



# CALIFORNIA'S EASTERN SIERRA

MONO COUNTY ECONOMIC DEVELOPMENT, TOURISM & FILM COMMISSION

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## MINUTES

### Economic Development, Tourism & Film Commission (EDTFC)

#### Regular Meeting via Teleconference\*

Tuesday, January 26, 2021 – 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.

**Commissioners present:** Geoff McQuilkin, Michael Vanderhurst, Sarah Walsh, Wendy Schneider, Steve Morrison, Erinn Wells

**Commissioners absent:** Scott Burkard

**Staff:** Alicia Vennos, Jeff Simpson, Liz Grans, Morgan Terrell

**Guests:** Supervisor Rhonda Duggan, Julie Brown

1. **Call to order.**

Chair Geoff McQuilkin called the meeting to order at 10:10am.

2. **Introductions and announcements.**

Introductions were made.

3. **Opportunity for the Public to address the Commission.**

Supervisor Peters reported on the aftermath of the Mountain View Fire and the recovery process. Debris removal is scheduled for early February and will take a few months to complete.

4. **Approval of the Minutes of the November 18<sup>th</sup>, 2020 meeting.**

Meeting was canceled, therefore no minutes.

5. **Mammoth Mountain/June Mountain report/updates** – Julie Brown, General Manager, June Mountain Ski Area

Ms. Brown reported on operations and public health and safety protocols at June and Mammoth mountains.

6. **Monthly Financial/Budget report.**

a. Transient Occupancy Tax receipts for Quarter 1:

- Ms. Vennos reported a decrease of 11% which is not as dire as expected.

b. Overview of revenue and expenditures to date for FY20-21

- Ms. Vennos reported that at mid-year, expenditures are at approximately 50%; additional funds will not be requested.

7. **Economic Development and Tourism report.**

a. EOC Joint Information Center update. Ms. Vennos reported on the latest public health trends and EOC activity. Mr. Simpson provided a brief overview on Joint Information Center communications.

b. Regional Stay At Home Order – Business restrictions update. Ms. Vennos briefly reported on Purple Tier business restrictions, availability of PPE, and challenges faced by local business community given the 6-week

shutdown that encompassed the critically important Christmas and winter holiday.

c. Rental Assistance availability – Mr. Simpson provided an update on residential rental assistance program available to all eligible county residents through Mammoth Lakes Housing.

d. Marketing and visitor communication report – Ms. Vennos provided an update on outdoor advertising “Masks Mandatory in Mono” campaign, 2021 Visitor Guide, messaging regarding winter season and the upcoming E-Newsletter

e. Local, State, Federal business assistance programs; report on application for Community Development Block Grant (CDBG) CARES Act for Microenterprise Financial Assistance Program. Mr. Simpson gave an overview on all business relief programs available to businesses countywide.

8. **Community Support Grant Programs and Special Events** -Liz Grans

Ms. Grans reported that numerous applications have been received; deadline for applications is February 5<sup>th</sup> at 5pm.

9. **Mono County Fish & Wildlife Commission update** -Jeff Simpson

Mr. Simpson provided a report on the new CDFW fishing regulations which go into effect on March 1<sup>st</sup>, 2021. He has developed a one sheet flier to be distributed throughout the county that gives information on regulations by body of water throughout the County. He is currently working on revising the fishing map as well.

10. **Film Commission update** – Steve Morrison, Alicia Vennos

Mr. Morrison reported filming has been slow in January, with productions canceling and going to other locations that are less restrictive. However, both he and Ms. Vennos report that the pent-up demand is generating numerous inquiries for productions scheduled later in the winter.

11. **Project Status Update, including public relations, advertising/social media, websites, tradeshow/conferences.**

Ms. Vennos reported that all tradeshow have been cancelled in 2021. The 2021 Visitor Guide is in design phases; advertisers that paid for their placement in the 2020 Guide will receive a free placement in the 2021 guide due to impacts to guide circulation last year. Ms. Grans reported that she is working with Ms. Terrell on website updates, content, as well as the E-newsletter.

12. **Commissioner Reports.**

- Ms. Walsh reported that the June Lake community is very relieved June Mountain is open and lodging is starting to reopen. The June Lake Chamber has reorganized its structure.
- Ms. Wells reported Bridgeport is getting a new health clinic. The Toiyabe Clinic is moving there since its location in Walker was destroyed in the Mountainview Fire.
- Ms. Schneider reported Friends of the Inyo activities will be like last year, with a focus on Northern Mono and Southern Inyo locations for stewardship days. They plan to virtually teach people to recreate responsibly.
- Mr. Morrison reported that Mammoth Mountain has implemented a Covid Compliance Enforcement Team to patrol lodges and lift lines and remind people to stay compliant and wear masks the appropriate way.
- Mr. McQuilkin reported that Lee Vining and the ES Unified School District has reopened the schools.

13. **Call for agenda items for next regular meeting.**

Mammoth and June Mountain Update  
Dispersed Camping

14. **Adjourn the meeting** and reconvene in regular session at 10:00 a.m. on March 30, 2021 via teleconference.

Mr. McQuilkin adjourned the meeting at 12:05pm.