



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, May 28, 2019 – 10:00am

Walker Community Center

442 Mule Deer Rd. Walker, CA 96107

1. Call to order. Chair Geoff McQuilkin called the meeting to order at 10:05am.
2. Introductions and announcements.
Commissioners: Geoff McQuilkin, Chris Long, Steve Morrison, Erinn Wells, Michael Vanderhurst, Sarah Walsh (absent: Wendy Schneider)
Staff: Alicia Vennos, Jeff Simpson (absent: Liz Grans)
Guests: Pam Hamic, Northern Mono Chamber of Commerce
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. No public comment.
4. Approval of the Minutes of the April 30, 2019. Tabled until next meeting.
5. Monthly Financial/Budget Report. Ms. Vennos provided an update on financials for the Tourism budget, as well as the submitted department budget for FY2019-20. She reviewed the county budget goals and the schedule, which includes a budget workshop with all departments and the Board of Supervisors on 6/28 in Mammoth and 6/29 in Bridgeport. The Economic Development Department is on the workshop schedule after the EDTFC meeting in Suite Z, Mammoth Lakes.
6. Economic Development and Tourism Report.
 - a. Discuss details for two upcoming events: Staff provided an update on Mono County Visitor Research Presentation with independent consultant Lauren Schlau, scheduled for June 11, and business motivational speaker Erik Seversen scheduled for June 18. Both events are free and all business owners, managers and staff are warmly invited to attend.
 - b. Update on research projects, including Visa View visitor spending report and Advertising/Marketing Conversion Study. Mr. Simpson reviewed Visa View visitor spending and mentioned that the numbers of initial surveys collected for the Advertising/Marketing Conversion Study (through independent consultant SMG) are strong. Next step will be to contact the initial respondents to do a more extensive survey.
 - c. Update on Rural Infrastructure Finance grant through California Association for Local Economic Development (CALED). Ms. Vennos reported that CALED's consultant will be in Mono County to meet with staff on May 30th to discuss and prioritize projects that support economic vitality for communities within the county, and for the county as a whole. The consultant will provide a report on the prioritized projects and recommendations for funding sources to assist with solutions. Commission discussion about Mono County and community priorities included workforce/affordable housing, broadband "gaps," sustainable tourism, and parking issues in June Lake. Other Mono County departments that have been invited to the meeting with the consultant on May 30th include IT and Community Development, as well as Supervisor Halferty.
 - d. Outreach through community Chambers of Commerce. Ms. Vennos thanked Mr. Simpson for conducting a social media seminar and Fisheries workshop for the June Lake Chamber of Commerce and business community. Great feedback on both events was received. Other community chambers are welcome to invite staff for similar programs – please reach out with requests.

7. Mono County Fish & Wildlife Commission. Update regarding the Mono County Fish & Wildlife Commission and California Department of Fish & Wildlife proposed new regulations. Mr. Simpson provided an update on the new proposed regulations, the Mono County Fish & Wildlife Commission's position, and the county Board of Supervisor's decision to request that the California Department of Fish & Wildlife return to the Eastern Sierra to provide additional workshops/seminars for the public here in Mono County.
8. Film Commission. Update on filming activity and productions in Mono County. Steve Morrison reported on several film productions this spring; Ms. Vennos mentioned the Mammoth Lakes Film Festival success over Memorial Day weekend, some significant advertising opportunities through the California Film Commission (CFC) official locations guide, and the fact that the current CFC executive director, Amy Lemisch, is moving on from the CFC. Ms. Lemisch has been a strong advocate for filming in California and will be missed.
9. Project Status Update:
 - a. Collateral – Staff gave brief updates on community maps, Map Guide reprint and reprint funding for the Eastern Sierra Fishing Guide. her work coordinating and hosting this fam and several others this spring.
 - b. Public Relations – Michael Vanderhurst mentioned that Mammoth Lakes Tourism has secured an exclusive Chinese tour operator/travel professional fam following IPW in Anaheim. Liz Grans will be hosting the VIP group of 30 for a day at Mono Lake and Bodie. Thanks to Ms. Grans for all
 - c. Advertising/Social Media/E-Newsletter – Mr. Simpson provided stats for social media platforms; Ms. Grans is currently working on the June E-Newsletter.
 - d. Website – Mr. Simpson gave a brief overview on website traffic and content updates.
 - e. Tradeshows & Conferences – Staff will be attending IPW in Anaheim from June 1-6.
10. Commissioner Reports: Mr. McQuilkin reported that the Bird Chautauqua event was filling up quickly. Ms. Walsh mentioned that things were fairly quiet in the June Lake Loop but that fishing was reported to be good and the annual Trails Day is coming up on June 29th. Ms. Long reported that spring was extremely quiet in the Antelope Valley but almost all businesses were opened or soon to be opened for the summer.
11. Call for agenda items for next regular meeting. None.
12. Adjourn the meeting and reconvene in regular session at on Tuesday, June 25, 2019 at 10:00am in the Board of Supervisors Conference Room – Sierra Center Mall (452 Old Mammoth Road Suite 306 - Mammoth Lakes, CA 93546).