



MEASURE U APPLICATION COMMITTEE

MEETING MINUTES

TUESDAY, MARCH 12, 2013

TOWN COUNCIL CHAMBERS/SUITE Z, MINARET VILLAGE SHOPPING CENTER

The meeting was called to order by staff at 8:41 a.m.

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

Staff in attendance: Stuart Brown, Jessica Morriss.

PUBLIC COMMENTS:

None.

APPROVAL OF MINUTES:

1. A motion was made by Ms. Hogan, seconded by Mr. Sauser to accept the February 12, 2013 meeting minutes as presented. All in favor (3-0). Motion approved.

DISCUSSION ITEMS

1. **Discuss and provide recommendations to Town Council on the use of Town funds for special events.**

Staff made a presentation to the Committee and there was discussion among Committee members and the public.

Staff stated that a joint workshop has been scheduled with the Recreation Commission and members of the Mammoth Lakes Events Coalition (MLEC) on Tuesday, April 2, 2013 at 10:00 a.m. to further discuss this complex item and present recommendations to Town Council. The Committee members were interested in discussing a mechanism for award and a tiered system specific to for/non-profit organizations hosting special events in Mammoth Lakes.

2. Conduct the 2013 Measure U Spring applicant presentations and funding recommendations for Town Council consideration on April 3, 2013.

a. Applicant Presentations

- 8:47 AM: Town of Mammoth Lakes - Municipal Wayfinding
8:58 AM: ESTA - NextBus GPS Enhancement
9:10 AM: Mammoth Track Club - Construction & Programming
9:25 AM: MMCF/TOML - Mammoth Kamikaze Bike Games
9:42 AM: SWFFF - Fly Fishing Faire
9:53 AM: Black Diamond Foods - Mammoth Margarita Festival
10:15 AM: RECESS
10:25 AM: MLEC – Joint application for Summer Arts & Culture Event support
- Mammoth Lakes Jazz Jubilee
 - Chamber Music Unbound
 - Mammoth Bluegrass Festival
 - Villagefest
 - Children’s Fishing Festival
 - Fiesta Caliente
 - Mammoth Food & Wine
 - Old Mammoth Road Events – NO APPLICANT PRESENT
 - Mammoth2Bishop Bike Ride – NO APPLICANT PRESENT
 - Sierra Summer Festival
 - Mammoth Rocks

12:45 PM: MEETING ADJOURNED FOR LUNCH

b. Funding Recommendations

1:39 PM: MEETING CALLED TO ORDER

1:40 PM: Mammoth2Bishop Bike Ride

At the completion of the applicant presentations, the Committee by consensus determined that they will evaluate the Mammoth Lakes Events Coalition (MLEC) as a collective group, but score and make funding recommendations for each applicant.

2:15 PM: RECESS

2:25 PM: MEETING CALLED TO ORDER

The Committee evaluated each application using the 2013 Measure U project filter and checklist. By consensus one filter was created for each application.

A motion was made by Mr. Sauser, seconded by Ms. Turner to require each special event funding applicant identified with an asterisk provide a Measure U Performance Report,

including a detailed profit and loss statement at the completion of their special event. The Committee also stated that these applicants would be considered to 'pay-back' of Measure U funds pending any net proceeds derived from the special event, contingent on the April 2, 2013 joint Recreation Commission/MLEC workshop and subsequent Town Council action. Motion approved (2-1).

The Committee conducted the 2013 Measure U Spring funding recommendations.

A motion was made by Ms. Hogan, seconded by Mr. Sauser approving the 2013 Measure U Spring funding recommendations as identified in Table 1 in the amount of \$455,635. Motion approved (2-0). Ms. Turner abstained from voting as per a conflict of interest with a funding application.

Table 1:

				
2013 Measure U Spring Award Funding Recommendations				
#	Applicant	Project	Request	Recommendation
1	Town of Mammoth Lakes	Municipal Wayfinding	\$ 77,350.00	\$ 77,350.00
2	Eastern Sierra Transit Authority	NextBus GPS Enhancement	\$ 19,000.00	\$ 19,000.00
3	Mammoth Track Club	Mammoth Track Construction & Programming	\$ 103,425.00	\$ 90,925.00
4	MMCF/TOML	Mammoth Kamikaze Bike Games*	\$ 100,000.00	\$ 50,000.00
5	Southwest Council, Federation of Fly Fishers	Fly Fishing Faire*	\$ 7,500.00	\$ 7,500.00
6	Black Diamond Foods LLC dba Gomez's	Mammoth Margarita Festival*	\$ 15,000.00	\$ 15,000.00
	Mammoth Lakes Events Coalition	<i>Summer Arts & Culture Special Event Support</i>		
7	Mammoth Lakes Jazz Jubilee	Jazz Jubilee*	\$ 33,000.00	\$ 33,000.00
8	Chamber Music Unbound	Mammoth Lakes Music Festival*	\$ 12,000.00	\$ 12,000.00
9	Mammoth Bluegrass Festival	Mammoth Bluegrass Festival*	\$ 35,000.00	\$ 35,000.00
10	VillageFest	VillageFest*	\$ 12,000.00	\$ 12,000.00
11	Mono Council for the Arts	Kids Fishing Festival*	\$ 7,000.00	\$ 7,000.00
12	Mammoth Lakes Foundation	Mammoth Food and Wine Experience*	\$ 20,000.00	\$ 20,000.00
13	Old Mammoth Road Event Group	OMR Events*	\$ 10,000.00	\$ 10,000.00
14	High Sierra Events	Mammoth2Bishop Bike Ride*	\$ 25,000.00	\$ 5,000.00
15	Sierra Summer Festival & Performing Arts	Sierra Summer Festival*	\$ 9,000.00	\$ 9,000.00
16	ML Chamber of Commerce	Mammoth Rocks*	\$ 15,000.00	\$ 15,000.00
17	Mono Council for the Arts	Fiesta Caliente*	\$ 25,860.00	\$ 25,860.00
18	Mammoth Brewing Company	Hop n' Sage*	\$ 5,000.00	\$ 5,000.00
19	Mammoth Brewing Company	Winterburn - WITHDRAWN	\$ -	\$ -
20	Mammoth Trails (received 2-11-13)	Special Event Enhancement - Barricades	\$ 7,000.00	\$ 7,000.00
Total Amount of Requests:			\$ 538,135.00	\$ 455,635.00
Available funds:			\$ 498,400.00	\$ 498,400.00
Balance (diff.)			\$ 39,735.00	\$ 42,765.00

Applications closed Feb. 1, 2013 at 5:00 p.m. Applications in no particular order.

3. Schedule next meeting of the Measure U Application Committee
a. Request for discussion items

The Committee scheduled the next meeting of the Measure U Application Committee on Tuesday, April 16, 2013 in Suite Z at 8:30 a.m. Discussion items include:

- Composition of the Measure U Application Committee
- Measure U Awards

ADJOURNMENT

The Committee adjourned the meeting at 4:22 p.m. to April 16, 2013.