



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, September 25, 2018 – 10:00am

Bridgeport Health Department Annex - 199 Twin Lakes Rd. Bridgeport, CA 93517

Teleconference locations: Friends of the Inyo office (819 N. Barlow, Bishop, CA, 93514),

Hyatt Regency Sacramento (1209 L Street, Sacramento, CA, 95814) 93514)

1. Call to order. The meeting was called to order at 10:01am
2. Introductions and announcements.
Commissioners: Chris Long, Steve Morrison, Jimmy Little, Wendy Schneider
Staff: Jeff Simpson, Liz Grans
Other: Pam Bold, Lia Webb, Supervisor John Peters
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. Supervisor Peters reported that business in the Bridgeport area had been good the last few weeks and had rebounded from the low during the smoke and fire season. Supervisor Peters outlined the upcoming budget process for Mono County in the coming weeks.
4. Approval of the Minutes of the August 28, 2018 meeting. A MOTION WAS MADE BY MORRISON, SECONDED BY LITTLE, TO APPROVE THE MINUTES OF THE AUGUST 28, 2018 REGULAR MEETING AS WRITTEN. MOTION APPROVED 4-0, NO ABSTENTIONS.
5. Monthly Financial/Budget Report. Mr. Simpson reported on the department's goals and request for the upcoming October 2nd, 2018 Mono County budget meeting.
6. Economic Development and Tourism Report.
 - a. Report on progress regarding research projects including Business Retention & Expansion Survey, Economic Impact and Visitor Profile Study, Visa View report, and County economic profile.
Due to time constraints, this item was tabled until the next meeting.
 - b. Review the grant funding applications. Discuss possible revisions and a system for evaluating applications.
Staff presented a basic outline of a point system for ranking grant applications and reviewed it with the Commissioners. After discussion, staff will continue working on the point system and review with the Commission at the next meeting.
7. Eastern Sierra Green Business Program - Pam Bold/Lia Webb, High Sierra Energy Foundation. Brief update regarding a new program for businesses to highlight and certify environmentally-friendly practices. Ms. Bold and Ms. Webb asked for the commissions participation to promote the program that is aimed to help the environment, cut energy costs and promote participating businesses to tourists for green choices.
8. Dewatering of Mono County Ranchlands and Habitat. ACTION: Consider approval of a letter to Mayor Garcetti opposing the dewatering of Long Valley and Little Round Valley by the Los Angeles Department of Water and Power. Due to time constraints, this item was tabled until the next meeting.
9. Electric car charging stations. Discussion regarding options for non-Tesla car charging stations in Mono County. Due to time constraints, this item was tabled until the next meeting.

10. Fisheries Commission Report - Jeff Simpson. Update regarding the Mono County Fish & Wildlife Commission. Due to time constraints, this item was tabled until the next meeting.
11. Project Status Update:
 - a. Collateral – *Calendar*: Requests for event dates and information for 2019 events calendar. *Visitor Guide Advertising Rates*:
ACTION: Review and approve 2019 advertising rates for the expanded Mono County Visitor Guide.
MOTION MADE BY LITTLE, SECONDED BY MORRISON, TO APPROVE VISITOR GUIDE ADVERTISING RATES FOR 2019.
APPROVED 4/0, NO ABSTENTIONS.
 - b. Public Relations – No update.
 - c. Advertising/Social Media/E-Newsletter – No update.
 - d. Website – No Update.
 - e. Tradeshows & Conferences - No update.
12. Commissioner Reports: Time permitting, Commissioners may share information and updates regarding their respective communities/districts. – No update.
13. Call for agenda items for next regular meeting. No items were recommended for the next meeting.
14. Adjourn the meeting and reconvene in regular session at 10:00am on Tuesday, October 30, 2018 at the Antelope Valley Community Center at 442 Mule Deer Rd. Walker, CA 96107.