



## MEASURE U APPLICATION COMMITTEE

### MEETING MINUTES

**TUESDAY, FEBRUARY 12, 2013**

**TOWN COUNCIL CHAMBERS/SUITE Z, MINARET VILLAGE SHOPPING CENTER**

**8:30 AM – 10:30 AM**

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The meeting was called to order by staff at 8:40 a.m.

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

**Staff in attendance:** Stuart Brown, Haslip Hayes.

#### **PUBLIC COMMENTS:**

None.

#### **APPROVAL OF MINUTES:**

1. A motion was made by Mr. Sauser, seconded by Ms. Hogan to accept the December 12, 2012 meeting minutes as presented. All in favor (2-0). Motion approved.

#### **DISCUSSION ITEMS**

1. **Review the 2013 Measure U Spring funding applications, conduct the Measure Primary Filter evaluations, confirm the order of applicant presentations, and provide any necessary direction to staff.**

Staff informed the Committee that one application was received after the February 1, 2013 application deadline. The application presented was from Mammoth Trails in the amount of \$7,000 for special event barricades. The Committee by consensus determined that as this application was partially funded by Measure R in the fall, the Committee directed staff to include it in the 2013 Measure U spring award funding process.

The Committee reviewed the 2013 Measure U spring applications and by consensus, determined that all applications satisfy the Measure U Primary Filter requirements. All funding applications will move-on to the applicant presentations scheduled on Tuesday, February 26, 2013 at 8:30 a.m.

The applicant presentations are scheduled on Tuesday, February 26, 2013 beginning at 8:30 a.m. in Suite Z. The Committee by consensus determined the following order of applicant presentations:

1. Town of Mammoth Lakes - Municipal Wayfinding
2. ESTA - NextBus GPS Enhancement
3. Mammoth Track Club - Construction & Programming
4. MMCF/TOML - Mammoth Kamikaze Bike Games
5. SWFFF - Fly Fishing Faire
6. Black Diamond Foods - Mammoth Margarita Festival
7. MLEC – Joint application for Summer Arts & Culture Event support
8. Mammoth Lakes Jazz Jubilee
9. Chamber Music Unbound
10. Mammoth Bluegrass Festival
11. Villagefest
12. Children's Fishing Festival
13. Fiesta Caliente
14. Mammoth Food & Wine
15. Old Mammoth Road Events
16. Mammoth2Bishop Bike Ride
17. Sierra Summer Festival
18. Mammoth Rocks
19. Hop n' Sage
20. Winterburn
21. Mammoth Trails

It was stated by the Committee that each applicant will be limited to a 5 minute presentation, and can use the supplied computer/projector for a PowerPoint presentation. The Committee has scheduled 10 minutes per applicant for follow-up questions. All applicants are required to attend. Applicants are not required to use the 5 minute allotment, but the presentation will be timed.

After a review of the applications, the Committee directed staff to request the following information from the funding applicants prior to February 26, 2013:

- A. 2012 Profit/Loss statement that identifies actual revenue, expenditures and any net profit.
- B. Applicant Question: If your funding request is greater than, or less than your 2012 Measure U request, please explain.
- C. If you requested multiple years of funding, please project the number of years and amount you will be requesting. Be prepared to justify your response.
- D. A presentation from the Mammoth Lakes Foundation regarding the proposed special event venue.
- E. An inventory of special event equipment and any replacement expenditures required by the ML Jazz Jubilee.
- F. The inclusion of the Mammoth Margarita Festival in the MLEC Joint application.

In general, the Committee is also requesting additional ideas and comments from the applicants on how to most efficiently use Measure U funds.

**2. 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 the Recreation Commission nominated Commissioner Stehlik and Commissioner Turner to conduct further research on this issue and they will present their findings at the March 5, 2013 regular meeting.

Prior to presenting this item to the Town Council, the Committee directed staff to distribute the 5 questions listed in the Staff Report (below) to funding applicants to gather their thoughts and recommendations.

- A. If an event realizes a surplus, should the surplus funds or a portion of the surplus funds be returned to Measure R/U? And if so, what percentage of the funds should be returned?
- B. Should there be two separate policies for non-profit and for-profit organizations? And if so, what would the policies be? For example, in the case of for-profits, should a percentage of funds, equal to the percentage received from Measure U be returned to the fund? And secondly, for non-profit organizations should the designated funds be restricted for a specific purpose?
- C. Should the Performance Report provide greater transparency of event finances that specifically identifies how surplus funds where/will be used by the funding recipient?
- D. Should Town Council have oversight on how the surplus event funds be used for organizations?
- E. Should a separate funding source such as incremental TOT revenue derived from special events be used to fund event organizers?

Staff will present the findings to the Measure U Application Committee on February 26, 2013.

**ADJOURNMENT**

The Committee adjourned the meeting to February 26, 2013 in Suite Z at 8:30 a.m. to receive funding presentations from the 2013 Measure U spring award funding applicants.