



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, July 28, 2020 – 10:00 A.M.

\*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](mailto: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](mailto:Avennos@mono.ca.gov) or [Jsimpson@mono.ca.gov](mailto: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](mailto: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).

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 March 31, 2020 meeting, April 28, 2020 meeting and June 30 meeting.
5. Commission administration report. Update includes the reappointment to the Commission of Michael Vanderhurst; vacancy on the Commission due to the resignation of Christine Long; and notice of election for Vice-chair to be held at July 28 regular meeting.

6. Monthly Financial/Budget report.
  - a. Fiscal Year 2020-21 Proposed Budget for Economic Development/Tourism  
POSSIBLE ACTION: To approve expenditure from the Tourism Commission Reserve Fund to supplement tourism marketing budget shortfall for FY20-21 due to projected loss in Transient Rental Tax receipts.
  - b. Transient Occupancy Tax projections and expenditure/budget adjustments
7. Economic Development and Tourism report.
  - a. COVID-19 update from EOC/Economic Recovery Branch update – State Monitoring List and impacts to business
  - b. Business Assistance Grant program development and discussion
  - c. Marketing and visitor communication report; Joint Information Center (JIC) update
8. Community Support Grant Programs and Special Events – status of grant-funded community and special events; and presentation by Janet Hunt, Mono Arts Council, regarding proposal to host a virtual June Lake Jam Fest.
9. Mono County Fish & Wildlife Commission update – Jeff Simpson
10. Film Commission update – Steve Morrison, Alicia Vennos
11. Project Status Update, including public relations, advertising/social media, websites, and tradeshow/conferences.
12. Commissioner Reports. Commissioners are invited to share EDTFC-related information and community information and updates.
13. Call for agenda items for next regular meeting.
14. Adjourn the meeting and reconvene in regular session at 10:00 a.m. on July 28 at the Lee Vining Community Center, or via teleconference, TBD.