



CALIFORNIA'S EASTERN SIERRA

MONO COUNTY ECONOMIC DEVELOPMENT, TOURISM & FILM COMMISSION

P.O. BOX 603 ▲ 452 OLD MAMMOTH ROAD #306 ▲ MAMMOTH LAKES, CA 93546 ▲ 800-845-7922 ▲ WWW.MONOCOUNTY.ORG

MINUTES

Regular Meeting of Tuesday, November 27, 2018 – 10:00am

Board of Supervisors Conference Room – Sierra Center Mall
452 Old Mammoth Road, Suite 307, Mammoth Lakes, CA 93546

1. Call to order. The meeting was called to order at 10:06am.
2. Introductions and announcements.
Commissioners: McQuilkin, Schneider, Walsh, Long, Vanderhurst
Staff: Vennos, Simpson, Grans
Other: Ralph Lockhart (Double Eagle Resort & Spa, Snowcreek Athletic Club, Sierra Center Mall) Ken Brengle (Mammoth Lakes Chamber of Commerce), Stacy Cook (Interim Director, Mammoth Lakes Community Foundation), Caroline Casey (Director of Special Events, Mammoth Lakes Tourism)
3. Opportunity for the Public to Address the Commission.
Ken Brengle shared with the Commission that the Peak Performance Training Committee Meeting will be held next week; Mono County staff have been invited to attend. The Chamber's next management training will be in March.
4. Community Event Marketing Fund (CEMF) Workshop. Staff gave an overview of the 2018-19 application, the new point system that will be used for evaluating applications, and addressed questions regarding the process.
5. Community Event Marketing Fund Reports. An opportunity for previous CEMF recipients to address the Commission and give a report on the success of the event and CEMF spending.
6. Approval of the Minutes of the October 30, 2018 meeting.
This item was tabled until next Commission meeting.
7. Monthly Financial/Budget Report.
Quarter 1 (July, August, Sept) Transient Occupancy Tax (TOT) revenue numbers are still pending. The Visa View report showed visitor spending was essentially flat for the summer months, year-over-year, despite challenges due to wild fire, smoke, and road closure. Spending from UK visitors showed the largest growth.
8. Economic Development and Tourism Report. Report on progress regarding research projects including the the Business Retention & Expansion Survey, Economic Impact and Visitor Profile Study, and Visa View report.

Staff is trying a new economic development marketing opportunity with Business Facilities, advertising in their Site Selectors Guide and video e-newsletter. Ms. Vennos attended the Mammoth Lakes Housing Summit. Staff reported that the final video in the business testimonial series is produced and in distribution, and the remote workers video will be finished soon. Staff met with Mammoth Lakes Chamber regarding the shared-USDA grant funds (\$50,000) and discussed programming, (training and technical assistance for small business, customer service and management training, etc.). Staff will be attending the Chamber's Peak Performance Training Committee's meeting next week to discuss this further. All staff attended management/customer service seminar with Dave Meltzer of Sports 1 Marketing -- three sessions were open to local business managers and front-line staff. Caroline Casey suggested an events-themed training next spring to help local event planners with marketing, advertising, collecting data, etc. Staff reported that the Visitor Profile Study 1:1 intercept surveys have concluded; the next step will be contacting lodging partners for occupancy and average daily rates.

Visit Mammoth hosted India travel and tour representatives and staff was invited to attend and meet with them during a reception at the Westin.

John Decoster's application for operating permit for cannabis retail shop was approved. Staff attended a joint staff meeting regarding the use permit for the first cannabis agriculture project (Tilth Farms in Walker, CA).

9. Fisheries Commission. Update regarding the Mono County Fish & Wildlife Commission.
Mr. Simpson is currently coordinating the complex fish stocking schedule for 2019. The Commission continues work on regulation amendment for Rush Creek -- in order to support naturally reproducing fish, this new regulation would require artificial, barbless lures and catch-and-release only from October 1s through November 15th while fish are spawning. The application was accepted by the California Dept. of Fish and Wildlife and will be reviewed next fall.
10. Film Commission. Update on filming activity and productions in Mono County.
Several productions have filmed in the area. Ms. Vennos is assisting in organizing the annual COLA (California On Location Awards), scheduled for December 16, 2018. The studio feature film "Triple Frontier" which filmed at Obsidian Dome and Ellery Lake in May 2018 is a finalist for "Location Team of the Year" in the feature film category.
11. Project Status Update:
 - a. Collateral: Both the visitor guide and 2019 event calendar are in the final stages of production, and will print before Christmas holidays.
 - b. Public Relations: A 16-page article on the Eastern Sierra was featured in the French travel magazine "GEO" – the result of a shared media fam trip hosted by Visit California, Visit Mammoth and Bishop Chamber of Commerce.
 - c. Advertising/Social Media/E-Newsletter: Top publications/outlets (Sunset, Visit CA, etc.) have shared our content, or recently visited and created content on Mono County.
 - d. Website: Staff shared a brief update on traffic to MonoCounty.org website
 - e. Tradeshows & Conferences: Staff reviewed the 2019 schedule for consumer travel/fishing shows.
12. 2019 Meeting Schedule. Review and approve the 2019 Meeting Schedule.
MOTION MADE BY WALSH, SECONDED BY SCHNEIDER, TO APPROVE THE DRAFT 2019 MEETING SCHEDULE.
APPROVED 5/0, NO ABSTENTIONS.
13. Commissioner Reports: Time permitting, Commissioners may share information and updates regarding their respective communities/districts.
LONG: Some Antelope Valley businesses (dining and lodging) are staying open this winter (Sweetwater Café, Walker Country Store, Andruss Motel, Toiyabe Motel).
WALSH: Little Loopers daycare received their license and will begin operating immediately. T-Bar Social Club opened during slow time of year, but is doing a lot of marketing and offers a shuttle from Mammoth Lakes to June Lake. High Sierra June Lake cannabis shop opens in January. The June Lake Trails Committee will be presenting a trail plan on Wednesday, December 5th at 4:00pm at June Lake Brewing. The June Lake Chamber is working on some new events, and June Mountain Ski Area is now scheduled to open December 21st due to the lack of snow thus far.
SCHNEIDER: Friends of the Inyo is hosting the Backcountry Film Festival which opens this weekend in Bishop, followed by Lone Pine and Mammoth Lakes (12/7). Planning for the 2019 event schedule is underway.
McQUILKIN: Tioga Pass closed just before Thanksgiving. Caltrans/Yosemite National Park hosted a community meeting in Lee Vining in October -- Yosemite National Park Superintendent, Mike Reynolds, along with Caltrans and County staff, discussed how decisions are made and communicated regarding Tioga Pass. The 2019 Mono Basin Bird Chautauqua is in the planning stages. The Mono Lake Committee is working with USFS and Mono County on possibly adding/replacing restrooms at Navy Beach and South Tufa.
VANDERHURST: Town of Mammoth Lakes approved \$60-million improvement bond to be used in next 5-7 years to improve and increase Mammoth Unified schools; meeting being held on December 4th from 11:30-1pm. Mammoth Lakes Chamber Annual Gala and business awards is taking place December 6th at Jimmy's Taverna. Mammoth Lakes Tourism has posted the job for Director of Marketing.
14. Call for agenda items for next regular meeting.
15. Adjourn the meeting and reconvene in regular session at on January 29, 2019 in the Board of Supervisors room on the third floor of the Sierra Center Mall at 452 Old Mammoth Road, Mammoth Lakes, CA 93546.