

Chapter 5: Outreach

MLTPA, working with the retained assistance of Opposing Motion, executed a comprehensive and detailed public-outreach strategy for CAMP: SUMMER, based on town demographics. Exhaustive efforts were made to identify and reach all segments of the Mammoth Lakes community—locals, second homeowners, frequent visitors, seasonal residents, schoolchildren, business owners, outdoor recreation–based clubs, public agencies, and other stakeholders—and to tailor messaging to reach each party based on its interests and relationship to the trails and public access system. MLTPA developed and instituted a comprehensive graphics plan to provide visual continuity and branding to both the CAMP process and the CAMP: SUMMER event. CAMP Partners approved each piece of collateral and other marketing and advertising materials, as well as formal e-mails and other invitations, before distribution, excepting cases in which turnaround times were less than 24 hours due to production constraints. Individual campaigns are explained in further detail on the following pages.

MLTPA Foundation Presents CAMP: SUMMER
Communication Overview

Type	Group	Marketing Vehicles	Message	Events to Attend
Partner - Funding, Planning & Jurisdictional	Town of Mammoth Lakes	Phone calls; personal emails	Attend specific sessions as identified in Worksheet; highlight importance of interaction with public and opportunity to watch consultants at work	VIP Reception; Existing Facilities Tour (Alta); Alta Agencies Focus Group; Missing Links Tour (Alta); Mammoth Trails (listening only); Trails Network Workshop; Signage & Wayfinding; Next Steps
Partner - Funding & Planning	Mammoth Mountain Ski Area	Phone calls; personal emails	Attend specific sessions as identified in Worksheet; highlight importance of interaction with public and opportunity to watch consultants at work	VIP Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails (listening only); Trails Network Workshop; Signage & Wayfinding; Next Steps
Partner - Funding	ML Chamber of Commerce	Phone calls (to Board); personal emails (to Board); Chamber newsletter	Attend specific sessions as identified in Worksheet; highlight economic benefits of CAMP	VIP Reception; Mammoth Trails (listening only); Signage & Wayfinding; Next Steps
Partner - Planning & Jurisdictional	Inyo National Forest	Phone calls; personal emails	Attend specific sessions as identified in Worksheet; highlight importance of interaction with public and opportunity to watch consultants at work	VIP Reception; Existing Facilities Tour (TS); Alta Agencies Focus Group; Missing Links Tour (TS); Mammoth Trails (listening only); Trails Network Workshop; Signage & Wayfinding; Next Steps
Partner - Jurisdictional	Mono County	Phone calls; personal emails	Attend specific sessions as identified in Worksheet	VIP Reception; Alta Agencies Focus Group; Mammoth Trails (listening only); Trails Network Workshop; Signage & Wayfinding; Next Steps
Critical User	Developers Forum/Realtors Forum	Phone calls; personal emails	DF specific (why critical). Attend specific sessions as identified in Worksheet	VIP Reception; Developers' Forum Reception; Signage & Wayfinding; Next Steps
Critical User	Summer Recreational User Groups *See Worksheet	Phone calls; personal emails	User group specific (why critical). Attend specific sessions as identified in Worksheet	See Worksheet
Critical User	MLTPA Founders	Phone calls; personal emails		See Worksheet
Critical User	Strategic Conference Participants	Phone calls; personal emails		See Worksheet

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Moderate User	MLTPA Database	E-newsletter; Direct Mail - Postcard; Boxholder Mailing	An opportunity for you to participate in the Summer Trails and Public Access Concept and Master Planning process with exhibits, hikes, community and user group meetings, trails network workshops and "Mammoth Trails". Highlight Opening Reception.	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); Trails Network Workshop; Signage & Wayfinding; Next Steps
Moderate User	Homeowner Associations *See Worksheet	Phone calls - schedule MLTPA staff to attend meetings Direct mail/postcard/boxholder drop	HOA specific (explain benefits, connections, impacts) Attend specific sessions as identified in Worksheet	See Worksheet
Moderate User	Local Business Groups *See Worksheet	E-newsletter Direct Mail - Postcard/Boxholder drop Phone Calls Personal Emails	Local Business Group specific (explain benefits, connections) Attend specific sessions as identified in Worksheet	See Worksheet
Moderate User	Community Infrastructure Groups *See Worksheet	E-newsletter Direct Mail - Postcard Phone Calls Personal Emails	Infrastructure Group specific (explain benefits, connections) Attend specific sessions as identified in Worksheet	See Worksheet
Mild User	Full Time residents (homeowners & renters)	E-newsletter; Direct Mail - Boxholder Print & Radio Ads Press Releases/ editorial in local media Posters PSA Announcements?	An opportunity for you to participate in the Summer Trails and Public Access Concept and Master Planning process with exhibits, hikes, community and user group meetings, trails network workshops, and "Mammoth Trails". Highlight Opening Reception.	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); Trails Network Workshop; Signage & Wayfinding; Next Steps

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Mild User	Part Time residents (second homeowners)	E-newsletter; Direct Mail - Boxholder Print & Radio Ads Press Releases/ editorial in local media Posters PSA Announcements?	An opportunity for you to participate in the Summer Trails and Public Access Concept and Master Planning process with exhibits, hikes, community and user group meetings, trails network workshops, and "Mammoth Trails". Highlight Opening Reception.	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); Mammoth Trails (listening only); Trails Network Workshop; Signage & Wayfinding; Next Steps
Mild User	Part Time residents - seasonal	E-newsletter; Direct Mail - Boxholder Print & Radio Ads Press Releases/ editorial in local media Posters PSA Announcements?	An opportunity for you to participate in the Summer Trails and Public Access Concept and Master Planning process with exhibits, hikes, community and user group meetings, trails network workshops, and "Mammoth Trails". Highlight Opening Reception.	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); Trails Network Workshop; Signage & Wayfinding; Next Steps
Mild User	Visitors/Guests	E-newsletter Print & Radio Ads Press Releases/ editorial in local media Posters PSA Announcements?	An opportunity for you to participate in the Summer Trails and Public Access Concept and Master Planning process with exhibits, hikes, community and user group meetings, trails network workshops, and "Mammoth Trails". Highlight Opening Reception.	Opening Reception; Mammoth Trails (listening only); Trails Network Workshop; Signage & Wayfinding; Next Steps

MLTPA CAMP - Summer User Group Contacts

Club	Activities/Category	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Contact Email	Org Website	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
High Sierra Striders	Running, Trail	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); TS Hiking Focus Group; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Andrew	Kastor	President	(760) 897-2406	andrew@highsierrastriders.org	http://www.highsierrastriders.org/	KS	Spoke on phone 10/29—he and others will be out of town for event, but he will send email on our behalf to 120-member group and send reps for focus groups; he forwarded emails 10/29	N	
High Sierra Striders	Running, Trail	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); TS Hiking Focus Group; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Andrew	Kastor	President	(760) 837-2406	andrew@highsierrastriders.org		KS	Spoke on phone 10/29—he and others will be out of town for event, but he will send email on our behalf to 120-member group and send reps for focus groups; he forwarded emails 10/29	N	
Happy Tails Dog Training	Pets, Summer Walking	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Anne	Parke	Owner/Trainer	(760)934-9900	aparkes@gmail.com	http://www.highsierrastriders.org/	KS	Left VM 10/30, sent email 10/31; replied via email 10/31 and said she would definitely fill out the survey	N	Good friend of Kelsey's - I told her that she was on the list to get more info
Hesperia Christian School Running Team	Running, Cross-Country	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); TS Hiking Focus Group; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Audrey	Longshore		(760) 900-5188	audshortbeach@aol.com		KS	Left VM 10/29, sent email 10/31; no response	N	Participated in TOML spaghetti feed '07, 25 team members.
Lake Mary Marina	Boating Access, Motor/Non	Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Don	Barrett		(760) 894-5363	barrettsoufflers@verizon.net		KS	Left VM 10/29, sent email 10/31; email bounced	N	
Mono Lake Committee	Birding	Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Bonnie Miller		Education Director	(760) 847-6955	barbabe@monolake.org	http://www.monolake.org/birding/index.html	KS	Spoke to Bonnie 10/29; he will bring this up at the Wednesday staff meeting and will forward emails out that I sent 10/29	N	Jo Bacon
Sierra Club, Toyabe Chapter, Range of Light Group	Fair-Color Viewing	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	David	Hornbeck	Chapter Chair	(760) 934-3764	chair@toyabe.sierraclub.org	http://nevada.sierraclub.org/	KS	Sent message to Mary K. Prentice re: working together to reach this group 10/28; Sent email to David, Bryce/Wilma, and Mary K. 10/29 to ask re: focus group and Mammoth Trails; left VM for Bryce/Wilma	Y	Mary Kay Prentice and Bryce and Wilma Wheeler attended
Sierra Club, Toyabe Chapter, Range of Light Group	Hiking/Walking, Unpaved	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); TS Hiking Focus Group; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	David	Hornbeck	Chapter Chair	(760) 934-3764	chair@toyabe.sierraclub.org	http://nevada.sierraclub.org/	KS	Sent message to Mary K. Prentice re: working together to reach this group 10/28; Sent email to David, Bryce/Wilma, and Mary K. 10/29 to ask re: focus group and Mammoth Trails; left VM for Bryce/Wilma	Y	Mary Kay Prentice and Bryce and Wilma Wheeler attended
Sierra Club, Toyabe Chapter, Range of Light Group	Visas	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); TS Hiking Focus Group; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	David	Hornbeck	Chapter Chair	(760) 934-3764	chair@toyabe.sierraclub.org	http://nevada.sierraclub.org/	KS	Sent message to Mary K. Prentice re: working together to reach this group 10/28; Sent email to David, Bryce/Wilma, and Mary K. 10/29 to ask re: focus group and Mammoth Trails; left VM for Bryce/Wilma	Y	Mary Kay Prentice and Bryce and Wilma Wheeler attended
Sierra Club, Toyabe Chapter, Range of Light Group	Wildflowers	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); TS Hiking Focus Group; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	David	Hornbeck	Chapter Chair	(760) 934-3764	chair@toyabe.sierraclub.org	http://nevada.sierraclub.org/	KS	Sent message to Mary K. Prentice re: working together to reach this group 10/28; Sent email to David, Bryce/Wilma, and Mary K. 10/29 to ask re: focus group and Mammoth Trails; left VM for Bryce/Wilma	Y	Mary Kay Prentice and Bryce and Wilma Wheeler attended
Eastern Sierra Audubon Society	Birding	Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Chris	Howard	President	(760) 875-7422	chris83514@gmail.com		KS	Left VM 10/28; sent email 10/31; Chris responded by telling me Pete Pumpily is the new ESAAS contact; emailed @schat.net and he copied him on that response; no reply	N	
Running USA	Running, Cross-Country	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); TS Hiking Focus Group; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Bob	Larsen	Head Coach?	(310) 864-6966	coachboblarsen@yahoo.com	http://www.audubon.org/	KS	Spoke 10/30; he will be in NY for the Olympic trials, but will forward info to team for survey	N	Participated in TOML spaghetti feed '07, 120 team members.
Avaya Running Team	Running, Cross-Country	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); TS Hiking Focus Group; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Steve	Pye		(909) 806-9238	coachpye13@aol.com		KS	Called 10/30, but no answer; sent email 10/31; no response	N	
Geargrinders 4WD Club	Automobiles	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	George	Graham	President		contact@geargrinders4wdclub.org	http://www.geargrinders4wdclub.org/	KS	Sent email 10/24; sent another email 10/31; no response	N	1 Phone Call

MLTPA CAMP - Summer User Group Contacts

Club	Activities/Category	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Contact Email	Org Website	MLTPA Contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Mammoth Lakes 4-Wheelers	Automobiles	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Brian	Hamilton	President	(760) 834-3375	coodey@mpgtable.com		KS	Sent email 10/24; invited at meeting on 10/18, and he said he and Kathy Watkins would come; dropped postcards at Napa Auto Parts on 10/28 and he confirmed attendance	Y	
Mammoth Lakes 4-Wheelers	Automobiles	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Brian	Hamilton	President	(760) 834-3375	coodey@mpgtable.com		KS	Sent email 10/24; invited at meeting on 10/18, and he said he and Kathy Watkins would come; dropped postcards at Napa Auto Parts on 10/28 and he confirmed attendance	Y	
Crystal Crag Lodge	Baiting Access, Motor/Non	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Derek	Johnson		(760) 834-2438	crystalcraglodge@yahoo.com	www.crystalcraglodge.com	KS	Let VM 10/28 sent email 10/31; emailed 10/31 and said he could not attend	N	
Mammoth Mountaineering	Bouldering	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Dave & Autumn	Talsky	Owners	(760) 834-4191	dave@mammothgear.com		KS	Spoke to Autumn 10/29; said she would register and talk with Dave about focus group for retailers; sent email 10/31; Dave emailed 11/1 and he confirmed that they both are too busy to participate	N	Also on Strategic Conference List
Mammoth Mountaineering	Climbing	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Dave & Autumn	Talsky	Owners	(760) 834-4191	dave@mammothgear.com		KS	Spoke to Autumn 10/29; said she would register and talk with Dave about focus group for retailers; sent email 11/1 and he confirmed that they both are too busy to participate	N	Also on Strategic Conference List
Esperanza Running Team	Running, Cross-Country	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); TS Hiking Focus Group?; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Dave	Green		(714) 985-4988	davidd@tawebshopball.net		KS	Called 10/30; but number is no longer in service; sent email 10/31; email bounced	N	Participated in TOML spaghetti feed '07 19 team members.
Mammoth Mountain Bike Park	Biking, Mountain	Opening Reception; Min Bike Focus Group; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Dave	Geirman		(760) 834-2571 x. 3534	dgeirman@mammoth-mtn.com	www.mammothmountain.com	KS	Out of town until Nov. 2; left message at office with Roscoe Cummins (and asked him to help spread the word to the MTB community and MMSA), and sent email 10/24; part of MTB Advisory Committee email sent 10/28 and 10/29; left VM 10/28; he advised 10/31 that he will not be able to make it due to a family friend's death, but that Mark Henderson will go in his stead	N	Kristy to make heads up phone call - Dave is on vacation through the event. Might not hurt to send an email to solicit his feedback upon his return.
Mammoth Lakes Sports Fishing Association	Fishing, Lakes from Shore	Opening Reception; Existing Facilities Tour; Missing Links Tour; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Emile	Rummel		(760) 914-0200	ejrummel@earthlink.net	None	KS	Spoke on the phone 10/30; he will be out of town, but will perhaps forward e-mail blast, which I resent to him via Emma; suggested we specifically invite Dick Knowles and that he would call him to ask that he get in touch with me.	N	
Mammoth Lakes Sports Fishing Association	Fishing, Streams and Creeks	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Emile	Rummel		(760) 914-0200	ejrummel@msb.com	None	KS	Spoke on the phone 10/30; he will be out of town, but will perhaps forward e-mail blast, which I resent to him via Emma; suggested we specifically invite Dick Knowles and that he would call him to ask that he get in touch with me.	N	
Mammoth Lakes 4-Wheelers	Automobiles	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Kathy	Watkins	Secretary	(760) 834-9705	Gk Watkins@aol.com		KS	Exchanged emails with Kathy 10/18. She says they will participate as schedule allows. Kim said she would call her next week with details. Kim sent email 10/24. Sent follow-up email 10/29.	Y	
Mammoth Lakes 4-Wheelers	Automobiles	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Kathy	Watkins	Secretary	(760) 834-9705	Gk Watkins@aol.com		KS	Exchanged emails with Kathy 10/18. She says they will participate as schedule allows. Kim said she would call her next week with details. Kim sent email 10/24. Sent follow-up email 10/29.	Y	
MMSA Sport Shops	Camping, Tent	Opening Reception; Mammoth Trails (listening only); Trails Network Workshop (listening only); Signage & Wayfinding; Next Steps	Greg	Partie	Manager	(760) 834-0677	gpartie@mammoth-mtn.com	www.mammothmountain.com	KS	Spoke 10/30; will attend both MTB and retailers sessions, and will forward event info via Emma to staff, which I sent 10/31	Y	KW left voice mail for Greg "Chop" that KS would be calling.

MLTPA CAMP - Summer User Group Contacts

Club	Activities/Category	Event to Attend	Contact First Name	Last Name Title	Contact Phone	Contact Email	Org Website	MLTPA Contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Eastside Velo Cycling Club	Biking, Road	Opening Reception; Existing Facilities Tour (Alta); Missing Links Tour (Alta); Trails Network Workshop; Signage & Wayfinding; Next Steps	Tom	Steburn	(760) 324-3723	hsce@qnet.com	http://eastsidevelo.org	KS	Left message with staff at shop 10/24; Tom is out of town until Monday, Oct. 29; John Armstrong has confirmed for Road Bike Focus Group and will bring members	Y	John Armstrong is now president
High Sierra Triathlon Club	Running, Trail	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); TS Hiking Focus Group; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Ivana	Levin	(760) 334-9234	ilana@highsierratri.org	www.highsierratri.org/	KS	Left VM and sent email 10/29; she responded 10/29 saying that she cannot attend, but that she has forwarded email to High Sierra Tri	N	
High Sierra Triathlon Club	Swimming Access	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); TS Hiking Focus Group; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Ivana	Levin		ilana@highsierratri.org	www.highsierratri.org/	KS	Left VM and sent email 10/29; she responded 10/29 saying that she cannot attend, but that she has forwarded email to High Sierra Tri	N	
Caldera Kayaks	Boating Access, Non-Motor	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Sue	Owner?	(760) 334-1891	info@calderakayak.com	http://www.calderakayak.com/	KS	Left VM 10/30; sent email 10/31; no response	N	
Mammoth Lakes Pack Outfit	Equestrian, Commercial	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); TS Equestrian Focus Group; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	John	Summers	(760) 334-2434 (659) 663-7771	info@mammothpack.com	www.mammothpack.com	KS	10/28 KV left message for John	N	
Sierra Rock Climbing School	Bouldering	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Zeke	Federman	(877) 866-7626	info@sierrarockclimbing-school.com	http://www.sierrarockclimbing-school.com/	KS	Left VM and sent email 10/25; sent another email 10/31; no response	N	
Sierra Rock Climbing School	Climbing	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Zeke	Federman	(877) 866-7626	info@sierrarockclimbing-school.com	http://www.sierrarockclimbing-school.com/	KS	Left VM and sent email 10/25; sent another email 10/31; no response	N	
Norah Dame of Sherman Oaks	Running, Cross-Country	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); TS Hiking Focus Group?; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Jim	Dunn	(323) 626-7677	jdunn75506@aol.com		KS	Left VM 10/30; he left me a VM and said he was on vacation, but is very interested in providing input	N	Participated in TOML spaghetti feed '07 ? learn members.
Jim Temple	Frisbee Golf	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Jim	Temple	(760) 334-8677	jtemple@mammothpet.com		KS	Spoke on phone 10/30; sounded only mildly interested, no commitment	N	
Disabled Sports Eastern Sierra	Disabled Access	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); TS Focus Groups (Alta & TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Kathy	Copeland	(760) 334-0791	kopeland@disabledsports-easternsierra.org	http://www.dfs.ahledsports-easternsierra.org/	KS	10/29 Received email from Kathy that she is not available, but will send a group of 3-5 to represent disabled needs (led by Rob Conners) to focus group session	Y	Tony Smurley, Kathy Copeland, and Rob Conners attended
Kevin Peterson	Bow Hunting	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Kevin	Peterson	(760) 337-0519	kevin@hotbrestranch.com		KS	May not be able to attend as he is closing down the Ranch this weekend, but will forward info and try to sign up; recommended we talk to the Trout Filter; sent email 10/20	N	Kevin is a fly fishing and hunting guide.
Pakonobe Resort/Lake Mary	Boating Access, Motor/Non	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Lou & Dan		(760) 334-2437	lu_dog@hotmail.com	pakonoberesort.com	KS	Sent email 10/31; no response	N	
Lyn Dunlap Dog Training	Pets, Summer Walking	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Lyn	Dunlap	(760) 324-2900	lyn@ci.mammoth-lakes.ca.us	http://tailwaggertraining.com/	KS	No answer when called on 10/29; sent email 10/31; email bounced back	N	Owned tailwaggers
Eastern Sierra Packers Association	Equestrian, Commercial	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); TS Equestrian Focus Group; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Jennifer	Roeser	(760) 876-2207 (written); (760) 935-4324; McGee Creek Pack Station (summer)	mcgee@qnet.com	http://www.easternsierrapackers.com/	KS	10/28 KV left message for Jennifer	N	
McGee Creek Pack Station	Equestrian, Commercial	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); TS Equestrian Focus Group; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Jennifer	Roeser	(760) 876-2207 (written); (760) 935-4324; McGee Creek Pack Station (summer)	mcgee@qnet.com	http://www.easternsierrapackers.com/	KS	10/28 KV left message for Jennifer	N	
Mammoth Mobcross	Motorcycle	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Mike	Gilbert	(760) 334-0605	mgilbert@mammothtribun.com	http://www.easternsierrapackers.com/	KS	Left VM 10/28; he left me a message 10/30; I sent email 10/31; spoke on phone at event 11/1 and he confirmed attendance	Y	KW left heads up voice mail for Mike 10/17.

MLTPA CAMP - Summer User Group Contacts

Club	Activities/Category	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Contact Email	Org Website	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Long Beach Poly Running Team	Running, Cross-Country	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); TS Hiking Focus Group?; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Mike	Filipow		(652) 896-2196	mfilipow@earthlink.net		KS	Left VM 10/30 sent email 10/31; email bounced	N	Participated in TOML Spaghetti feed '07 30 team members.
Mammoth Mountain Bike Park	Biking, Mountain	Opening Reception; Min Bike Focus Group; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Mark	Hendrickson		(760) 914-0011 (617) 760-834-2571 (w)	mhendrickson@mammothmt.com	www.mammothmountain.com	KS	Left message with Rascon Cummins and sent email 10/24; part of MTB Advisory Committee email sent 10/28 and he responded 10/28. He is confused by the MTB Focus Group and will let the staff know about the public events, particularly the bike tours.	Y	Kristy spoke with Mark 10/17 - he is very interested in participating.
Crescenta Valley Running Team	Running, Cross-Country	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); TS Hiking Focus Group?; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Mark	Evans		(616) 246-8445	mklinevans@aol.com		KS	Left VM 10/30 sent email 10/31; he replied via email on 10/31 and said he regrets he cannot attend, but did fill out the questionnaire (survey)	N	Participated in TOML Spaghetti feed '07 45 team members.
Sierra Mountain Guides	Bouldering	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Neil	Saterfield	Guide	(760) 849-1122	neil@sierramtinguides.com	http://sierramtinguides.com/	KS	Left VM and sent email 10/25; he called Kim on 10/25 and is going to try to rally his staffers to show up and register	N	
Sierra Mountain Guides	Climbing	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Neil	Saterfield	Guide	(760) 849-1122	neil@sierramtinguides.com	http://sierramtinguides.com/	KS	Left VM and sent email 10/25; he called Kim on 10/25 and is going to try to rally his staffers to show up and register	N	
Nordic Walking	Hiking/Walking, Paved	Opening Reception; Existing Facilities Tour (Alta); Missing Links Tour (Alta); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Suzanne	Nottingham		(760) 895-4471	nordicwalker@earthlink.net		KS	Left VM 10/29/2007; received email post-event and was frustrated that she had not been given notice much earlier, as she books her schedule months in advance, but she is interested in working with us somehow	N	Suzanne is a local, yet well known fitness professional who specializes in Nordic Walking - I believe she works closely with Footboose.
Rama Davis	Frisbee Golf	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Rama	Davis		(760) 834-1865	ramadavis@comcast.com		KS	Left VM 10/29 sent email 10/31; no response	N	
Hot Creek Hatchery Foundation	Fishing, Lakes from Shore	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Raven	Angeles		(760) 849-1108	ravenatgables@aol.com		KS	Left VM and sent email 10/25; sent another email 10/31; no response	N	
Adventure in Camping	Camping, RV	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Ryan	Dore	Son of owner	(760) 824-0922	rdore@adventureincamping.com	http://www.adventureincamping.com	KS	Spoke on phone 10/20; sounded interested, but he is not sure he will attend, which I did 10/30; no response	N	
Tamarack Lodge & Resort	Boating Access, Motor/Non	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Roy	Moyer	General Manager	(760) 834-2442	rmoyer@mammoth-mtn.com	www.tamaracklodg.com	KS	Spoke to Roy 10/29; said he will try to attend, and thanked me for the call	Y	
Camp High Sierra	Camping, Tent	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); TS Hiking Focus Group?; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Robin	Smith	Camp Supervisor	(213) 465-4853 (760) 834-2368 summer	robin.smith@bactv.org		KS	Called 10/30 and was directed to email Robin Smith, which I did 10/31; no response	N	Owned by LA Department of Recreation and Parks
Capistrano Valley Running Team	Running, Cross-Country	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); TS Equestrian Focus Group; Trails Network Workshop; Signage & Wayfinding; Next Steps	Ken	Sauce		(949) 363-5297	runmandic@cox.net		KS	Left VM 10/30 sent email 10/31; email bounced	N	Participated in TOML Spaghetti feed '07 21 team members.
Steve Schwind	Equestrian, Private	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); TS Equestrian Focus Group; Trails Network Workshop; Signage & Wayfinding; Next Steps	Steve	Schwind		(760) 834-1700	sbrownboy@qnet.com		KS	10/26 KW spoke to Steve - he is very interested in providing feedback, but will be leaving. Steve's Friday morning ride can make him difficult to talk on Thursday. I needed.	N	
San Geronimo Running Team	Running, Cross-Country	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); TS Hiking Focus Group?; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Charles	Sanchez		(909) 896-1619	sgsanchez@intergate.com		KS	Left VM 10/30 sent email 10/31; no response	N	Participated in TOML Spaghetti feed '07 30 team members.
Pakonobe Resort/Lake Mary	Boating Access, Motor/Non	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Trent & Gimna	Brooks		(760) 834-2437	tbrooks@serracp.com	pakonoberesort.com	KS	Called 10/29 but no answer or machine; sent email 10/31; no response	N	

