



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

MINUTES

Regular Meeting of Tuesday, October 29, 2019 – 10:00am

Walker Community Center: 442 Mule Deer Rd. Walker, CA 96107

1. Call to order.

Chairperson Geoff McQuilkin called the meeting to order at 10:04am.

2. Introductions and announcements.

Commissioners: Geoff McQuilkin, Chris Long, Erinn Wells, Michael Vanderhurst, Steve Morrison, Sarah Walsh (Absent: Wendy Schneider)

Staff: Alicia Vennos, Jeff Simpson, Liz Grans

Guests: Pam Hamic, Northern Mono Chamber; John Peters, Mono County Supervisor

Supervisor Peters gave a brief update on the Southern California Edison public safety power shot-offs (PSPS).

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.

Pam Hamic gave a recap of the Eastern Sierra ATV UTV Jamboree event held in September and announced that the Women's Club Annual Bazaar is scheduled for November 10th.

Supervisor Peters announced that April Sall, Director of the Bodie Hills Conservation Partnership, will be leaving her position because it is no longer funded. Friends of the Inyo will be absorbing some of her duties.

4. Approval of the Minutes of the September 24, 2019 Meeting.

MOTION: Steve Morrison. SECOND: Michael Vanderhurst. APPROVED: 6/0, no abstentions.

5. Mono County Community Development Department Update: Cannabis, Short-term Rentals, Housing – Michael Draper, Community Development Planning Analyst.

Michael Draper updated the commission regarding recent activity with cannabis cultivation and retail outlet permits. The County has a limit of ten cultivation permits and currently six have been approved or are in the application process. He also reviewed the permitting caps for retail outlets, approved locations, and restrictions on products.

Next, Mr. Draper reviewed short-term rentals and explained the two different types – owner occupied vs. entire dwelling/non-owner occupied. Both types require two permits, a use permit and an activity permit, as well as a business license and transient occupancy tax (TOT) certificate.

Finally, Mr. Draper updated the commission on recent affordable housing projects, including the Tioga Inn's proposed addition of 100 employee housing units and a new development of five 1-bedroom units in June Lake

6. Monthly Financial/Budget Report.

Ms. Vennos reported that first quarter transient occupancy tax is not available as only a portion of the businesses have reported. Staff shared a draft working budget and reported that the tourism reserve policy is still in the draft phase.

7. Economic Development and Tourism Report.

The Commission reviewed the second round of tourism marketing brand concepts and provided feedback and direction to staff.

Fall campaign was strong despite the colors being somewhat inconsistent this year.

- a. Report on Rural Infrastructure Financing Grant sponsored by California Association for Local Economic Development (CALED). Tabled until next meeting due to lack of time.

- b. Community Grants: ACTION: Receive update regarding grant applications received, approve allocation of funds and/or determine next steps in the process.
Liz Grans reviewed the applications received for the three community grant programs – the Community Event Marketing Fund (CEMF), Performing & Visual Arts Grant Program, and Historical Societies Grant Program – as well as the allocation of funds based on the points system for CEMF. MOTION: Sarah Walsh motioned to approve the Community Event Marking Fund allocations as presented. SECOND: Michael Vanderhurst. Approved 6/0, no abstentions.
- c. Letter of Support: Discuss Yosemite Area Regional Transportation System (YARTS) application for California State Transportation Agency (CalSTA) 2020 TIRCP grant funding in order to purchase six battery electric buses and solar mobile charging systems. ACTION: Review and approve draft letter of support. MOTION: Michael Vanderhurst motioned to approve the letter as drafted. SECONDED: Steve Morrison. Approved 6/0, no abstentions.
- d. Nichole Farley, Civitas presentation scheduled for Tuesday, November 5th at Mono County Board of Supervisors meeting. Staff notified the Commission of this upcoming presentation, requested by the Board of Supervisors during the budget process last spring. Ms. Farley will also offer the presentation to Mono County lodging partners after the BOS meeting, 2pm in Memorial Hall.

8. Mono County Fish & Wildlife Commission Update – Jeff Simpson. Tabled until next meeting due to lack of time.

9. Film Commission Update – Alicia Vennos. Tabled until next meeting due to lack of time.

10. Project Status Update: Tabled until next meeting due to lack of time.

- a. Collateral
- b. Public Relations
- c. Advertising/Social Media/E-Newsletter
- d. Website
- e. Tradeshows & Conferences

11. Commissioner Reports: Time permitting, Commissioners may share EDTFC-related information, community info, etc. The Commissioners gave brief updates of events/activities in their communities.

12. Call for agenda items for next regular meeting. None.

13. Adjourn the meeting and reconvene in regular session on Wednesday, November 20, 2019 at 10:00am in the Board of Supervisors Conference Room – Sierra Center Mall (452 Old Mammoth Road Suite 306 - Mammoth Lakes, CA 93546).