



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

AGENDA

Economic Development, Tourism & Film Commission (EDTFC)

Regular Meeting via Teleconference*

Tuesday, March 31, 2020 – 10:00am

*As authorized by Governor Newsome's Executive Order N-25-20, dated March 17, 2020, this meeting will be held via teleconferencing with members of the Commission attending from separate locations. There will not be a physical location of the meeting open to the public. This altered format is in observance of recent recommendations by local officials that certain precautions be taken, including social distancing, to address the threat of COVID-19.

Teleconference call-in information for Commissioners and members of the public is as follows:

<https://monocounty.zoom.us/j/273440472> and use the meeting ID: 273 440 472 OR call by phone at 1-669-900-6833 and use the meeting ID: 273 440 472. If you are experiencing technical issues trying to connect to the meeting, please contact Alicia Vennos at avennos@mono.ca.gov / 760-709-1149.

The public will be able to comment during the meeting; instructions will be provided. If you wish to make a comment on a specific agenda item *before* the meeting, please submit your comment via email to Avennos@mono.ca.gov or Jsimpson@mono.ca.gov before 9:00 a.m. on the day of the meeting. Thank you.

NOTE: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact Economic Development at 800-845-7922 / avennos@mono.ca.gov. Notification 48 hours prior to the meeting will enable the County to make reasonable arrangements to ensure accessibility to this meeting (See 42 USCS 12132, 28CFR 35.130).

10:00 AM

1. Call to order.
2. Introductions and announcements
3. Opportunity for the Public to address the Commission on items of public interest that are within the subject matter jurisdiction of the Commission, and which are not on the Agenda. Speakers may be limited in speaking time depending upon the press of business and number of persons wishing to address the Commission. (Comments received by email will be read at this time).
4. Approval of the Minutes of the January 28, 2020 meeting.

5. Community Support Grant Programs. Review of current Community Event Marketing Fund program, application and parameters. Discussion regarding possible cancellation of FY19-20 Community Support grant-funded events/programs due to COVID-19 issues or other reasons, as well as potential redistribution of available funds.
POSSIBLE ACTION: A. The Commission to recommend changes or next steps, if any, to the current Community Grant parameters. B. The Commission to approve whether available funds due to event/program cancellations may be redistributed, and the way in which redistribution may take place.
6. Monthly Financial/Budget report.
 - a. Fiscal Year 2020-21 Budget Calendar
 - b. Transient Occupancy Tax – Revised projections, expenditures/budget adjustments for FY 19-20
 - c. Tourism Commission Reserve Fund – Policy review and strategic expenditure plan
7. Economic Development and Tourism report.
 - a. COVID-19 Tourism/Visitor Communication Strategy – Discussion regarding current messaging, and future strategies, opportunities and tactics for recovery effort.
 - b. Economic Recovery Branch of Emergency Operation Center (EOC) update and discussion – This Town-County working group of the EOC, established on March 25th and lead by the Economic Development department, is in the process of compiling a white paper for the EOC outlining the impacts of the COVID-19 crisis on local small businesses, communities, and the economy, as well as short- and long-term solutions/actions to assist during and after the crisis. The Commission’s participation, insights and feedback are requested to assist with this project.
 - c. Key Data platform – Discussion and review of software package that tracks local lodging sector performance for strategic planning/marketing purposes.
8. Mono County Fish & Wildlife Commission report. Update regarding fishing season opener.
9. Project Status update. May include reports and discussion on Public/Media Relations, Film Production, Advertising/social media, Websites, Marketing Programs, Tradeshows/conferences, etc.
10. Commissioner Reports. Commissioners are invited to share EDTFC-related information and community updates, announcements and reports.
11. Call for agenda items for next regular meeting.
12. Adjourn the meeting and reconvene in regular session at on Tuesday, April 28, 2020 at the June Lake Community Center or via teleconferencing, (to be announced).