MLTPA CAMP - Summer User Group Contacts

Club	Activities/Category	Event to Attend	Contact First Name	Last Name Title	Contact Phone	Contact Email	Org Website	MLTPA Contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Foodball High School Running Team	Running, Cross-Country	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); TS Hiking Focus Group?; Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Matt	Bell	(714) 271-4215	lsmatt@jacobball.net		KS	Called 10/30, but number is no longer in service; sent email 10/31; no response	N	Participated in TOML spaghetti feed '07. 50 team members.
Kitredge/P3	Camping, Tent	Opening Reception; Mammoth Trails (listening only); Trails Network Workshop (listening only); Signage & Wayfinding; Next Steps	Tom	Cage	(760) 394-7566	tom@kitredge.net	www.kitredge.net	KS	Spoke with Mary, manager, on 10/29, will check for reg packets and pass word to employees, then go to the store. Mary's session spoke with Mary and Joe, other owner, in person 10/30; Joe said he would try to attend retailers session; spoke to kids in P3 on 10/28, said they would try to come and took reg packet	Y	Joe attended Retailers Focus Group; Won Shih (employee) attended MTB Focus Group
Footloose Sports	Biking, Mountain	Opening Reception; Mtn Bike Focus Group; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Tony	Colosardo	(760) 394-2400	tony@footloosesports.com	www.footloosesports.com	KS	Spoke with Craig on 10/29 and asked him to pass the registration word along to the other employees, which he agreed to do. Left VM for Tony 10/29 at home re: focus group for retailers; left VM 10/30 at work re: focus group for retailers; spoke in person 10/30; and he will attend focus group if he is in town. If he won't be, he will send a shop manager to attend focus group on 10/31. Left materials; he will try to rally the employees.	Y	Silver Chesak and Tony Colosardo attended
Footloose Sports	Hiking/Walking, Paved	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Tony	Colosardo	(760) 394-2400	tony@footloosesports.com	www.footloosesports.com	KS	Spoke with Craig on 10/29 and asked him to pass the registration word along to the other employees, which he agreed to do. Left VM for Tony 10/29 at home re: focus group for retailers; left VM 10/30 at work re: focus group for retailers; spoke in person 10/30; and he will attend focus group if he is in town. If he won't be, he will send a shop manager to attend focus group on 10/31. Left materials; he will try to rally the employees.	Y	Silver Chesak and Tony Colosardo attended
Twin Lakes Store	Boating Access, Motor/Non	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Rebecca & Travis	Waters	(760) 394-7295	travis.waters@verizon.net		KS	Left VM 10/29, sent email 10/31; email bounced	N	
Mammoth Lakes Sports Fishing Association	Fishing, Lakes from Shore	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Vicki	Russell	(760) 397-3611	vicki.russell@ubcc.com		KS	Left VM 10/30, sent email 10/31; no response	N	
Mammoth Lakes Sports Fishing Association	Fishing, Lakes from Shore	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Vicki	Russell	(760) 397-3611	vicki.russell@ubcc.com		KS	Left VM 10/30, sent email 10/31; no response	N	
Eastern Sierra Nordic Ski Association	Bow Hunting	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Hank	Garretson	(760) 394-7665	wbsx@arrf.net		KS	Spoke with Hank 10/29, said he would forward an email to his club members, he forwarded the email on 10/31	N	
California Native Plant Society, Brialecone Chapter	Fall-Color Viewing	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Cheryl	Chipman	(760) 872-7636	web@bristalconeamps.org	http://www.bristalconeamps.org/	KS	Left VM and sent email 10/25; sent email 10/31; no response	N	
California Native Plant Society, Brialecone Chapter	Wildflowers	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Cheryl	Chipman	(760) 872-7636	web@bristalconeamps.org	http://www.bristalconeamps.org/	KS	Left VM and sent email 10/25; sent email 10/31; no response	N	
Sneakers Motorcycle Club	OHV, Motorcycle	I have had no success in trying to contact this club. Maybe it can be covered by Mammoth 4WD Club.	Larry Leigh, president	Chipman	Steve Toomey (760) 872-4121; (760) 872-3514; Larry Leigh, president	webmaster@sneakersmc.com	http://sneakersmc.com/	KS	Spoke with Steve Toomey, who was very excited about our efforts. He asked that we send info by mail, which Kim did. He and the club president, Larry Leigh, will be out of town on Friday and Saturday, but will try to make it Thursday night and Sunday morning.	Y	Steve Toomey and Randy Gillespie of Golden State Motorcycles attended

MLTPA CAMP - Summer User Group Contacts

Club	Activities/Category	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Contact Email	Org Website	MLTPA Contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Eastern Sierra 4WD Club	Automobiles	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Karl	Schmidt	President	(760) 394-8908	yj694x4@hotmail.com	http://mammoth4x4.4t.com/contact.html	KS	No answer when called on 10/24; sent email instead; sent another email 10/31; no response	N	
Eastern Sierra 4WD Club	OHV, ATV	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Karl	Schmidt	President	(760) 394-8908	yj694x4@hotmail.com	http://mammoth4x4.4t.com/contact.html	KS	No answer when called on 10/24; sent email instead; sent another email 10/31; no response	N	
Angie Tapley Dog Training	Pets, Summer Walking	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Angie	Tapley	Owner/Trainer	(760) 937-5772			KS	Left VM 10/30; no response	N	
Hot Creek Hatchery Foundation	Fishing, Lakes from Shore	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Tim	Apers		(760) 848-7334		www.mammothmountain.com	KS	Left VM 10/25; no response	N	
Mammoth Mountain Bike Park	Biking, Mountain	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	EJ	Janisse		(760) 394-2571 x. 2067			KS	Left VM 10/19; no response	N	
Mammoth Mountain RV Park	Camping, RV	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Melissa	Anderson		(760) 394-3822		http://www.mammothrv.com/	KS	Left message with staff 10/25; no response	N	
Mammoth Pet Products	Pets, Summer Walking	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Heidi & Mark			(760) 934-8677 corporate offices; (760) 934-4417 local		http://www.mammothpet.com/	KS	no response to remain at corporate office to discuss about the event and recommended I call Stephanie. Stephanie seemed interested; I gave her website info and encouraged her to tell her employees, customers, and community.	N	
Mammoth Sporting Goods	Biking, Mountain	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps				(760) 394-3239; (760) 934-3658 corporate office			KS	Called shop 10/28; was told to call Colleen (mgr) on Tuesday, 10/30 between 8-45 and 2 at Mammoth Sporting Goods or 2-6 at Valcano (see next tab); left message with corporate office 10/29 re: focus group for retailers, was told Mark can't make it, but that the message would be passed to Heidi; no response	N	Mammoth Sporting Good staff manages the Cross Country Mountain Bike Village Championships.
Reds Meadow Pack Station	Equestrian, Commercial	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Bob	Tanner	Owner	(760) 394-2345		www.redsmeadow.com	KS	10/26 KV spoke with Bob Tanner - he will try to come to focus group	N	
Rick's Sport Center	Bow Hunting	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Pat	?	Employee	(760) 934-3416			KS	Kim went by and spoke with Pat 10/30; he may be able to come to the Opening Reception, but has to work all weekend. Will pass retailers message to Rick; took postcards for table.	N	Rick carries hunting equipment - not sure if they carry bow hunting equipment.
Rocky Mountain Recreation	Camping, Tent & RV	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Rusty	Leland		(760) 875-2270			KS	Called 10/30; but no answer; no response	N	Rocky Mountain Recreation is the concessionaire in the Lakes Basin.
Sierra Engine	OHV, Motorcycle	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Jared & Jennifer		Owners	(760) 934-0347		http://www.sierraengine.com/	KS	Spoke to shop guy on 10/29; who said Jared and Jennifer will not be in until Wednesday or Thursday, but he took down the website info for them; no response	N	ATV Rentals
Sierra Meadows Ranch Equestrian Center	Equestrian, Commercial	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Jennifer	Rosser		(760) 394-6161			KS	10/25 KV left message	N	
Tina Smith	Equestrian, Private	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding; Next Steps	Tina	Smith		(760) 394-3581			KS	10/26 Kristy spoke to Tina, she is very interested in participating in the focus group session, plus bring some fellow horsemen	Y	Tina Smith and Kim Angelus attended

MLTPA CAMP - Summer User Group Contacts

Club	Activities/Category	Event to Attend	Contact First Name	Last Name Title	Contact Phone	Contact Email	Org Website	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Wildeyrie Lodge at Lake Mamie	Boating Access, Motor/Non	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding, Next Steps	Stan	Schoiz	(760) 334-2444			KS	Left YM 10/29, no response	N	Stan is also the contact for Woods Lodge
YMCA of Los Angeles, High Sierra Group Camp	Camping, Tent	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding, Next Steps			(909) 866-3000		http://www.ymcala.org/	KS	Tried calling 10/29, no answer	N	
	Caving	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding, Next Steps						KS			
	Geocaching	Opening Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails; Trails Network Workshop; Signage & Wayfinding, Next Steps						KS			

Club	Activities/Category	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Contact Email	Org Website	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Mammoth Mountain Bike Park	Biking, Mountain	Friday 2 00:2-45 Mountain Bikers	Dave	Gairman		(760) 934-2571 x. 3534	dairman@mammoth_mtn.com	www.mammothmountain.com	JH			Kristy to make heads up phone call - Dave is on vacation through the event - Dave not hurt to send an email to solicit his feedback upon his return.
Mammoth Mountain Bike Park	Biking, Mountain	Friday 2 00:2-45 Mountain Bikers	Mark	Hendrickson		(760) 914-0011	mhendrickson@mammoth_mtn.com	www.mammothmountain.com	JH			Kristy spoke with Mark 10/17 - He is very interested in participating.
Mammoth Mountain Bike Park	Biking, Mountain	Friday 2 00:2-45 Mountain Bikers	EJ	Janisse		(760) 934-2571 x. 2067		www.mammothmountain.com	JH			
Mammoth Sporting Goods	Biking, Mountain	Friday 2 00:2-45 Mountain Bikers	John	Crown		(760) 934-3239			JH			Mammoth Sporting Good staff manages the Cross Country Mountain Bike Village Championships. Also, they are having someone attend the RETAIL MERCHANTS SECTION.
Footloose Sports	Biking, Mountain	Friday 2 00:2-45 Mountain Bikers	Tony	Caloskiab	Owner	(760) 934-2400	www.footloosesports.com		JH			Contact: Devon Pace, Randy Hall, Silver Chesak, Stu, Travis, Matt ALSO PLEASE DISCUSS HAVING SOMEONE ATTEND THE RETAIL MERCHANTS SECTION.
Misc	Biking, Mountain	Friday 2 00:2-45 Mountain Bikers	Mark	Davis		(760) 934-1574			JH			Mark has already registered for the event - we just need to get him to the focus sessions. Also, need to tell him about the schedule change for tours - need to confirm that he'll want to do the bike natural saddle tours.
Eastern Sierra Packers Association	Equestrian, Commercial	Friday 3 00 - 3:45 Equestrian	Jennifer	Reiser		(760) 878-2207 (white); (760) 935-4324, McGee Creek Pack Station Summit	ncseis@net.com	http://www.eastsierrapackers.com/	KW			
McGee Creek Pack Station	Equestrian, Commercial	Friday 3 00 - 3:45 Equestrian	Jennifer	Reiser		(760) 878-2207 (white); (760) 935-4324, McGee Creek Pack Station Summit	ncseis@net.com	http://www.eastsierrapackers.com/	KW			
Sierra Meadows Ranch Equestrian Center	Equestrian, Commercial	Friday 3 00 - 3:45 Equestrian	John & Loree	Summers	Guides	(760) 934-2434 (539) 652-7171	info@mammothpack.com	www.mammothpack.com	KW			
Mammoth Lakes Pack Outfit	Equestrian, Commercial	Friday 3 00 - 3:45 Equestrian	Bob	Tanner	Owner	(760) 934-2345		www.redmeadow.com	KW			
Reds Meadow Pack Station	Equestrian, Commercial	Friday 3 00 - 3:45 Equestrian	Bob	Tanner	Owner	(760) 934-2345		www.redmeadow.com	KW			
Steve Schwind	Equestrian, Private	Friday 3 00 - 3:45 Equestrian	Steve	Schwind					KW			
Tina Smith	Equestrian, Private	Friday 3 00 - 3:45 Equestrian	Tina	Smith	Chapter Chair				KW			
Sierra Club, Toyoke Chapter, Range of Light Group	Hiking/Walking, Unpaved	Friday 4 00 - 5:00 Hikers	David	Hornbeck	Chair	(760) 934-3764	chair@toyoke.sierraclub.org	http://nevada.sierraclub.org/	KS			Mary Kay Prentice - M10
Disabled Sports Eastern Sierra	Disabled Users	Friday 2 00 - 2:45 Disabled Users	Kathy	Copeland	President				KW			
Nordic Walking	Hiking/Walking, Paved	Friday 3 00 - 3:45 Retail Merchants & Athletes (runners, race walkers)	Suzanne	Nottingham		(760) 935-4471	nordicwalker@earthlink.net		KS			Suzanne is a local, yet well known fitness professional who specializes in Nordic walking. I believe she works closely with Footloose.
Footloose Sports	Hiking/Walking, Paved	Friday 3 00 - 3:45 Retail Merchants & Athletes (runners, race walkers)	Andrew	Kisior	President	(760) 934-2400	andrew@highsierrastriders.org	www.footloosesports.com	KS			Combine with call to FL about min bike
High Sierra Striders	Running, Cross-Country	Friday 3 00 - 3:45 Retail Merchants & Athletes (runners, race walkers)	Tom	Cabe	Owner	(760) 934-7566		www.kittredge.net	KS			
Kittredge/P3	Camping, Tent	Friday 3 00 - 3:45 Retail Merchants & Athletes	Greg	Paule	Manager	(760) 934-0677	paule@mammoth_mtn.com		KS			KW left voice mail for Greg "Chop" that KS would be calling.
MWSA Sport Shops	Camping, Tent	Friday 3 00 - 3:45 Retail Merchants & Athletes	Ilana	Levin	President		ilana@highsierratrail.org		KS			
High Sierra Trailblazers Club	Running, Trail	Friday 3 00 - 3:45 Retail Merchants & Athletes	Ilana	Levin	President		ilana@highsierratrail.org		KS			
Mammoth Mountain/Ineering	Bouldering	Friday 3 00 - 3:45 Retail Merchants & Athletes	Dave & Autumn	Telsky	Owners	(760) 934-4191	dave@mammothbgsar.com		KS			Also on Strategic Conference List
Rick's Sport Center	Bow Hunting	Friday 3 00 - 3:45 Retail Merchants & Athletes	John	Crown		(760) 934-3416			KS			Rick's carries hunting equipment - not sure if they carry bow hunting equipment.
Mammoth Sporting Goods	Biking, Mountain	Friday 2 00:2-45 Mountain Bikers	John	Crown		(760) 934-3239			KS			Combine with call to MSG about min bike

Eastside Velo Cycling Club	Biking, Road	Friday 4 00-5:00 Road Bikers	Tom	Stecum	(760) 924-3723				http://eastsidevelo.org/	KW	10/24 KW phoned - Tom is no longer Velo - that is John Armstrong. Tom will be out of town next week. He requested him to take the online survey.	N	
Eastside Velo Cycling Club	Biking, Road	Friday 4 00-5:00 Road Bikers	John	Armstrong	(760) 924-8266	President				KW	10/26 spoke with John - he will try to get 15-5 people from east Side Velo to attend (meeting is 12:00) he would love a generic event email to forward to ES/Velo membership	Y	

MLTPA CAMP - Business Contacts

GROUP	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Contact Email	Org Website	MLTPA Contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Lodging Restaurant/Bar Retail Service	Developers' Forum Reception; Mammoth Trails (listening only); Signage & Wayfinding; Next Steps	Dawn	Vereuck	Mammoth Lakes Chamber of Commerce President	(760) 924-2040	dawn@elegantbath.com	http://www.elegantbath.com/				
Lodging Restaurant/Bar Retail Service	Developers' Forum Reception; Mammoth Trails (listening only); Signage & Wayfinding; Next Steps	Mike	Aguirre????	Village Association							
Noon Rotary		Dan	Wright								
Mammoth Lakes Lions Club		Tom	Barnes								

MLTPA CAMP - HOA Contacts

ASSOCIATION	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Street Address	City	State	Zip Code	Contact Email	Org Website	MLTPA Contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Arrowhead															
Aspen Creek					934-3933	PO Box 1	Mammoth Lakes	CA	93546				10/26 KW mailed letter		
Aspen Meadows					934-8411	PO Box 897	Mammoth Lakes	CA	93546				10/26 KW mailed letter left message for manager fax.		
Blizzard					934-8909										
Bridges															
Calans															
Canyon Ski & Racquet					924-0888								10/20 KW phone tried - left message for manager		
Chamonix		Ryan	Sailey	Manager	914-2757						ryanpmpmt.com		10/23 KW phone tried - couldn't leave message		
Chateau Blanc I & II					934-2279								10/31 KS sent email		
Chateau Sierra					934-2386								10/23 KW phone tried - left message		
Chateau D'Ox					934-6374								10/31 KS sent email		
Chateau de Montalpine					934-6710								10/23 KW phone tried - left message		
Chateau Sans Nom													10/23 KW phone tried - left message		
Chateau Tyrol													10/31 KS sent email		
Conestoga													10/23 KW phone tried - left message		
Courchevel					934-6515								10/23 KW phone tried - left message for "Ben"		
Crestview					934-3326	PO Box 9025	Mammoth Lakes	CA	93546				10/26 KW mailed letter		
Crestside at Mammoth	Opening Reception, Signage & Wayfinding, Next Steps														
Diamond Run Town															
Discovery IV		Kenneth	Tarlow	President	934-6410	PO Box 789	Mammoth Lakes	CA	93546				10/26 KW mailed letter		
Eagle Run					924-1102								10/31 KS sent email		
Fireside at the Village		Ryan	Sailey	Manager	914-2757						ryanpmpmt@hotmail.com		10/23 KW phone tried - left message		
Forest Creek		Donna		BOD	934-2020								10/28 - Donna left email for Steve		
Forest Meadows					934-2142	PO Box 7288	Mammoth Lakes	CA	93546				10/31 KS sent email		
Gray Eagle I													10/26 KW mailed letter		
Gray Eagle II															
Helios															
Heritage															
Hidden Valley					934-7303								10/23 KW phone - spoke with desk at Hidden Valley and they suggested I contact the property manager at Mammoth Recreation Bureau - left message for Steve 10/23		
Horizons IV		Layne	Conteras	President	934-6779	PO Box 175	Mammoth Lakes	CA	93546				10/26 KW mailed letter		
Juniper Springs Lodge					924-1092								10/31 KS sent email		
Krystal Villa East					934-2669	PO Box 1132	Mammoth Lakes	CA	93546				10/26 KW mailed letter with Jeff Warwick per Kim's recommendation, however he is no longer a homeowner there. He provided Renn's (the manager's) name and number - I left a message		
Krystal Villa West		Renn			934-5940										
L'Abri					934-4990	PO Box 677	Mammoth Lakes	CA	93546				10/26 KW mailed letter message		
La Residence IV & V													10/31 KS sent email		
La Vista Blanc					934-8323										
Lakeview Villas					934-6261								left message for manager fax.		
Lodges I & II															
Margarella Lodge															
Mammoth Creek					934-8634	PO Box 1	Mammoth Lakes	CA	93546				10/26 KW mailed letter		
Mammoth Estates					934-2884	PO Box 1117	Mammoth Lakes	CA	93546				10/31 KS sent email		
Mammoth Green															
Mammoth Lofts															
Mammoth Pines															

MLTPA CAMP - HOA Contacts

ASSOCIATION	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Street Address	City	State	Zip Code	Contact Email	Org Website	MLTPA Contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Mammoth Point	Opening Reception, Signage & Wayfinding, Next Steps				934-4100								10/25 KW phone - left message		
Mammoth Sierra Twn					934-8372								10/31 KS sent email		
Mammoth Ski & Escalade					934-6891	PO Box 3846	Mammoth Lakes	CA	93546	info@mammothdirect.com			10/25 KW mailed letter		
Mammoth View Villas					934-8480	PO Box 1542	Mammoth Lakes	CA	93546				10/26 KW mailed letter		
Mammoth West					934-6151	PO Box 7247	Mammoth Lakes	CA	93546	info@mammothwest.com			10/26 KW mailed letter		
Meadowridge					934-3808								10/31 KS sent email		
Meadow Ridge					934-3111	PO Box 8200	Mammoth Lakes	CA	93546	info@mammothrentals.com			10/26 KW mailed letter		
Meridian Villas													10/25 KW phone - left message		
Mountainback					934-5000	PO Box 1838	Mammoth Lakes	CA	93546				10/26 KW mailed letter		
Mountain Shadows					934-4993	PO Box 3454	Mammoth Lakes	CA	93546	info@mammothres.com			10/31 KS sent email		
Nordica													10/26 KW mailed letter		
Pinion Springs															
Pointe															
Powder Reef															
Rainbow Villas															
St. Anton					934-3361	PO Box 427	Mammoth Lakes	CA	93546	office@stanoncondos.com			10/26 KW mailed letter		
St. Moritz					934-2936								10/25 KW phone - tried - bad number		
San Sierra					934-2062								10/25 KW phone - left message		
Seasons 4					934-2030	PO Box 226	Mammoth Lakes	CA	93546	stay@seasons4.com			10/26 KW mailed letter		
Shenando Villages													message		
Sierra Manors													10/25 KW - received message from Heidi and she provided PO Box number - not sure that it will actually get to the BOD. call live-down south - someone in local PO boxes, however		
Sierra Megeve													10/26 KW mailed letter		
Sierra Park Villas													10/26 KW mailed letter		
Sierra Valley					934-4521	PO Box 977	Mammoth Lakes	CA	93546	spv@schat.com			10/31 KS sent email		
Silver Bear															
SH Run Villas															
Snow Country															
Snowbird															
Snowcreek															
Snowflower															
Solstice															
Sonsalp															
	Opening Reception, Signage & Wayfinding, Next Steps														
Summit 1 & II		John	Cosgrove		934-7062 (310) 823-9448 Jim	PO Box 3006	Mammoth Lakes	CA	93546				10/26 KW mailed letter		cdan@qnet.com PO Box 6667
Sundowner															
Sunrise		Jessica	Dornath-Davis	BOD President	934-7260	6562 Sheregar Ln	Huntington Beach	CA	92648	carolyn@mammothlakes.com			10/26 KW mailed letter		
Sunshine Village		Alex	Roberts	President	934-3360 924-1102	PO Box 1088	Mammoth Lakes	CA	93546	alexkroberts@cox.net			10/26 KW mailed letter		
Sunstone															
Tamarack		Jim			934-6569					jksnopet@hotmail.com			10/25 KW phone - left message (Jim & Kim) 10/26 Jim left voicemail - was so happy to forward an email 10/31 KS sent email		

MLTPA CAMP - HOA Contacts

ASSOCIATION	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Street Address	City	State	Zip Code	Contact Email	Org Website	MLTPA Contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Tennis Village Timbers					934-3111								answered as Meadow Ridge?		
Timber Ridge					934-4154 (909) 612-5169										
Timberline		Jerry	Cochran	President	934-6963	PO Box 265	Mammoth Lakes CA	CA	93546	djames@timber-ridge.com			10/31 KS sent email		
Tyrollean Village					934-6510	PO Box 1295	Mammoth Lakes CA	CA	93546				10/26 KW mailed letter		
Val D'Isere Viewpoint					934-2040	PO Box 39	Mammoth Lakes CA	CA	93546				10/26 KW mailed letter		
Villa De Los Pinos					934-3132	PO Box 1167	Mammoth Lakes CA	CA	93546				10/26 KW mailed letter		
West Slopes Villas					934-3213								10/25 KW - phone - tried discontinued number		
Westin Monache															
Wilderness View															
Wildflower Wildrose					934-4600					lveenker@gmail.com			10/31 KS sent email		
Woodlands	Opening Reception, Signage & Wayfinding; Next Steps		Jo	Bacon	934-7531								Jo Bacon will announce CAMP - SUMMER at upcoming HOA meeting on		
1849					934-6383	PO Box 738	Mammoth Lakes CA	CA	93546				10/26 KW mailed letter		
The Trails Homeowner Association					934-7525	PO Box 835	Mammoth Lakes CA	CA	93546	Info@1849-condos.com			10/26 KW mailed letter		
The Village Homeowners Association						PO Box 1684	Mammoth Lakes CA	CA	93546				10/31 KS sent email		
Ranch at Snowcreek Homeowners Association										john@papoo.net			10/26 KW mailed letter		
Mammoth Knolls Homeowners Association													10/31 KS sent email		
													10/25 KW - phone - left message for Jan to call back with email or mailing address for more info		
		Jan	Morrin	BOD	934-6497										

MLTPA: CAMP - Local Infrastructure Contacts

ORGANIZATION	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Contact Email	Org Website	MLTPA Contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Mammoth Unified School District	Opening Reception: Existing Facilities Tour (Alta); Alta Schools Focus Group: Missing Links Tour (Alta); Trails Network Workshop: Signage & Wayfinding: Next Steps	Mike	DIRSI	Superintendent					Steve Speidel/TOML contacted all agencies		
Mammoth Community Water District	Opening Reception: Alta Agencies Focus Group: Signage & Wayfinding: Next Steps	Gary	Sison	General Manager	(760) 934-2596, ext. 238	gsison@mcmwd.dst.ca.us			Steve Speidel/TOML contacted all agencies		
Mammoth Hospital	Opening Reception: Existing Facilities Tour (Alta); Alta Agencies Focus Group: Missing Links Tour (Alta); Trails Network Workshop: Signage & Wayfinding: Next Steps								Steve Speidel/TOML contacted all agencies		
Mammoth Lakes Fire Department	Opening Reception: Alta Agencies Focus Group: Missing Links Tour: Trails Network Workshop: Signage & Wayfinding: Next Steps	Brent	Harper	Chief	934-2300	bharper@mammothlake.sfd.com			Steve Speidel/TOML contacted all agencies		
Mammoth Lakes Police Department	Opening Reception: Alta Agencies Focus Group: Signage & Wayfinding: Next Steps	Randy	Schiente	Chief	(760) 934-2011 x. 16	rschiente@mammothlake.sfd.org			Steve Speidel/TOML contacted all agencies		

