



CALIFORNIA'S EASTERN SIERRA

MONO COUNTY ECONOMIC DEVELOPMENT, TOURISM & FILM COMMISSION

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MINUTES

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

June Lake Community Center

90 W. Granite Avenue, June Lake, CA 93529

1. Call to order. In Geoff McQuilkin's absence, Vice Chair Chris Long called the meeting to order at 10:00 am.
2. Introductions and announcements.
Commissioners: Chris Long, Erinn Wells, Wendy Schneider, Michael Vanderhurst, Sarah Walsh (absent: Geoff McQuilkin, Steve Morrison)
Staff: Jeff Simpson, Alicia Vennos (absent: Liz Grans)
Guests: Numerous members of the June Lake business community and June Lake Chamber of Commerce; Jora Fogg, The Sheet, Karen Tosier/Expedia
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. Ken Brengle, Mammoth Lakes Chamber of Commerce reported that the Chamber will no longer be part of Mammoth Lakes Tourism and will become part of the Town of Mammoth Lakes government organization.
4. Expedia On-line Travel Agency (OTA) Presentation: Danielle Krcma, Expedia Associate Market Manager / Karen Tocher, Direct Manager. Ms. Krcma gave a presentation on services provided by Expedia.
5. Sustainable Recreation Program Presentation: Matt Paruolo, Eastern Sierra Sustainable Recreation Coordinator provided an overview on the structure, goals and work projects of the Sustainable Recreation program.
6. Bodie Hills Conservation Update: April Sall, Executive Director, Bodie Hills Conservation, presented the mission and highlights of the Bodie Hills Conservation effort.
7. Approval of the Minutes of the January 29, 2019. MOTION: Vanderhurst. SECOND: Schneider. APPROVED 5/0, no abstentions.
8. Monthly Financial/Budget Report. Ms. Vennos provided an update on financials, as well as the county budget process and schedule for Fiscal Year 2019-2020.
9. Economic Development and Tourism Report. Staff reported on the California Association for Local Economic Development (CALED) grant regarding Rural Infrastructure Finance priorities as well as the following:
 - a. Open House/Training for Small Businesses: Discuss EDTFC open house and schedule for training seminars.
 - b. Progress regarding research projects, including Economic Impact of Tourism and Visitor Profile Study, Visa View visitor spending report, and Advertising Conversion Study.
10. Fisheries Commission. Update regarding the Mono County Fish & Wildlife Commission and California Department of Fish & Wildlife proposed new regulations. Jeff Simpson outlined the proposed changes to the fishing regulations by the California Department of Fish & Wildlife. He will be hosting a "Fish Summit" at the June Lake Chamber of Commerce on May 15th to provide more information to the local community. Discussion ensued with comments and feedback from Commissioners and guests.

11. Film Commission. Update on filming activity and productions in Mono County. Alicia Vennos gave a brief update on film productions that have been filming in the region this spring, including *Animal Planet* and several vehicle commercials.
12. Project Status Update: Staff provided updates on the following:
 - a. Collateral
 - b. Public Relations
 - c. Advertising/Social Media/E-Newsletter
 - d. Website
 - e. Tradeshows & Conferences: Staff reported that the tradeshow circuit had concluded and many attendees were concerned about heavy snowpack interfering with hiking, fishing, and other activities this summer, passes being opened late, flooding, etc. Staff will also represent Mono County at IPW in Anaheim from June 1-6. IPW is US Travel Association's annual business-to-business travel marketplace, one of the largest travel trade expos in the world. Mammoth Lakes Tourism and High Sierra Visitors Council will both sponsor the California Pavilion to optimize brand exposure to domestic and international travel trade representatives during IPW.
13. Commissioner Reports:
 - Ms. Schneider reported that Friends of the Inyo had been interviewed by two different French travelogues. Friends of the Inyo plans to do trail maintenance in northern Mono County and staff have been working closely with Humboldt Toiyabe National Forest as well as Bridgeport Chamber of Commerce and Bodie Hills Conservation on priority project list.
 - Mr. Vanderhurst spoke briefly about a post IPW Fam that Mammoth Lakes Tourism secured with 30 major Chinese travel professionals and media.
 - Ms. Wells mentioned that most businesses in Bridgeport were open or ready to open for the spring/summer season including High Sierra Bakery.
 - Ms. Walsh shared that a new June Mountain Ski Area (JMSA) retail shop had opened in the Rainbow Ridge Realty building and is selling JMSA logo merchandise. She mentioned the community's concern with the closing of June Mountain prior to Easter and with excellent snow conditions. Ralph Lockhart, June Lake Chamber, added that the Chamber had had a good meeting with JMSA General Manager to explore the possibility of extending the season at least on weekends in April but ultimately was unable to make that happen and the business community felt that impact.
 - Ms. Long reported that the focus of the Antelope Valley business community was focused on fishing and the new proposed regulations, and that Mountainview BBQ had recently opened for the season.
14. Call for agenda items for next regular meeting. None.
15. Adjourn the meeting and reconvene in regular session at on Tuesday, May 28, 2019 at the Walker Community Center.