



Mammoth Trails Regular Meeting Agenda
February 17, 2011
4:00 to 5:30 p.m.
Mammoth Lakes Library Ellie Randol Reading Room

- A. Call to Order:** The meeting was called to order by MLTPA CEO/Board President John Wentworth at 4:09 p.m. in the Ellie Randol Reading Room of the Mammoth Lakes Library. Also in attendance were Charter Members Hank Garretson (Eastern Sierra Nordic Ski Association), Malcolm Clark (Sierra Club), Stacy Corless (Friends of the Inyo), and Jonathan Pierce (Mammoth Track Club); John Urdi (Mammoth Lakes Tourism); Stuart Brown (Town of Mammoth Lakes); Kim Stravers and Drew Blankenbaker (MLTPA); and guests Terry Barnett, Danna Stroud (Strategic Marketing Group), and James Connolly (Mammoth Motorcycle Club).
- B. Additions to Agenda:** Mr. Brown handed out to the group copies of the Measure R Spring 2011 Award Timeline.
- C. Organizational Items**
- 1. Acceptance of January 20, 2011, Meeting Summary (Kim Stravers)** (*attachment*): Ms. Stroud noted that she was misidentified as an Ormat consultant in the January meeting summary. The Charter Members accepted the summary as amended.
 - 2. Draft Equipment Checkout Form (Stuart Brown):** Mr. Brown reported that this is on the agenda for the March 8 Recreation Commission meeting. The commissioners had made some comments on the draft at their February meeting and would like to revisit this topic. Mr. Wentworth shared that it was noted at the February Recreation Commission meeting that the equipment came from Mammoth Trails' efforts and that this should be factored into potential approval of applications for use. Ms. Stroud noted that the application came forward as an effort to improve the recreation events in Mammoth Lakes and that this should be considered as the Commission sets priorities for this process, with participation from Mammoth Trails. Mr. Wentworth also identified that Mr. Kastor and Mammoth Trails will be responsible for reporting on the use of the funds that they have been awarded. Additionally, Mr. Garretson explained that the Town of Mammoth Lakes (TOML) and Mammoth Mountain Ski Area (MMSA) are working out the best solution for waivers relieving the TOML of liability from use of the rifles at the 2011 winter biathlon.

D. Special Updates

- 1. RecStrats Implementation (Danna Stroud):** Ms. Stroud shared that the contract between the TOML and Strategic Marketing Group (SMG), who will be facilitating the implementation meetings, was signed on February 16. Mr. Brown handed out the RecStrats FAQ sheet to the group. Between March 2 and June 23, eight public workshops will be held, each from 4:00 p.m. to 7:00 p.m. at the Mammoth Lakes Community Center on Forest Trail. The first is very important to attend, as it's "RecStrats 101" and will cover what the process will look like, what participants should be prepared to discuss, establishment of the ground rules for participation, review of the final RecStrats document, and other introductory topics. The official press release and FAQ are available at RecStrats.com as well as on the recreation page of the TOML's website. There will be other ways for the public to participate in this process beyond the meetings, such as online surveys and questionnaires that will not be topic-specific. The end result will reflect the community's priorities and will be integrated into future TOML budgeting, Measure R award cycles, and the TOML's capital improvements plan (CIP). The final report on these workshops will be delivered by SMG to the Recreation Commission in August and then handed to Town Council in early September. The fiscal year 2011/2012 budget and CIP will be worked on in June and July 2011 and will be informed by the materials coming out of the workshops to date, since the final report won't be available until the fall. Mr. Brown advised that they are working on a big outreach plan for RecStrats implementation. Topic-specific questions will be posed prior to each workshop to prepare the participants. Substantive discussion and qualitative information are important and no one group/interest will outnumber anyone else; there will be lots of crossover between strategies. After each workshop, a project update and notes will be distributed to participants and posted online, which the Recreation Commission will share with Town Council.
- 2. Tamarack Street Public Access/Terry Plum Development Project:** *This item was taken out of order, after item E1.* Mr. Wentworth shared that Disabled Sports Eastern Sierra (DSES) and MLTPA have suggested that the Tamarack Street neighborhood determine what they want to see at the trailhead and propose this to the TOML. He noted that he attended a February 12 neighborhood meeting and that participants expressed a desire to maintain the pedestrian-focused character of the area; to achieve this, they propose that the trail begin at the intersection of Tamarack Street and Old Mammoth Road and that one ADA-compliant parking space be implemented on Mr. Plum's property. They are in full support of a public-access easement across Mr. Plum's property and into the meadow. Implementation of the Sherwins Area Recreation Plan Trails Technical Committee (SHARP TTC) project proposing an ADA-accessible trail from this trailhead to the Borrow Pit Staging Area would make possible a continuous ADA trail from the trailhead to the Hayden Cabin if Mr. Plum's public easement can be configured to accommodate ADA

usage. MLTPA and DSES support the Tamarack Street neighborhood's recommendations and efforts. The Planning Commission review of Mr. Plum's proposal has again been postponed and it is unclear when it will next appear on a meeting agenda.