MLTPA CAMP - Developer Contact List

Developer	TOML Project	Events to Attend	Contact First Name	Last Name	Contact Phone	Street Address	City	State	Zip Code	Contact Email	Org Website	MLTPA Contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Cardinal Real Estate Investments	Sherwins		Jesse	Langley	(310) 770-4724	2301 Rosecrans Suite 4194	El Segundo	CA	90245	jesse@cardinalinvestments.com			10/24 KS sent email MLTPA Board/MLCC followed up with phone call	Y	
Metric Holdings	Clearwater	Opening Reception: Developers' Forum; Reception: Mammoth Trails (listening only); Signage & Wayfinding; Next Steps	Rick	Rosenberg	(818) 322-4644	16633 Ventura Blvd Suite 925	Encino	CA	91346	rosenberg@metricholdings.com			MLTPA Board/MLCC followed up with phone call		
MMSA	Eagle Lodge		Tom	Hodges	(760) 934-2571	PO Box 24	Mammoth Lakes	CA	93546	thodges@mammoth-mmh.com			MLTPA Board/MLCC followed up with phone call		
Mammoth Land Development	Hidden Creek (Shady Rest)		Jane	Sedonaen	(415) 381-9500		Mammoth Lakes	CA	93546	jane@integrated-ds.com			MLTPA Board/MLCC followed up with phone call		
Mammoth Land Development	Hidden Creek (Shady Rest)		Eric	Harris	(415) 381-9500		Mammoth Lakes	CA	93546	erich@integrated-ds.com			MLTPA Board/MLCC followed up with phone call		
Mammoth Crossing Devint	Mammoth Crossing		Mark	Deeds	(760) 924-8864	60 Lake Mary Road	Mammoth Lakes	CA	93546	mdede529546@gmail.com			MLTPA Board/MLCC followed up with phone call	Y	
Mammoth Crossing Devint	Mammoth Crossing		Leslie	Klusmitre	(760) 920-3949	60 Lake Mary Road	Mammoth Lakes	CA	93546	development@services@veizon.net			MLTPA Board/MLCC followed up with phone call		
Mammoth Crossing Devint	Mammoth Crossing		Chuck	Brook	(604) 250-2289	60 Lake Mary Road	Mammoth Lakes	CA	93546	cbrook@mammothcrossing.com			MLTPA Board/MLCC followed up with phone call		
Mammoth Hillside LLC/ Mammoth Meridian Devint LLC	Mammoth Hillside		Rhona	Hunter	(760) 934-7880	PO Box 100-595	Mammoth Lakes	CA	93546	kathbak@varexposed.com			MLTPA Board/MLCC followed up with phone call		
Chadmar Group	Snowcreek VIII		Chuck	McGreggor	(760) 934-7880	PO Box 100 PMB# 606 1 Fairway Drive	Mammoth Lakes	CA	93546	clange@chadmar.com			MLTPA Board/MLCC followed up with phone call		
Chadmar Group	Snowcreek VIII		Tammy	Bennet	(760) 934-7880	PO Box 100 PMB# 606 1 Fairway Drive	Mammoth Lakes	CA	93546				MLTPA Board/MLCC phone call		
Chadmar Group	Snowcreek VIII		Tammy	Bennet	(760) 934-7880	PO Box 100 PMB# 606 1 Fairway Drive	Mammoth Lakes	CA	93546				MLTPA Board/MLCC phone call		
Neubauer-Jennison	na		Eric	Fishburn	(310) 709-1684	53 Sierra Manor Rd	Mammoth Lakes	CA	93546	na			MLTPA Board/MLCC phone call		
Eric Fishburn	Tallus		Mike	Galbraith	(760) 924-2893	562 Joaquin Rd	Mammoth Lakes	CA	93546	na			MLTPA Board/MLCC phone call		
Galbraith Construction	na		Mike	Galbraith	(760) 924-2893	410 Hillside Court	Mammoth Lakes	CA	93546	na			MLTPA Board/MLCC phone call		
CH Construction	na				(760) 934-6966	Po Box 9287	Mammoth Lakes	CA	93546	na			MLTPA Board/MLCC phone call		
Del Rio Construction and Design	na				(760) 934-1440	PO box 2603	Mammoth Lakes	CA	93546	na			MLTPA Board/MLCC phone call		
Stanwood Development	na		Craig	Knight	(760) 924-1864	na	Mammoth Lakes	na	na	cknight16@stanwood.com			MLTPA Board/MLCC followed up with phone call		
Intrastar/Stanwood Development	na		Joyce	Turner									MLTPA Board/MLCC phone call		
Papco, Inc	na		John	Vereuck	(818) 768-2260	na	Mammoth Lakes	na	na	john@papco.net			MLTPA Board/MLCC followed up with phone call		
John Hooper	na		John	Hooper		na	Mammoth Lakes	na	na				MLTPA Board/MLCC phone call		
Life Estates	Holiday Haus		Ward	Jones	(760) 924-8119 (760) 937-1998 VAN (604) 687-2446	na	Mammoth Lakes	CA	93546	jones@lifestates.com			10/24 KS sent email MLTPA Board/MLCC followed up with phone call		
C&L Development	na	Opening Reception: Developers' Forum; Reception: Mammoth Trails (listening only); Signage & Wayfinding; Next Steps			(760) 934-8831	na	Mammoth Lakes	na	na	na			MLTPA Board/MLCC phone call		
Kern River Developmt	na				(760) 934-2464	na	Mammoth Lakes	na	na	na			MLTPA Board/MLCC phone call		
Boyer Construction	na		Ryan	Boyer	(760) 914-0098	na	Mammoth Lakes	na	na	na			MLTPA Board/MLCC phone call		
Presson Construction	na		Robbie	Presson	(760) 934-2089	na	Mammoth Lakes	na	na	na			MLTPA Board/MLCC phone call		
Alan Walker Construction	na		Alan	Walker	(760) 934-9345	na	Mammoth Lakes	na	na	na			MLTPA Board/MLCC phone call		
Alfred Kelly Construction	na				(760) 873-7416	na	Mammoth Lakes	na	na	na			MLTPA Board/MLCC phone call		
Brian Burns Construction	na				(760) 937-3884	na	Mammoth Lakes	na	na	na			MLTPA Board/MLCC phone call		
Intrawest	Sierra Star		Paul	Gallagher	(775) 332-1280	6900 S. McCarran Blvd Suite 3000	Reno	NV	89509	paulgallagher@intrawest.com			MLTPA Board/MLCC followed up with phone call		
Intrawest	Sierra Star		Jim	Smith	(775) 332-1280	6900 S. McCarran Blvd Suite 3000	Reno	NV	89509				MLTPA Board/MLCC phone call		

MLTPA CAMP - Developer Contact List

Developer	TOML Project	Events to Attend	Contact First Name	Last Name	Contact Phone	Street Address	City	State	Zip Code	Contact Email	Org Website	MLTPA Contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Starwood Capital Group	The "1" Hotel		Gary	Raymond	(775) 332-1259	6900 S. McCarran Blvd Suite 3000	Reno	NV	89509	cvolljan@intrawest.com			MLTPA Board/MLCC followed up with phone call		
Starwood Capital Group	The "1" Hotel		Kathy	Richardson	(775) 332-1259	6900 S. McCarran Blvd Suite 3000	Reno	NV	89509	cvolljan@intrawest.com			MLTPA Board/MLCC followed up with phone call		
Acorn Asset Mngmt	Mammoth View		Hector	Caldera	(916) 263-0222	2500 Venture Oaks Way Suite 175	Sacramento	CA	95833	acornassetmanagement.com			MLTPA Board/MLCC followed up with phone call		

MLTPA CAMP - Real Estate Agent List

Group	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Contact Email	Org Website	MLTPA Contact	Record of Communication: date, method, result	Attend? Y or N	Notes
80/50					(760) 924-7777		http://www.8050mammoth.net/		MLBOR Email blast sent 10/25		
Century 21		Peter	Maw	Realtor-Associate	(760) 934-2121 Ext. 1025	peter@century21mammoth.com	http://www.century21mammoth.com/		MLBOR Email blast sent 10/25		Kil Muhs Recommendation
Century 21		Larry	McKee	Owner/President	(760) 934-2121		http://www.century21mammoth.com/		MLBOR Email blast sent 10/25		
Century 21		Michael	Shuttlesworth	Broker	(760) 934-2121		http://www.century21mammoth.com/		MLBOR Email blast sent 10/25		MLBOR Board Member
Century 21		Stephanie	Summers	Broker		stephanie@century21mammoth.com	http://www.century21mammoth.com/		MLBOR Email blast sent 10/25		Kil Muhs Recommendation
Coldwell Banker		George	Fowler	Broker	(760) 914-2400	cbmre@gnat.com	http://www.mammothrealestate.com/		MLBOR Email blast sent 10/25		Kil Muhs Recommendation
Coldwell Banker		Linda	Hensler	Broker Associate	(760) 924-0215	Linda@lindhensler.com	http://www.mammothrealestate.com/		MLBOR Email blast sent 10/25		Kil Muhs Recommendation
Coldwell Banker		Bill	McBride				http://www.mammothrealestate.com/		MLBOR Email blast sent 10/25		Kil Muhs Recommendation MLBOR Vice President Mammoth Properties???
Coldwell Banker		Kil	Muhs	Sales Associate	(760) 924-0260	ksmuhs@earthlink.net	http://www.mammothrealestate.com/		MLBOR Email blast sent 10/25		Kil Muhs Recommendation
Coldwell Banker		Stacie	Robbins	Sales Associate	(760) 793-6344	Stacie@OwnMammoth.com	http://www.mammothrealestate.com/		MLBOR Email blast sent 10/25		MLBOR Board Member
Coldwell Banker		Ratty	Schwartzkopf	Sales Associate	(760) 924-0225	ratty@gnat.com	http://www.mammothrealestate.com/		MLBOR Email blast sent 10/25		Kil Muhs Recommendation
Coldwell Banker		Jeff	Warwick	Sales Associate	(760) 914-3000	surfmammoth@yahoo.com	http://www.mammothrealestate.com/		MLBOR Email blast sent 10/25		Kil Muhs Recommendation
House Real Estate		Karl	Kratz	Owner/Broker	(760) 924-8410	karl@houseestate.com	http://www.houseestate.com/		MLBOR Email blast sent 10/25		MLBOR Board Member
House Real Estate		Todd	Toberman			todr@gnat.com	http://www.houseestate.com/		MLBOR Email blast sent 10/25		MLBOR Board Member
Leisure Realty & Management Co		Shannon	Crouch		(760) 924-0200		http://www.mlbor.com/		MLBOR Email blast sent 10/25		
Mammoth Lakes Board of Realtors		Roy & Sheryl	Starr	Owners	(760) 934-4637	mlbor@gmail.com	www.mammothland.com		MLBOR Email blast sent 10/25		
Mammoth Lakes Land and Homes		Dave	Buckman	Broker/Owner	(760) 934-6881	dbuckman@gnat.com	http://www.mammoth-properties.com/		MLBOR Email blast sent 10/25		Sheryl is MLBOR Board Member
Mammoth Properties	Opening Reception: Developers' Forum (Wed. 10/25) @ 10:00am @ Wayfinding, Next Steps	Heidi	Heidi	Agent	(760) 934-6060	heidie@gnat.com	http://www.mammoth-properties.com/		MLBOR Email blast sent 10/25		MLBOR Board Member
Mammoth Properties		Shawn	Wilders		(760) 914-7000	shawnwilders@yahoo.com	http://www.mammoth-properties.com/		MLBOR Email blast sent 10/25		Kil Muhs Recommendation
Mammoth Real Estate Company		David	Schwartz		(760) 934-6813		http://www.mammothrealtycenter.com/		MLBOR Email blast sent 10/25		MLBOR Board Member
Mammoth Realty Center		Tracie	Van Alstyne		(760) 447-0945	tracie@realstatemammoth.com	http://www.realstatemammoth.com/		MLBOR Email blast sent 10/25		Kil Muhs Recommendation
Mammoth Realty Group		Mickey	Brown	Broker Associate	(760) 914-0199	Mickey@Bzom-team.com	http://www.mammothrealtygroup.com		MLBOR Email blast sent 10/25		Kil Muhs Recommendation
Mammoth Realty Group		Stephanie	Cook	Broker/Owner	(760) 914-1500		www.mammothrealty.com		MLBOR Email blast sent 10/25		MLBOR Board Member
Mammoth Sierra Properties		Stacey	Barfield	Broker/Owner	(760) 934-4501	stacey@gnat.com	http://www.mammothsierraproperties.com/		MLBOR Email blast sent 10/25		
McClean Team Real Estate		Mark	McClean	Broker/Owner	(760) 934-7000		http://www.mammothmountainrealestate.com/		MLBOR Email blast sent 10/25		MLBOR Board President
Remax of Mammoth		Karen	Nelson	Associate Broker	(760) 934-2287	mammothrealestate@yahoo.com	http://www.mammothrealestate.com/		MLBOR Email blast sent 10/25		
Remax of Mammoth		Paul	Oster	Broker/Owner	(760) 934-4542		http://www.riffelrealestate.com/		MLBOR Email blast sent 10/25		Kil Muhs Recommendation
Riffel Real Estate		Sue	Jamieson	Broker/Owner	(760) 914-0994	sue@riffelrealestate.com	http://www.riffelrealestate.com/		MLBOR Email blast sent 10/25		Kil Muhs Recommendation
Riffel Real Estate		Heidi	Presson		(760) 937-7494	heidie@riffelrealestate.com	http://www.riffelrealestate.com/		MLBOR Email blast sent 10/25		
Riffel Real Estate		Debbie & Stan	Riffel	Owners?	(760) 934-4987	debbie@riffelrealestate.com stan@riffelrealestate.com	http://www.riffelrealestate.com/		MLBOR Email blast sent 10/25		
Shoulder-Bn-A Cowboy Land Co		Steve	Schwind	Broker/Owner	(760) 934-2697	steve@mammothlakes.com	http://www.mammothrealestateonline.com/		MLBOR Email blast sent 10/25		MLBOR Board Member
The Snowcreek Property Company		Jodi	Mellon	Realtor-Associate	(760) 914-1900	jodis@snowcreekproperty.com	http://www.snowcreekproperty.com		MLBOR Email blast sent 10/25		
The Snowcreek Property Company		Rochelle	Wright	Vice President	(760) 934-4445	Julie@snowcreekproperty.com	http://www.snowcreekproperty.com		MLBOR Email blast sent 10/25		
Time + Place Real Estate			Hair		(760) 924-3028	rhair@time-place.net	http://www.time-place.net		MLBOR Email blast sent 10/25		

MLTPA CAMP - Strategic Conference Participant List

GROUP	Activites/Category	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Contact Email	Org Website	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
ALUMAR			Andrea	Lawrence	President	(760) 934-2877	andrea@alumar.com		KS	MLTPA Board phone ca/femail		
Caltrans			Brad	Melham	District 9 Deputy Director for Planning	(760) 872-0691	Brad.Melham@dot.ca.gov		KS	MLTPA Board phone ca/femail		
Eastern Sierra Land Trust			Karen	Finnell-Ingram	Project Director	(760) 873-4554	karen@eslt.org		KS	MLTPA Board phone ca/femail		
Eastern Sierra Land Trust			Tony	Taylor	President of Board	(760) 924-8742 (for)	ttaylor@rockcable.com		KS	MLTPA Board phone ca/femail		
Cordwell Banker			Kiri	Muhls	Sales Associate	(760) 921-2260	ksmuhls@earthlink.net	http://www.mammothrealestate.com/	KS	MLTPA Board phone ca/femail		Also on Real Estate list
M.L Chamber of Commerce			Dawn	Veroux	Members Chamber of Commerce Assistant Director	(760) 921-2010	dawn@mlcchamber.com	http://www.sbgantfaith.com/	KS	MLTPA Board phone ca/femail		Also on Business List
TOML			Pamela	Hennamy	Executive Director	(760) 934-4740	phennamy@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	KS	MLTPA Board phone ca/femail		Also on partner list
TOML			Mark	Wardlaw	Community Development Director	(760) 934-8989	mwardlaw@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	KS	MLTPA Board phone ca/femail		Also on partner list
Mammoth Lakes Planning Commission			Jo	Bacon	Commissioner	(760) 934-4932	baconj22@verizon.net		KS	MLTPA Board phone ca/femail		Also on partner list
Mammoth Lakes Planning Commission			Ray	Shari	Chair	(760) 934-2704	sharis@shari.com		KS	MLTPA Board phone ca/femail		Also on partner list
TOML			Peter	Bernasconi	Associate Civi l Public Works Director	(760) 934-8989 x25	pbernasconi@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	KS	MLTPA Board phone ca/femail		Also on partner list
TOML			Ray	Janvis	Director	(760) 934-8989 x25	janvis@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	KS	MLTPA Board phone ca/femail		Also on partner list
Mammoth Lakes Tourism & Recreation Commission			Tony	Colosanto	Parks & Rec. Vise	(760) 934-2400	tony@fontvoessports.com		KS	MLTPA Board phone ca/femail		Also on Misc. list
Mammoth Lakes Tourism & Recreation Commission			Shields	Richardson	Commissioner	(760) 934-5200 (w) (949) 300-6195 (cell)	rdonald@vadoo.com		KS	MLTPA Board phone ca/femail		Also on Misc. list
Mammoth Lakes Town Council			Wendy Daise & Paulann	Stigmura Tateky	Mayor Pro Tem Owners	(760) 914-2962 (760) 934-4191	wendy_stigmura@vadoo.com daise@mammothtpa.org		KS	MLTPA Board phone ca/femail		Also on Misc. list
Mammoth Mountainsewing									KS	MLTPA Board phone ca/femail		Also on Summer User List

MLTPA CAMP Partner Contact List

GROUP	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Contact Email	Org Website	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
MMSA		Rusty	Gregory	CEO	(760) 934-0633	rusty@mammoth-mtn.com	mammothmountain.com	JW			Phone via Mary Walker
MMSA		Mary	Walker	Executive Assistant	(760) 934-0633	mwalker@mammoth-mtn.com	mammothmountain.com	JW			
MMSA		Rebecca	Paranick	VP	(760) 934-2571 x37	paranick@mammoth-mtn.com	mammothmountain.com	JW	N/A		
MMSA		Bill	Cockroft	VP	(760) 934-2571 x 31	cockroft@mammoth-mtn.com	mammothmountain.com	JW			
MMSA		Pam	Murphy	VP	(760) 934-0650	pam@mammoth-mtn.com	mammothmountain.com	JW			
MMSA		Lisa	Isaacs	Marketing & Communications Director	(760) 934-2571 x 31	lisaacs@mammoth-mtn.com	mammothmountain.com	JW			
MMSA		Joani	Lynch	GM	(760) 934-2571 x 31	jlynch@mammoth-mtn.com	mammothmountain.com	JW			KW gave heads up
MMSA		Casey	McCoy	GM	(760) 934-2571 x 31	cmccoy@mammoth-mtn.com	mammothmountain.com	JW			
MMSA		Julie	Brown	GM	(760) 914-0986	jbrown@mammoth-mtn.com	mammothmountain.com	JW			Julie is also involved with the event on the facilities side - she is the GM at Canyon Lodge
MMSA		Gary	Taylor	GM	(760) 914-0316	gtaylor@mammoth-mtn.com	mammothmountain.com	JW			
TOML		Robert	Clark	Town Manager	(760) 934-8989 x22	rclark@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	JW			
TOML		Karen	Johnston	Assistant Town Manager	(760) 934-8989 x 21	kjohnston@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	JW			
TOML		Michael	Grossblatt	HR & Risk Management Director	(760) 934-8989 x 21	mgrossblatt@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	JW			
TOML		Brad	Koehn	Finance Director	(760) 934-8989 x 21	bkoehn@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	JW			
TOML		Pamela	Hennarty	Housing Executive Director	(760) 934-4740	phennarty@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	JW			
TOML		Bill	Manning	Mobility Director	(760) 934-3813	bmanning@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	JW			
TOML		Ray	Jarvis	Public Works Director	(760) 934-8989 x25	rjarvis@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	JW			
TOML		Peter	Bemasconi	Associate Civil Engineer	(760) 934-8989 x23	pbemasconi@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	JW			
TOML		John	Milne	Assistant Engineer	(760) 934-8989 x27	jmilne@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	JW			
TOML		Mark	Wardlaw	Community Development Director	(760) 934-8989	mwardlaw@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	JW			
TOML		Bill	Taylor	Deputy Community Development Director	(760) 934-8989	btaylor@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	JW			
TOML		Danna	Stroud	Recreation & Tourism Director	(760) 934-2712 x12	dstroud@ci.mammoth-lakes.ca.us	visitmammoth.com	JW			
TOML		Stuart	Brown	Community Relations Manager	(760) 934-2712 x12	sbrown@ci.mammoth-lakes.ca.us	visitmammoth.com	JW			
TOML		Sandra	DiDomizio	Special Events Manager	(760) 934-2712 x12	sdiDomizio@ci.mammoth-lakes.ca.us	visitmammoth.com	JW			
TOML		Jimmy	Kellett	Tourism Sales & Marketing Manager	(760) 934-2712 x12	ikellett@ci.mammoth-lakes.ca.us	visitmammoth.com	JW			
TOML		Kitly	Van Stelle	Information Agent	(760) 934-0210	kvanstelle@ci.mammoth-lakes.ca.us	visitmammoth.com	JW			
TOML		Stephanie	Daniel	Recreation Supervisor	(760) 934-2712 x12	sdaniel@ci.mammoth-lakes.ca.us	visitmammoth.com	JW			
USFS		John	Regelbrugge	District Ranger - Mammoth	(760) 924-5500		http://www.fs.fed.us/f5/inyo/	JW			
USFS		Jim	Upchurch	Forest Supervisor	(760) 873-2400		http://www.fs.fed.us/f5/inyo/	JW			
USFS		Nancy	Upham	Public Affairs Officer	(760) 873-2427		http://www.fs.fed.us/f5/inyo/	JW			
USFS		Mary	Hornick	Officer	(760) 934-4999		http://www.fs.fed.us/f5/inyo/	JW			
USFS		Rick	LaBarre	Officer	(760) 934-4999		http://www.fs.fed.us/f5/inyo/	JW			
TOML		Steve	Soedel	Supervisor	(760) 934-8989 x28	ssoedel@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	JW			
USFS		Mike	Schlafmann	Supervisor	(760) 934-8989 x28	mschlafmann@ci.mammoth-lakes.ca.us	http://www.ci.mammoth-lakes.ca.us/	JW			
MLCC		Dawn	Vreideck	Supervisor	(760) 924-2640	dawn@slabunibath.com	http://www.slabunibath.com/	JW			
MLCC		Eric	Wasserman	Supervisor	(760) 934-4956	eric.wasserman@edwardjones.com	http://www.monocounty.ca.gov/	JW			
Mono County		Scott	Burns	Community Devell	(760) 924-1800	sburns@mono.ca.gov	http://www.monocounty.ca.gov/	JW			
Mono County		Greg	Newby	Community Devell	(760) 924-1801	gnewby@mono.ca.gov	http://www.monocounty.ca.gov/	JW			
Mono County		Dan	Lyster	Economic Devell	(760) 924-1700	dlyster@mono.ca.gov	http://www.monocounty.ca.gov/	JW			
Mono County		Greg	Ward	Health Department	(760) 924-1830		http://www.monocounty.ca.gov/	JW			Health Promotion
Mono County		Evan	Nikirk	Public Works Dire	(760) 932-5440	monopw@mono.ca.gov	http://www.monocounty.ca.gov/	JW			
Mono County		Tom	Farnetti	Supervisor	(760) 934-8372	tfarnetti@mono.ca.gov	http://www.monocounty.ca.gov/	JW			
Mono County		Hap	Hazzard	Supervisor	(760) 935-4999	hap04@msn.com	http://www.monocounty.ca.gov/	JW			
Mono County		Vikki	Magee Bauer	Supervisor	(760) 924-1783	vbauer@mono.ca.gov	http://www.monocounty.ca.gov/	JW			
Mono County		Bill	Raid	Supervisor	(760) 932-7456	braid@mono.ca.gov	http://www.monocounty.ca.gov/	JW			
Mono County		Bying	Hunt	Supervisor	(760) 934-6643	bhunt@mono.ca.gov	http://www.monocounty.ca.gov/	JW			

MLTPA: CAMP MISC CONTACTS

GROUP	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Contact Email	Org Website	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Alta Planning + Design		Matt Jeff	Benjamin Olson		(323) 547-4630 (518) 584-6634	altaplanning@gmail.com olson@altaplanning.com		JW	N/A		CAMP CONTACT LIST
Mammoth Lakes Airport (Mobility) Commission		Gordon	Alper	Commission	(760) 934-3987	gordon@country-glass.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Airport (Mobility) Commission		Thom	Heller	Commission	(760) 934-2900	heller@mammothlakesid.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Airport (Mobility) Commission		Mary Ellen	Hogan	Commission	(213) 572-4330	maryellen.hogan@vto.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Airport (Mobility) Commission		Pam	Murphy	Chair	(760) 934-0650	pam@mammoth-mth.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Airport (Mobility) Commission		Deb	Pierré	Vice Chair	(760) 924-1060	dpierré@deresochotels.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Airport (Mobility) Commission		John	Walther	Commission	(760) 934-1767	walter@cnet.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Planning Commission		Jo	Bacon	Commission	(760) 934-4932	lbacon22@verizon.net		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Planning Commission		Tony	Barrett	Commission	(760) 914-0157	bjbarrett@aol.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Planning Commission		Rhonda	Duggan	Commission	(760) 934-2571, x31	rhonda.duggan@mammoth-mth.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Planning Commission		Roy	Saari	Chair	(760) 934-2704	saaari@cnet.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Planning Commission		Elizabeth	Tenney	Vice Chair	(760) 924-8475	etenney@npoacable.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Public Arts Commission		Michael	Bornfeld	Commission	(760) 934-1688	mhalawcom@msn.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Public Arts Commission		Neelle	Denken	Vice Chair	(760) 934-8771	noellestinken@hotmail.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Public Arts Commission		Warren	Harrell	Commission	(760) 934-1579	bellaesign@npoacable.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Public Arts Commission		Paul	Jurewitz	Chair	(760) 924-0027	bjur11@aol.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Public Arts Commission		Bob	Reitz	Commission	(760) 934-3929	bob@mammothtimes.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Tourism & Recreation Commission		Tony	Colosardo	Parks & Rec	(760) 934-2400	tony@ootloosesports.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Tourism & Recreation Commission		Dieter	Fiebiger	Commission	(760) 934-2996			JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Tourism & Recreation Commission		Ruth	Harrell	Commission	(760) 934-3781, x224	rharrell@mammothlakesfoundation.org		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Tourism & Recreation Commission		Jefferson	Lanz	Commission	(323) 886-3013	jeff@cityconierge.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Tourism & Recreation Commission		Shields	Richardson	Commission	(760) 934-5200 (w) (949) 300-6196	rschmidt@yahoo.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Tourism & Recreation Commission		Bill	Sausser	Chair	(760) 934-6157 (760) 920-9999	chsausser@earthlink.net		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Tourism & Recreation Commission		Teri	Stehlik	Tourism Vice	(760) 934-2030			JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Town Council		John	Eastman	Councilman	(760) 934-6584	estmanis@unearthpeef.net		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Town Council		Skip	Harvey	Mayor	(760) 934-3900	bessacampcalle@yahoo.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Town Council		Nel	McCarroll	Councilman	(760) 934-3200	nelmccarroll@verizon.net		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Town Council		Kirk	Stapp	Councilman	(760) 934-2902	akstapp@msn.com		JW	10/30 Rebecca Parantick emailed		
Mammoth Lakes Town Council		Wendy	Sugimura	Mayor Pro Tem	(760) 914-2962	wendy_sugimura@yahoo.com		JW	10/30 Rebecca Parantick emailed		
MLTPA BOD		Will	Aldrich	Treasurer	(415) 821-9465	waldrich@yahoo.com		JW	10/30 Rebecca Parantick emailed		
MLTPA BOD		Jo	Bacon	Vice Preside	(760) 934-4932	lbacon22@verizon.net		JW	10/30 Rebecca Parantick emailed		
MLTPA BOD		Jay	Denken	Chair	(760) 934-8771	denken@hotmail.com		JW	10/30 Rebecca Parantick emailed		
MLTPA BOD		Alex	Faabro	Vice Preside	(626) 429-2062	alexfaabro@yahoo.com		JW	10/30 Rebecca Parantick emailed		
MLTPA BOD		Brooke	Parantick	Commission	(760) 934-7185	brookepapa@gmail.com		JW	10/30 Rebecca Parantick emailed		
MLTPA BOD		Rebecca	Parantick	Commission	(760) 934-0768	rebeccap@mammoth-mth.com		JW	10/30 Rebecca Parantick emailed		
MLTPA Founder		Gordon, Sharon	Alper		(760) 934-3587	gordon@country-glass.com		JW	10/30 Rebecca Parantick emailed		
MLTPA Founder		Jo	Bacon		(760) 934-4932	lbacon22@verizon.net		JW	10/30 Rebecca Parantick emailed		
MLTPA Founder		Mabel H	Cabot		(617) 491-1313	MabelBran@aol.com		JW	10/30 Rebecca Parantick emailed		
MLTPA Founder		Tony & Andrea	Colosardo	Footloose St	(760) 934-2400	tony@ootloosesports.com		JW	10/30 Rebecca Parantick emailed		
MLTPA Founder		Mark	Coronado		(760) 937-4184	coronado@npoacable.com		JW	10/30 Rebecca Parantick emailed		In memory of Henry Coronado
MLTPA Founder		George	Fowler	Codwell Bar	(760) 934-2562	cfmw@csnet.com		JW	10/30 Rebecca Parantick emailed		
MLTPA Founder		Tim	Gaigher	Wave Race	(760) 934-2471	tim@wavesavesportsboardshop.com		JW	10/30 Rebecca Parantick emailed		
MLTPA Founder		Rusty & Bonnie	Gregory		(760) 934-0731	brandonvcsa.org@gmail.com		JW	10/30 Rebecca Parantick emailed		

MLTPA: CAMP MISC CONTACTS

MLTPA Founder	Rusty & Bonnie	Gregory	Gregory, Peper & Graham, LLP				MLTPA Board phone call/email	JW	MLTPA Board phone call/email	
MLTPA Founder	Skip	Harvey	Base Camp	(760) 934-3900	basecampcafe@yahoo.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	
MLTPA Founder	Steve	Klausen	Wave Rave	(760) 934-2471	steve@waverave.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	
MLTPA Founder	Nel	McCarroll		(760) 934-3200	nelmccarroll@verizon.net		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	
MLTPA Founder	Mary K.	Prentice		(760) 934-0355	mkp@nppcable.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	
MLTPA Founder	James S.	Reed		(760) 934-4658	reed@mammothlaw.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	
MLTPA Founder	George & Ali Wier	Stephanopoulos		(202) 625-0842	dabbenwerth@aol.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	Will, Becca and Kyle Stroud
MLTPA Founder	Danna	Stroud		(760) 934-2712 x 245 (760) 914-2962	dfstroud@visitingmammoth.com wardy_stroud@yahoo.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	
MLTPA Founder	Erick & Wendy	Suginura		(760) 934-5023	bookworm@gmail.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	
MLTPA Founder	Dave & Autumn	Talsky	Mammoth M	(760) 934-4191	dave@mammothgear.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	
MLTPA Founder	John	Vereuck		(818) 802-6775	john@nppco.net		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	Vereuck Family Trust
MLTPA Staff	Nate	Greenberg		(760) 934-1209			MLTPA Board phone call/email	JW	MLTPA Board phone call/email	CAMP CONTACT LIST
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MLTPA Staff	Kim	Straver	Communications	(760) 934-3154	kimstraver@mltpa.org		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	CAMP CONTACT LIST
MLTPA Staff	Dana	Trussell		(760) 934-3154	dana@trussell.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	CAMP CONTACT LIST
MLTPA Staff	John	Wentworth	Executive Dir	(760) 934-1279	johnwentworth@mltpa.org		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	CAMP CONTACT LIST
Opposing Motion	Jennifer	Heintzelman		(760) 709-1507	jennifer@oppositingmotion.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	
Opposing Motion	Kristy	Williams		(760) 709-1493	kristy@oppositingmotion.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	
Sierra Business Council	Mary	Canada	Eastern Sher	(760) 934-6150	canada@nppcable.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	10/30 Rebecca Parantick emailed
TOJHL	Steve	Sheldal		(760) 934-5989 x28	sheldal@mammothlakus.ca.us		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	CAMP CONTACT LIST
Trail Solutions	Christina	Stroud		(760) 934-2124	christina@mammoth.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	CAMP CONTACT LIST
Trail Solutions	Chazron	Blanchett		(720) 308-2777	chazron@nps.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	
Trail Solutions	Cimarron	Chazron		(520) 307-4138	cimarron@ckhsebestudio.com		MLTPA Board phone call/email	JW	MLTPA Board phone call/email	
Valentine Reserve	Dan	Dawson	Reserve Director	(760)935-4334	dawson@fess.ucsb.edu	http://west.urns.org/	MLTPA Board phone call/email	JW	MLTPA Board phone call/email	10/30 Rebecca Parantick emailed

OPPOSING MOTION

MLTPA Foundation CAMP: Summer Messaging Recommendations

Messaging Goals

To **guarantee/demand** participation and/or input by all businesses/groups/individuals that would **critically** be affected by the trails master plan.

