



Mammoth Trails Regular Meeting Summary

October 21, 2010

4–5:30 p.m.

Mammoth Lakes Library Ellie Randol Reading Room

- A. Call to Order:** The meeting was called to order at 4:05 p.m. by MLTPA CEO/Board President John Wentworth. Also in attendance were Mammoth Trails Charter Members Alana Levin (High Sierra Triathlon Club), John Armstrong (Eastside Velo), Kathy Copeland (Disabled Sports Eastern Sierra), Andrew Kastor (High Sierra Striders), Malcolm Clark (Sierra Club), Hank Garretson (Eastern Sierra Nordic Ski Association); Stuart Brown (Town of Mammoth Lakes); Kim Stravers (MLTPA Foundation); and guests Jonathan Pierce (Mammoth Track Club) and John Urdi (Mammoth Lakes Tourism).
- B. Additions to Agenda:** None.
- C. Organizational Items**
- 1. Acceptance of August 19, 2010, and September 16, 2010, Meeting Summaries:** *This item was taken out of order, after item D2.* The meeting summaries were accepted as submitted.
- D. Special Updates**
- 1. John Urdi, Mammoth Lakes Tourism:** *This item was taken out of order, after item B.* Mr. Wentworth introduced Mr. Urdi as the executive director of Mammoth Lakes Tourism (MLT) and noted that he recently signed the Mammoth Lakes Trails and Public Access Memorandum of Understanding (MLTPA MOU) on behalf of his organization. Mr. Urdi shared that he has been with MLT for approximately three months and that he brings with him more than a decade's worth of experience in the ski industry. He noted that his main goal is simply to get people here and that while 80 percent of our tourism traffic still comes from Southern California, there is a desire to expand beyond this market. Strategies to accomplish this include marketing like events together, such as music festivals or bike races, and emphasizing the four-season nature of Mammoth Lakes. Each meeting participant introduced him or herself and his or her organization to Mr. Urdi, who informed them that the deadline for these groups to participate in the *Mammoth Lakes Visitor Guide* is next week. He will be providing key dates for future collateral shortly.
 - 2. Strategic Planning for Recreation in Mammoth Lakes (RECSTRATS):** Mr. Wentworth shared that, having been accepted and recommended to Town Council by the Recreation Commission at their last regular meeting, the final RecStrats document (attached) will be delivered to Town Council for their consideration at the November 3 regular Town Council meeting. This document will soon be posted on the MLTPA website. There are seven key strategies identified in RecStrats, each of which will require a task force headed up by a member of the Recreation Commission. These task forces are where Mammoth Trails and other community members

may get involved with executing the vision. Another important component of the document is the desire by the Town of Mammoth Lakes (TOML) and the Inyo National Forest (INF) to form a strategic partnership—an effort that has been headed up by Town Council members Jo Bacon and Rick Wood and the other members of the RecStrats Leadership Team. Mr. Wentworth further noted that the RecStrats effort is a derivative of the Mammoth Lakes Recreation and Mammoth Region Recreation Council projects worked on in the past, and that MLTPA is funding RecStrats, but not participating on any committees. Mr. Urdi noted that the type of information Mammoth Trails members will be bringing to these task forces is the same information he would like to help market them through MLT. Mr. Wentworth then briefly discussed the Mammoth Trails website, stating that MLTPA has reached out to some consulting firms to find a designer. He noted that the intent is for each club's identity to shine through on the website as opposed to it being a homogeneous repository of information.

3. Mammoth Lakes Trail System (MLTS) Signage and Wayfinding: *This item was taken out of order, after item D(6)a(i).* Mr. Wentworth shared that the TOML has a grant application in to the Sierra Nevada Conservancy (SNC) to finish the balance of the 160 signs in the first phase of the program that are not being covered by American Recovery and Reinvestment Act (ARRA) funding. Most signage will be placed on paved multi-use paths in town, but this winter we will be able to start discussing soft-surface trail signage and winter trail signage.

a. Map, Signage & Wayfinding Committee Map Interface Review:

As there are no updates at this time, this item was tabled.

b. Mammoth Trails Web Site: This item was discussed with item D2, above. Mr. Wentworth further noted that the goal is to have this website live in the summer of 2011.

4. Lakes Basin Special Study (LABSS): Mr. Wentworth stated that the final public meeting for this process will be held next Thursday, October 28, at The Westin Monache Resort and online via webinar. Results from this effort will lay the groundwork for a Sherwins Working Group–type process in the future.

5. Sherwins Area Recreation Plan Trails Technical Committee (SHARP TTC): Mr. Wentworth stated that six or seven of these projects are going into the CEQA analysis for the Draft Trail System Master Plan 2009 that the TOML is getting started. They also will go through NEPA, as they are on federal land. It is hoped that we can begin building these projects next summer.

a. Trails Group #1: This item was discussed with item D5, above.

b. Borrow Pit: This item was discussed with item D5, above.

c. Panorama Dome Working Group: This item was discussed with item D5, above.

d. Trails Group #2: This item was discussed with item D5, above.

e. Solitude Canyon Working Group: This item was discussed with item D5, above.

