



MEASURE U APPLICATION COMMITTEE

MEETING MINUTES

TUESDAY, OCTOBER 16, 2012

TOWN COUNCIL CHAMBERS/SUITE Z, MINARET VILLAGE SHOPPING CENTER

8:30 AM – 10:30 AM

The meeting was called to order by staff at 8:35 a.m.

In attendance: Bill Sauser, Sandy Hogan, and Joyce Turner

PUBLIC COMMENTS:

None.

APPROVAL OF MINUTES:

A motion was made by Mr. Sauser, seconded Ms. Turner to accept the September 11, 2012 meeting minutes. All in favor (3-0). Motion approved.

DISCUSSION ITEMS

1. Review and receive Performance Reports from 2012 Measure U Spring “test” funding recipients.

- a) Mammoth Roller Rink – Recreation Manager Stuart Brown presented the Performance Report to the Committee. The roller rink operated for 94 days with an average attendance of 11.63 visitors/day. Sufficient funds reside in the Measure R fund award to operate the facility in the summer of 2013 on a revised schedule. Staff is finalizing accounting.
- b) Mammoth Margarita Festival – No presentation from applicant.
- c) Mammoth Villagefest – Cathleen Calderon stated that the event hosted approximately 7,000 visitors and is California’s Highest Rib Cook-off. The committee also received a video presentation of the event.
- d) Mammoth Food and Wine Experience – Juliana presented the report and stated that the event attracted 500-700 attendees. Up from previous years. All funds were used to market the event.

- e) Mammoth Lakes Jazz Jubilee – Ken and Flossie thanked the Committee for supporting the Jazz Jubilee. All funds were expended, and according to MLT, occupancy was higher in 2012 vs. 2011.
- f) Mammoth Sierra Summer Festival – Pete Watercott presented the report to the Committee and stated that funds allowed the organizer to hire additional musicians to play, coach and instruct participating attendees.
- g) Mammoth Lakes Music Festival – The event organizers stated that the event experienced 8 sell-out concerts, and all educational classes were full. The organizers did not expend all awarded funds for marketing.
- h) Mammoth Bluegrass Festival - No presentation from applicant. Applicant did provide the Town of Mammoth Lakes with a framed poster from the 2012 event.

2. Review 2013 Measure U Spring Award Timeline, establish funding amount and affirm funding priorities.

Timeline:

Staff presented a revised spring award timeline for the Committee’s consideration. After discussion among Committee members, direction was given to staff to move-up the award to the end of March for Town Council funding consideration.

ACTION: Staff will revise the timeline and present to the Committee at the next scheduled meeting.

Funding Amount:

Staff presented the estimated available funds for award in the 2013 Measure U Spring Award. Considering that ultimately both Measure R and Measure R funds need to be synchronized and run concurrently in the fall, staff is recommending that the Committee ‘cap’ the upcoming spring award. After discussion among Committee members, direction was given to staff to not limit, or ‘cap’ the available funds, but rather limit the category of funds for award.

ACTION: The Committee by consensus identified the following funding categories for the 2013 Measure U Spring Award:

- Special Events
- Emergency, or previously awarded projects that require additional funds
- Town of Mammoth Lakes projects that were recommend to submit an application by the Town Council

Spring Funding Priorities

The Committee reviewed the Fall Funding priorities and stated that they are still relevant for the 2013 Measure U Spring Award.

ACTION: A motion was made by Bill Sauser and seconded by Sandy Hogan to recommend the revised 2013 Measure U Spring Award timeline, funding categories and spring funding priorities for Town Council consideration and potential approval on November 21, 2012. All in favor (3-0). Motion approved.

REQUEST FOR MEETING ITEMS

The Committee requested that staff schedule a joint workshop with Mammoth Lakes Tourism and members of the Mammoth Lakes Events Coalition to discuss marketing, funding strategies, fees and profit vs. non-profit organizations.

ADJOURNMENT

The Committee adjourned the meeting to November 13, 2012 at 10:02 a.m.