To **encourage** participation and/or input by all businesses/groups/individuals that would **moderately** be affected by the trails master plan.

To **invite** participation and/or input by all businesses/groups/individuals that would **mildly** be affected by the trails master plan, recognizing that nearly all Mammoth Lakes residents (full and part time) and guests will be touched by a trails system.

OPPOSING @ MOTION

Messaging Tactics

Goal: To guarantee/demand participation and/or input by all businesses/ groups/ individuals that would **critically** be affected by the trails master plan.

Tactic: Ensure that personal/direct contact is made to include these major stakeholders.

Vehicles: Phone calls, personal emails

Examples: Summer Recreation User Groups, Developers Forum

Goal: To **encourage** participation and/or input by all businesses/groups/individuals that would **moderately** be affected by the trails master plan.

Tactic: Use direct communication pieces/methods that will almost certainly reach the intended audience.

Tactic: Make 2 points of contact

1. Inform and invite (save the date)
2. Register and/or provide input (if they can not attend)

Vehicles: Email, direct mail (postcard), phone calls, personal emails

Examples: MLTPA Database, Homeowners Associations

OPPOSING @ M O T I O N

Messaging Tactics (Continued)

Goal: To **invite** participation and/or input by all businesses/groups/individuals that would **mildly** be affected by the trails master plan, recognizing that nearly all Mammoth Lakes residents (full and part time) and guests will be touched by a trails system.

Tactic: Make best efforts to reach intended audience via public formats/venues.

Vehicles: Boxholder mailing, postcard (non-local) direct mailing, print and radio advertisements, press releases/editorial, posters, PSA announcements

Examples: Full and part time residents of Mammoth lakes that are not affiliated with groups in other categories.

Tactic: To drive guests to MLTPA website for current information and registration.

Vehicle: Website

OPPOSING MOTION

Market Segments Identified

CAMP PARTNERS

Consultants: Alta Planning & Design, Trail Solutions

Funding Partners: Town of Mammoth Lakes, Mammoth Mountain Ski Area, Mammoth Lakes Chamber of Commerce/Community Foundation

Planning Partners: Inyo National Forest, Mammoth Mountain Ski Area, Town of Mammoth Lakes

Jurisdictional Partners: Inyo National Forest, Town of Mammoth Lakes, Mono County

CRITICAL USERS

Developers/Realtors Forum

Summer Recreational User Groups

MLTPA Founders

MLTPA Strategic Conference Participants

MODERATE USERS

MLTPA Database

Homeowner Associations

Local Business Groups: Chamber of Commerce

Community Infrastructure Groups: School District, Water District, Mammoth Hospital, Fire Department, Police Department

MILD USERS

Full time residents of Mammoth Lakes – homeowners & renters

Part-Time residents of Mammoth Lakes – second homeowners

Part Time residents – seasonal

Mammoth visitors/guests

OPPOSING @ MOTION

Messaging Grid – PARTNERS

Type	Group	Marketing Vehicles	Message	Events to Attend
Partner - Funding, Planning & Jurisdictional	Town of Mammoth Lakes	Phone calls; personal emails	Attend specific sessions as identified in Worksheet; highlight importance of interaction with public and opportunity to watch consultants at work	VIP Reception; Existing Facilities Tour (Alta); Alta Agencies Focus Group; Missing Links Tour (Alta); Mammoth Trails (listening only); Trails Network Workshop; Signage & Wayfinding; Next Steps
Partner - Funding & Planning	Mammoth Mountain Ski Area	Phone calls; personal emails	Attend specific sessions as identified in Worksheet; highlight importance of interaction with public and opportunity to watch consultants at work	VIP Reception; Existing Facilities Tour (TS); Missing Links Tour (TS); Mammoth Trails (listening only); Trails Network Workshop; Signage & Wayfinding; Next Steps
Partner - Funding	ML Chamber of Commerce	Phone calls (to Board); personal emails (to Board); Chamber newsletter	Attend specific sessions as identified in Worksheet; highlight economic benefits of CAMP	VIP Reception; Mammoth Trails (listening only); Signage & Wayfinding; Next Steps
Partner - Planning & Jurisdictional	Inyo National Forest	Phone calls; personal emails	Attend specific sessions as identified in Worksheet; highlight importance of interaction with public and opportunity to watch consultants at work	VIP Reception; Existing Facilities Tour (TS); Alta Agencies Focus Group; Missing Links Tour (TS); Mammoth Trails (listening only); Trails Network Workshop; Signage & Wayfinding; Next Steps
Partner - Jurisdictional	Mono County	Phone calls; personal emails	Attend specific sessions as identified in Worksheet	VIP Reception; Alta Agencies Focus Group; Mammoth Trails (listening only); Trails Network Workshop; Signage & Wayfinding; Next Steps

OPPOSING @ MOTION

Messaging Grid – CRITICAL USERS

Type	Group	Marketing Vehicles	Message	Events to Attend
Critical User	Developers Forum/Realtors Forum	Phone calls; personal emails	DF specific (why critical). Attend specific sessions as identified in Worksheet	VIP Reception; Developers' Forum Reception; Signage & Wayfinding; Next Steps
Critical User	Summer Recreational User Groups *See Worksheet	Phone calls; personal emails	User group specific (why critical). Attend specific sessions as identified in Worksheet	See Worksheet
Critical User	MLTPA Founders	Phone calls; personal emails		See Worksheet
Critical User	Strategic Conference Participants	Phone calls; personal emails		See Worksheet

OPPOSING @ MOTION

Messaging Grid – MODERATE USERS

Type	Group	Marketing Vehicles	Message	Events to Attend
Moderate User	MLTPA Database	E-newsletter; Direct Mail - Postcard; Boxholder Mailing	An opportunity for you to participate in the Summer Trails and Public Access Concept and Master Planning process with exhibits, hikes, community and user group meetings, trails network workshops and "Mammoth Trails". Highlight Opening Reception.	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); Trails Network Workshop; Signage & Wayfinding; Next Steps
Moderate User	Homeowner Associations * See Worksheet	E-newsletter Phone calls - schedule MLTPA staff to attend meetings Direct mail/postcard/boxholder drop Personal emails	HOA specific (explain benefits, connections, impacts) Attend specific sessions as identified in Worksheet	See Worksheet
Moderate User	Local Business Groups * See Worksheet	E-newsletter Direct Mail - Postcard/Boxholder drop Phone Calls Personal Emails	Local Business Group specific (explain benefits, connections) Attend specific sessions as identified in Worksheet	See Worksheet
Moderate User	Community Infrastructure Groups * See Worksheet	E-newsletter Direct Mail - Postcard Phone Calls Personal Emails	Infrastructure Group specific (explain benefits, connections) Attend specific sessions as identified in Worksheet	See Worksheet

Opposing Motion – Event Management Services
 PO Box 3991, Mammoth Lakes, CA 93546, Tel. 760-934-4093, Fax. 760-923-6388

OPPOSING MOTION

Messaging Grid – MILD USERS

Mild User	Full Time residents (homeowners & renters)	E-newsletter; Direct Mail - Boxholder Print & Radio Ads Press Releases/ editorial in local media Posters PSA Announcements?	An opportunity for you to participate in the Summer Trails and Public Access Concept and Master Planning process with exhibits, hikes, community and user group meetings, trails network workshops, and "Mammoth Trails". Highlight Opening Reception.	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); Trails Network Workshop; Signage & Wayfinding; Next Steps
Mild User	Part Time residents (second homeowners)	E-newsletter; Direct Mail - Boxholder Print & Radio Ads Press Releases/ editorial in local media Posters PSA Announcements?	An opportunity for you to participate in the Summer Trails and Public Access Concept and Master Planning process with exhibits, hikes, community and user group meetings, trails network workshops, and "Mammoth Trails". Highlight Opening Reception.	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); Mammoth Trails (listening only); Trails Network Workshop; Signage & Wayfinding; Next Steps
Mild User	Part Time residents - seasonal	E-newsletter; Direct Mail - Boxholder Print & Radio Ads Press Releases/ editorial in local media Posters PSA Announcements?	An opportunity for you to participate in the Summer Trails and Public Access Concept and Master Planning process with exhibits, hikes, community and user group meetings, trails network workshops, and "Mammoth Trails". Highlight Opening Reception.	Opening Reception; Existing Facilities Tour (Alta & TS); Missing Links Tour (Alta & TS); Trails Network Workshop; Signage & Wayfinding; Next Steps
Mild User	Visitors/Guests	E-newsletter Print & Radio Ads Press Releases/ editorial in local media Posters PSA Announcements?	An opportunity for you to participate in the Summer Trails and Public Access Concept and Master Planning process with exhibits, hikes, community and user group meetings, trails network workshops, and "Mammoth Trails". Highlight Opening Reception.	Opening Reception; Mammoth Trails (listening only); Trails Network Workshop; Signage & Wayfinding; Next Steps

Opposing Motion – Event Management Services
 PO Box 3991, Mammoth Lakes, CA 93546, Tel. 760-934-4093, Fax. 760-923-6388

Focus Group Invite Contact List

Club	Activities/Category	Event to Attend	Contact First Name	Last Name	Title	Contact Phone	Contact Email	Org Website	MLTPA contact	Record of Communication: date, method, result	Attend Y or N	Notes
Mammoth Mountain Bike Park	Biking, Mountain	Friday 2:00-2:45 Mountain Bikers	Dave	Gairman		(760) 934-2571 x. 3534	dgairman@mammoth-mtn.com	www.mammothmountain.com	JH			Kristy to make heads up phone call - Dave is on vacation through the event - might not hurt to send an email to solicit his feedback upon his return.
Mammoth Mountain Bike Park	Biking, Mountain	Friday 2:00-2:45 Mountain Bikers	Mark	Hendrickson		(760) 914-0011	mhendrickson@mammoth-mtn.com	www.mammothmountain.com	JH			Kristy spoke with Mark 10/17 - he is very interested in participating.
Mammoth Mountain Bike Park	Biking, Mountain	Friday 2:00-2:45 Mountain Bikers	EJ	Janisse		(760) 934-2571 x. 2067		www.mammothmountain.com	JH			
Mammoth Sporting Goods	Biking, Mountain	Friday 2:00-2:45 Mountain Bikers	John	Crown		(760) 934-3239			JH			Mammoth Sporting Good staff manages the Cross Country Mountain Bike Village Championships. ALSO DISCUSS HAVING SOMEONE ATTEND THE RETAIL MERCHANTS SECTION
Footloose Sports	Biking, Mountain	Friday 2:00-2:45 Mountain Bikers	Tony	Colosardo	Owner	(760) 934-2400		www.footloosesports.com	JH			Contact: Devon Pace, Randy Hall, Silver Chesak, Stu, Travis, Matt ALSO PLEASE DISCUSS HAVING SOMEONE ATTEND THE RETAIL MERCHANTS SESSION
Misc	Biking, Mountain	Friday 2:00-2:45 Mountain Bikers	Mark	Davis		(760) 934-1674			JH			Mark has already registered for the event - we just need to get him to the focus sessions. Also, need to tell him about the schedule change for tours - need to confirm that he'll want to do the bike natural surface tours.
Eastern Sierra Packers Association	Equestrian, Commercial	Friday 3:00 - 3:45 Equestrian	Jennifer	Roeser		(760) 878-2207 (winter); (760) 935-4324, McGee Creek Pack Station summer)	mcgee@qnet.com	http://www.easternsierrapackers.com/	KW			
McGee Creek Pack Station	Equestrian, Commercial	Friday 3:00 - 3:45 Equestrian	Jennifer	Roeser		(760) 878-2207 (winter); (760) 935-4324, McGee Creek Pack Station summer)	mcgee@qnet.com	http://www.easternsierrapackers.com/	KW			
Sierra Meadows Ranch Equestrian Center	Equestrian, Commercial	Friday 3:00 - 3:45 Equestrian				(760) 934-6161			KW			
Mammoth Lakes Pack Outfit	Equestrian, Commercial	Friday 3:00 - 3:45 Equestrian	John & Loree	Summers	Guides	(760) 934-2434 (559) 683-7771	info@mammothpack.com	www.mammothpack.com	KW			
Reds Meadow Pack Station	Equestrian, Commercial	Friday 3:00 - 3:45 Equestrian	Bob	Tanner	Owner	(760) 934-2345		www.ledsmeadow.com	KW			
Reds Meadow Pack Station	Equestrian, Commercial	Friday 3:00 - 3:45 Equestrian	Bob	Tanner	Owner	(760) 934-2345		www.ledsmeadow.com	KW			
Steve Schwind	Equestrian, Private	Friday 3:00 - 3:45 Equestrian	Steve	Schwind					KW			
Tina Smith	Equestrian, Private	Friday 3:00 - 3:45 Equestrian	Tina	Smith					KW			
Sierra Club, Toyabe Chapter, Range of Light Group	Hiking/Walking, Unpaved	Friday 4:00 - 5:00 Hikers	David	Hornbeck	Chapter Chair	(760) 934-3764	chair@toyabe.sierraclub.org	http://nevada.sierraclub.org/	KS			Mary Kay Prentice - M10
Disabled Sports Eastern Sierra	Disabled Users	Friday 2:00 - 2:45 Disabled Users	Kathy	Copeland	Pres				KW			
Nordic Walking	Hiking/Walking, Paved	Retail Merchants & Athletes (runners, race walkers)	Suzanne	Nottingham		(760) 935-4471	nordicwalker@earthlink.net		KS			Suzanne is a local, yet well known fitness professional who specializes in Nordic Walking - I believe she works closely with Footloose.
Footloose Sports	Hiking/Walking, Paved	Friday 3:00 - 3:45 Retail Merchants & Athletes (runners, race walkers)				(760) 934-2400		www.footloosesports.com/	KS			Combine with call to Ft. about min bike

Focus Group Invite Contact List

High Sierra Striders	Running, Cross-Country	Friday 3:00 - 3:45 Retail Merchants & Athletes (runners, race walkers)	Andrew	Kastor	Pres	(760) 937-2406	andrew@highsierrastriders.org	http://www.highsierrastriders.org/	KS			
Kittredge/P3	Camping, Tent	Friday 3:00-3:45 Retail Merchants & Athletes	Tom	Cage	Owner	(760) 934-7566		www.kittredge.net	KS			
MMSA Sport Shops	Camping, Tent	Friday 3:00-3:45 Retail Merchants & Athletes	Greg	Patrice	Manager	(760) 934-0677	gpatrie@mammoth-mtn.com	www.mammothmountain.com	KS			KW left voice mail for Greg "Chop" that KS would be calling.
High Sierra Triathlon Club	Running, Trail	Friday 3:00-3:45 Retail Merchants & Athletes	Ilana	Levin	Pres	(760) 934-4191	ilana@highsierratri.org	www.highsierratri.org/	KS			Also on Strategic Conference List
Mammoth Mountaineering	Bouldering	Friday 3:00-3:45 Retail Merchants & Athletes	Dave & Autumn	Talsky	Owners	(760) 934-3416	dave@mammothgear.com		KS			Rick's carries hunting equipment - not sure if they carry bow hunting equipment.
Rick's Sport Center	Bow Hunting	Friday 3:00-3:45 Retail Merchants & Athletes				(760) 934-3416						
Mammoth Sporting Goods	Biking, Mountain	Friday 2:00-2:45 Mountain Bikers	John	Crown		(760) 934-3239						Combine with call to MSG about mtn bike
Eastside Velo Cycling Club	Biking, Road	Friday 4:00-5:00 Road Bikers	Tom	Slocum		(760) 924-3723		http://eastsidevelo.org/	KW			10/26 KW phoned - Tom is no longer pres of East Side Velo - that is John Armstrong. Tom will be out of town next weekend, but I encouraged him to take the online survey.
Eastside Velo Cycling Club	Biking, Road	Friday 4:00-5:00 Road Bikers	John	Armstrong	Pres	(760) 934-8269			KW			10/26 spoke with John - he will try to get 5-6 people from east Side velo to attend their membership is 120 - he would love a generic event email to forward to ES Velo membership

MLTPA CAMP: SUMMER Documentation Plan

DATE	SESSION	DOCUMENTATION	OWNER	NOTES
1-Nov	MLTPA ODEC	Minutes	MLTPA	
1-Nov	MLTPA BOD	Minutes	MLTPA	
1-Nov	VIP Reception	N/A	N/A	On-Site Computers will be available for guests to access survey
1-Nov	Opening reception	N/A	N/A	On-Site Computers will be available for guests to access survey
2-Nov	Hidden Lake/Mammoth Meadows Restoration Project Tour	Notes should be taken,	USFS	
2-Nov	Existing Facilities Tour - Paved	Notes should be taken,	Alta	
2-Nov	Existing Facilities Tour - Natural Surface	Notes should be taken,	Trails Solutions	
2-Nov	Focus Group - Schools	Minutes	Alta & Trails Solutions	
2-Nov	Focus Group - Mtn Bike	Minutes	Trails Solutions	
2-Nov	Focus Group - Hiking	Minutes	Trails Solutions	
2-Nov	Focus Group - Equestrian	Minutes	Trails Solutions	
2-Nov	Focus Group - Agencies	Minutes	Alta	
2-Nov	Develpers Forum reception	N/A	N/A	On-Site Computers will be available for guests to access survey
2-Nov	Consultant Dinner		Alta & Trails Solutions	
3-Nov	Missing Links Tour - Paved	Notes should be taken,	Alta	
3-Nov	Missing Links Tour - Natural Surface	Notes should be taken,	Trails Solutions	
3-Nov	Mammoth Trails	Minutes	MLTPA	
3-Nov	Trails Network Workshop	Minutes	MLTPA	Do we need several people to take notes for different break out groups? YES
3-Nov	Consultant Dinner		Alta & Trails Solutions	
3-Nov	Signage & Wayfinding	Video clips for promotional purposes; summary/notes of some kind	MLTPA	Do we need to take minutes or can we get a copy of his presentation? BOTH
4-Nov	Next Steps	Minutes	?	Do we need to take minutes or can we get a copy of the presentation? BOTH
4-Nov	MLTPA ODEC	Minutes	MLTPA	

Marketing Approvals Overview - Summer CAMP											
Document	Submitted for Comment	Deadline for Feedback	Approved	John Wentworth	Kim Stravers	Alta*	Trail Solutions	FOML*	MMSA*	USFS*	OM
Budget	27-Sep	27-Sep									
OM Contract	27-Sep	27-Sep									
Poster	29-Sep	1-Oct									
Postcard	2-Oct	3-Oct									
Press Release/E-mail 1	2-Oct	3-Oct									
E-mail Banner	2-Oct	3-Oct									
Newspaper Ad 1	5-Oct	8-Oct									
Messaging Documents	5-Oct	8-Oct									
Radio Copy	5-Oct	8-Oct									
TV Commercial	5-Oct	8-Oct									
Event Signage	8-Oct	17-Oct									
Maps	8-Oct	17-Oct									
Press Release/E-mail 2	12-Oct	12-Oct									
Overall Program Schedule	12-Oct	15-Oct									
Website Content	12-Oct	15-Oct									
Newspaper Ad 2	12-Oct	15-Oct									
Exhibits*	12-Oct	15-Oct									
Documentation Procedure	12-Oct	15-Oct									
Post-event survey	15-Oct	18-Oct									
Press Release/E-mail 3	19-Oct	19-Oct									
Newspaper Ad 3	19-Oct	22-Oct									
Press Release/E-mail 4	26-Oct	26-Oct									

* Each exhibit must be signed off on separately.

** All parties except for OM and MLTPA should see only the FINAL versions of each of these documents.

Chapter 5a: Advertising plan

This plan, developed jointly with Opposing Motion, was tailored to take full advantage of local and regional media outlets. Ad buys in all media, web presence, and e-mail campaigns were scheduled to have maximum exposure and impact in relation to the timeline leading up to the CAMP: SUMMER event, and messaging was changed periodically to highlight different elements of the event, attract different segments of the community, and drive pre-registration.

MLTPA SUMMER CAMP: MARKETING ADVERTISING BUDGET DETAIL

ADVERTISING	TYPE	DATE	DATE	DATE	DATE	DATE	DATE	COST/AD	TOTAL ADS	TOTAL COST
MLTPA SUMMER CAMP: MARKETING & ADVERTISING										
News Paper										
Mammoth Times	Color Ad	Oct 11=1/4 0.00	Oct 18=1/2 0.00	Oct 25=Full 417.00	Nov 1=Full 417.00		varied		4	\$834.00
The Sheet	Color Ad	Oct 6 = 1/4 145.80	Oct 13 = 1/4 145.80	Oct 20=1/2 261.00	Oct 27=Full 449.00		varied		4	\$1,001.60
Inyo Register	B/W			Oct 20=1/4 150.00	Oct 27 =1/4 150.00		\$150.00		2	\$300.00
El Sol De La Sierra	Color Ad			Oct 25=1/4 145.00	Nov 1=1/4 145.00		\$145.00		2	\$290.00
The Sierra Reader	Color Ad			Oct 25=1/4 145.00	Nov 1=1/4 145.00		\$145.00		2	\$290.00
									Sub Total =	\$2,715.60
Radio										
			2 Weeks Out Oct 18-24	1 Week Out Oct 25-31	Event Specific 1-Nov	Event Specific 2-Nov	Event Specific 3-Nov			With 30 Sec.
KMMT 106.5 (Current/Eclectic)	30 Second	Spots/Week 14	14	14	Spots/Day 3	3	3	\$13.00	37	\$481.00
KRHV 93.3 (Classic)	30 Second	Spots/Week 14	14	14	Spots/Day 3	3	3	\$13.00	37	\$481.00
KIBS 100.7 (Country) KBOV (am)	30 Second	Spots/Week 7	7	7	Spots/Day 3	3	3	\$13.00	23	\$299.00
KSRW 96.5 (the sierra wave)	30 Second	Spots/Week 14	14	14	Spots/Day 3	3	3	\$7.00	37	\$259.00
									Sub Total =	\$1,520.00
			2 Weeks Out Oct 18-24	1 Week Out Oct 25-31	Event Specific 1-Nov	Event Specific 2-Nov	Event Specific 3-Nov			With 60 Sec.
Sierra Wave TV 33	15 Seconds	Spots/Week 14	14	14	Spots/Day 3	3	3	\$7.00	37	\$259.00
Channel 72	15 Seconds	Spots/Week 14	14	14	Spots/Day 3	3	3	\$7.00	37	\$259.00
									Sub Total =	\$518.00
Mammoth Lakes Movies										
							Per Day			
Movie Slide Production							\$95.00			
Movie Slide /Day							\$25.00		7	\$175.00
									Sub Total =	\$270.00
Monday Morning E-mail										
E-mail to chamber members									Sub Total =	\$35.00
Calendar Postings										
www.mammothlocal.com										\$0.00
www.visitmammoth.com										\$0.00
www.thesierraweb.com										\$0.00
www.mammothweb.com										\$0.00
www.mammothlocal.com										\$0.00
www.chiucnclerap.com										\$0.00
									Sub Total =	\$0.00
GRAND TOTAL										\$5,058.60

MLTPA CAMP SUMMER MARKETING ADVERTISING BUDGET DETAIL

MLTPA SUMMER CAMP: MARKETING & ADVERTISING

News Paper	Issue/Size	Issue/Size	Graphics Direction	Proof Due	Submit to Publication	Issue/Size	Graphics Direction	Artwork Proof Due	Artwork Submission	Issue/Size
Mammoth Times	Color Ad Oct 11=1/4	Oct 18=1/2	Resize the event poster	18-Oct	19-Oct	Oct 25=Full	Will have some copy additions same as the Mammoth Times	23-Oct	26-Oct	Nov 1=Full
The Sheet	Color Ad Oct 6 = 1/4	Oct 13 = 1/4	Out for final approval Use the 1/4 page Sheet Ad and add parnter logos	17-Oct	18-Oct	Oct 20=1/2	Probably will use the same ad	23-Oct	25-Oct	Oct 27=Full
Inyo Register	B/W		Use the 1/4 page Sheet Ad and add parnter logos	18-Oct	20-Oct	Oct 20=1/4 (3 columns X 6 inches)	Probably will use the same ad	23-Oct	27-Oct	Oct 20=1/4 (3 columns X 6 inches)
El Sol De La Sierra	Color Ad		Use the 1/4 page Sheet Ad and add parnter logos	18-Oct	20-Oct	Oct 25=1/4 (3 columns X 6 inches)	Probably will use the same ad	23-Oct	27-Oct	Nov 1=1/4 (3 columns X 6 inches)
The Sierra Reader	Color Ad		Use the 1/4 page Sheet Ad and add parnter logos	18-Oct	20-Oct	Oct 25=1/4 (3 columns X 6 inches)	Probably will use the same ad	23-Oct	27-Oct	Nov 1=1/4 (3 columns X 6 inches)

OPPOSING MOTION

MLTPA Foundation CAMP: Summer Graphics Request

Graphics Deliverables:

Item	Submit Request	Finalize Design	Submit to MLTPA/ Production/Publication	Product In-hand/Mailed
Newspaper Ads	See detail below			
Invitation	Wed. Oct. 10	Fri. Oct. 12	Fri. Oct. 12	Thurs. Oct. 18
Event Signage	Thurs. Oct. 11	Wed. Oct. 17	Thurs. Oct. 18	Fri. Oct. 26
Exhibit Signage	Mon. Oct. 15	Wed. Oct. 25	Thurs. Oct. 18	Fri. Oct. 26
Website Graphics	This would be sporadic small requests	Wed. Oct. 17	Thurs. Oct. 18	
Maps	I am not certain if we will need any maps yet.			