6. Measure R

a. **Fall 2010 Award Cycle (Stuart Brown):** *This item was taken out of order, after item C1.* Mr. Brown discussed the points below with the group:

i. **Oct. 19 Presentations to Recreation Commission:** Mr. Brown shared that the applicant presentations went well this week and that there is about \$650,000 available this round, with a total ask of about \$2.2 million. A supplanting workshop was held between Town Council and the Recreation Commission on October 20, where the commissioners agreed on some definitions and examples of “construction,” “planning,” and other terms related to evaluation of applications, which may eventually go to Town Council as a policy recommendation. Mr. Wentworth added that an understanding was reached where the TOML would like to take on project maintenance whenever possible and keep Measure R as a tool for new projects, though that is not currently possible. The TOML’s appeal of the Hot Creek litigation decision (a cost of approximately \$35 million if lost) will be decided within 90 days; if the TOML loses, there are three potential options being considered: appeal to the California Supreme Court, another inquiry into the insurance coverage denial, and filing Chapter 9, which is municipal bankruptcy. Mr. Wentworth further noted that this decision will affect conversations about bonding, since Measure R and Measure U may be bonded, but general fund and other monies cannot due to the low bond rating given the TOML because of the litigation. Mr. Brown shared that the TOML is currently seeking advice from other cities who have undergone similar litigation.

Separately, at Mr. Garretson’s request, Mr. Brown shared that the plans for plowing at Shady Rest Park this winter have not yet been determined. Mr. Wentworth related that there will be a plowing experiment on Sherwin Creek Road near the borrow pit/Turner Propane Tank Farm this winter, with the intent for there to be a plan for parking and plowing in place for next winter.

ii. **Key Upcoming Dates:** Mr. Brown shared that on Tuesday, October 26, the Recreation Commission will meet with Measure R applicants to ask questions, and that applications will be addressed in the same order as they were presented the previous week. The Recreation Commission will make recommendations to Town Council about funding, and Town Council will have a workshop with the Recreation Commission on December 1, before the regular Town Council meeting, to discuss these recommendations.

b. Fall 2009 Award Housekeeping (Andrew Kastor): Ms. Levin shared that she had spoken briefly with John Crowley about the randonnee event he wants to put on this winter; he was invited to this meeting, but did not make it. Mr. Wentworth stated that MLTPA is trying to provide insurance for Mr. Crowley's event. Mr. Garretson and Mr. Kastor recommended that the Mammoth Trails equipment purchased with Measure R award money should be made available to anyone in the community, including Mr. Crowley, as it is TOML-owned.

i. Draft Equipment Checkout Procedure: Mr. Kastor expressed that he would like to talk to Parks Superintendent Dennis Rottner or someone else at the TOML to finalize this, including issues such as how far in advance one must reserve equipment. Mr. Armstrong suggested that perhaps this procedure could be folded into the TOML permitting process for special events. It was recommended that the requirement for Mammoth Trails membership be removed from the current form, but that language be added to address liability for broken equipment. The group agreed that there should be some weighted consideration applied to equipment checkout, in that use of the barriers is less risky than loaning out the biathlon rifles or the timing system. It was agreed that Mr. Rottner or Mr. Brown should be the point of contact for reserving equipment. Mr. Garretson suggested that the group consider publicity to let the community know this equipment is available and was funded by Measure R. Ms. Copeland noted that Linda Wright at State Farm Insurance uses a brand of well-constructed, durable pop-up tent that we may want to consider if we replace the existing one in the future.

ii. Contract with TOML: This item was not addressed.

iii. Purchase Update: Mr. Kastor noted that the group still needs to purchase buoys and the time clock.

- **P.A. system:** Mr. Kastor noted that the TOML already owns a P.A. system, but Mr. Urdi clarified that it is now in possession of MLT.
- **Generators:** Mr. Kastor noted that these have been purchased.
- **Pop-up tent repair:** Mr. Kastor noted that this task is complete.

7. Mammoth Lakes Sports Council (Stuart Brown): *As Mr. Brown was unable to stay for this portion of the agenda, the report was provided by Mr. Armstrong.* Mr. Armstrong shared that some Recreation Commissioners have taken part in a few meetings thus far, and that the next one is scheduled for Monday, October 25, between 5:00 p.m. and 7:00 p.m. at the Mammoth Lakes Library. He noted that there is an

opportunity to get motivation and enthusiasm for the RecStrats document within the organized-sports community and that facilitation of the RecStrats strategies is critical; Austin McInerney's work with the Sherwins Working Group is an excellent example of how this can work well. The Sports Council may consider paid staff support to ensure meetings are agenzized and things get done. The need for a more formalized structure has been acknowledged and will be addressed in the near future.

E. Member Events and Projects

1. Sept. 18 Moeben Ultra-Marathon at Mammoth Mountain 25k/50k

Recap (Andrew Kastor): Mr. Kastor reported that there were 45 entrants for this event, which was held for the first time ever at Mammoth Mountain; it went well and they have identified some changes to make to the 2011 event. He noted further that the High Sierra Striders (HSS) made a lot of connections over the course of their Thursday talks this year at Shady Rest. The HSS has a new brochure out, which he shared with the group.

2. Upcoming Events: Mr. Wentworth shared that MLTPA is continuing work on the Mono County Recreation Access Tool (MCRAT) and that they have been working with photographer Rebecca Garrett. MLTPA will collect images this winter for the Mammoth Trails website, and these will be used to articulate activities; they will not be club or event specific. MLTPA will explore the possibility of getting Ms. Garrett or another photographer to Charter Members' events to take photos for promotions and marketing and that also may be used for MLT efforts. The group expressed a desire to also contract with a videographer, noting that details must be worked out for intellectual/creative property rights and compensation. Mr. Urdi shared that MLT will be hosting a seminar on how to use social media on November 19 from 8:00 a.m. to 12:00 p.m., with the possibility of adding an afternoon session if demand overwhelms capacity for the morning.

F. Announcements and Updates: None.

G. Requests for Future Agenda Items: None.

H. Next Meeting: Thursday, November 18, 2010, 4–5:30 p.m., Mammoth Lakes Library Ellie Randol Reading Room

I. Adjourn: There being no further business to come before the group, the meeting was adjourned by consensus at 5:35 p.m.