



CALIFORNIA'S GREAT BEYOND

MONO COUNTY ECONOMIC DEVELOPMENT, TOURISM & FILM COMMISSION
PO BOX 603 | MAMMOTH LAKES, CA 93546 | 800-845-7922 | MONOCOUNTY.ORG

MINUTES

Regular Meeting via Teleconference*
Tuesday, September 27, 2022 – 10:00 A.M.

*As authorized by Governor Newsom's Executive Order N-25-20, dated March 17, 2020, and continuation pursuant to AB 361, 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, via Zoom:
<https://monocounty.zoom.us/j/2488929627>

If you are experiencing technical issues trying to connect to the meeting, please contact Jeff Simpson:
jsimpson@mono.ca.gov / 760-924-4634 or Liz Grans: lgrans@mono.ca.gov / 760-924-1738.

NOTE: 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 Lgrans@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 us. 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.

Commissioner McQuilkin called the meeting to order at 10:02am.

2. Introductions and announcements.

Commissioners: McQuilkin, Walsh, Wells, Trainor

Staff: Simpson, Grans

Other: Supervisor Peters, Brianna Goico (Mammoth Lakes Chamber), Supervisor Duggan

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.

Briana Goico announced a few upcoming Chamber events – a Town of Mammoth Lakes town council candidates forum on October 6, customer service trainings and management luncheon event on November 15 and 16. The customer service training and management lunch are both free and open to any County businesses and staff to attend. More information is available on Mammothlakeschamber.org.

Supervisor Peters requested the Commission address the Yosemite National Park peak hour reservation system and the impacts it's had on the local economy.

Discussed at Lee Vining Chamber meeting, LDTAC meeting, and Yosemite Gateway Partners meeting in Yosemite National Park on October 13.

4. Findings Relating to the Holding of Remote Meetings Under AB 361

Find that: (1) The Proclamation of State of Emergency issued by Governor Newsom on March 4, 2020, in response to the COVID-19 pandemic remains in effect; (2) Local Public Health Officials have recommended measures to promote social distancing; and (3) As a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees. Accordingly, meetings of the Economic Development, Tourism, and Film Commission may be held remotely in accordance with the requirements set forth in subdivision (e) of Section 54953 of the California Government Code.

Motion made by Walsh, second by Wells to approve the findings.

Verbal Roll call for the vote: Commissioner Walsh – yay; Commissioner McQuilkin – yay; Commissioner Wells – yay; Commissioner Trainor – yay. All in favor, no abstentions; findings approved 4-0.

5. Approval of the minutes of the August 30, 2022 regular meeting.

Motion made by Wells, second by Trainor to approve the minutes.

Verbal Roll call for the vote: Commissioner Walsh – yay; Commissioner McQuilkin – yay; Commissioner Wells – yay; Commissioner Trainor – yay. All in favor, no abstentions; findings approved 4-0.

6. Monthly financial/budget report.

a. FY 22-23 budget update.

Mr. Simpson reported that the fiscal year 2022-2023 budget was adopted by the Board of Supervisors on September 13. Included in that budget were the three community support programs as well as a request to use \$35,000 from cash reserve funds for additional marketing efforts this fiscal year. Mr. Simpson also stated that staff conducted interviews for the Economic Development Coordinator position, and sent an offer to one applicant this morning,

7. Economic Development and Tourism report – information on current or emerging issues, including but not limited to:

a. Community grant program – review allocation amounts and timeline for 2022-23.

Ms. Grans reviewed the community grant program. This year, amounts for each program were increased: an additional \$5,000 for Community Event Marketing Fund (CEMF) from \$20,000 to \$25,000; an additional \$3,500 for Historical Societies Grant Fund (HSGF) from \$6,000 to \$9,500; and additional \$8,000 for Performing & Visual Arts Grant (PVAG) from \$10,000 to \$18,000. Ms. Grans is working with IT to update the application forms in QuickBase and hopes to open the application period on either 9/30 or 10/3 for 4-5 weeks, with allocations ready for approval at the November 16th commission meeting.

8. Film Commission update on film production in Mono County, permitting issues, and other film-related updates – Liz Grans/Steve Morrison

Ms. Grans shared that she and staff have been receiving several filming inquiries. She is continuing to network with local agencies and recently met with Richard Fujikawa with Southern California Edison, Megan Mallowney, the new District Ranger for the Bridgeport Ranger District. Apple was recently filming in the Mammoth Lakes and Bridgeport area.

9. Fisheries report – Jeff Simpson

Additional stocking, Clean Up the Lake project complete, future projects in the area to be announced.

10. Project status update, including collateral, public relations, advertising/social media, websites, California's Great Beyond brand video, and tradeshow/conferences.

- a. 2023 Visitor Guide – discuss and advise staff on content, format, and distribution.
After a review by staff, there was consensus to keep the content and format for the 2023 visitor guide.
- b. 2023 Visit California Visitor Guide advertising placement – discuss and advise staff.
Commission supported placing a 1/3-page ad in the 2023 Visit CA visitor guide.

11. Commissioner reports. Commissioners are invited to share EDTFC-related information and reports, announcements, and updates from their respective districts/communities.

Commissioners gave brief updates related to business and tourism in their respective districts.

12. Call for agenda items for next regular meeting.

Yosemite National Park – peak hour reservation system update.

13. Adjourn the meeting and reconvene in regular session in Mammoth Lakes at 10:00 a.m. on October 25, 2022.

Due to staff and commission scheduling conflicts, Ms. Grans will follow-up with an email about possibly changing the date and/or location (remote vs. in person) of the October 25 and November 16 meetings.