

MEASURE U STEERING/APPLICATION COMMITTEE

MEETING MINUTES

MONDAY, APRIL 30, 2012

SUITE Z, MINARET VILLAGE SHOPPING CENTER

CALL TO ORDER

The meeting was called to order by staff at 9:07 a.m. in Suite Z, Minaret Village Mall, Mammoth Lakes, California. Committee Members: Bill Sauser, Jim Smith, Bill Taylor, Joyce Turner, John Vereuck, John Wentworth, Sandy Hogan and Rich Boccia were in attendance.

PUBLIC COMMENTS

There were no public comments.

POLICY MATTERS

1. 2012 Measure U Spring "Test" Applicant Presentations

Staff outlined the format for the meeting, stating that each applicant will be limited to a 5 minute presentation followed by 15 minutes for follow-up questions by the Committee. This time limit can be extended based on the complexity of the funding request. No funding recommendations will be made at this meeting. 2012 Measure U funding recommendations are scheduled on Monday, May 7, 2012 at 9:00AM in Suite Z. This meeting and the May 7, 2012 Measure U meeting will be broadcast and webcast live to the public.

A. 9:11AM - Mammoth Lakes Events Coalition: Summer Arts & Culture Special Event Support

Applicant representative: Rebecca Hang (Members of the MLEC representing the Event Organizers also spoke and were in attendance)

The Committee discussed performance reporting, multiple years of funding, distribution of funds, the stated need for funding, implementation of annual quantitative survey's, and marketing expenses. The Committee requested detailed budgets from the individual event organizers prior to May 7, along with any potential municipal supplanting conflicts from Town Staff.

B. 9:48AM - High Sierra Striders: Mammoth Track Project

Applicant representative: Elaine Smith

The Committee discussed matching funds, timing, impact on Town staff, commitment from local sporting organizations, maintenance (Measure R/U), phasing of the project, replacement costs, volunteers and planning support from MMSA.

10:30AM – The Committee took a 5 minute recess.

C. 10:37AM - Mammoth Lakes Foundation: Mammoth Lakes Repertory Theatre

Applicant representative: Evan Russell

The Committee discussed signage, the transition to a permanent facility (4-5 years), distinction between the capital and operations funding request, matching funds, and the current performance of the Theatre.

D. 10:59AM - Chamber of Commerce: Fourth of July

Applicant representative: Brent Truax

The Committee discussed the funding request and proposed budget, multiple years of funding, impacts to Town staff, road closures, submittal of required permits, securing event locations and commented on some of the inconsistencies in the application.

E. 11:14AM - ESTA/TOML: Special Event Transportation

Applicant representative: John Helm

The Committee discussed the hourly rate, the need for supplemental trolley funding – intent of Measure U, and any municipal “supplanting” issues.

F. 11:25AM – TOML: Cultural & Sporting Events Market and Feasibility Study

Applicant representative: Stuart Brown

The Committee discussed the connection to RecStrats, support and comprehensive review of the feasibility study by the Recreation Commission, connection to Measure R, role with the stakeholders (USFS/MLEC/Economic Stimulus Council), timing and completion of study, and RFP process.

G. 11:47AM - TOML: Public Works Transportation Construction Grant Match

Applicant representative: Ray Jarvis

The Committee confirmed that both funding requests exist in the GF budget. However, Mr. Jarvis stated that the Town is in receipt of an additional grant request that is in need of a \$20,000 secured (non GF) grant match.

H. 11:59AM - TOML: Multi-Use Facility Summer Programming & Operations

Applicant representative: Stuart Brown

The Committee discussed the funding request, relationship to Measure R, annual operating budget, programming, timing and scalability of program.

Summarizing the action of the Committee, requested items include:

- a) Request detailed budgets from the individual event organizers prior to May 7, and send to Committee members
- b) Identify any potential municipal supplanting conflicts as per the Ordinance and the Town Council approved Measure U Supplanting Policy.
- c) Send the Evaluation Guidelines for the Measure U Project Filter & Checklist to the Committee members
- d) Send the individual 2012 Measure U Spring "Test" applications completed by members of the MLEC.

ADJOURNMENT

The meeting was adjourned at 12:30PM.