

MEASURE U APPLICATION COMMITTEE
DRAFT MEETING MINUTES

TUESDAY, JULY 24, 2012

TOWN/COUNTY CONFERENCE ROOM, MINARET VILLAGE SHOPPING CENTER

The meeting was called to order by staff at 8:08 a.m.

In attendance: Bill Sauser, and Sandy Hogan. Apologies received from Joyce Turner

PUBLIC COMMENTS:

None.

APPROVAL OF MINUTES:

A motion was made by Ms. Hogan, seconded by Mr. Sauser to accept the meeting minutes of June 13, 2012. Motion accepted. All in favor.

DISCUSSION ITEMS:

1. Establish Workplan and funding calendar for fiscal year 2012/13

Mammoth Lakes Events Coalition (MLEC)

The Committee discussed the Mammoth Lakes Events Coalition (MLEC) and were concerned with the bureaucracy of the organization, but applauded their collaborative approach to grow and enhance individual events in Mammoth Lakes on a year-round basis. The Committee committed to meet with members of the MLEC individually to discuss the funding process, and other ways to achieve sustainability. Committee members also believe that special events funding should be used only for new events (start-up funds), to enhance the existing event, or to provide emergency funding.

For future funding cycles the Committee recommends the MLEC apply as a coalition; provide individual budgets, and the Committee will review, and propose staff contract separately. A consideration whether the event organizer is a for-profit, or non-profit organization will be taken into account by the Committee.

The Committee also discussed the use of marketing funds, and believes that marketing/advertising funds should be combined and deployed by the professionals – Mammoth Lakes Tourism, or such other professional or credible organization.

Performance Reports

The Committee directed staff to revise the existing Measure R Performance Report to use for the Measure U Performance Report. The Committee also recommended the inclusion of metrics and highlighted the need for accountability of public funds.

Application/Budgets

The Committee requests for future funding cycles an itemized budget, showing detail of profit, loss (revenue/expenditure), and any reserves for the current year, and a detailed budget from the previous 3 years.

Evaluation Form

The Committee provided comments and recommendations to staff regarding the current Measure U project filter and checklist. The Committee discussed the challenges of evaluating a study versus an actual project, and concluded that equal weighting is provided in the evaluation form.

Funding Cycle

The Committee recommended that the next cycle for Measure U should be in the fall of 2012, and run concurrently with the 2012 Measure R Fall award. As per the proposed 2012 Measure R Fall timeline that opens September 24, 2012, the Committee recommends that the annual funding cycle for Measure U run parallel with Measure R. The Committee also recommended that staff schedule a joint workshop with the Recreation Commission prior to the applicant presentations to review applications and jointly determine what funding source (Measure R/U) is the most appropriate for consideration.

Funding Priorities

The Committee will discuss the 2012 Measure U Funding priorities at the next meeting, and determine if they should differ from the Town Council adopted 2012 Measure U Spring "Test" Award priorities.

ADJOURNMENT

The meeting was adjourned at 9:50 a.m. to Tuesday, Sept 11, 2012 at 8:30 a.m.