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**MAMMOTH LAKES RECREATION  
Allocation Committee Meeting  
Tuesday, August 16, 2016 @ 10am**

**Mammoth Lakes Tourism & Recreation Building Conference Room  
2520 Main Street, Mammoth Lakes, CA**

**Teleconference available from the following locations:  
11512 El Camino Real, Suite 350, San Diego, CA 92130**

[mammothlakesrecreation.org](http://mammothlakesrecreation.org)

Mammoth Lakes Recreation Committee Members may participate from a teleconference location if the meeting notice has been published in advance at the site of the meeting and the location that they will be calling in from as the site needs to be accessible to the public. Note: Members of the public may attend the open-session portion of the meeting from a teleconference location, and may address the Board during any one of the opportunities provided on the agenda for public comment.

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, Rachael Ashley-Schreier & Juliana Olinka

### **PUBLIC COMMENT (On items not on the Agenda)**

### **ADMINISTRATIVE ITEMS**

1. Approval of the Agenda
2. Approval for Committee Meeting Minutes dated July 20, 2016 and July 26, 2016 (**Attachment #1 and #2**)
3. Review and make modifications to draft 6 MLR allocation strategy (**Attachment #3**)

### **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 10<sup>th</sup> day of August, 2016.

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Rich Boccia, MLR Executive Director



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**July 20, 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 8:00 p.m. at the Mammoth Lakes Tourism and Recreation conference room, 2520 Main Street, Mammoth Lakes, CA, 93546. Present: Drea Perry, Juliana Olinka, Danna Stroud and Teri Stehlik (C)

**PUBLIC COMMENT**

Mark Deeds submitted an email for public comment regarding the removal of special events funding from the Measures R&U allocation strategy document.

**ADMINISTRATIVE ITEMS**

1. Approval of agenda
2. Minutes from June 20, 2016, (M Perry, S Stroud, 2-0)
3. Discussion on Special Events draft document created by the Town.
  - a. Important to be aware of this document and how it aligns or compares with MLR allocation strategy for programing, capital projects and special projects.
  - b. There is a reference in the document about Economic Development strategy—what document is this in reference to? What DRCEDS document? Has the latest DRCEDS been adopted?
4. Review of the draft MLR allocation strategy, 5.1b
  - a. Review what changes were made since the last Allocations meeting, plus modification from the MLR Board.
  - b. Cleaning up the document: Changes made to naming conventions for clarity, and other unclear aspects of the document modified.
    - i. The programming and event definitions were further defined
    - ii. Definitions of the three categories was enhanced

**REQUEST FOR FUTURE AGENDA ITEMS**

- Next meeting for Tuesday July 26, 2016

**ADJOURNMENT**

There being no further business to come before the Board of Directors, the meeting was adjourned at 9:30 p.m.

Respectfully submitted,

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Lesley-Anne Hoxie,  
Executive Assistant, Mammoth Lakes Recreation



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**July 26, 2016, MLR Allocation Committee 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 8:03 p.m. at the Mammoth Lakes Tourism and Recreation conference room, 2520 Main Street, Mammoth Lakes, CA, 93546. Present: Juliana Olinka, Danna Stroud and Teri Stehlik (C)

**PUBLIC COMMENT**

None.

**ADMINISTRATIVE ITEMS**

1. Approval of agenda
2. Minutes from July 20, 2016
  - a. Pass on to next committee meeting
3. Draft 5.1c MLR Allocation Strategy
  - a. The Committee reviewed the progress that has been made on the document.
  - b. The Committee made alterations to the remaining sections of the Allocation Strategy, except for the application.
  - c. Find Measure U supplanting language for proper terminology
  - d. Lesley will send the Committee template for Business Plans.

**REQUEST FOR FUTURE AGENDA ITEMS**

- Bring final version to the MLR Board for their approval.

**ADJOURNMENT**

There being no further business to come before the Board of Directors, the meeting was adjourned at 10:13 p.m.

Respectfully submitted,

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Lesley-Anne Hoxie,  
Executive Assistant, Mammoth Lakes Recreation

## **Allocation Strategy**

Mammoth Lakes Recreation (MLR) is a non-profit organization that is committed to preserving and enriching the quality of life for residents and visitors by ensuring the strategic use of Measures R, U, and additional funding sources to develop and support recreation, arts and culture, mobility, capital projects and special projects.

