



MEASURE U APPLICATION COMMITTEE

MEETING MINUTES

TUESDAY, NOVEMBER 13, 2012

TOWN COUNCIL CHAMBERS/SUITE Z, MINARET VILLAGE SHOPPING CENTER

8:30 AM – 10:30 AM

The meeting was called to order by staff at 8:38 a.m.

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

Staff in attendance: Stuart Brown

PUBLIC COMMENTS:

None.

APPROVAL OF MINUTES:

1. A motion was made by Ms. Hogan, seconded by Ms. Turner to accept the October 16, 2012 meeting minutes. All in favor (3-0). Motion approved.

DISCUSSION ITEMS

2. **Approve the 2013 Measure U Spring Award Timeline, and funding priorities for Town Council consideration**

ACTION: A motion was made by Ms. Hogan and seconded by Mr. Sauser to recommend the revised 2013 Measure U Spring Award timeline (including December 11, 2012 meeting date to review Town applications), funding categories and spring funding priorities for Town Council consideration and potential approval on December 5, 2012. All in favor (3-0). Motion approved.

WORKSHOP – Mammoth Lakes Tourism & Mammoth Lakes Events Coalition

3. Items for discussion:
 - Special event marketing
 - Funding strategies and fee structure

- Private vs. Non- profit funding

The Mammoth Lakes Events Coalition (MLEC) presented meeting minutes from November 8, 2012 to the Committee members. These minutes are attached to this document.

Special Event Marketing

Flossie Coulter – Recommended that a joint mailer to all event lists and to Mono/Inyo County residents by MLT would be beneficial for all. Each event has niche market, and would benefit from event coordination.

Discussion among Committee members and public.

John Urdi – Stated that the role of MLT is to benefit all event organizers, “Floats all boats.” 2013 summer event posters will be available for distribution in Thanksgiving. His department spends \$85,000-100,000 on summer marketing that includes event brochures, posters, mailers, etc. The “Best Summer Ever” Campaign united the community and drove summer visitation. Recommended that “like events” participate in cooperative marketing efforts in the more expensive or niche publications, and that they maintain consistent look and feel with their advertising. MLT is currently meeting with event organizers to assist in their marketing plan, but it was not the role of MLT to write their business/marketing plan.

Discussion among Committee members and public.

Quart Keyes – Stated that each organization understands their market and the power of niche marketing, and that this component is hard to replicate. Believes that it is important to have “umbrella” marketing that promotes all events, and is supportive of MLT.

Funding strategies and fee structure (Profit vs. non-profit)

Rebecca Hang – Stated that non-profit organizations are reliant on public funds/donations from several sources. There is also a discrepancy with the use of funds by for-profits versus non-profit organizations. In regards to funding support, Rebecca stated that the MLEC stands behind its recommended funding levels:

- 1-3 year event – Can apply for 30% of the organizations gross budget.
- 3-6 year event - Can apply for 20% of the organizations gross budget.
- +7 year event - Can apply for 10% of the organizations gross budget.

Discussion among Committee members and public.

Flossie Coulter – Asked the Committee how they would like the applications presented for the upcoming award cycle.

The consensus of the Committee was that the MLEC should once again submit a joint application, but include an Executive Summary of each event, and a detailed budget, showing all anticipated revenues and expenditures (donations) associated with the event. Staff will provide a budget example.

Bill Sauser – Asked members of the MLEC whether incremental TOT generated specifically from the event be directed back to the organizer, and what % of budget should be public funds?

John Urdi – Stated that it would be problematic to link incremental TOT to a specific event.

MLEC - Stated that common reporting metrics would need to be identified. Examples include:

- Room nights
- Admission/ticket/badge revenue
- Number of attendees

The MLEC did not identify a specific amount of public funds but did comment on the benefits of special events. These include:

- Educational component that benefits all ages
- Enhances quality of life for both residents and visitors.
- Provides cultural enrichment
- Benefits both locals and visitors

MLEC – Requested that staff/committee revise the application form. It is too long and it should only include programming questions, not questions related to capital or construction.

Staff – Stated that they will present a revised application, or revised directions noting that program requests may state N/A for specific questions that refer to capital projects to the Committee at the next scheduled meeting for consideration.

REQUEST FOR MEETING ITEMS

The Committee requested that staff present the following:

- Proposed Town 2013 Measure U Funding applications for Committee consideration
- Revised 2013 Measure U Spring Application form

ADJOURNMENT

The Committee adjourned the meeting to December 11, 2012 at 8:30AM in Suite Z.