



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

AGENDA

Regular Meeting of Tuesday, August 28, 2018 – 10:00am

Lee Vining Community Center - 296 Mattly Ave. Lee Vining, CA 93541

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 July 31, 2018 meeting.
5. Monthly Financial/Budget Report.
6. Economic Development and Tourism Report:
 - a. Discuss possible stakeholder “open house” events.
 - b. Discuss niche marketing strategies and tactics.
 - c. Review grant funding applications and discuss possible revisions.
 - d. Discuss upcoming printing/paper cost increases for 2019 Visitor Guide, and potential fee increase for advertising rates. ACTION: Review and determine fee increase for advertising space in 2019 Visitor Guide.
 - e. Report on progress regarding research projects including Business Retention & Expansion Survey, Economic Impact and Visitor Profile Study, Visa View report, and County economic profile.
7. Dewatering of Mono County Ranchlands and Habitat. ACTION: Consider approval of a letter to Mayor Garcetti opposing the dewatering of Long Valley and Little Round Valley by the Los Angeles Department of Water and Power.
8. Fisheries Commission Report: Update from Mr. Simpson regarding the Mono County Fish & Wildlife Commission.
9. Film Commission: Update on filming activity and productions in Mono County.
10. Project Status Update:
 - a. Collateral
 - b. Public Relations
 - c. Advertising/Social Media/E-Newsletter
 - d. Website
 - e. Tradeshows & Conferences: CALED Rural Summit Exchange on September 25-26th in Tehachapi, CA.
11. Commissioner Reports: Time permitting, Commissioners may share information and updates regarding their respective communities/districts.
12. Call for agenda items for next regular meeting.
13. Adjourn the meeting and reconvene in regular session at 10:00am on Tuesday, September 25, 2018 at 74 N. School Street Annex I, Bridgeport, CA 93517.