tourism Report. Recap of the 2nd Annual State of the County event, reports on recent familiarization and press trips/conferences, current marketing projects, business testimonial videos, research, and future projects.

Mixed reviews of the State of the County event – good speakers, but maybe not relevant to some. Location and the later date may have affected attendance. Discussion on whether or not to continue, change format, etc. Ms. Vennos will email the budget narratives to the Commissioners. Staff will be presenting to the Board of Supervisors at a special budget meeting on August 11th and a longer presentation on August 16th. Quick recap by staff of recent fam trips – the Society of American Travel Writers, a social media influencer, Visit CA media trip, and groups from Japan and the Mammoth Lakes Film Festival. Looking into conducting a visitor survey to update information collected in 2008. Business testimonial video work is ongoing – wrapping up Mono Inn and scheduling with Mountain Lab and Sweetwater Coffee Shoppe. Continued work on the new website.

8. Fisheries Commission Report. Update from Jeff Simpson on the Fisheries Commission's projects and meetings.

9. Film Commission Update. Update from staff on inquiries and filming projects in Mono County. Recent filming and inquiries: Nike, Nissan, Land Rover, Disney's A Wrinkle in Time, a film looking to recreate a village.

10. Project Status Update:

- a. Collateral
- b. Public Relations
- c. Advertising/Social Media/E-Newsletter – milestones for Facebook and Instagram
- d. Website – update on progress with Simpleview on new website design, functionality, and timeline.
- e. Tradeshows & Conferences

11. Call for agenda items for next meeting.

12. Adjourn the meeting and reconvene on August 30, 2016 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 it begins until that agenda item is addressed.