



# 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

### Special Meeting

Tuesday, January 28, 2020 – 9:30am

CAO Conference Room – Sierra Center Mall

452 Old Mammoth Road, Suite 306, Mammoth Lakes, CA 93546

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 November 20, 2019 meeting.
5. Commissioner Chair and Vice Chair Elections.  
ACTION - Commissioners to nominate and vote for the Mono County Economic Development, Tourism & Film Commission chairperson and vice-chairperson for 2020, a one-year term.
6. Economic Development, Tourism & Film Commission 2020 Regular Meeting Calendar  
ACTION – Review and approve the proposed 2020 regular meeting schedule.
7. Letter of Support – Restoring Ranger/Peace Officer Position at Mono Lake Tufa State Natural Reserve.  
ACTION – Commissioners to review and approve letter to support restoring the Ranger/Peace Officer position at Mono Lake Tufa State Natural Reserve.
8. Monthly Financial/Budget Report.
9. Economic Development and Tourism Report.
10. Fisheries Commission. Update regarding the Mono County Fish & Wildlife Commission.
11. Film Commission. Update on filming activity and productions in Mono County.
12. Project Status Update:
  - a. Collateral – Visitor Guide/Calendar and review of brand development
  - b. Public Relations – Recent pick-up in key media outlets
  - c. Advertising/Social Media/E-Newsletter
  - d. Website – Content/CRM listings

e. Tradeshows, Sales Missions, Conferences – India Sales Mission with Visit California report; Travel & Adventure Show, San Diego report; International Sportsmen’s Expo, Sacramento report; Mountain Ventures Summit; Visit California Outlook Conference and Poppy Awards nominations

13. Commissioner Reports. 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, February 25, 2020 at the Lee Vining Community Center.