Description of each item:

Poster Art: The poster included in the original art has some issues with the background photo to note. I do not think that we can increase the size beyond 11X17 without losing the clarity of the file.

Website Graphics: We may need a few blocks prepared for different websites posting information about the event.

Opposing Motion – Event Management Services
PO Box 3991, Mammoth Lakes, CA 93546, Tel. 760-934-4093, Fax. 760-923-6388

OPPOSING MOTION

Further Descriptions Continued:

Newspaper Ads: The first ¼ page newspaper ad has been created a postcard and poster. The advertisements outlined are tentative based on budget approval. The original art can be resized to fit the ad requirements for approved advertising.

The two page color spread in the Mammoth Times is tentative. The first page would be a version of ads 1 and 2 with added schedule and event information. The second page would include further description of the event tracts and a map. I do have original art for the Mammoth Town Map so it would just be a matter of dropping in icons and copy into the map. If we do not secure the two page spread this will just be the same as the first two ads with additional copy.

	Color Ad	Issue Date	Issue Date	Issue Date
Mammoth Times	Color Ad	Oct 11 = 1/4	Oct 18 = Full	Oct 25 = Full
The Sheet	Color Ad	Oct 6 = 1/4	Oct 13 = 1/2	Oct 20 = 1/2
Inyo Register	Color Ad		Oct 13 = 1/4	Oct 20 = 1/2
				Oct 27 = 1/2

Invitation: This we intent to be a wedding like invitation using the postcard graphics identifying a specific event The Developer's Forum Fundraiser.

Maps: I am not sure if we will need some maps created for corresponding with user groups and districts or registration packages etc. The maps would be a version of the

Event Signage: The event directional signage will be simple square signs with large MLTPA logo, directional arrow and possibly copy of a particular event taking place. The signage plan will be contingent on the space that we use for venues including approximately 10 signs. For event specific signage we may list event titles and include sponsor logos. The signage plan will be contingent upon the approval of costs for these items, final event program and event sponsors.

OPPOSING MOTION

Further Descriptions Continued:

Exhibits: We planned to display panels on a lighted display wall that include the information below. There could be up to 15 boards. These would have a common size and boarder with text and photos dropped in. This is also going to be a project that is political and requires an approval process. The pieces could be last minute.

Possible Board Topics

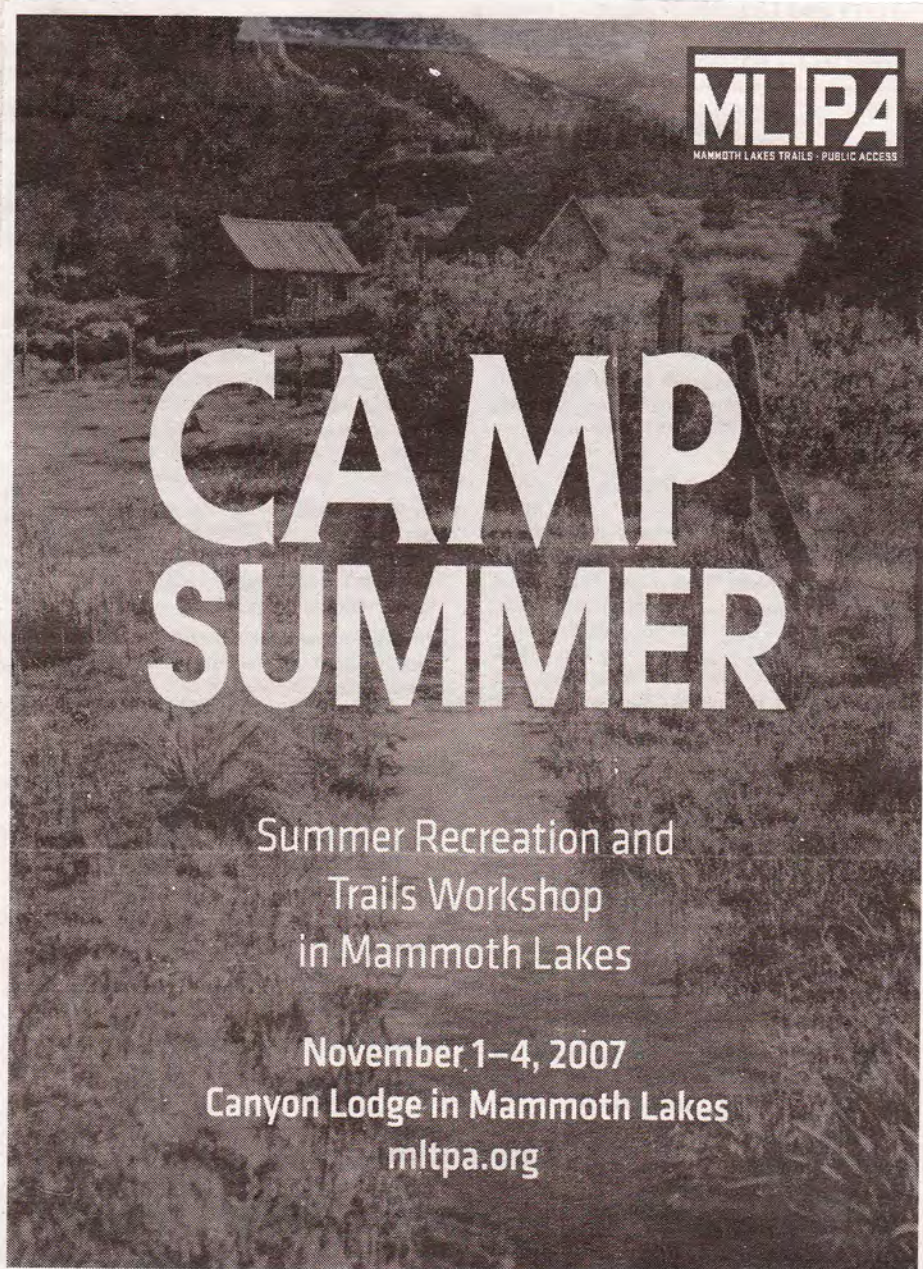
*MLTPA History	*Schedule
*MLTPA CAMP FAQ's	*MLTPA CAMP History
*Developers' Forum Samples	*Donation Opportunities
	*Session Descriptions (Qty. 8)

Chapter 5b: Advertising, print

Black-and-white and four-color ads were placed in local and regional newspapers as outlined in the “CAMP: SUMMER Marketing and Advertising Plan.”

Mammoth Lakes WEEKLY

EASTERN SIERRA NEWS, PEOPLE & PERSPECTIVES • OCTOBER 11-17, 2007 • MAMMOTH LAKES, CA • VOL. 20 NO. 41 • 50¢



MLTPA
MAMMOTH LAKES TRAILS • PUBLIC ACCESS

CAMP SUMMER

Summer Recreation and
Trails Workshop
in Mammoth Lakes

November 1-4, 2007
Canyon Lodge in Mammoth Lakes
mltpa.org

GOOD TIMES October 11-17, 2007 **23**

Advertising, print

CAMP: SUMMER Public Meeting and Outreach Page 87

CAMP: SUMMER

Summer Recreation
and Trails Workshop
in Mammoth Lakes

November 1-4, 2007
Canyon Lodge in Mammoth Lakes

www.mltpa.org



The MLTPA Foundation presents

CAMP: SUMMER

Summer Recreation and Trails
Workshop in Mammoth Lakes

PARTICIPATE IN CAMP: CONCEPT AND MASTER PLANNING FOR TRAILS AND PUBLIC ACCESS

November 1-4, 2007
Canyon Lodge in Mammoth Lakes

All Weekend: Exhibits, Hikes, Community and User Group Meetings, Trails
Network Workshops, and "Mammoth Trails"

OPENING NIGHT
Thursday, November 1, 2007
7:00 PM at Canyon Lodge
Reception and Program Overview

FEATURED PRESENTATION
Saturday, November 3, 2007
7:30 PM at Canyon Lodge
"Signage and Wayfinding in Mammoth Lakes: The Essential
Steps to a Successful Program" Corbin Design

Schedule and Event Registration at www.mltpa.org

MLTPA: 760.934.3154
All events are free and open to the public

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) is a public benefit 501(c)(3) corporation.

MAMMOTH

the **Developers' Forum**
MLTPA | **EXHIBITION**



CAMP: Winter coming February 2008

Photo by Stephen H. Wilford, Old Mammoth, Inc. 2003 (detail); © Stephen H. Wilford Photography Collection & Archive, courtesy Palm Springs Art Museum

Mammoth NEWS WEEKLY

EASTERN SIERRA NEWS, PEOPLE & PERSPECTIVES • NOVEMBER 1-7, 2007 • MAMMOTH LAKES, CA • VOL. 20 NO. 44 • 50¢



The MLTPA Foundation presents

CAMP: SUMMER

Summer Recreation and Trails
Workshop in Mammoth Lakes

PARTICIPATE IN CAMP: CONCEPT AND MASTER PLANNING FOR TRAILS AND PUBLIC ACCESS

November 1-4, 2007
Canyon Lodge in Mammoth Lakes

All Weekend: Exhibits, Tours, Community and User Group Meetings, Trails
Network Workshops, and "Mammoth Trails"

OPENING NIGHT

Thursday, November 1, 2007
7:00 PM at Canyon Lodge
Reception and Program Overview

FEATURED PRESENTATION

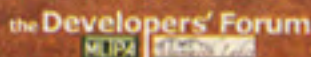
Saturday, November 3, 2007
7:30 PM at Canyon Lodge
"Signage and Wayfinding in Mammoth Lakes: The Essential
Steps to a Successful Program" Corbin Design

Schedule and Event Registration at www.mltpa.org

MLTPA: 760 934 3154

All events are free and open to the public

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) is a public benefit 501(c)(3) corporation



CAMP: Winter coming February 2008

Photo by Stephen H. Willard, Old Mammoth, No. 963 (detail), © Stephen H. Willard Photography Collection & Archive, courtesy Palm Springs Art Museum

the sheet

News, Views & Culture of the Eastern Sierra

Saturday, October 6, 2007

FREE



CAMP SUMMER

Summer Recreation and
Trails Workshop
in Mammoth Lakes

November 1-4, 2007
Canyon Lodge in Mammoth Lakes
mltpa.org



CAMP: SUMMER



Summer Recreation
and Trails Workshop
in Mammoth Lakes

November 1-4, 2007
Canyon Lodge in Mammoth Lakes

www.mltpa.org



MAMMOTH

the Developers' Forum
MLTPA |  

the sheet

News, Views & Culture of the Eastern Sierra

Saturday, October 27, 2007

FREE



The MLTPA Foundation presents

CAMP SUMMER

Summer Recreation and Trails
Workshop in Mammoth Lakes

PARTICIPATE IN CAMP: CONCEPT AND MASTER PLANNING FOR TRAILS AND PUBLIC ACCESS

November 1-4, 2007

Canyon Lodge in Mammoth Lakes

All Weekend: Exhibits, Tours, Community and User Group Meetings, Trails Network
Workshops, and "Mammoth Trails"

OPENING NIGHT

Thursday, November 1, 2007
7:00 PM at Canyon Lodge
Reception and Program Overview

FEATURED PRESENTATION

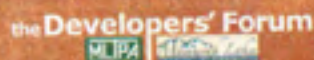
Saturday, November 3, 2007
7:30 PM at Canyon Lodge
"Signage and Wayfinding in Mammoth Lakes: The Essential
Steps to a Successful Program" Corbin Design

Schedule and Event Registration at www.mltpa.org

MLTPA: 760 934 3154

All events are free and open to the public

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) is a public benefit 501(c)(3) corporation



CAMP: Winter coming February 2008

Photo by Stephen H. Willard, Old Mammoth, No. 963 (detail) © Stephen H. Willard Photography Collection & Archive, courtesy Palm Springs Art Museum



CAMP: SUMMER

Taller de Senderos
y Recreación de Verano
en Mammoth Lakes

Noviembre 1-4, 2007

Canyon Lodge en Mammoth Lakes

Participa en Concept and Master Planning (CAMP)
para senderos y acceso público en Mammoth Lakes
Tu opinión cuenta!

Más información disponible en Supply Uno, Salsa's, Espazio 2.

www.mltpa.org



the Developers' Forum
MLIPA



MAMMOTH

Diga que lo vio
en El Sol de la
Sierra

EL SOL DE LA SIERRA



CAMP: SUMMER

Taller de Senderos
y Recreación de Verano
en Mammoth Lakes

Noviembre 1-4, 2007

Canyon Lodge en Mammoth Lakes

Participa en Concept and Master Planning (CAMP)
para senderos y acceso público en Mammoth Lakes
Tu opinión cuenta!

Más información disponible en Supply Uno, Salsas, Espazio 2.

www.mitpa.org





CAMP: SUMMER

Summer Recreation and
Trails Workshop
in Mammoth Lakes

November 1-4, 2007
Canyon Lodge in Mammoth Lakes

www.mltpa.org



MLTPA
MAMMOTH LAKES TRAILS & PUBLIC ACCESS

CAMP: SUMMER

Summer Recreation and
Trails Workshop
in Mammoth Lakes

November 1-4, 2007
Canyon Lodge in Mammoth Lakes

www.mitpa.org

MAMMOTH

elite

the Developers' Forum
MLTPA

TRAIL

MAMMOTH LAKES

The Inyo Register

"Delivering your hometown news since 1870"

450 East Line Street
Bishop, California 93514
(760) 873-3535
Fax: (760) 873-3591

FACSIMILE TRANSMITTAL

DATE: 1/7

NUMBER OF PAGES: 3 (INCLUDING COVER)

TO: Jennifer Hartzelman

COMPANY: offering motion Camp Summer

RECEIVING FAX #: (923-6388)

FROM: Todd Trabacna

DEPARTMENT: _____

COMMENTS: Regarding signs for 10/20/07 and 10/27/07

❖ IF YOU HAVE ANY QUESTIONS...

❖ DID NOT RECEIVE # OF PAGES INDICATED OR...

❖ TRANSMITTAL IS NOT CLEAR...

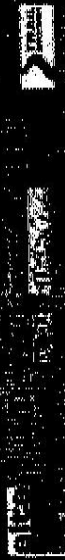
NOTE: All players must register by October 23rd. No late sign-ups are allowed.






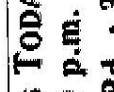

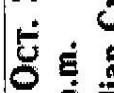


Call 873-8285 for more information. Registration is formed using a draft format

Adults: There will be two divisions this season. The intermediate/advanced group will meet on Sunday evenings for pick up games and will cost \$125. A beginners group will meet weekly (day and time to be determined) and will cost a base rate of \$35 plus an attendance price of \$10/session with a maximum cost of \$125.

MLIPA

Summer Recreation and
Trails Workshop
in Mammoth Lakes



 LeeAnn Rasmussen	 Erin Flicks	 Nancy Lovelshaupt Team	 Erin Chidding	 Cody Freeman	 Cheryl McDermill	 George Hitchborn	 Scott & Chris Sweet	 John Mafindale	 Jacob Rasmussen
--------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------

OPEN HOUSES TODAY, SAT. OCT. 20TH
12:00 p.m. - 3:00 p.m.
300 Ranch Rd. • 3060 Indian Creek



ASPENDELL LOT Water and sewer are at the street, build your dream home on this site. Lowest priced lot in the area. Owner financing available. Reduced to **\$95,000 #2305223**



FIRST 3 MONTHS OF SPACE RENT PAID FOR! 3BD/2BA mobile home in Highlands family section. Brand new kitchen and bathrooms. New flooring, dry-walled interior and more! Visit www.HighlandsFamilyHome.com **\$49,900 #2305354**



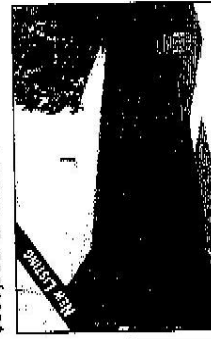
ELEGANT LIVING IN A NATURAL SETTING Backs up to DWP land and fantastic views. A spacious and open floor plan encompasses 3BD/2.5BA. Relax on your back patio and enjoy the sound of the babbling brook and the serenity of the pond. Formal dining room, dual fireplaces and office. Visit www.MyBishopHome.com **\$699,990 #2305754**



THIS LITTLE RANCH COULD BE YOURS! These owners are heartbroken to sell their little ranch. Comfortable home has 3BD/2BA. The horses have a wonderful corral area inside of a private enclosure. There is a fenced yard for the dogs and the large garage has an additional shop in the back. **\$300,000 #2305327**



YOU CAN SEE ... for miles and miles from this view lot in Rimrock area. Community water system is available. Year-round access too. Centrally located between Bishop & Mammoth. Check out www.RimRockRanchLot.com **\$350,000 #2305810**



IN-TOWN INCOME PROPERTY Front house is 2BD/1BA. Back house is 3BD/1BA. Live in one and rent the other or use as income property. Short walk to the canal and downtown Bishop. Call to view. **\$399,000 #2305812**

370 W. Line St. • Bishop, CA 93514 (760) 873-4264
866-245-2373 • [BishopRealEstate.com](mailto:CBmail@BishopRealEstate.com)
Open Sundays

** All square footage & acreage approximate*

Wednesday, Oct. 31st

Mammoth at Desert Christian
Mammoth at Desert Christian

11 a.m.
3 p.m.



PHOTO COURTESY OF
MAMMOTH VALLEY

* General states pricing.
Sale prices do not include
applicable state / local taxes
or recycling fees.

Advertising, print

INFO REGISTER

CAMP: SUMMER Public Meeting and Outreach Page 102

01/08/2008 22:28 FAX 760 873 3591

MLIPA

Summer Recreation and
Trails Workshop
in Mammoth Lakes

Mammoth Valley
Mammoth Lakes

SUBSCRIBE TODAY!
and save
\$10 off for a 1 year
subscription or renewal
on Home Delivery!
Senior Discounts Available!



India Palace owner Rohit Bhatia (right) with guests of the Bishop Chamber of Commerce at the event last evening.

The event started at 5:30 p.m. with a musical performance by the Bishop Chamber of Commerce. The evening featured a variety of Indian dishes, including a special vegetarian menu. The event was held at the India Palace, a popular dining and entertainment venue in Mammoth Lakes.

The dishes included exception-ally good. The evening was a perfect blend of traditional Indian cuisine and modern culinary techniques. The event was a great success, and the India Palace is looking forward to hosting more such events in the future.

India Palace at (760) 873-3591

Chapter 5c: Advertising, radio

MLTPA developed radio copy that was run as paid advertisements and as Public Service Announcements (PSAs) on all regional radio stations as outlined in the “CAMP: SUMMER Marketing and Advertising Plan.”

MLTPA Foundation Presents **CAMP: SUMMER** Radio/TV Copy **DRAFT 10.10.01**

Radio Buy (Pending)

			Oct 18-24	Oct 25-31		1-Nov
KMMT 106.5 (Current/Eclectic)	30 Sec	Spots/Week	14	14	Spots/Day	3
KRHV 93.3 (Classic)	30 Sec	Spots/Week	14	14	Spots/Day	3
KIBS 100.7 (Country) KBOV (am)	30 Sec	Spots/Week	14	14	Spots/Day	3
KSRW 96.5 (the sierra wave)	30 Sec	Spots/Week	14	14	Spots/Day	3

TV Buy (pending)

			Oct 18-24	Oct 25-31		1-Nov	2-Nov	3-Nov
Sierra Wave TV 33	30 Sec	Spots/Week	14	14	Spots/Day	3	3	3
Channel 72	30 Sec	Spots/Week	14	14	Spots/Day	3	3	3

Creative Direction

What do we want the mood and tone to be? Fun? Light? Professional and "public meeting-ish"? Just the facts or include more creative? Background music?

Format

20 second primary info

10 second tag

(tag will change with more detailed event information during the event itself)

Copy Points

- Mammoth Lakes Trails & Public Access Foundation presents "CAMP: SUMMER" November 1-4, 2007
- FREE
- Multi-day public workshop on summer trails and recreation in Mammoth Lakes
- Canyon Lodge
- Be Heard!
- Summer Trails only (Winter planning to come)
- All are welcome, registration is recommended
- Event schedule, registration and details mltpa.org or 934.3154
- Weekend kicks off with CAMP: SUMMER Opening night Thursday, Nov. 1 7pm at Canyon Lodge.
 - Public opportunity to meet planning consultant team members, MLTPA staff & Board and other CAMP Partners.
 - Informational and interactive exhibits
- Signage & Wayfinding in Mammoth Lakes: The Essential Steps to a Successful Program
 - Saturday, November 3 7:30pm Canyon Lodge
- CAMP: SUMMER is a partnered effort among MLTPA, the Town of Mammoth Lakes, Mammoth Mountain Ski Area, the United States Forest Service (should this say Inyo National Forest???) and the Developers Forum.



**MLTPA Foundation Presents CAMP: SUMMER
Radio/TV Copy
Final Scripts for Approval**

Approvals Required:

MLTPA: John Wentworth & Kim Stravers
TOML: Danna Stroud & Steve Speidel
MMSA: Rebecca Paranick (Bonnie Stone)
USFS: Mike Schlaffman
OM: Jennifer Heintzelman or Kristy Williams

*PLEASE NOTE: *If you are signing off on this document, please make sure you review all 3 versions of the radio script (the only difference is in the tag, printed in red); plus approve the TV script.*

RADIO SCRIPTS

Creative Direction

Fun. Outdoor lifestyle. "Help us plan a better ride/hike/etc." Not a lot of exclamation points. Professional.

Format

20 second primary info plus a **10 second tag**
(Tag will change with more detailed event information during the event itself)

SCRIPT: Radio Spot 1 (10/18 – 10/31) :30

How do YOU play outside in the summertime? Mammoth Lakes Trails & Public Access presents "CAMP: SUMMER" November 1-4 at Canyon Lodge. Join us for this FREE multi-day public workshop on SUMMER trails and recreation in Mammoth Lakes, featuring exhibits, tours, workshops, and more.

Head to Canyon Lodge Thursday, Nov. 1, at 7 p.m. for CAMP: SUMMER Opening night! Plus, don't miss a special presentation of "Signage & Wayfinding in Mammoth Lakes: The Essential Steps to a Successful Program" on Saturday, November 3, at 7:30 p.m., also at Canyon Lodge.

Be part of the future of trails and public access in Mammoth Lakes! For event details, schedule and sign-up, go to mltpa.org or call 934.3154. All are welcome; registration is recommended.

SCRIPT: Radio Spot 2 (11/1) :30

How do YOU play outside in the summertime? Mammoth Lakes Trails & Public Access presents "CAMP: SUMMER" November 1-4 at Canyon Lodge. Join us for this FREE multi-day public workshop on SUMMER trails and recreation in Mammoth Lakes, featuring exhibits, tours, workshops, and more.

OPPOSING MOTION

Join us tonight at 7 p.m. for **CAMP: Summer Opening Night at Canyon Lodge**. Check out informational and interactive exhibits and meet trails planning consultants, partners, and MLTPA staff & Board members.

Be part of the future of trails and public access in Mammoth Lakes! For event details, schedule and sign-up, go to mltpa.org or call 934.3154. All are welcome; registration is recommended.

SCRIPT: Radio Spot 3 (11/2 & 11/3) :30

How do YOU play outside in the summertime? Mammoth Lakes Trails & Public Access presents “CAMP: SUMMER” November 1-4 at Canyon Lodge. Join us for this FREE multi-day public workshop on SUMMER trails and recreation in Mammoth Lakes, featuring exhibits, tours, workshops, and more.

This Saturday, November 3, don't miss a special presentation of “Signage & Wayfinding in Mammoth Lakes: The Essential Steps to a Successful Program” by Jeff Corbin, president of Corbin Design. Meet us at 7:30 p.m. at Canyon Lodge.

Be part of the future of trails and public access in Mammoth Lakes! For event details, schedule and sign-up, go to mltpa.org or call 934.3154. All are welcome; registration is recommended.

Radio Buy (Pending):

			Oct 18-24	Oct 25-31		1- Nov	2-Nov	3-Nov
KMMT 106.5 (Current/Eclectic)	30 Sec	Spots/ Week	14	14	Spots/ Day	3	3	3
KRHV 93.3 (Classic)	30 Sec	Spots/ Week	14	14	Spots/ Day	3	3	3
KIBS 100.7 (Country) KBOV (am)	30 Sec	Spots/ Week	7	7	Spots/ Day	3	3	3
KSRW 96.5 (the sierra wave)	30 Sec	Spots/ Week	14	14	Spots/ Day	3	3	3

TV SCRIPT

Creative Direction

Not much room for creativity in :15, but for what flexibility we do have: Fun. Outdoor lifestyle. “Help us plan a better ride/hike/etc.” Not a lot of exclamation points. Professional.

Format

:15 spot featuring still visual of CAMP: SUMMER graphic.
Spot will not change with updated messaging.

OPPOSING @ MOTION

SCRIPT

How do YOU play outside in the summertime? Mammoth Lakes Trails & Public Access presents "CAMP: SUMMER" November 1st through the 4th at Canyon Lodge. Join us for this FREE multi-day public workshop on SUMMER trails and recreation in Mammoth Lakes. For event details, schedule and sign-up, go to mltpa.org or call 934.3154. All are welcome; registration is recommended.

TV Buy (pending):

			Oct 18-24	Oct 25-31		1- Nov	2-Nov	3- Nov
Sierra Wave TV 33	15 Sec	Spots/ Week	14	14	Spots/ Day	3	3	3
Channel 72	15 Sec	Spots/ Week	14	14	Spots/ Day	3	3	3

Chapter 5d: Advertising, television

MLTPA, with the assistance of local media, created paid 30-second ad spots that were run on both local television stations (Channel 33 and Channel 72) as outlined in the “CAMP: SUMMER Marketing and Advertising Plan.” Additionally, Channel 72 ran a crawl (bottom-of-the-screen text scroll) advertising the event as a continuous feature of its programming loop.

CAMP: SUMMER TV Ad



CAMP: SUMMER television ad screenshot

MLTPA Foundation Presents CAMP: SUMMER TV Copy Final Script for Approval

Approvals Required:

MLTPA: John Wentworth & Kim Stravers
 TOML: Danna Stroud & Steve Speidel
 MMSA: Rebecca Paranick (Bonnie Stone)
 USFS: Mike Schlafmann via Danna Stroud
 OM: Jennifer Heintzelman or Kristy Williams

TV SCRIPT

Creative Direction

Not much room for creativity in :15, but for what flexibility we do have: Fun. Outdoor lifestyle. "Help us plan a better ride/hike/etc." Not a lot of exclamation points. Professional.

Format

:15 spot featuring still visual of CAMP: SUMMER graphic.
 Spot will not change with updated messaging.

SCRIPT

Join Mammoth Lakes Trails & Public Access for "CAMP: SUMMER" November 1st through the 4th at Canyon Lodge—a FREE multi-day event all about SUMMER trails and recreation in Mammoth Lakes. For details, visit mltpa.org or call 934.3154. All are welcome; registration is recommended.

TV Buy (pending):

			Oct 18-24	Oct 25-31		1- Nov	2-Nov	3- Nov
Sierra Wave TV 33	15 Sec	Spots/ Week	14	14	Spots/ Day	3	3	3
Channel 72	15 Sec	Spots/ Week	14	14	Spots/ Day	3	3	3

Chapter 5e: Advertising, theater

MLTPA supplied artwork to Opposing Motion for development into a slide suitable for projection at Minaret Cinemas that provided basic information about CAMP: SUMMER, which ran as outlined in the “CAMP: SUMMER Marketing and Advertising Plan.”

