



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, January 29, 2019 – 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 10:07am.
2. Introductions and announcements.
Commissioners: McQuilkin, Little, Morrison, Schneider
Staff: Vennos, Simpson, Grans
Guests: Matt Gebo, Mammoth Lakes Tourism; Ken Brengle, Mammoth Lakes Chamber; Caroline Casey, Mammoth Lakes Tourism; Ralph Lockhart, Double Eagle Resort.
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.
Ms. Vennos shared that Jimmy Little offered his resignation after 15 years on the Commission. Staff and Commissioners thanked him for his contribution, service, time and valuable input.
Matt Gebo shared an air service updated with the Commission and said that MLT has been working to raise awareness to new carrier (United), as well as increasing awareness in the new Denver market.
4. Approval of the Minutes of the October 30, 2018 meeting.
MOTION MADE BY LITTLE, SECONDED BY SCHNEIDER, TO APPROVE THE OCTOBER 30, 2018 MEETING MINUTES.
APPROVED 4/0, NO ABSTENTIONS.
5. Approval of the Minutes of the November 27, 2018 meeting.
MOTION MADE BY LITTLE, SECONDED BY SCHNEIDER, TO APPROVE THE NOVEMBER 27, 2018 MEETING MINUTES.
APPROVED 4/0, NO ABSTENTIONS.
6. Monthly Financial/Budget Report.
Staff shared the working budgets for Tourism and Economic Development. Quarter 1 Transient Occupancy Tax (TOT) numbers are flat despite a challenging summer due to wildfires, smoke, road closures, Yosemite National Park closing, etc. Staff gave presentations to the Board of Supervisors during mid-year budget review in January.
7. Economic Development and Tourism Report.
Staff reported new charging stations are being installed in Bridgeport at the Shell Gas Station. The Mountain Ventures Summit is being hosted in the Mammoth Lakes this year; Vennos and Simpson will participate on a panel discussion during the event.
 - a. Community Grants: ACTION – Receive update regarding grant application process/evaluation system; approve allocation of funds and/or determine next steps in the process.
Staff shared the results of the point system, and the allocation of all community grant funding.
LITTLE MOVED, SCNEIDER SECONDED, TO APPROVE THE FUNDING AS DESCRIBED PENDING FINAL REVIEW. APPROVED 3/0, 1 ABSTENTION (McQUILKIN).
 - b. Open House/Training for Small Businesses: Discuss EDTFC open house and schedule for training seminars.
Staff and the Mammoth Lakes Chamber worked together to obtain a USDA Rural Grant for small business technical and training assistance (\$40,000). Ms. Vennos attended the Chamber's Peak Performance

Training Committee meeting to discuss options. Ken Brengle commented that a management training is being scheduled for March, and the front-line staff training would be in June.

Discussion was had regarding an open house-type event where Staff and the Commission could present research results from Visitor Profile Study, Visa View, Chicco State, Business retention and expansion survey, etc. to stakeholders at the end of May. Staff is also exploring hosting a Visit California "India Ready" training ahead of the predicted influx of travelers from India. Staff also looking to attend the India Sales Mission in 2020.

- c. Report on progress regarding research projects including the Business Retention & Expansion Survey, Economic Impact and Visitor Profile Study, and Visa View report.
1% increase domestic, %5 decrease international, China dropped from 3 to 8. India did not make top 10. Germany, France, UK 1-3.
- d. Review of Mono County Legislative Platform. Staff reviewed the County Legislative Platform with the Commissioners.

8. Fisheries Commission. Update regarding the Mono County Fish & Wildlife Commission.

Staff and the Fisheries Commission is working on the 2019 stocking schedule now, possibly with more stocking during the shoulder season and less during peak season. The Commission has also received feedback from marina owners for more fish, not larger fish. The Commission is also planning a Mono County "fishing summit" type event, possibly in April.

9. Film Commission. Update on filming activity and productions in Mono County.

Production requests during shutdown have been challenging to accommodate. Mammoth Mountain, with a blanket US Forest Service film permit, has been able to accommodate some projects during government shutdown including Mazda, Acura. Lifetime-type movie from Canada scouting the area. Chris Langley, Inyo County Film Commissioner, also had a few requests during shutdown. The Marvel scout for the Ben Affleck film that shot at Tioga and Ellery Lakes was a finalist during the California On Location Awards.

10. Commissioner Chair and Vice Chair Elections.

ACTION - Commissioners to nominate and vote for the Mono County Economic Development, Tourism & Film Commission positions of chairperson and vice-chairperson for a one-year term (calendar year).

SCHNEIDER MOTIONED, MORRISON SECONDED, TO RETAIN MCQUILKIN AS CHAIR AND LONG AS VICE CHAIR.

Approved 4/0, NO ABSTENTIONS.

11. Project Status Update:

a. Collateral: The 2019 Mono County Visitor Guide and Events Calendar have arrived. This year, an additional eight pages were added to the visitor guide including new content on dog-friendly visits, wild fire prevention, increased content and a changed lay-out for seasons to include more shoulder-season information.

b. Public Relations

Along with Visit California, Bishop Chamber of Commerce and Visit Mammoth, hosted writer from Geo Magazine (French publication) which produced a 16-page spread on the Eastern Sierra. (Value??)

c. Advertising/Social Media/E-Newsletter

Placed an ad in the Visit California international guides (translated into 16 different languages, distributed world-wide). Staff shared the Insane Audio business testimonial video and reported that the last interview for Remote Workers video has been completed. Jeff Simpson shared the Mono County Instagram account hit 30,000 fans.

d. Website

e. Tradeshows & Conferences. Staff recently attended the California Association of Local Economic Development (CALED) Rural Exchange in Sacramento, and International Sportsmen's Expo in Sacramento and the San Diego Travel and Adventure Show. Staff will be attending several trade shows and conference in the coming months: Los Angeles Travel and Adventure Show, Visit California's Outlook Forum (conference), Bay Area Travel and Adventure show, three Fred Hall Fishing Shows (Long Beach, Bakersfield, Del Mar), CALED training conference, and US Travel IPW.

12. Commissioner Reports: Time permitting, Commissioners may share EDTFC-related information, community info, etc.

LITTLE: Looks forward to seeing what the Commission accomplishes in the future and hopes to join again if possible. The entire Commission and Staff thanked Jimmy for his time and service to the Commission. Despite the government shutdown, the Bridgeport Winter Recreation Area has remained open and being patrolled.

SCHNEIDER: Friends of the Inyo is planning an outing in the Bodie Hills on February 23. FOI is planning 2019 events including trail work days in June Lake and Bridgeport. Having trail ambassadors on the Humboldt-Toiyabe this summer and will have a table at the Bridgeport Fourth of July event.

MCQUILKIN: Mono Lake Committee has been helping check South Tufa, restrooms, etc. during the government shutdown. A planned prescribed burn around Mono Lake to clear invasive plant species has been delayed. ESIA has tried to staff visitor centers, but lost revenue from visitor center bookstores during shutdown.

13. Call for agenda items for next regular meeting.

14. Adjourn the meeting and reconvene in regular session at on Tuesday, February 26, 2019 at the Lee Vining Community Center.