



AGENDA

Economic Development, Tourism & Film Commission (EDTFC)

Regular Meeting via Teleconference*

Tuesday, January 26, 2021 – 10:00 A.M.

*As authorized by Governor Newsom’s Executive Order N-25-20, dated March 17, 2020, this meeting will be held via teleconferencing with members of the Commission attending from separate locations. There will not be a physical location of the meeting open to the public. This altered format is in observance of recent recommendations by local officials that certain precautions be taken, including social distancing, to address the threat of COVID-19.

Teleconference call-in information for Commissioners and members of the public is as follows:
<https://monocounty.zoom.us/j/273440472> and use the meeting ID: 273 440 472 OR call by phone at 1-669-900-6833 and use the meeting ID: 273 440 472. If you are experiencing technical issues trying to connect to the meeting, please contact [Jeff Simpson@mono.ca.gov](mailto:Jeff.Simpson@mono.ca.gov) / 760-924-4634.

The public will be able to comment during the meeting; instructions will be provided. If you wish to make a comment on a specific agenda item *before* the meeting, please submit your comment via email to Avennos@mono.ca.gov or Jsimpson@mono.ca.gov before 9:00 a.m. on the day of the meeting. Thank you.

NOTE: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact Economic Development at 800-845-7922 / avennos@mono.ca.gov. Notification 48 hours prior to the meeting will enable the County to make reasonable arrangements to ensure accessibility to this meeting (See 42 USCS 12132, 28CFR 35.130).

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 18, 2020 meeting.
5. Mammoth Mountain/June Mountain report/updates – Julie Brown, General Manager, June Mountain Ski Area
6. Monthly Financial/Budget report.
 - a. Transient Occupancy Tax receipts for Quarter 1
 - b. Overview of revenue and expenditures to date for FY20-21
7. Economic Development and Tourism report.

- a. EOC Joint Information Center update
 - b. Regional Stay At Home Order – Business restrictions update
 - c. Rental Assistance availability
 - d. Marketing and visitor communication report – outdoor advertising; 2021 Visitor Guide; messaging regarding winter season; E-Newsletter
 - e. Local, State, Federal business assistance programs; report on application for Community Development Block Grant (CDBG) CARES Act for Microenterprise Financial Assistance Program
8. Community Support Grants – Liz Grans
 9. Mono County Fish & Wildlife Commission update and new Fishing Regulations summary – Jeff Simpson
 10. Film Commission update – Steve Morrison, Alicia Vennos
 11. Project Status Update, including public relations, advertising/social media, websites, and tradeshow/conferences.
 12. Commissioner Reports. Commissioners are invited to share EDTFC-related information and community reports, announcements, and updates.
 13. Call for agenda items for next regular meeting.
 14. Adjourn the meeting and reconvene in regular session at 10:00 a.m. on February 23, 2021 via teleconference.