CAMP: SUMMER

Summer Recreation
and Trails Workshop
in Mammoth Lakes

November 1-4, 2007
Canyon Lodge in Mammoth Lakes

www.mltpa.org

Chapter 5f: Calendar postings, print

Formatted text providing basic event information and highlighting special sessions was submitted to local and regional newspapers for publication in their Calendar sections, as outlined in the “CAMP: SUMMER Marketing and Advertising Plan.” Different elements of CAMP: SUMMER were spotlighted in each posting, relevant to the approaching date of the event.

COMING IN NOVEMBER:

NOVEMBER 1 – 15:

- **CONVICT LAKE FALL TROUT DERBY** at Convict Lake Resort. Call (760) 934-3800 or visit www.convictlakeresort.com.

THURSDAY, NOVEMBER 1 - SUNDAY, NOVEMBER 4

- **MLTPA PRESENTS CAMP: SUMMER**
Concept and Master Planning for trails and public access at Canyon Lodge in Mammoth Lakes, focusing on summer trails. A public meeting for winter trails is coming in February 2008. CAMP: Summer will include hikes, community and user group meetings, and trails network workshops. Featured events include an introduction to the web-based community of "Mammoth Trails" and a special signage and wayfinding "how to" presentation by Corbin Design. All are welcome; registration recommended—go to www.mltpa.org for event schedule and sign-up info. Phone: (760) 934-3154.

THURSDAY, NOVEMBER 1

- **MLTPA CAMP: SUMMER OPENING NIGHT** Help MLTPA kick off the trails and public access Concept and Master Planning process at CAMP: Summer, starting at 7 p.m. in Canyon Lodge. Meet and greet planning consultants Alta Planning + Design and Trail Solutions, MLTPA staff and Board members, and other CAMP partners at this casual reception, and get a first peek at informational and interactive exhibits, a complete itinerary of the weekend's events, and more. Introductions at 7:30 p.m. All welcome, registration recommended—visit www.mltpa.org for details. Phone: (760) 934-3154.

the sheet

News, Views & Culture of the Eastern Sierra

Saturday, October 27, 2007

FREE

**Thursday, November 1/
MLTPA Concepts and Master Plan-
ning (CAMP) workshop begins with a
Thursday night mixer/reception and
runs through Sunday. *See related story
on page 7.***

NOVEMBER 1 – 15:

- **CONVICT LAKE FALL TROUT DERBY** at Convict Lake Resort. Call (760) 934-3800 or visit www.convictlake.com.

a complete itinerary of the weekend's events, and more. Introductions at 7:30 p.m. All welcome, registration recommended—visit www.mltpa.org for details. Phone: (760) 934-3154.



LOGO COURTESY MLTPA

"CAMP:SUMMER"...roll up your sleeves, put on your trailrunners.

**THURSDAY, NOVEMBER 1 -
SUNDAY, NOVEMBER 4**

- **MLTPA PRESENTS CAMP: SUMMER**
Concept and Master Planning for trails and public access at Canyon Lodge in Mammoth Lakes, focusing on summer trails, will include hikes, community and user group meetings, and trails network workshops. Featured events include an introduction to the web-based community of "Mammoth Trails" and a special signage and wayfinding "how to" presentation by Corbin Design. All are welcome; registration recommended—go to www.mltpa.org for event schedule and sign-up info. Phone: (760) 934-3154.

THURSDAY, NOVEMBER 1

- **MLTPA CAMP: SUMMER OPENING NIGHT**, 7 p.m. in Canyon Lodge. Meet planning consultants Alta Planning + Design and Trail Solutions, MLTPA staff and Board members and other CAMP partners at this casual reception, and get a first peek at informational and interactive exhibits,

the sheet

News, Views & Culture of the Eastern Sierra

Saturday, November 3, 2007

Sunday, November 4/

Highway clean-up sponsored by the Native Plant Society. Meet at the intersection of Highway 395 and Pine Creek Rd. 9 a.m. Leader: Scott Hetzler 873.8392.

MLTPA wraps up CAMP with a two-hour session from 10 a.m. to noon which will look toward the future.

Monday, November 5/

Sierra Classic Theatre presents its 9th annual **Murder Mystery Dinner**, entitled "Dance of Death The Nov. 9-10 shows will be held at Sherwin's. Cost = \$30 and tix are available at Planet Earth, 934.1822, or online at www.sierraclassictheatre.org. Tix include both dinner and entertainment.

Tuesday, November 6/

Election Day. Vote in Suite Z, Minaret Mall.

Wednesday, November 7/

Mammoth's Town Council meets. 6 p.m. Suite Z. Minaret Mall.

Thursday, November 8/

Ski Back Trail public meeting at the Mammoth Ranger Station Auditorium from 6:30 - 8:00 PM.

Projected MMSA opening day.

Friday, November 9/

ALIMAR (Andrea Lawrence Institute for Mountains and Rivers) Awards

TOWN STUFF

Saturday, November 3/

MLTPA Concepts and Master Planning (CAMP) workshop continues. Saturday program includes the 7:30 p.m. presentation at Canyon Lodge on Signage and Wayfinding.

Chamber Music Unbound presents "One for Sorrow, Two for Joy" at the Mammoth College Center. The

Chapter 5g: Calendar postings, Web

Formatted text providing basic event information and highlighting special sessions was submitted to local, regional, and national websites for publication in their Calendar sections, as outlined in the “CAMP: SUMMER Marketing and Advertising Plan.” Different elements of CAMP: SUMMER were spotlighted in each posting, relevant to the approaching date of the event. Screenshots do not exist of these postings, but confirmation e-mails are available upon request.

MLTPA CAMP Calendar Postings
Listing #3 to come by Monday, October 8

Listing 1:

The MLTPA Foundation Presents CAMP: SUMMER
November 1–4, 2007

www.mltpa.org

Location: Canyon Lodge

Phone: (760) 934-3154

Be heard! Participate in CAMP: Summer—Concept and Master Planning for trails and public access in Mammoth Lakes. This event is focused on summer trails; a public meeting for winter trails is coming in February 2008. CAMP: Summer will include hikes, community and user group meetings, and trails network workshops. Featured events include an introduction to the web-based community of “Mammoth Trails” and a special signage and wayfinding “how to” presentation by Corbin Design. All are welcome, but registration is recommended—go to www.mltpa.org for an event schedule and sign-up info.

Listing 2:

MLTPA CAMP: SUMMER Opening Night

November 1, 2007

7 p.m.

www.mltpa.org

Location: Canyon Lodge

Phone: (760) 934-3154

Help MLTPA kick off the trails and public access Concept and Master Planning process at CAMP: Summer. Meet and greet planning consultants Alta Planning + Design and Trail Solutions, MLTPA staff and Board members, and other CAMP partners at this casual reception, and get a first peek at informational and interactive exhibits, a complete itinerary of the weekend’s events, and more. Introductions at 7:30 p.m. All are welcome, but registration is recommended—visit www.mltpa.org for details.

OPPOSING MOTION

MLTPA Foundation Presents **CAMP: SUMMER** Calendar Postings - FINAL 10.18.07

Placements: Calendar of Events

VisitMammoth.com (Town of Mammoth Lakes site)
MammothMountain.com
MammothLocal.com
CityConcierge.com
TheSierraWeb.com
MammothWeb.com

OTHER SITES AS IDENTIFIED BY JEN HEINTZELMAN

Listing 3:

CAMP: SUMMER Featured Presentations: “Hidden Lake/Mammoth Meadows Restoration Tour” and “Signage and Wayfinding in Mammoth Lakes: The Essential Steps to a Successful Program”

November 2 & 3, 2007

Friday, 9 a.m. to 12 p.m.; Saturday, 7:30 p.m.

www.mltpa.org

Location: Canyon Lodge

Phone: (760) 934-3154

Join us Friday at 9 a.m. at Canyon Lodge for a special Forest Service-led hike through the Hidden Lake area at the base of the Sherwins! The USFS will be assessing hiking trails as part of a wetlands restoration project and is seeking public input. Then, on Saturday night, come on back to Canyon Lodge for a free presentation by Jeff Corbin, president of Corbin Design, focusing on the critical steps in developing a signage and wayfinding plan that incorporates recreation needs with municipal. All are welcome, but registration is recommended; visit www.mltpa.org for event details and sign-up.

Graphic Requirement: *MLTPA & CAMP: SUMMER (single block graphic)*

Chapter 5h: Collateral

Based upon the graphic scheme for CAMP: SUMMER as approved by the CAMP Partners, MLTPA designed and produced posters and postcards to serve as marketing material. Collateral materials were distributed to every cooperating business in Mammoth Lakes, especially those with high traffic or an outdoor-recreation focus. Materials were replenished as necessary.



The MLTPA Foundation presents

CAMP: SUMMER

Summer Recreation and Trails
in Mammoth Lakes

November 1–4, 2007
at Canyon Lodge in Mammoth Lakes

PARTICIPATE IN THE TRAILS AND PUBLIC ACCESS CONCEPT AND MASTER PLANNING PROCESS

Exhibits, Hikes, Community and User Group Meetings, Trails Network Workshops and Mammoth Trails. Featured Presentation: “Signage and Wayfinding in Mammoth Lakes: The Essential Steps to a Successful Program” with Robert Brengman of Corbin Design

OPENING NIGHT

Thursday November 1, 2007
7:30 pm at Canyon Lodge

Complete program schedule and
event registration at www.mltpa.org
MLTPA 760.934.3154

CAMP: Winter - February 2008

The Mammoth Lakes Trails and Public Access Foundation (MLTPA)
is a public benefit 501 © 3 corporation”



MAMMOTH



Poster List:

Mammoth Area (Sunny Slopes, Crowley Lake, Convict Lake, Mammoth Lakes)

Sunny Slopes

Location: Go South on 395, pass Crowley Lake and Turn Left at Tom's Place Restaurant onto Rock Creek Road.

1. Sunny Slopes: There are a group of mail boxes on the right just as you turn off of the road and a message board there under the mail boxes.
2. Tom's Place: Cross the highway on Rock Creek Road, Turn right onto Crowley Lake Drive and go to Tom's Place Restaurant on the right. There is a posting board on the outside of the building to the right of the right hand door. There is also a bulletin board inside the Restaurant, in the hallway, between the Bar and the Convenience Store.

Crowley Lake

Location: Go South on 395 and exit at the Crowley Lake exit (South Landing Road).

1. Crowley Lake General Store: The store is located on the left as you enter the residential area. They have a posting board on the outside of the store to the right of the entry. Drop off a poster inside and ask them to place the poster on the entry door itself.
2. Church: Continue on South Landing Road and on the left if a church. I have never posted here but it is a location that you could check out and see if there are any possibilities.
3. Washall Laundry/Car Wash: Continue on South Landing Road until you reach a T intersection. Turn right onto Crowley Lake. There is a laundry mat on the left about ½ mile down just before Juniper Street.
4. Library: Continue past the Washall on Crowley Lake Drive and the Crowley Lake Library will be on your right just past the park.
5. Fire Hall: The Crowley Lake Fire Station is on the right next to the Library.

Convict Lake

Location: Go South on 395 and exit at the Convict Lake exit across from the airport runway.

1. 1/Convict Lake Restaurant/General Store: Continue on Convict Lake Road until you reach a complex on the right...it is a few miles in. The restaurant and general store are on the right two separate buildings.

Mammoth Lakes:

(Minaret Road from The Main Lodge to Snow Creek Golf Course)

1. Main Lodge Area (put posters at time clocks...we need to ask permission first I think.
 - a. Main Lodge 1:Time Clock on the first floor at the employee entrance to the ticketing office.
 - b. Main Lodge 2:Time Clock located on the cafeteria level (3rd Level) through double doors off of Roma's Room Between the restrooms and staircase.
 - c. Main Lodge 3:Time Clock located on the 4th floor...I am not sure where it is.
 - d. Slope Side Center:Time Clock located in the kitchen area back right corner on the first floor.
 - e. Woolley Wood/Disabled Sports:Time Clock located in the hall way right, front side of the building.
 - f. Mammoth Mountain Inn 1:Time Clock located on first floor, on the left, off of the hallway exiting out to face the Yodler.
 - g. Mammoth Mountain Inn 2: Time Clock located on the third floor through a stair case accessible near the Front Desk. You would have to ask exactly where it is.

- h. Yodler: Time Clock located in the basement.
 - i. MMSA Garage: The garage is located ½ way down towards town on the right. The road is located across from the Sledz area. Turn there and you could place a poster at the mechanics desk and time clock.
2. The Village at Mammoth
 - a. New York Bagel
 - b. Five Boroughs
 - c. General Store
 - d. Pita Pit
 - e. Auld Dubliner (make sure that Brad the manager get the notice)
 - f. McCoy Sports
 - g. Mammoth Mountaineering
 - h. Starbucks
 - i. Side Door Café
 - j. Hennessey's
 - k. Ben & Jerry's
 - l. Village Neighborhood Company Offices (Pass the Side Door and continue on the sidewalk until you get to the end. Door is on the right across from the short term parking on Canyon Blvd. Leave them with Betsy Smith...ask her to post in her break room)
 3. Across From The Village at Mammoth
 - a. The Library just off of Forest Trail
 - b. The Community Center next the Library off of Forest Trail
 - c. Burgers
 - d. The Clocktower
 - e. The Alpenhoff
 - f. Petra's
 4. Whiskey Creek
 5. Juniper Springs Lodge (off of Meridian/Chair 15)

(Old Mammoth Road from Footloose to Snowcreek Athletic Club)

1. Footloose
2. Rite Aid Center
 - a. Health Food Store
 - b. Video Shop
 - c. Looney Bean
 - d. Do-it Center has a posting board inside the store to the right of the entry/exit
 - e. Rite Aid (I just put them on the second set of doors on the glass)
 - f. Laundry Mat
3. Breakfast Club
4. Shell Station
5. Chart House Area
 - a. Nik & Willies
 - b. Good Life Café
 - c. Volcano Sports
 - d. Radio Schack
6. Roberto's
7. The Body Shop (Going towards Vons...turn right at the intersection before Roberto's and go one block it is on the right) ..
8. Grumpy's
9. Mammoth Business Essentials (next to Dominos off of Meridian)

10. Vons Plaza
 - a. Giovannis
 - b. Access
 - c. Booky Joint
 - d. Java Joint
 - e. Inside the Mall there is a board near the chocolate shop on the far right.
 - f. Continue down the stairs to Vons Store...there are two posting boards before you reach the left store entry.
 - g. Vons may also have a location for employees to post a poster of this kind.
11. Shogun Plaza
 - a. Hot Chicks
 - b. Inside the mall there is a posting board on the first floor
 - c. There is a posting area at the Mammoth Times offices on the second floor
 - d. Posting area down the hallway to the left of Mammoth Times offices on the second floor
 - e. Posting areas on the way to Shogun
12. Holly Wood Suds (on the left across from the Police Station)
13. Skadi (posting area on first floor near the restroom entrance)
14. All Thaid Up to right of Skadi Restaurant entrance
15. Salsa's on the right past the Police Station
16. The Stove
17. Country Liquor there is posting space on the doors to the right of the entry
18. Healing Arts Center (there is posting space on the second floor at entry to the Healing Arts Center)
19. Castoff
20. Snow Creek Resort Check-in (on right just past the resort main entry)
21. Snow Creek Athletic Club (area at the front entrance for posting information)

(Main Street from Tamarack Lodge to Visitors Center)

1. Tamarack Lodge (Lakes Basin)
2. Gomez's
3. 76 Gas Station near Gomez's
4. Matsu
5. The Tap (there is a board at the base of the steps where you enter)
6. John's Chicken Pizza (next to the Tap)
7. A-Frame Liquor
8. Perry's
9. Base Camp
10. P3
11. Beauty Shop next to Base Camp
12. Stellar Brew
13. Chevron
14. Kittrege Sports
15. Rick's Sports
16. Liquor store next to Rick's Sports
17. Wave Rave
18. Mammoth Mountaineering
19. Turn right before the Bank of America)
 - a. Mammoth Pet Products (it is on the right in first block)
 - b. Laundry Mat to the right of Mammoth Pet Products
 - c. Planet Earth (down the street from Mammoth Pet Products)
20. Mammoth Lakes Visitors Center (go into new building)
21. Forest Service (old Visitors Center) Post outside the entry.

North Mono County (June Lake, Lee Vining, Bridgeport)

June Lake:

Location: Take 395 North from Mammoth and take the June Lake Exit.

1. Gas Station at the exit off of 395
2. Information Center just past gas station on the right there is an area information board that you can post to.
3. Town Center of June Lake: Continue driving into June Lake...you will pass a large lake on the right and then you will arrive in the Town.
BEFORE KNOLL AVENUE
 - a. The Video Store on the right
 - b. Ernies Tackle & Ski Shop on right
 - c. Tiger Bar on right (they may not put up a poster from another Town.
 - d. Post Office on the leftAFTER KNOLL AVENUE
 - e. Grocery Store on the right
 - f. There is a coffee shop on the left across from the grocery store
 - g. Pizza Sandwich shop on the right in little cabin type houses just past the grocery store on the right
4. Community Center (see map) Located on Howard Avenue behind the Gull Lake Marina
5. Fern Creek Lodge and General, continue on 153 going away from 395 for a few miles and you will see Fern Creek Lodge on the Right. The Lodge is past the June Lake ski area and before Double Eagle Resort. Robin Hart owns the Lodge and she is a representative from the Chamber of Commerce. Let her know that I sent you.

Lee Vining:

Location: Continue on 395 North past June Lake. Lee Vining is the next town and the gateway to Yosemite.

1. Mobile Mart (gas station located on the left before you head into town)
2. Lee Vining Market on the left, there are two posting boards outside the market
3. Mono Lake Committee on the left, there is a posting board outside the building
4. Coffee Shop on the left
5. The Forest Service station is on the right when you leave the town center for Mono Lake. You can see it from the road.

Bridgeport:

Location: Continue on 395 North past Lee Vining. Bridgeport is the next town.

1. Casa Michaela, Ray Robles on the right before you head into town center.
2. Rhino Bar on the right (I am not sure if they will post something from out of town)
3. Ken's Sporting goods on the right
4. The Market is on the right
5. Gas Station is on the left across from the Market

Walker:

Location: Continue on 395 North past Bridgeport. Walker is the next town.

1. There is a general store on the right in the Town Center.

Inyo County (Bishop, Big Pine, Independence, Lone Pine, Cartago, Olancho)

Bishop:

Location: Go South on 395 to Bishop. This list goes in order as you drive through town.

1. Sports Chalet on left
2. Gas Station across from the fairgrounds before Smart and Final on the left. They have a posting board outside.
3. Vons, on the left behind smart and final, they will allow posters on the glass at the each entry.
4. Bagel/Donut shop on the right just past the fair grounds

5. Starbucks on the right
6. Schat Bakery on the right
7. Sandwich Shop just before Schat.net it used to be Kava Yava
8. Wilson's Sport Shop on the left
9. Art supply store on the right
10. Spell Binders Books on the left
11. Video/Coffee Shop, turn onto Line Street going west, there is shopping center a few blocks down across from Dwyane's Friendly Pharmacy...Alex Printing is in the center.

Big Pine:

Location: Continue South on 395. Big Pine is the next town down from Bishop.

1. Gas Station on the right
2. Posting board across the street from the gas station

Independence:

Location: Continue South on 395. Independence is the next town down from Bishop.

1. Gas Station on the right/Sandwich shop on the left
2. Posting board on the right

Lone Pine:

Location: Continue South on 395. Lone Pine is the next town down from Bishop.

1. Posting board on the right
2. Drug Store on the left
3. Posting boards past the Drug Store on the Left
4. Gas Station on the right once you are heading out of town
5. The Forest Service Station is on the left past the last gas station. They will post regional events...at least they have in the past. They do have a policy.

Cartago:

Location: Continue South on 395. Cartago is the next town down from Bishop.

1. Post at gas station or restaurant

Olancha:

Location: Continue South on 395. Olancha is the next town down from Bishop.

1. Post at gas station or restaurant



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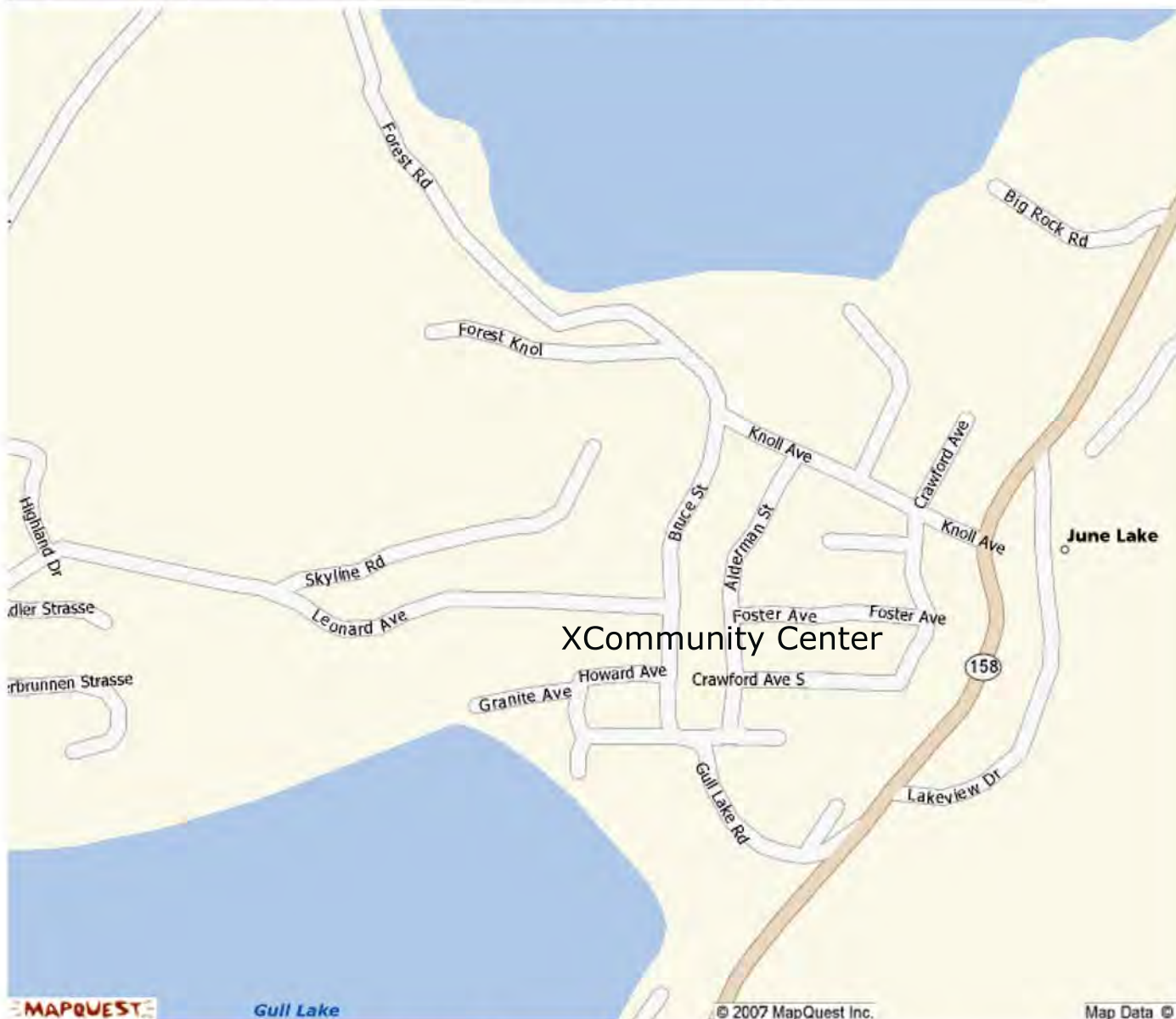


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★ Mammoth Lakes, CA 93546, US



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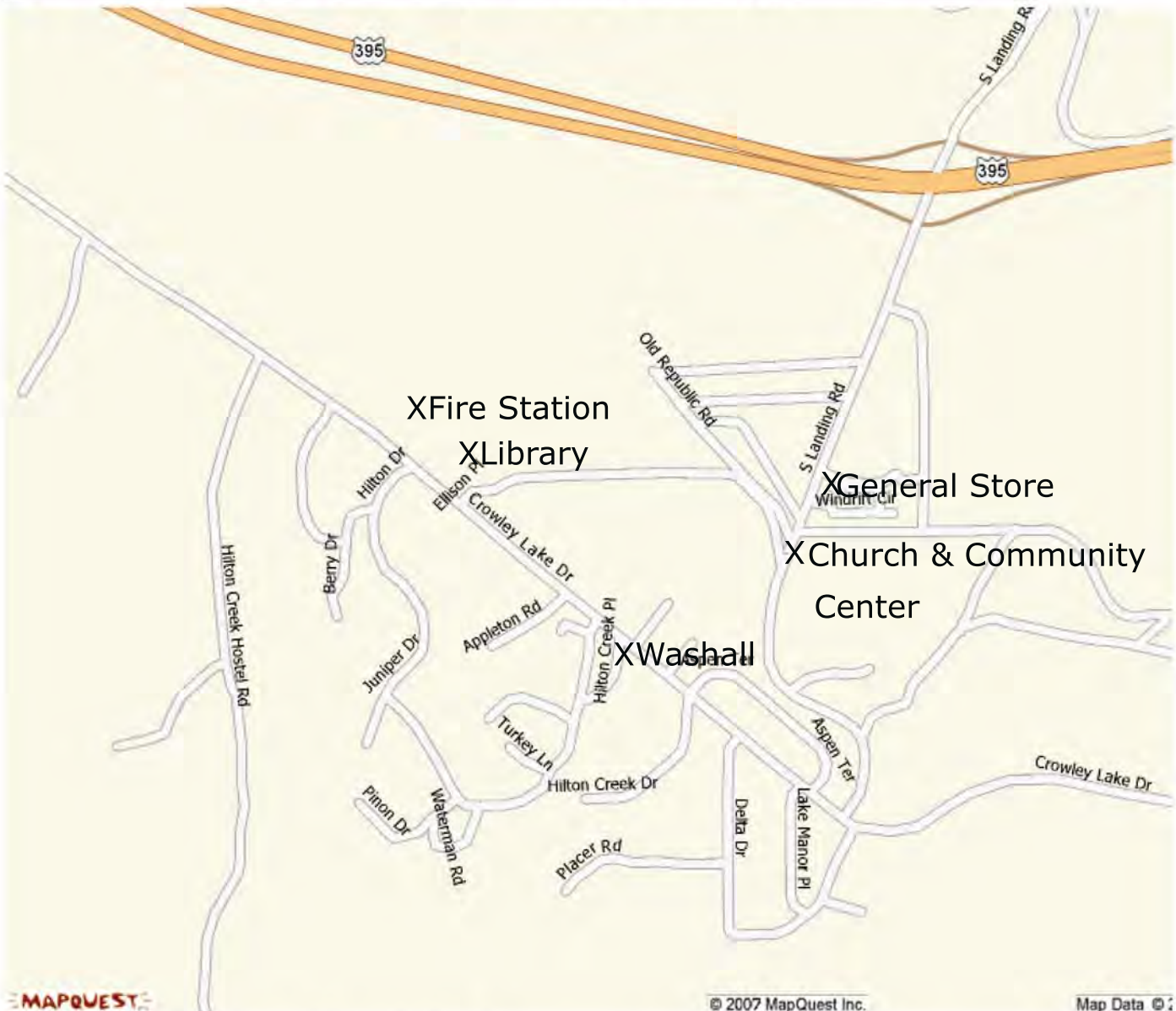
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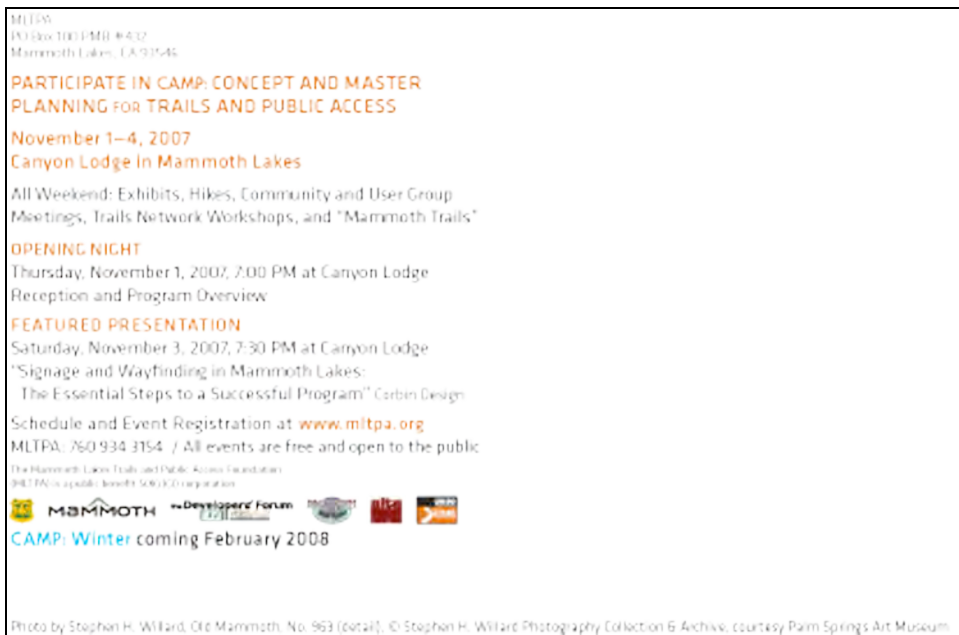
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CAMP: SUMMER Postcard



Front of postcard



Back of postcard

Chapter 5i: Editorial, print

CAMP: SUMMER received press coverage before, during, and after the event, in a variety of local and regional media, created by staff writers and by MLTPA in the form of press releases that were used substantially as part of staff-generated articles. Announcements about the CAMP process also were published.

