



CALIFORNIA'S GREAT BEYOND

MONO COUNTY ECONOMIC DEVELOPMENT, TOURISM & FILM COMMISSION
PO BOX 603 | MAMMOTH LAKES, CA 93546 | 800-845-7922 | MONOCOUNTY.ORG

MINUTES

Regular Meeting via Teleconference*
Tuesday, October 25, 2022 – 10:00 A.M.

*As authorized by Governor Newsom's Executive Order N-25-20, dated March 17, 2020, and continuation pursuant to AB 361, 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, via Zoom:
<https://monocounty.zoom.us/j/2488929627>

If you are experiencing technical issues trying to connect to the meeting, please contact Jeff Simpson:
jsimpson@mono.ca.gov / 760-924-4634 or Liz Grans: lgrans@mono.ca.gov / 760-924-1738.

NOTE: 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 Lgrans@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 us. 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.

Vice Chair Vanderhurst called the meeting to order at 10:04am.

2. Introductions and announcements.

Commissioners: Vanderhurst, Burkard, Wells, Trainor

Staff: Simpson, Carlson, Rose

Other: Supervisor Peters, Ken Brengle, Ralph Lockhart

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.

No public comment.

4. Findings Relating to the Holding of Remote Meetings Under AB 361

Find that: (1) The Proclamation of State of Emergency issued by Governor Newsom on March 4, 2020, in response to the COVID-19 pandemic remains in effect; (2) Local Public Health Officials have recommended measures to promote social distancing; and (3) As a result of the emergency, meeting in person would

present imminent risks to the health or safety of attendees. Accordingly, meetings of the Economic Development, Tourism, and Film Commission may be held remotely in accordance with the requirements set forth in subdivision (e) of Section 54953 of the California Government Code.

- a. California State of Emergency ends February 2023. Will discuss in the future.
- b. A MOTION WAS MADE BY WELLS, SECONDED BY TRAINER, TO MAKE THE FINDINGS RELATING TO THE HOLDING OF REMOTE MEETINGS UNDER AB 361. MOTION APPROVED 4-0, NO ABSTENTIONS.

5. Approval of the minutes of the September 27, 2022 regular meeting.

- a. A MOTION WAS MADE BY WELLS, SECONDED BY TRAINER, TO APPROVE THE MINUTES OF THE SEPTEMBER 27, 2022 MEETING. MOTION APPROVED 4-0, NO ABSTENTIONS.

6. Yosemite National Park – update on reservation system for 2023.

- a. Reservation system update.
Mr. Simpson reported that the reservation system is not conducive to Economic development Mono County. Mr. Simpson recommends that all Mono County domestic and international visitors and residents be allowed to pass through without a reservation, that they change the hours and that the reservation system (if still used in 2023) ends after Labor Day.
- b. Mr. Simpson reported that Yosemite National Park representatives will be in Mono County on November 7, 2022 to meet with the Local Transportation Commission (LTC) and Lee Vining Chamber.
- c. Supervisor Peters requested statistics and data from the business community on the impacts of the reservation system.
- d. Mr. Simpson to draft a formal letter to send to the Board of Supervisors on behalf of the Mono County Economic Development Tourism and Film Commission opposing the reservation system
- e. Mr. Simpson to report on YARTS ridership numbers at the next meeting.

7. Economic Development and Tourism report – information on current or emerging issues, including but not limited to:

- a. Community grant program – reminder on timeline.
Mr. Simpson reminded all that the deadline to apply is Nov. 6th.
- b. This year amounts for each program were increased: an additional \$5,000 for Community Event Marketing Fund (CEMF) from \$20,000 to \$25,000; an additional \$3,500 for Historical Societies Grant Fund (HSGF) from \$6,000 to \$9,500; and additional \$8,000 for Performing & Visual Arts Grant (PVAG) from \$10,000 to \$18,000.
Mr. Simpson reminded all that commission will vote on allocations at the November 16th commission meeting.

8. Film Commission update on film production in Mono County, permitting issues, and other film-related updates

- a. Mr. Simpson updated on filming and shared that Ms. Grans has successfully met with all agencies in-person for filming locations and permit processes.
- b. Mr. Simpson may recommend in the future that Mono County act as an intake office the USFS and other interested government agencies inquiries to help speed up the process for permits.

9. Fisheries report

- a. Mr. Simpson gave a fisheries update that included California Department of Fish and Wildlife challenges that included the outbreak of Lactococcus.
- b. Mr. Simpson will be meeting with CDFW on east Walker regulations and future stocking policies later in the week.

10. Project status update, including collateral, public relations, advertising/social media, websites, and tradeshow/conferences.

- a. Mr. Simpson shared that the Fall Colors campaign was a huge success and the webpage alone had the biggest page visits with over 85,000 clicks online.
- b. Mr. Simpson reported that we are now moving to winter promotion with a couple of articles in the works with “snobbrains” and a winter promotional commercial.
- c. Mr. Simpson announced that a PR contract with Hook Line and Sinker was completed in July.

11. Commissioner reports. Commissioners are invited to share EDTFC-related information and reports, announcements, and updates from their respective districts/communities.

- a. Commissioners gave brief updates related to business and tourism in their respective districts.

12. Call for agenda items for next regular meeting.

- a. Tom Hodges from Mammoth Mountain to give update on future plans and improvements at the resort and future plans for June Mountain.
- b. Inyo National Forest Representative to give an update on the KORE mining status.
- c. Community grant program applicant review and approvals.
- d. YARTS historical ridership numbers for the east gateway.

13. Adjourn the meeting and reconvene in regular session at the Civic Center in Mammoth Lakes at 10:00 a.m. on November 16, 2022.