



CALIFORNIA'S EASTERN SIERRA

MONO COUNTY ECONOMIC DEVELOPMENT, TOURISM & FILM COMMISSION

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

AGENDA

Regular Meeting of Tuesday, April 30, 2019 – 10:00am

June Lake Community Center

90 W. Granite Ave. - June Lake, CA 93529

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. Expedia On-line Travel Agency (OTA) Presentation: Danielle Krcma, Expedia Associate Market Manager / Karen Tocher, Direct Manager
5. Sustainable Recreation Program Presentation: Matt Paruolo, Eastern Sierra Sustainable Recreation Coordinator
6. Bodie Hills Conservation Presentation: April Sall, Executive Director, Bodie Hills Conservation
7. Approval of the Minutes of the January 29, 2019.
8. Monthly Financial/Budget Report.
9. Economic Development and Tourism Report.
 - a. Open House/Training for Small Businesses: Discuss EDTFC open house and schedule for training seminars.
 - b. Report on progress regarding research projects, including Economic Impact of Tourism and Visitor Profile Study, Visa View visitor spending report, and Advertising Conversion Study.
 - d. Website
 - e. Tradeshows & Conferences
10. Fisheries Commission. Update regarding the Mono County Fish & Wildlife Commission and California Department of Fish & Wildlife proposed new regulations.
11. Film Commission. Update on filming activity and productions in Mono County.
12. Project Status Update:
 - a. Collateral
 - b. Public Relations
 - c. Advertising/Social Media/E-Newsletter
 - d. Website
 - e. Tradeshows & Conferences
13. Commissioner Reports: Time permitting, Commissioners may share EDTFC-related information, community info, etc.
14. Call for agenda items for next regular meeting.
15. Adjourn the meeting and reconvene in regular session at on Tuesday, May 28, 2019 at the Walker Community Center.