LOCAL NEWS

MLTPA presents "CAMP: SUMMER"

Trails and Public Access Foundation's multi-day workshop set for Nov. 1-4

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) announced last week that it will launch CAMP: SUMMER, a free, multi-day public workshop on summer trails and recreation in Mammoth Lakes, Nov. 1-4. The event will be based at Canyon Lodge and is an opportunity for the community to participate in the Trails and Public Access Concept and Master Planning (CAMP) process via interactive exhibits, hikes, community and user group meetings, and trails network workshops.

The weekend will kick off with CAMP: SUMMER Opening Night on Thursday, Nov. 1, at 7 p.m. in Canyon Lodge. The public will have the opportunity to meet planning con-

sultant team members from Alta Planning + Design and Trail Solutions. MLTPA staff and Board members, and other CAMP Partners. Informational and interactive exhibits will be on display throughout the event, and MLTPA staff will be on hand all weekend to field questions and receive feedback.

Upon special invitation by MLTPA, Corbin Design will present "Signage and Wayfinding in Mammoth Lakes: The Essential Steps to a Successful Program" on Saturday, Nov. 3, at Canyon Lodge, 7:30 p.m. Other CAMP: SUMMER events include an introduction to the Web-based user's group community of "Mammoth Trails" and a Sunday-afternoon wrap-up and "next steps" session focused on the future of trails and public access in Mammoth Lakes.

Event schedule, registration, and details are available at www.mltpa.org or by calling (760) 934-3154. All are welcome, but registration is recommended.

CAMP: WINTER, a similar workshop devoted to winter recreation and trails in Mammoth Lakes, is scheduled to take place early next year in February 2008.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) is a 501(c)(3) public benefit corporation dedicated to trails and public access issues in Mammoth Lakes, and the immediate Eastern Sierra region. MLTPA partners with local jurisdictions and agencies, businesses, nonprofit organizations and individuals to connect people to nature and to provide a forum for all trail users to be involved. -Press Release

Town Projects Workshop,
Suite Z, 4:00 p.m.

October 24: Planning
Commission Meeting,
Suite Z, 9:00 a.m.

Stu's News:

Stu's News is your direct source for Town news, events, meetings and announcements. Subscribe by sending an e-mail to sbrown@visitmammoth.com

Stuart Brown
Community Relations Manager
(760) 934-2712 ext. 210
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MLIPA

**CAMP:
SUMMER**

Summer Recreation and
Trails Workshop
in Mammoth Lakes

November 1-4, 2007
Canyon Lodge in Mammoth Lakes
mltpa.org

Projected Average Resort Occupancy

Friday night 10/19/07 - Saturday night 10/20/07 = 22 %
 Sunday night 10/21/07 - Thursday night 10/25/07 = 15 %

Community Calendar

Date	Event
October 18 - 21	<ul style="list-style-type: none"> MLFD Wood Chipping Service, call 934-2300 for information
October 18 - 31	<ul style="list-style-type: none"> Bram Stoker's "Dracula," Mammoth Lakes Art Center, call 934-1900 for show times and admission prices
October 22	<ul style="list-style-type: none"> "Get Involved - Make a Difference" Public Forum, Suite Z, 6:00 - 9:00 p.m.
October 23	<ul style="list-style-type: none"> Mono County Tourism & Film Commission Fall "Open House," Crowley Lake Community Center, 10:00 a.m. Public Works "Mobility" Project Workshop, Suite Z, 4:00 p.m.
October 24	<ul style="list-style-type: none"> Planning Commission Meeting, Suite Z, 9:00 a.m.
October 26	<ul style="list-style-type: none"> Eastern Sierra Regional Partners (ESRP) Regional Conference. Whiskey Creek, Bishop, 9:00 a.m. Halloween Carnival & Haunted House, Canyon Lodge, 6:00 p.m.
October 26 - 30	<ul style="list-style-type: none"> Haunted Village at The Village at Mammoth
October 27	<ul style="list-style-type: none"> Mammoth Middle School Ski, Snowboard and Sports Equipment Swap Meet, MMS Multipurpose Room, 2:00 - 4:00 p.m. Mammoth Ski Museum Grand Re-Opening Party, 4:00 - 7:00 p.m.
October 29	<ul style="list-style-type: none"> "It's Your Business" Café, Sherwins, 2:45 - 5:00 p.m.
November 1 - 4	<ul style="list-style-type: none"> MLTPA hosts CAMP Summer - Concepts and Master Planning Workshop, Canyon Lodge. www.mltpa.org
November 3	<ul style="list-style-type: none"> Chamber Music Unbound Presents "One for Sorrow, Two for Joy," Mammoth College Center, 7:30 p.m.
November 6	<ul style="list-style-type: none"> Tourism and Recreation Commission Meeting - Tourism Issues, Suite Z, 4:00 p.m.
November 7	<ul style="list-style-type: none"> Town Council Meeting, Suite Z, 6:00 p.m.
November 8	<ul style="list-style-type: none"> Mammoth Mountain Ski Area Opening Day Tourism and Recreation Commission Meeting - Recreation Issues, Suite Z, 4:00 p.m.
November 11	<ul style="list-style-type: none"> Veterans Day
November 16	<ul style="list-style-type: none"> Binational Health Week, Mammoth High School MPR, 6:00 - 8:00 p.m.
November 17	<ul style="list-style-type: none"> Tamarack Cross Country Ski Center Opening Day
November 21	<ul style="list-style-type: none"> Canyon Lodge, Eagle Lodge and Village Gondola Opening Day
November 22	<ul style="list-style-type: none"> Thanksgiving
December 1	<ul style="list-style-type: none"> Friends of the Foundation Dinner, McCoy Station, 6:00 p.m.

More information about these events and more can be found on www.visitmammoth.com, www.mammmevents.com or www.mammothlakeschamber.org

Public Service Announcements

Reminder: OUTDOOR LIGHTING ORDINANCE

In 2003, the Town implemented an outdoor lighting ordinance to eliminate light pollution and preserve views of our starry skies. The outdoor lighting ordinance was adopted to encourage residents to administer a lighting system that not only promotes

Mammoth NEWS WEEKLY

EASTERN SIERRA NEWS, PEOPLE & PERSPECTIVES • NOVEMBER 1-7, 2007 • MAMMOTH LAKES, CA • VOL. 20 NO. 44 • 50¢

MLTPA's "CAMP: SUMMER"

Program expanded to include Forest Service-led hike, bicycle tours, and Lake Mary Road bike path exhibit

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) announced last week a number of exciting new additions to its CAMP: SUMMER event, held at Canyon Lodge in Mammoth Lakes, Thursday through Sunday, Nov. 1-4.

On Friday, Nov. 2, from 9 a.m. to noon, the U.S. Forest Service will lead a special hike through the Hidden Lake/Mammoth Meadows area at the base of the Sherwins as part of their Mammoth Meadows Restoration Project. Staff will assess hiking trails as part of this endeavor and seek public input during this special tour.

The Hidden Lake/Mammoth Meadows hike is a unique complement to the several others tours scheduled throughout the weekend, led by CAMP trails consultants Alta Planning + Design and Trail Solutions. Friday morning's "Existing Facilities" tours will highlight natural-surface and paved trail systems currently in place, and Saturday morning's "Missing Links" tours will focus on possible connections within each system to provide a more complete trail experience. Participants can register for either "beginner" Trolley/on-foot tours or "advanced" MMSA Bus/on-bike tours for both paved and natural-surface Existing Facilities tours. Input from all tours will drive the Trails Network Workshops, scheduled for Saturday, Nov. 3, from 2-4 p.m.

45 GOOD TIMES November 1-7, 2007

Also of note is the addition of the "Walk the Lake Mary Road Bike Path" exhibit, produced in partnership with the Town of Mammoth Lakes. A large-scale aerial map of the town will be on display, featuring the planned bike path as an overlay, and the public will have the opportunity to get a detailed look at this important trails project through the final construction drawings, mounted together as one continuous exhibit. The exhibit will be on display in Canyon Lodge throughout the event.

CAMP: SUMMER is a free, multi-day public workshop on summer trails and recreation in Mammoth Lakes and is an opportunity for the community to participate in the Trails and Public Access Concept and Master Planning (CAMP) process via interactive exhibits, tours, community and user group meetings, and workshops. A complete event schedule, registration information, and more is available at www.mltpa.org or by calling (760) 934-3154. All are welcome, but space is limited; registration is strongly recommended.

CAMP: WINTER, a similar workshop devoted to winter recreation and trails in Mammoth Lakes, is scheduled to take place in February 2008.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) is a 501(c)(3) public benefit corporation dedicated to trails and public access issues in Mammoth Lakes and the immediate Eastern Sierra region. MLTPA partners with local jurisdictions and agencies, businesses, nonprofits and individuals to connect people to nature and to provide a forum for all trail users to be involved. -MLTPA



PHOTO BY JO SACON

MAMMOTH TIMES PHOTOS/LARA KIRKNER

MLTPA CAMP: SUMMER

Roll on, MLTPA, roll on

By Lara Kirkner
Mammoth Times Staff Writer

The learning curve of both the community of Mammoth Lakes and the trail consultants who were in town last weekend skyrocketed during Mammoth Lakes Trails and Public Access' CAMP: Summer. The weekend served as another shot of adrenaline in MLTPA's arm, as well as a way for the consultants to get to know some members of the community. It was a way for them to make sure the community thinks they are on the right track when it comes to planning a cohesive trails system for the Town of Mammoth Lakes.

The weekend consisted of inspirational speeches about accessibility, i.e. Peter Axelsson at the Opening Reception, and signage and wayfinding, i.e. Jeff Corbin on Saturday evening, Nov. 3.

People in the community were able to get out into their own town and really see some of the trails that perhaps they had only heard of before.

"The greatest thing I heard this weekend was some members of my tour group saying, 'I've lived here for two years and never knew this trail was here,'" exclaimed Jeff Olson of Alta Design.

Two types of tours were held, one that took participants to look at existing and missing links in the paved trails system and another that took participants for a look at existing and missing links in the natural or

soft surface trails system surrounding Mammoth. They gave the community time to give feedback to the consultants in order to make sure their wants and needs are incorporated into the updated Trails Master Plan (the previous one was done in 1991). MLTPA and the consultants anticipated having a draft of this plan by May or June 2008. The plan will then have to go through an environmental assessment process.

Maintain the momentum

The key ingredient in MLTPA's efforts at this point is keeping momentum. As all those who attended CAMP weekend learned, the Town of Mammoth Lakes already has many projects lined up for the missing links in town; it's just a matter of waiting for them to kick off and get rolling. In the meantime, MLTPA is looking at short term ways to let the community know that MLTPA is working, and that real momentum and real possibilities are under way.

As Olson explained, "The mechanics are in place and now we can start getting things accomplished."

What he meant by mechanics includes the money needed to have the consultants create the updated master plan, which continues to roll in as more developers get on board via the Developer's Forum. During the weekend,

MLTPA announced that Mammoth Crossing has joined the list of five others to support MLTPA and their work. The list also includes the I Hotel, Sierra Star, Eagle Lodge, Main Lodge and The Sherwin.

With all the information gathering that was done last weekend, the consultants and MLTPA will now be distilling the information into usable reports, as well as preparing for CAMP: Winter, which will be held Jan. 31-Feb. 3, 2008, in order to gather similar data about winter trails in Mammoth Lakes.

So how can you get involved in this process, which, as Olson stated, will ultimately "bring pure, 12-year-old joy into our lives?" Well, first of all, make a point to attend CAMP: Winter...put it on your calendar now! You can also call MLTPA at (760) 934-3154 and have them speak to your church, Rotary, user group or any other group you have in mind to find out the latest and greatest from MLTPA. Another way to get involved is visit www.mltpa.org and take the online survey. By providing input on improving trails and facilities in Mammoth, not only can participants help improve the system, but also help MLTPA meet the growing needs of the community.

If you want to improve our trails system, get on board and help keep that momentum rolling!



Photos, left to right:

One of the stops that the Paved Missing Links Tour made was at the bottom of Lake Mary Road where the Bike Path where one day come to an end. The question that is currently in the air is how the bottom of the bike path will safely connect pedestrians to other areas surrounding this busy intersection.

Jeff Corbin, President of Corbin Design, gave a special presentation Saturday evening that focused on the critical steps in developing a successful signage and wayfinding system, no matter what it's for.

Peter Axelsson spoke about ADA accessibility on all trails at the Opening Reception of CAMP Summer, and then jumped into the skate park on the existing paved trails tour on Friday morning, Nov. 2, to prove his points.

Peter Bernasconi and Steve Spindel from the Town of Mammoth Lakes joined the Paved Missing Links Tour on Saturday, Nov. 3, to help explain the Town's plans for linking up many of the gaps in the trails system in town.



MLTPA CAMP Summer was a collaboration between MLTPA, the Town of Mammoth Lakes and Consultants from Alta Design, Trail Solutions, Corbin Design and many others.

LOCAL NEWS

EARNEST GOES TO CAMP

Pitch a Tent Next Weekend at Canyon Lodge

MLTPA (Mammoth Lakes Trails and Public Access) wants to send you to camp next weekend - and they promise the food won't stink (cause there won't be any) and that Jim Varney (of *Ernest* movie fame) won't be there.

They will, however, serve you hot chocolate and cookies if you so desire at the opening reception on Thursday night.

CAMP, an acronym for Concepts and Master Planning, is designed to gather public input regarding summer trails and access.

Over four days, the public will have the opportunity to take field trips, ask questions and interact with consultants from Alta Planning and Design and Trails Solutions.

MLTPA Communications Manager Kim Stravers says "This is the golden opportunity for you (the public) to say what you want to say" regarding summer trails. And you get to say it in person to the actual people who

will be preparing a draft master plan. The opening reception takes place from 7:00-8:30 p.m. on Thursday, Nov. 1st at Canyon Lodge. Canyon Lodge will serve as home base for the entire event, with an exhibit hall located on the 4th floor. The exhibit hall will include an aerial view of the future Lake Mary Bike Path put together by John Milne.

On Friday morning, three tours (all starting from Canyon) will be offered. One will focus on existing paved facilities (trails) on natural surfaces. And one to Hidden Lake, led by the USFS, will elaborate upon the Mammoth Meadows Restoration Project.

Think of these as the inventory tours.

Then on Saturday morning, there will be two Missing Links tours (for paved as well as natural surfaces) as well as a "Mammoth Trails" presentation at Canyon Lodge where MLTPA

staff outlines its goal to create a central website devoted to local recreational opportunities.

These, one could categorize, as the lack of inventory tours.

The Saturday workshop scheduled from 2-4 p.m. will attempt to synthesize what's been learned and talk about ways to build a cohesive trails network.

The Sunday morning program from 10 a.m. to noon will talk about the concrete steps needed to realize such a dream.

The best part, says Stravers, is that you'll be able to participate without having to sit in a stuffy, controlled environment (*Ed. aside: Is this an oblique reference to the nonstop party which is forever happening in Suite 27?*)

This is a "big tent" event, stresses Stravers, and she hopes there will be attendance by both motorized and non-motorized recreational users.

As to how she got involved with MLTPA, Stravers said she was influenced to help out with the fledgling organization based upon an experience she had in San Clemente.

"They wanted to build a toll road in Orange County which would affect

the Lower Trestles, a world-class surf break. The proposed highway design would have impacted the coast line and changed the nature of the break.

It was overwhelming to me, the thought of walking into the Council Chambers and testifying. It all seemed so big and anonymous. I didn't feel like my voice would matter."

In Mammoth, said Stravers, she's felt it's been easier to weave oneself into the social fabric and have an impact.

As for the Lower Trestles, this is the latest according to a July 2nd story by Matt Higgins which appeared in the *New York Times*, "Work on the road was scheduled to begin in 2008 and expected to cost \$875 million, but the project has been pushed back to 2011 because of regulatory hurdles. And in May the House Armed Services Committee passed an amendment to the National Defense Act that forces the Transportation Corridor Agencies, the group that would build the toll road, to comply with state and federal environmental laws. It had previously been exempt."

... Citing engineering studies, Surfrider has argued that because the road would cross the San Mateo Creek watershed, concrete pilings would restrict sediment flow, which fortifies the waves at Trestles and gives them their unique pipe shape.

As to the latest *Ernest* week. The public access, see you this *Ernest* week. winter trails and public access CAMP, just so you know, is scheduled for January 31-February 3, 2008.



PHOTO BY WYNFACOM

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the sheet

News, Views & Culture of the Eastern Sierra

Saturday, November 10, 2007

FREE

NOT YOUR ORDINARY SUMMER CAMP

MLTPA's version beats poison ivy

By McKenna

Traditionally, summer camp is a time when youngsters learn crafts like macramé, arts like necking in the bushes and the embarrassment of getting poison ivy in unmentionable places.

Last weekend, MLTPA (Mammoth Lakes Trails and Public Access) held its first-ever CAMP: Summer and, luckily, it didn't contain any of the aforementioned summer camp classics, but did offer promise of alternative ways to move around Mammoth.

CAMP stands for Concept and Master Planning and its inaugural, open to the public, local installment focused on summer, or trail uses during the snow-less months. CAMP: Winter is scheduled for the first few days of February. I was lucky enough to partake in two of CAMP's activities: Thursday's opening night cocktail reception (naturally), and a Friday morning restoration tour of Hidden Lake, also sometimes called Mammoth Meadows.

Todd Ellsworth and Mike Schlafmann of the US Forest Service led the tour, which began with a trolley ride from Canyon Lodge across town to the end of Tamarack Street. Dropping us off in a spot sure to someday be one of Mammoth's most unique.

As it currently stands, the end of Tamarack Street is a de facto public access route many locals use to get to or from the numerous trails that zig-zag throughout Mammoth Meadows. Some of which lead to the currently waterless Hidden Lake. However, the land between the public street and the public-use-allowed USFS land in the Meadows is private. All 5 1/2 acres, which belong to a man named Terry Plum.

The bad news, for some, is that Plum plans on building 4 homes on

his land—well below the number of homes he could legally build there. But the good news for all Mammothites is that Plum is trying to spearhead a project that will build a permanent public access path to the Meadows, including six parking spots.

"I could build nine homes here, but I'm not going to. We all know how valuable property is in Mammoth, and this is a pretty good piece of property, but I'm willing to give it to the town," Plum said, as a group of about 20 locals and second homeowners walked across his land towards the Meadows. "I'm willing to be a good Samaritan. People around here have been enjoying this place for a long time and I want to make sure that after all of us are gone our kids and grandkids can still have access to the Meadows and Hidden Lake."

"We're very fortunate to have Terry," Schlafmann responded, who added that Plum is the key component in a unique project that will involve the

Town, USFS, Water Department and other private homeowners on that section of Tamarack.

As for just what kind of paths the public access will lead to, that's just what the USFS—with as much help from the public as possible—is trying to figure out.

"Our goal is to allow public access by foot, bike or horseback through the Meadows while focusing on restoring its hydrology and degraded areas." Ellsworth explained. "We don't have a plan yet. We're just looking for help and ideas."

For those interested in helping, the next Hidden Lake/Mammoth Meadows public forum is scheduled for Thursday afternoon, November 29 at the USFS Visitor's Center. For more info call 924-5500 or e-mail tellsworth@fs.fed.us.

Overall, MLTPA's Communication Manager Kim Stravers called CAMP: Summer a swimming success—although, unlike any other summer camp, no one actually did any swim-

ming.

"It was an opportunity to move the community forward and have everyone involved. After all, everybody uses the trail system for one reason or another and so what we're doing is really going to benefit everyone," said Stravers, who was delighted with the "energetic and enthusiastic" local participation.

"To be able to get people who live here and use the trail systems to actually physically point out to the design professionals the important aspects or what they like or don't like about the local trails is invaluable," Stravers said.

As for the value of the CAMP's Developer's Forum, Stravers had no problem putting a value on that. Thanks to \$25,000 donations from both Mammoth Crossing and Cardinal Investments (the proposed Sherwin's project across from the driving range), MLTPA has 50,000 more people to keep their feet moving in the right direction.

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Mammoth Crossing Development Joins the MLTPA/MLCC Developers' Forum with a \$25,000 Commitment at CAMP: SUMMER

Mammoth Lakes, CA—The Mammoth Lakes Trails and Public Access Foundation (MLTPA) announced today that Mammoth Crossing Development, developer of the Mammoth Crossing project at the northwest intersection of Main Street and Minaret Road in Mammoth Lakes, CA, joined the Developers' Forum on Friday, November 2, 2007, by presenting a \$25,000 check at a special CAMP: SUMMER Developers' Forum reception at Canyon Lodge. Mammoth Crossing joins Cardinal Investments ("The Sherwin") and Starwood Capital ("The 1 Hotel," "Eagle Lodge," "Sierra Star", and "Main Lodge") as partners in this co-venture between MLTPA and the

Mammoth Lakes Chamber of Commerce. "The Mammoth Crossing Development (MCD) team recognizes the importance and value of an integrated trail system in Mammoth," says Mark Deeds, on-site representative of MCD.

"Members of the MCD planning and design team plan to contribute during the Concept and Master (trail) Planning Process (CAMP), and look forward to working with MLTPA during the District Planning process."

The stated goal of the Developers' Forum is to

brought together real estate agents, developers, and other interested parties to share in the CAMP (Concept and Master Planning) experience and to encourage their participation in this landmark trails-planning effort.

CAMP: SUMMER—a free, multi-day public workshop on summer trails and recreation in Mammoth Lakes—was the first of many opportunities for the community to participate in the trails and public access Concept and Master Planning (CAMP) process



create a source of information and a means of communication between builders, developers, and the Mammoth Lakes community relevant to trails and public access issues in Mammoth Lakes and the region. The invitation-only Friday night reception

via interactive exhibits, tours, community and user group meetings, and workshops. **CAMP: WINTER**, a similar workshop devoted to winter recreation and trails in Mammoth Lakes, is scheduled to take place in February 2008.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) is a 501(c)(3) public benefit corporation dedicated to trails and public access issues in Mammoth Lakes, CA, and the immediate Eastern Sierra region. MLTPA partners with local jurisdictions and agencies, businesses, nonprofits, and individuals to connect people to nature and to provide a forum for all trail users to be involved.

Corbin Founder Speaks at Trails Conference
Corbin News Release

October 31, 2007



Corbin Design founder Jeff Corbin will deliver a keynoting primer to attendees at an outdoor recreation conference sponsored by Mammoth Lakes Trails and Public Access (MLTPA) in Mammoth Lakes, California. The presentation, titled "Wayfinding and Signage in Mammoth: The Essential Steps for Success," is planned for Saturday, November 3 at 7:30 AM. The Mammoth region, home to the Town of Mammoth Lakes and the Mammoth Mountain Ski Area, is a popular outdoor recreation destination with thousands of acres of National Forest land and a vast network of trails for hiking, biking, snowmobiling and skiing.

MLTPA is working with public and private groups in the region as an advocate for better and more coordinated planning and stewardship of the trail network. Its four-day CMAP (Summer conference starts Nov. 1) to gather feedback and share information on summer trails and recreation in the Mammoth region.

Jeff's wayfinding and information design expertise have made him a popular public speaker before a wide range of organizations, including the American Hospital Association, American Institute of Architects, International Downtown Association, Society for College and University Planning, and Symposium on Healthcare Design. A founding member and past national chairman of the Society for Environmental Graphic Design, Jeff is also a past president of the Association of Professional Design Firms. He also serves on the Advisory Council for Design Michigan, a program dedicated to improving Michigan's places, products and communications through design.

MLA

CONTACT CORBIN

Send or print an e-mail
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Chapter 5j: Editorial, television

Tom Woods of Channel 33, the Sierra Wave, interviewed MLTPA Communications Manager Kim Stravers for two separate evening-news segments aired on the station. Ms. Stravers discussed event details and history, and at MLTPA's request the piece was filmed at the site of the in-progress Lake Mary Road Bike Path project. Please see the CAMP: SUMMER TV EDITORIAL DVD for further detail.

Chapter 5k: E-mail campaigns

○ **CAMP: SUMMER E-newsletter**

MLTPA built a dedicated sign-up function to collect names, e-mail addresses, and other optional information from parties interested in receiving CAMP: SUMMER information via e-newsletter, which was displayed on each page of www.mltpa.org and on each page of the CAMP: SUMMER mini-site. Those registered received regular e-mail communication from MLTPA via the My Emma e-mail service.

○ **E-mail blasts on behalf of MLTPA**

Many community organizations agreed to distribute CAMP: SUMMER information to their members via e-mail blasts to internal e-mail lists. MLTPA supplied copy in advance for each e-mail, although a few groups used only select parts of the text in more general e-mails. Participating organizations are listed below.

- Mammoth Lakes Board of Realtors, Inc.
- Mammoth Lakes Chamber of Commerce
- MMSA
 - Employees
 - Bike Park pass-holders
- Mono County
- Town of Mammoth Lakes
- User groups/clubs
 - Eastern Sierra Nordic Ski Association
 - High Sierra Triathlon Club
 - High Sierra Striders
 - Sierra Club

○ **Personal e-mails**

MLTPA staff and Board members reached out to individual representatives of all segments of the community via e-mail, inviting them to attend special sessions such as the Trails Network Workshops, group functions such as the Opening Reception, and private sessions such as the Listening Sessions, as well as requesting that these parties pass CAMP: SUMMER information to fellow club members, employees, co-workers, and others as appropriate. Please see the “CAMP: SUMMER Communications Overview” for a detailed record of these communications. Bounce-back emails indicating incorrect recipient addresses, as well as e-mail RSVPs, are available upon request.