3. **Shady Rest Winter Program (INF and Ray Jarvis):** Due to the absence of Inyo National Forest (INF) staff and Mr. Jarvis, this item was tabled.
4. **Shady Rest Staging Project (INF) (attachment):** Mr. Wentworth noted that the second meeting for this project is this afternoon (February 17) from 5:30 p.m. to 7:00 p.m. at the Mammoth Ranger Station Auditorium. The INF is collecting community interests and ideas so that a proposed plan reflecting the public's desires can be in place before the Ormat/Casa Diablo 4 (CD4) project comes online, as this will assist Ormat in possibly mitigating potential impacts. Ms. Stroud shared that Ormat's Notice of Intent should be coming out in the following week and that its posting will kick start public scoping, environmental review, and other related processes. Mayor Jo Bacon will attend the March 17 Mammoth Trails meeting to provide a special CD4 update and to describe the upcoming subcommittee process, which is the community's chance to help define the TOML's potential benefits from this project's implementation. MLTPA will post a project-specific page on its website when appropriate.
5. **Signage and Wayfinding for the Mammoth Lakes Trail System (MLTS):** Mr. Wentworth shared that MLTPA has delivered the messaging and maps for 95 signs that will be implemented all over town this summer. The program is a partnership between MLTPA, the INF, and the TOML.
6. **MammothTrails.org Activities Lists (attachment):** Mr. Wentworth shared that the website is a project under MLTPA's Measure R-funded contract for services with the TOML. MLTPA is working closely with Mammoth Lakes Tourism (MLT) on this project so that they may most efficiently mesh marketing with the delivery of information. The partner team (MLTPA, TOML, INF) will establish and adopt naming conventions for these activities, so any suggestions to add items to this list should be e-mailed to Ms. Stravers at kimstravers@mltpa.org. These activities will help to generate website user personas.
7. **Mammoth Lakes Sports Council (Stuart Brown):** Mr. Brown noted that the next meeting is on February 28 and will likely be held at Mammoth Unified School District. Ms. Stroud has been invited to the February meeting to give an update on RecStrats, and Ms. Bacon has been invited to the March meeting to provide an update on CD4.

E. Member Events and Projects

1. **Update: Winter Biathlon, Tamarack Cross Country Ski Center, March 26–27:** *This item was taken out of order, after item D1.* Mr. Garretson shared that Eastern Sierra Nordic Ski Association (ESNSA) is currently focusing on sponsors and fundraising, and that they have secured a major

sponsor (Ford) as well as lane sponsors thus far. Versus TV will be filming the event by helicopter for an hour-long broadcast in September 2011. Saturday's awards will be handed out in the Village that evening.

- F. Announcements and Updates:** Ms. Corless shared that there is a Friends of the Inyo (FOI) hike to Chocolate Mountain on February 20; participants should meet at the Bristlecone Pine Forest campground turnout at 8:30 a.m., and more details are available at www.friendsoftheinyo.org. She also noted that FOI and the Sierra Club have been very active in the Cougar Gold/Bodie Hills mining issue; another meeting will be held in March or April to discuss potentially lifting the Wilderness Study Area designation, and she encouraged all Mammoth Trails members to get involved on behalf of recreation. Mr. Wentworth shared that MLTPA will soon be delivering the final items for Phase 2 of the Mono County Recreation Access Tool (MCRAT) to Mono County, and that the data gathered for this effort may have some value as the County and the community continue the Cougar Gold land-use discussions. Mr. Urdi shared that MLT is putting together a comprehensive event calendar that will feature arts, entertainment, and recreation, and that the deadline will be set for sometime in the coming weeks. One full brochure will be produced—150,000 to 200,000 copies distributed up to the Bay Area and out to Las Vegas and other large destinations—as well as separate posters for arts/culture and recreation. Events will be listed on www.visitmammoth.com as well. He noted further that MLT has picked up the TOML re-branding project and that a new look will be available for review in a week or so. Ms. Barnett spoke to the group about her desire to obtain an area for year-round off-leash dog play that will not conflict with other uses such as snowmobiling and and cross-country skiing. She welcomes any input from the group. Mr. Wentworth noted that Charter Members may be of assistance to Ms. Barnett if she desires to organize a formal club related to her cause.
- G. Requests for Future Agenda Items:** It was noted that Ms. Bacon would like to appear on the March 17, 2011, agenda to discuss Ormat/CD4.
- H. Next Meeting:** Thursday, March 17, 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 Charter Members unanimously agreed to adjourn the meeting at 5:20 p.m.