**Broad Objective: "Allocations will be invested to create, implement and support a branded high performance destination that includes a thriving arts & culture community and enhanced recreation opportunities."**

### **Allocation Categories**

- Allocations will support the MLR Strategic Plan and be aligned with MLR's Priority Phase Projects which will determine the % of funding to be allocated by category on an annual basis.
- Proposed allocations may not supplant previous existing or current town projects
- Allocation categories are as follows:
  1. Programming:
    - a. Support and increase opportunities for participation by diverse populations in recreation and/or arts & culture experiences
    - b. Support diverse recreation and arts & culture experiences, including nationally known talent and emerging trends
    - c. Programming allocations may be considered for multiple years funding, not to exceed three years. Performance is reviewed on an annual basis for continued funding.
  2. Capital Projects:
    - a. All phases of a capital project to support recreation, arts & culture, and mobility including;
      - i. Planning
      - ii. Financing
      - iii. Construction
      - iv. Operations and Maintenance
  3. Special Projects:
    - a. An innovative project that supports the development and/or enhancement of recreation, arts & culture and mobility.
    - b. The funding for fiscal year 2016-17 is \$50,000 (\$25k from Measure U and \$25k Measure R) the funding will be reviewed and set on an annual basis.
    - c. Special Projects are not restricted to the same allocation deadline as Programming and Capital.

For the purposes of clarity, MLR Allocation Strategy defines events and programs as follows:

- Event = something that occurs in a particular place; a one-time function
- Program = something that occurs over a season or a year; multiple occurrences

## **Allocation Eligibility/Requirements** (As mandated by Measures R and U ordinances – appendix D)

Submission of an application does not guarantee funding. To qualify for funding review, the application must support the **MLR Allocation Strategy Broad Objective** and meet the following requirements:

### **Eligibility:**

1. The applicant will be responsible for submitting an application to the Allocation Committee for review and possible funding.
2. Applications must be complete, providing all information and attachments as requested on the application form. Late or incomplete applications will not be reviewed or considered for funding.
3. Applicants must request a specific dollar amount and explain how the requested funds will be utilized.
4. Applicants must provide a brief description of the project and how it meets the Broad Objective.
5. No allocations will be awarded that may appear as a Gift of Public Funds. (see appendix E)
6. The project must take place predominately in the Town of Mammoth Lakes and benefit its residents and visitors.
7. Proposed allocations may not supplant previous existing or current town projects. (See appendix D- provide citation of actual page)
8. **Programming:** Programming allocations may be considered for multiple years funding, not to exceed three years. Annual performance reviews are required for continued funding.
9. **Capital Projects (community assets):** All requests for funds to support a capital project will require a complete business plan to include feasibility, construction, and operations and maintenance budgets (See appendix F for recommended template).
10. **Special Projects:** One-time funding.

### **Requirements:**

1. All permits, insurance, and other documents required for the requested allocation must be on file.
2. Organizations or agencies awarded a funding in the prior year's grant round that do not submit a Performance Report with their current application, are ineligible for the current year cycle, or for continued funding. Organizations are ineligible for all future funding until the delinquent progress report is submitted along with a letter of explanation.
3. Organizations or agencies awarded funding must publicize the allocation in any press release or publication—print or digital-- and display and acknowledge the appropriate funding source logos (See appendix G). A style guide will be provided.
4. Organizations or agencies must submit their most recent financial statements for current and prior year, as well as due diligence documents with their application.

### **Priority is given to, but not required:**

- Allocation proposals that have matching funds, sponsorships, or quantifiable in-kind contributions.
- Organizations or individuals that have a proven history of effective and efficient delivery of program services.
- Proposed project addresses an identified public benefit for people living, working, and/or visiting in Mammoth Lakes.
- Projects can demonstrate strong community support.
- Incomplete capital projects that are aligned with the MLR strategy document.

### **Allocation Process**

- A public hearing will be held to approve the annual budget in October each year.
- Funding Applications will be available electronically by November 1st.
- **All applications are required to be submitted electronically through the MLR website. Application must be submitted by 5:00 p.m. December 15, 2016, for the 2016-2017, fiscal year.** (year shouldn't be plural)
- Qualifying applications will be reviewed by the Allocation Committee in January.
- The Evaluation Criteria (Attachment A) will be used to evaluate all proposals with respect to how they are aligned with the Broad Objective, outlined in the Allocation Strategy.
- Recommendations from the Allocation Committee will be presented to the MLR Board at their regular meeting in February for approval.
- MLR recommendations will be presented to Town Council at their second meeting in February for potential approval.

