



MAMMOTH LAKES RECREATION
Allocation Committee Meeting
Tuesday, April 26, 2016 @ 4pm
Mammoth Lakes Tourism & Recreation Building Conference Room
2520 Main Street, Mammoth Lakes, CA
mammothlakesrecreation.org

NOTE: In compliance with the American with Disabilities Act, if you need special assistance to participate in this meeting, please call (760) 934-4932. Notification 48 hours prior to the meeting will enable MLR to make reasonable arrangements to ensure accessibility to this meeting. (28CFR 35.102-35.104 ADA Title II)

NOTE: All comments will be limited by the Chairperson to a speaking time of five minutes.

ROLL CALL

Committee Members: Teri Stehlik (C), Danna Stroud & Drea Perry

PUBLIC COMMENT (On items not on the Agenda)

ADMINISTRATIVE ITEMS

1. Approval of the Agenda
2. Approval for Committee Meeting Minutes dated March 22, 2016 and April 11, 2016
3. Create an allocation strategy as aligned with the projects, events and programming that MLR will be funding as elements of their strategic plan
4. Schedule the next meeting of the Allocation Committee

COMMITTEE MEMBER REPORTS

REQUEST FOR FUTURE AGENDA ITEMS

ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted in the Mammoth Lakes Tourism and Recreation Showcase not less than 72 hours prior to the meeting dated this 19th day of April, 2016.

Rich Boccia, MLR Executive Director



**Mammoth Lakes Recreation
March 22, 2016, Allocations Committee Meeting Minutes
Mammoth Lakes Tourism and Recreation conference room,
2520 Main Street, Mammoth Lakes, CA 93546**

ROLL CALL

Committee Chair Teri Stehlik called the meeting to order at 4:11 p.m. at the Town of Mammoth Lakes Council Chambers, Suite Z, Mammoth Lakes, CA. Present: Teri Stehlik, Danna Stroud, Drea Perry and Juliana Olinka

PUBLIC COMMENT

None. Ralph Lockhart attended.

ADMINISTRATIVE ITEMS

1. Agenda Approved
2. Discussion regarding MLR's role with special events. Does MLR want to be in a leadership position when it comes to special events? Or are we putting together documentation/framework and telling the town decide which organization is responsible for special events? Agreed that arts and culture is separate from special events.
 - a. Arts and Culture strategy: how to grow arts and culture in ML, enhance programming, growing influence and support, relationships with other organizations (School district, etc.).
 - b. Need to collaboration with the arts groups.
 - c. One application or four separate applications for each of the different allocations categories?
 - d. Who should be in charge of this? Should this be a committee that is put together by the Town?
 - e. If general funds were used for special events, then no U money would be used for special events, but still used for arts and culture
 - f. MLR still interested in the event business (capital and leveraging) but not interested in being part of the allocation process
 - g. Arts and Culture programming to be reviewed every year, but Measure U money not allocated to arts and culture programming on a yearly business.
 - h. North Lake Tahoe's special event strategy --- "Arts and culture is the culture of the community"
 - i. Event support/facilitation – **contact with Bishop Chamber**
 - i. Ph: 760-873-6999 (open 10am to 5pm)
 - j. Booklet in TOML regarding guiding special events (where to find, lodging, permits, etc.)
 - k. Discussion about the application: what are made separate? Based on the funding sources or the type of allocation? Capital as outside of the current application draft. If someone walks through the door and has a project, what is the process?



P.O. Box 8562 • 2520 Main Street
Mammoth Lakes, CA 93546

**MAMMOTH LAKES
RECREATION**

(760)-709-0620
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REQUEST FOR FUTURE AGENDA ITEMS

- Ask Dan Holler, John Urdi and Craig Schmidt, as well as the MLT and Chamber Board Chairs to join next meeting
- Monday the 11th of April, 3:00pm tentative scheduled next meeting.
- Work with the Arts coalition on strategy of Measure U funds
- Talk to Dan about the purpose of the meeting on April 11 (not going to be in the allocation business, and who owns special events)
- Application breakdown: arts and culture, capital projects, events, special project (Measure R)

ADJOURNMENT

There being no further business to come before the Allocations Committee, the meeting was adjourned at 5:44 p.m.

Respectfully submitted,

Lesley-Anne Hoxie
Executive Assistant
Mammoth Lakes Recreation



April 11, 2016, Mammoth Lakes Recreation Board Meeting Minutes
Mammoth Lakes Tourism and Recreation conference room, 2520 Main Street,
Mammoth Lakes, CA 93546

ROLL CALL

Chair Teri Stehlik called the meeting to order at 3:10 p.m. at the Mammoth Lakes Tourism and Recreation conference room, 2520 Main Street, Mammoth Lakes, CA 93546. Present: Drea Perry, Danna Stroud and Teri Stehlik (C) and invited guests Juliana Olinka, Dan Holler and Craig Schimdt

PUBLIC COMMENT

None.

ADMINISTRATIVE ITEMS

1. Approval of agenda.
2. Minutes to be held off until Teri Stehlik sends her comments and to approve next meeting
3. MLR's role in Special Events:
 - a. Danna Stroud said that where the funding is coming from needs to be addressed.
 - b. Question about the Board presidents from MLT and Chamber being invited.
 - c. MLT's official role is not to support the production of special events, but will support a venue and group marketing.
 - d. Dan Holler mentioned that there is a difference between special events and arts and culture.
 - i. How do we get SE out of Measure R/U? Gift of public funds and public purpose
 - ii. May 4 Town to recommend to TC to "carve out" funds for special events; leave out the MLR process. No public element. Group to put together criteria. Chamber to oversee. Report back annually to prove achieving goals.
 - iii. Timeline: May 4 TC, to be part of the budget process in June.
 - iv. If MLR's has a role, it would be contracted for by the Town, for time, committee work, or partnership—to bring in unrestricted funds.
 - e. Lots of questions about how the process still looks like.
 - f. Clarify: Chamber becomes the source for funding special events; money comes from Town.
 - g. Drea asked about community calendar. Craig says the Chamber has asked that question as well.
 - i. At this time only Chamber members can enter events.
 - ii. A place for smaller events (school events, local poetry meeting, etc.).
 - iii. Current MLT calendar difficult.
 - h. Summary: Town provides the funds for SE, and Chamber owns special events. Rich Boccia says he would prefer MLR to still be part of it, in order to generate unrestricted funds.
 - i. What about new events, etc. where do who do they talk to?
 - i. Who helps facilitates event coordinators?



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- j. Public events, like 4th of July and others, is that included in the \$110k? Staying with the Town.
 - i. Good to identify where these live for: "culture of collaboration"
- k. The committee is comfortable with special events not being funded through Measure
- l. Allocations Committee come back with the Arts Coalition to discuss allocation of arts & culture Measure U funds.
 - i. Funding for MACC, which is home of arts & culture
 - ii. Funding for programs outside of the MACC
 - iii. Are there other facilities?
 - 1. We're not looking at facilities, but at arts organizations
 - 2. Who are we missing?
 - a. Mono County Historical Society

REQUEST FOR FUTURE AGENDA ITEMS

- Next Steps:
 - Allocation strategy (as a whole, not including special events)
 - Broad objectives (reach beyond R/U)
 - Application process is where types are split
 - Rich will send out documents to look at.
 - Send out invite to Allocation committee

ADJOURNMENT

There being no further business to come before the Board of Directors, the meeting was adjourned at 4:19 p.m.

Respectfully submitted,

Lesley-Anne Hoxie
Executive Assistant
Mammoth Lakes Recreation