



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

## AGENDA

Regular Meeting of Tuesday, June 25, 2019 – 10:00am

Town County Conference Room - 437 Old Mammoth Road, Mammoth Lakes, CA 93546

1. Call to order.
2. Introductions and announcements.
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 April 30, 2019.
5. Approval of the Minutes of the May 28, 2019.
6. East River Public Relations Presentation. Katie Shaffer and Jenny Kendrick.
7. Monthly Financial/Budget Report.
  - a. Tourism Marketing Reserve Fund: Discussion of policies for the fund and possible action.
  - b. Report on progress regarding research projects, including Economic Impact of Tourism and Visitor Profile Study, Business Retention and Expansion Survey, and Advertising Conversion Study.
8. Economic Development and Tourism Report.
9. Fisheries Commission. Update regarding the Mono County Fish & Wildlife Commission and California Department of Fish & Wildlife proposed new regulations.
10. Film Commission. Update on filming activity and productions in Mono County.
11. Project Status Update:
  - a. Collateral
  - b. Public Relations
  - c. Advertising/Social Media/E-Newsletter
  - d. Website
  - e. Tradeshows & Conferences
12. Commissioner Reports: Time permitting, Commissioners may share EDTFC-related information, community info, etc.
13. Call for agenda items for next regular meeting.
14. Adjourn the meeting and reconvene in regular session at on Tuesday, July 30, 2019 at the Lee Vining Community Center (296 Mattly Ave. - Lee Vining, CA 93541).