### **Accountability**

All producers receiving funding will be expected to complete and submit a Performance Report (Attachment B: Performance Report) within forty five (45) days after the completion of their project, or forty five (45) days prior to the opening of the allocation funding cycle.

### **Funding Disbursements**

Funding allocations will be released after applicant's submission of the signed Town of Mammoth Lakes Letter of Agreement.

7/26/16)

**Mammoth Lakes Recreation**

**2017 Allocation Application**

**Applications are due on Friday, February 3, 2017, for the 17-18 fiscal year  
All applications are required to be submitted on the web based application  
Applications that are late, incomplete or are not submitted through the web based application  
will not be accepted for review by the Grant Allocation Committee**

**Please select the one project category:**

	Category 1	Programming
	Category 2	Capital Projects
	Category 3	Special Projects

Name of the Project

Proposed Date(s)

Amount of Funding Requested

**Producing Entity and Contact Information**

Name of Organization

President or Executive Director

Name and title of person completing the application

Organization's Mission Statement

Organization Website

Business Address

Mailing Address

Office Phone

Cell Phone

Email

**Organization's Tax Status (check on box)**

	Non-Profit (501 C-3)	Federal EIN Number:
	Does this project benefit a charity and if so, please name:	
	Not-For-Profit (501 C-6)	Federal EIN Number:
	For Profit	Federal EIN Number:

**Project Description**

What is the public benefit for this project?

How does this project create a sense of community pride in Mammoth Lakes and increase the quality of experience for both guests and residents by investing in capital facilities, infrastructure and programming?

How does this project support recreation, arts and culture, mobility, capital projects or special projects that reflect the high quality image of Mammoth Lakes and contribute to the vitality and economic viability throughout the year?

How does this project stimulate the local economy by creating enhanced experiences and opportunities that drive and support visitation and business growth?

How does this project support the Town of Mammoth Lakes Town Council's goals and objectives?

**Budget**

Provide a detailed project budget proposal, including anticipated revenues and expenses, along with previous funding sources, matching funds, sponsorships and in-kind donations. **(Attachment C: Budget)**

- Attachment A: Evaluation Criteria
- Attachment B: Performance Report (To be submitted 30 days after the completion of the project)
- Attachment C: Budget
- Appendix D: Measure R Ordinance and Measure U Ordinance

**Attachment A: Evaluation Criteria**

<b>Benefit</b>	<b>Notes</b>	<b>R</b>	<b>U</b>
Visitor Driving/Economic Impact			
Enhances a Public Facility			
Enhances Public Transit			
Planning for Future Facilities			
Maintenance of New/Expanded Facilities			
Matched or Leveraged Funding			
Partnerships, Coordination, Shared Resources			
Sustainability			
Enrich Community Life and/or			
Long Term Benefit/Value to the Community			
Does Project Require Funding			
Readiness of Project			

Change to include a column? Or "skip to" language.



**Attachment C: Budget**

<b>Income</b>			
<b>(A) Funding Source</b>	<b>Amount</b>	<b>(B) In-Kind Source</b>	<b>Amount</b>
	<b>Total:</b>		<b>Total:</b>
<b>Grand Total Income (A) + (B) =</b>			
<b>Expenses</b>			
<b>Category</b>		<b>Amount</b>	
	<b>Total Expenses</b>		
	<b>Total Income</b>		
	<b>Total Expenses</b>		
	<b>Profit / Loss</b>		

**Attachment D:**

**Measure R Ordinance No. 08-01**

An ordinance of the Town of Mammoth Lakes imposing a one-half percent transaction and use tax for the purpose of funding recreation trails and parks, to be administered by the State Board of Equalization.

**Measure U Ordinance No. 10-04**

An ordinance of the Town Council and people of the town of Mammoth Lakes, State of California, repealing municipal code Section 3.44.180, and extending the utility users tax at the tax rate of 2.5% for the purposes of planning, construction, operation, maintenance, programming and administration of facilities and projects for mobility, recreation, and arts & culture.

07.15.16

DRAFT