Greetings from MLTPA headquarters! Below, some stuff, and some things...

MLTPA Concept and Master Planning (MLTPA CAMP) is officially underway! We are in the process of developing formal partnerships with the Town of Mammoth Lakes, Mammoth Mountain Ski Area, the United States Forest Service, and the Developers' Forum so that,

as a team, we can get the planning process rolling as quickly as possible. Of course, you'll be getting regular CAMP updates via this fine e-newsletter, but if you just can't wait, click [here](#) to get the latest.

In addition to ramping up for CAMP, MLTPA is also busy securing the funding necessary for our role in CAMP: heading up the outreach and public participation effort. In other words, we are deep into fundraising, and we would love for you to be part of this non-profit's history and viability. From \$1 to \$999, you can become a [Friend of MLTPA](#); for a donation of at least \$1,000, you can proudly call yourself one of the [100 Founders of MLTPA](#). Either way, you'll be helping to make sure that we can continue to advocate for trails and public access in our community...and you'll get a sweet sticker to boot.

Finally, as hard as it is to believe, not everyone who loves Mammoth knows about MLTPA and our efforts. Help us spread the word and get others involved: **Forward this to a friend!**

As always, feel free to [send us comments and questions](#). See you out on the trails!

Best,
Kim Stravers
Communications Manager, MLTPA

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**Greetings and salutations! Here's what's news with MLTPA this month...
tell a friend!**

- The CAMP ball continues to roll, ever faster...and more momentum means more opportunities for you to get involved! We're looking for photographers, GPS aficionados, volunteers, and interns to lend a hand in the coming weeks. E-mail [Kim Stravers](#) for details, or download our [Volunteer Program Guidelines](#).
- We want to get to know you better! Check out [this list](#) of summer outdoor recreation activities and let us know which ones *you* like to do in the Eastern Sierra by e-mailing [Kim Stravers](#).
- [MLTPA Founders](#) Mammoth Mountaineering Supply and Alpine Approach are putting on three slide shows in the next three weeks, beginning this Sunday, August 19th--we hope you'll join us! Click [here](#) to download the flier, or visit [mammothgear.com](#).

In other exciting news, the MLTPA Foundation is pleased to present Yahoo!'s [Will Aldrich](#) as our newest Board member. Welcome, Will!

As always, thanks for your continued support. See you out on the trails!

Kim Stravers
Communications Manager, MLTPA

P.S. Please take a moment to click the "manage your preferences" link below so we know for sure you want to receive our e-newsletter, or the "opt out" link if you don't. Thanks!

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MAMMOTH



MLTPA is proud to announce that **the Town Council of Mammoth Lakes voted last night, June 20th, to allocate \$100,000 to MLTPA CAMP (Concept and Master Planning)!** Their proactive commitment enables us to engage **Mammoth Mountain Ski Area's matching \$100,000 contribution**, as well as a **\$25,000 commitment from Cardinal Investments through the MLTPA/MLCC Developers' Forum.**

Your incredible support has been key to our success; many thanks to all who returned our Letter of Support, showed up to Council, or otherwise made their opinion heard.

We're off to a great start, but **we still need \$250,000 to fully fund CAMP**, which carries an estimated price tag of \$475,000. MLTPA is asking the community to **step forward and help us reach that goal.** To make a donation, and receive a lovely 2007 MLTPA sticker, click [here](#).

Excited as we are and want to lend a hand? Great! **MLTPA is currently seeking volunteers** to help in the office and in the field. Read our Volunteer Program Guidelines [here](#). Contact us at volunteer@mltpa.org or (760) 934-3154 to let us know you're interested.

Wonderful things are in store in the coming months. Check out our website, www.mltpa.org, to keep up with our progress, and many thanks to all who have shown their support of our efforts.

We respect your privacy, and won't share your information with anyone. To keep receiving our e-newsletter, please click the "manage your preferences" link at the bottom of this page; if you'd rather not, please click "opt out".

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DJ Morrisette and Cimarron Chacon (far right) of Trail Solutions hit the trail ridin' with the USFS's Jonathan Cook-Fisher!

Hello, friends, and welcome to the first week of CAMP!

Yep, you heard that right! We're proud to announce that, after many months of dedicated collaboration between MLTPA, the Town of Mammoth Lakes, the U.S. Forest Service, and Mammoth Mountain Ski Area, MLTPA CAMP (Concept and Master Planning) kicks off this week with the arrival of our two consultant teams:

Alta Planning + Design and Trail Solutions. With the aid of the MLTPA Data Library (GIS info, planning documents, maps, and a mess of other Very Important Plans), these folks are ready to explore Mammoth Lakes and start collecting trails and public-access data to shape this historic planning effort.

MLTPA will be hosting our guests throughout their stay, and we should have a better idea next week of how you can participate in this process. Look for a schedule of public events, meetings, and other fun stuff soon!

Speaking of schedules, mark your [calendars](#) for:

- **The Lake Mary Road Bike Path Project Informational Meeting, Thursday, September 13th, 4 p.m. in Suite Z.** Representatives from the Federal Highway Administration (FHWA), Speiss Construction, and the Town will give you an update on scope, scheduling, and more. Visit www.visitmammoth.com/lmrproject for more; RSVP to [Stuart Brown](#), TOML Community Relations Manager, at (760) 934-2712, ext. 210.
- The Town of Mammoth Lakes is hosting its **2007 General Plan Implementation Café** on September 29th, 9 a.m. to 1 p.m. at the Mammoth College Center. Contact Town Clerk Anita Hatter at ahatter@ci.mammoth-lakes.ca.us or (760) 934-8989, ext. 227, for more.
- **The Draft Environmental Impact Report for Snowcreek VIII is now available for public review.** We urge you to pick up a copy via the [Town's website](#), at the Town offices, or at the Mono County Library on Forest Trail and submit your comments before the October 22nd deadline.

Finally, we'd like to extend our sincere thanks to Mammoth Mountaineering Supply/Alpine Approach and their partners for making the recent three-part slide show series such a roaring success!

More soon! Stay tuned!

--[Kim Stravers](#), MLTPA Communications Manager



CAMP Counselors hard at (field)work!

Greetings, loyal e-friends!

Consider this your official invitation to join MLTPA, the CAMP crew, special guests, and each other **November 1-4, 2007**, for **CAMP: Summer** -- a free, multi-day public workshop on summer trails and recreation in Mammoth Lakes.

The whole shebang kicks off with **CAMP: SUMMER Opening Night** on **Thursday, November 1, at 7 p.m. at Canyon Lodge**, where you can meet the consultant teams from [Alta Planning + Design](#) and [Trail Solutions](#), MLTPA staff and Board members, and other CAMP Partners. Base CAMP will be at Canyon Lodge all weekend, where we'll be offering interactive

exhibits, tours, community and user group meetings, and trails network workshops. Keep Saturday night, November 3, open for a special presentation on signage and wayfinding from [Corbin Design](#).


CAMP: Summer is free and open to all, but we recommend that you register for the sessions you'd like to participate in to make sure you nab your seat. Sign-up details, an event schedule, and a program description will be available on www.mltpa.org/CAMP_summer very soon, so check back often! We're happy to answer questions in the interim, so call us at (760) 934-3154 or send us an e-mail at CAMP@mltpa.org.

Be a part of the long-anticipated Concept and Master Planning process...and bring a friend!

See you out on the (soon-to-be snow-covered) trails!
Kim Stravers
Communications Manager, MLTPA

P.S. **CAMP: Winter** is coming February 2008...keep yer skis on!

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CAMP: SUMMER

Summer Recreation
and Trails Workshop
in Mammoth Lakes

November 1-4, 2007
Canyon Lodge in Mammoth Lakes

www.mltpa.org

Greetings and salutations!

MLTPA CAMP: Summer is **this weekend**, and many of you have gotten a head start on signing up for the terrific tours, workshops, and presentations we'll be offering over the weekend of **November 1-4 at Canyon Lodge** here in Mammoth Lakes.

Space is limited! Click [here](#) to sign up directly, click [here](#) to check out our event descriptions, click [here](#) to download the event schedule...or, if you can't make it in person, but would like to participate via the CAMP: Summer Survey, click [here](#).

We're proud to announce that we've added a few activities to the lineup since the last e-mail we sent you. Here are the highlights:

Friday, Nov. 2nd, 9 a.m. to 12 p.m.: The U.S. Forest Service will lead a special hike through the Hidden Lake/Mammoth Meadows area at the base of the Sherwins as part of their Mammoth Meadows Restoration Project. Staff will be assessing hiking trails as part of this endeavor and is seeking public input during this special tour.

Friday, Nov. 2nd, 9 a.m. to 12 p.m.: Participants can now register for either "beginner" Trolley/on-foot tours or "advanced" MMSA Bus/on-bike tours for both the paved and natural-surface **Existing Facilities** tours. Input from all tours will drive the **Trails Network Workshops**, scheduled for Saturday, November 3rd, from 2 p.m. to 4 p.m. in Canyon Lodge.

All weekend long: Visit the Exhibit Hall to check out the **"Walk the Lake Mary Road Bike Path"** exhibit, produced in partnership with the Town of Mammoth Lakes. See this important trails project through the final construction drawings, mounted together as one continuous exhibit.

If you'd like to volunteer, send an e-mail to



CAMP@mltpa.org or call us at (760) 934-3154.

We can't wait to see you next weekend!
Remember: This Trails Master Plan update will be only as good as the input **you** provide. **TELL A FRIEND!**

Kim Stravers

Communications Manager, MLTPA

P.S. *Pssst!* **CAMP: WINTER**, a similar workshop devoted to winter recreation and trails in Mammoth Lakes, is happening January 31st through February 3, 2008...pass it on!

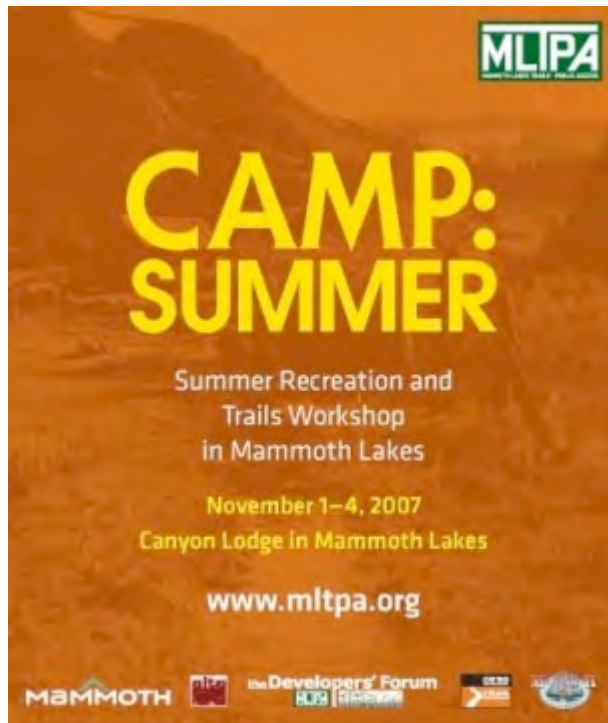
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The Mammoth Lakes Trails and Public Access Foundation and the Mammoth Lakes Chamber of Commerce invite you to join us for a special Developers' Forum reception at:

MLTPA CAMP: Concept and Master Planning, Summer
Friday, November 2, 2007
6-7:30 p.m.
Canyon Lodge in Mammoth Lakes

Enjoy wine and hors d'oeuvres as we treat you to a private viewing of the MLTPA CAMP: Summer Exhibit Hall, featuring maps, photographs, and other unique displays. This is your chance to discover the benefits and opportunities of the Concept and Master Planning process and how it will positively impact development and real estate in the Mammoth Lakes community.

Please RSVP to MLTPA Communications Manager Kim Stravers by replying to this e-mail, or by phone at (760) 934-3154. We look forward to seeing you there!

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Greetings, CAMPerS!

We'd like to thank you again for your participation in CAMP: SUMMER last month. We'd like to hear what you thought of the event so that we can make CAMP: WINTER (February 7-12, 2008, in the Mountainside Conference Center at Main Lodge) even more fun, interactive, and, yes, educational.

Please click [here](#) to take the CAMP: SUMMER Event Survey. We love constructive criticism just as much as compliments, I promise!

Thanks much, and you'll be hearing some exciting news soon!

Best,
Kim Stravers
Communications Manager
MLTPA Foundation



Alta Planning + Design's Matt Benjamin (L) and Jeff Olson (R) lead the Paved Surfaces Trails Network Workshop at CAMP: SUMMER.

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Greetings and salutations!

First off, a hearty thank-you to all who participated in the **CAMP: SUMMER** weekend, Nov. 1-4! More than 150 folks made their way to Canyon Lodge for workshops, presentations, and tours galore, and the CAMP consultants ([Alta Planning + Design](#), [Trail Solutions](#), [Beneficial Designs](#), and [Corbin Design](#)) and partners ([MLTPA](#), the [Town of Mammoth Lakes](#), [Mammoth Mountain Ski Area](#), and the [U.S. Forest Service](#)) were delighted to see so many new faces in a crowd of dear friends and supporters.

If you couldn't make it to the festivities, don't fret! **Please take a moment to fill out the [CAMP: SUMMER Survey](#), and forward this message to others so they can do**

the same. Everyone's opinion counts, and we're all looking forward to helping shape a trails master plan update that is worthy and reflective of this community. If you've got more in-depth comments to share, please e-mail them to CAMP@mltpa.org or call us at (760) 934-3154.

If you or someone you know just isn't up to speed on this whole [Concept and Master Planning](#) thing, don't be shy...John Wentworth and myself are more than happy to come to any kind of gathering you'd like, from **HOAs** to **weekly staff meetings**, **coffee with the neighbors** to **monthly club get-togethers**. We'll even come speak in front of your **students**, dear teachers!

And don't forget...**CAMP: WINTER** is coming in early February! This will be your chance to talk backcountry skiing, cross-country skiing, snowshoeing, snowmobiling, dog-sledding...all things snowy and cold. You'll have dates and details as soon as we do.

Happy winter!

Kim Stravers
Communications Manager, MLTPA

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Friends, neighbors, and countrymen...

Please accept the warmest of thanks from MLTPA and the CAMP Partners and consultants for your enthusiastic participation in our CAMP: SUMMER program last weekend. You went on tours, listened to presentations, asked questions, suggested improvements, and shared your outdoor-recreation experiences with the trails planners and each other...all to show how YOU feel about summer trails and recreation in Mammoth. It's precisely this kind of input that we were hoping you'd give, and we can't tell you enough how much we appreciate you taking time out of your busy schedules to join in this discussion.

CAMP: SUMMER was only the beginning...you can still make your voice heard and help spread the word to others! We hope that you came away from last weekend's event excited to tell your friends and neighbors how special the Concept and Master Planning process is, and how critical it is that they, too, share their perspective. Encourage your buddies to take the [online survey](#), come to MLTPA with comments via [e-mail](#), or call myself or John Wentworth at (760) 934-3154 to talk trails. And if you're a member of a club, business, or other organization -- even if it's just a circle of close friends or neighbors -- let us know how **WE** can come to **YOU!**

We'll have a special CAMP: SUMMER event survey for you to take soon. In the meantime, get ready for **CAMP: WINTER**, coming February 2008!

Happy winter!
Kim Stravers
Communications Manager, MLTPA

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campaign: Checking in 072407	
subject: What's new with MLTPA...	
sent: Jul 25, 2007 5:07 pm	
from: MLTPA <news@mltpa.org>	
to: *The Gang's All Here*	
response totals as of Apr 8, 2008 02:37pm	
total emails sent	1071
total received	996
total bounces	75
people who opened it	398
people who clicked	51
people who forwarded	0
people who opted out	11
new people who signed up	0
clicks on links	
link 1: www.mltpa.org (http://www.mltpa.org)	2
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	8
link 3: 100 Founders of MLTPA (http://www.mltpa.org/participate/donate/founders/)	10
link 4: Friend of MLTPA (http://www.mltpa.org/participate/donate/friends/)	11
link 5: here (http://www.mltpa.org/)	25
link 6: Photo courtesy Christian Pondella (http://www.christianpondella.com/)	6
	3.2%
	12.9%
	16.1%
	17.7%
	40.3%
	9.7%

campaign: Checking in 072407	
subject: What's new with MLTPA...	
sent: Jul 25, 2007 5:07 pm	
from: MLTPA <news@mltpa.org>	
to: *The Gang's All Here*	
response totals as of Apr 8, 2008 02:37pm	
total emails sent	1071
total received	996
total bounces	75
people who opened it	398
people who clicked	51
people who forwarded	0
	0.93
	0.07
	0.4
	0.128
	0

MLTPA Email Blast Campaign Reports

people who opted out	11	0.011
new people who signed up	0	0
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	2	0.032
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	8	0.129
link 3: 100 Founders of MLTPA (http://www.mltpa.org/participate/donate/founders/)	10	0.161
link 4: Friend of MLTPA (http://www.mltpa.org/participate/donate/friends/)	11	0.177
link 5: here (http://www.mltpa.org/)	25	0.403
link 6: Photo courtesy Christian Pondella (http://www.christianpondella.com/)	6	0.097

campaign: CAMP funding announcement		
subject: It's Official!		
sent: Jun 21, 2007 5:32 pm		
from: MLTPA <news@mltpa.org>		
to: *The Gang's All Here*		
response totals as of Apr 8, 2008 02:19pm		
total emails sent	991	
total received	927	93.5%
total bounces	64	6.5%
people who opened it	403	43.5%
people who clicked	42	10.4%
people who forwarded	0	0%
people who opted out	4	0.4%
new people who signed up	0	0%
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	100	16.6%
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	7	1.2%
link 3: www.mltpa.org (http://www.mltpa.org)	159	26.3%
link 4: here (http://files.e2ma.net/11541/assets/docs/mltpa_volunteer_program.pdf)	207	34.3%
link 5: here (http://www.mltpa.org/participate/donate/friends/)	131	21.7%

campaign: CAMP kick-off announcement		
subject: Welcome, CAMPers!		
sent: Sep 11, 2007 4:27 pm		
from: MLTPA <news@mltpa.org>		

MLTPA Email Blast Campaign Reports

to: *The Gang's All Here*		
response totals as of Apr 8, 2008 02:11 pm		
total emails sent	1094	
total received	1038	94.9%
total bounces	56	5.1%
people who opened it	357	34.4%
people who clicked	31	8.7%
people who forwarded	1	0.3%
people who opted out	7	0.7%
new people who signed up	0	0%
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	2	4.8%
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	5	11.9%
link 3: Town's website (http://www.ci.mammoth-lakes.ca.us/comdev/Snowcreek%20Vlll.htm)	19	45.2%
link 4: www.visitmammoth.com/lmrprojec (http://www.visitmammoth.com/lmrproject)	8	19%
link 5: calendars (http://www.mltpa.org/community/calendar/)	8	19%

campaign: C-AMP: Summer blast #1		
subject: Save the Date!		
sent: Oct 12, 2007 11:20 am		
from: MLTPA < news@mltpa.org >		
to: *The Gang's All Here*		
response totals as of Apr 8, 2008 02:13 pm		
total emails sent	1050	
total received	1032	98.3%
total bounces	18	1.7%
people who opened it	350	33.9%
people who clicked	31	8.9%
people who forwarded	1	0.3%
people who opted out	2	0.2%
new people who signed up	1	0.1%
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	0	0%

MLTPA Email Blast Campaign Reports

link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	9	13.6%
link 3: www.mltpa.org/CAMP_summer (http://www.mltpa.org/CAMP_summer/)	26	39.4%
link 4: Corbin Design (http://www.corbindesign.com/)	14	21.2%
link 5: Trail Solutions (http://limba.net/trailsolutions/services/index.html)	10	15.2%
link 6: Alta Planning + Design (http://altaplanning.com/)	7	10.6%

campaign: CAMP: Summer Blast #2		
subject: Register for MLTPA CAMP: Summer today!		
sent: Oct 29, 2007 1:02 pm		
from: MLTPA <news@mltpa.org>		
to: *The Gang's All Here*		
response totals as of Apr 8, 2008 02:17pm		
total emails sent	1053	
total received	1032	98%
total bounces	21	2%
people who opened it	291	28.2%
people who clicked	39	13.4%
people who forwarded	1	0.3%
people who opted out	1	0.1%
new people who signed up	0	0%
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	0	0%
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	4	7.1%
link 3: here (http://survey.leisuretrends.com/default.asp?study=TOML_Trail)	6	10.7%
link 4: here (http://www.mltpa.org/CAMP_summer/schedule/)	11	19.6%
link 5: here (http://www.mltpa.org/CAMP_summer/event_info/)	14	25%
link 6: here (http://www.mltpa.org/CAMP_summer/registration/)	9	16.1%
link 7: MLTPA CAMP: Summer (http://www.mltpa.org/CAMP_summer/)	12	21.4%

campaign: CAMP: Summer DF Reception postcard art		
subject: A special invitation from MLTPA		
sent: Oct 24, 2007 10:52 pm		
from: MLTPA <news@mltpa.org>		
to: Developers' Forum, qs 1193291670		
response totals as of Apr 8, 2008 02:14pm		

MLTPA Email Blast Campaign Reports

total emails sent	23	
total received	18	78.3%
total bounces	5	21.7%
people who opened it	9	50%
people who clicked	1	11.1%
people who forwarded	0	0%
people who opted out	0	0%
new people who signed up	0	0%
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	1	100%
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	0	0%

campaign: CAMP: SUMMER Event Survey		
subject: Tell us what you think!		
sent: Dec 16, 2007 9:23 pm		
from: MLTPA <news@mltpa.org>		
to: CAMP: SUMMER registration		
response totals as of Apr 8, 2008 02:18pm		
total emails sent	69	
total received	65	94.2%
total bounces	4	5.8%
people who opened it	33	50.8%
people who clicked	7	21.2%
people who forwarded	0	0%
people who opted out	0	0%
new people who signed up	0	0%
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	0	0%
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	0	0%
link 3: here (https://www.surveymonkey.com/s.aspx?sm=ORG2ET2RkWmx0eNVH2zAzW 3d 3d)	7	100%
campaign: CAMP: SUMMER follow-up		
subject: CAMP: SUMMER a roaring success!		
sent: Nov 11, 2007 11:06 pm		

MLTPA Email Blast Campaign Reports

from: MLTPA <news@mltpa.org>			
to: *The Gang's All Here*			
response totals as of Apr 8, 2008 02:17pm			
total emails sent	1098		
total received	1067	97.2%	
total bounces	31	2.8%	
people who opened it	318	29.8%	
people who clicked	32	10.1%	
people who forwarded	0	0%	
people who opted out	2	0.2%	
new people who signed up	0	0%	
clicks on links			
link 1: www.mltpa.org (http://www.mltpa.org)	2	4.5%	
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	6	13.6%	
link 3: Concept and Master Planning (http://files.e2ma.net/11541/assets/docs/camp_summer_faqs.pdf)	10	22.7%	
link 4: CAMP: SUMMER Survey (http://survey.leisuretrends.com/default.asp?study=TOML_Trail)	21	47.7%	
link 5: U.S. Forest Service (http://www.fs.fed.us/f5/inyo/)	0	0%	
link 6: Mammoth Mountain Ski Area (http://www.mammothmountain.com)	1	2.3%	
link 7: Town of Mammoth Lakes (http://www.ci.mammoth-lakes.ca.us/index.asp)	0	0%	
link 8: MLTPA (http://www.mltpa.org)	0	0%	
link 9: Corbin Design (http://www.corbindesign.com/)	0	0%	
link 10: Beneficial Designs (http://www.beneficialdesigns.com/)	0	0%	
link 11: Trail Solutions (http://www.imba.com/trailsolutions/index.html)	2	4.5%	
link 12: Alta Planning + Design (http://altaplanning.com/)	2	4.5%	
campaign: CAMP: SUMMER post-event thanks to participants			
subject: We owe it all to you!			
sent: Nov 11, 2007 11:11 pm			
from: MLTPA <news@mltpa.org>			
to: CAMP: SUMMER registration, Test List			
response totals as of Apr 8, 2008 02:17pm			
total emails sent	73		
total received	68	93.2%	
total bounces	5	6.8%	

MLTPA Email Blast Campaign Reports

people who opened it	41	60.3%
people who clicked	5	12.2%
people who forwarded	0	0%
people who opted out	1	1.5%
new people who signed up	0	0%
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	0	0%
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	0	0%
link 3: online survey (http://survey.leisuretrends.com/default.asp?study=TOML_Trail)	7	100%

From: "Kristy Williams" <kristy@opposingmotion.com>
Date: October 23, 2007 8:59:22 am PDT
To: "Kim Stravers" <kimstravers@mltpa.org>, <jennifer@opposingmotion.com>
Cc: "John Wentworth" <johnwentworth@mltpa.org>
Subject: Misc Email Status report

Hi All,

Things are getting crazy for everyone, I know. Sorry this is so long, but it is better than getting 25 different emails – right? Here is a summary of where we are at with the misc. emails that are going out this week:

1. MMSA – Bike Park Passholders

- * COPY: Kim submitted copy to partners for approval – still waiting to hear back from DANNA and BONNIE
- * BLAST DETAILS: MMSA to send this week – they requested copy by yesterday, since some of their critical staff is out of office the rest of the week - I think we'll still be able to get it out – just might take a little extra effort
- * ACTIONS: KIM – please advise on status of copy (if you received any more approvals – or if we can expedite those still pending).
KRISTY - talk to MMSA to see what we need to do in Laura's absence.

2. MAMMOTH LAKES BOARD OF REALTORS

- * COPY: Kim forwarded draft to MLTPA + Brooke
- * BLAST DETAILS: MLBOR can get it out this week
- * ACTIONS: KIM – please advise on status of copy – does it need to go to partners for approval?
KRISTY – forward copy once approved

3. MAMMOTH LAKES CHAMBER OF COMMERCE

- * COPY: Kim forwarded draft to MLTPA + Brooke
- * BLAST DETAILS: MLCC can get it out this week
- * ACTIONS: KIM – please advise on status of copy – does it need to go to partners for approval?
KRISTY – touch base with Annette at MLCC to confirm send date

4. MMSA – Employee Email

- * COPY: Kim to write
- * BLAST DETAILS: MMSA says they can turn it around very quickly
- * ACTIONS: KIM – draft copy
KRISTY – touch base with MMSA

5. DEVELOPERS FORUM – Info & Invite to DEVELOPERS

- * COPY: Kim forwarded draft to MLTPA + Brooke
- * BLAST DETAILS: Kim to send via EMMA today 10/23
- * ACTIONS: KIM – please confirm that everyone has signed off (I assume no partners, just MLTPA + Brooke need to sign off??)
KRISTY – track down a few more developers email addresses
KIM – send blast

6. MLTPA EMAIL #2

- * COPY: Kristy to start draft (registration available, plus update on new events) – Kim to polish and forward for approvals
- * BLAST DETAILS: Kim to send via EMMA this week
- * ACTIONS: KRISTY: bullet point copy
KIM: finalize copy and circulate for approval
KIM: send blast

Please let me know if I have missed anything.

Thanks,

Kristy

From: Kim Stravers <kimstravers@mltpa.org>

Date: November 29, 2007 2:37:28 pm PST

To: Stuart Brown <sbrown@visitmammoth.com>

Cc: Steve Speidel <sspeidel@ci.mammoth-lakes.ca.us>, Danna Stroud <dstroud@visitmammoth.com>, John Wentworth <johnwentworth@mltpa.org>

Subject: Stu's News request

Hey, Stu!

Could we begin a regular mention of the CAMP: SUMMER Survey in "Stu's News"? How about this:

How do YOU play in Mammoth Lakes during the summer? Take the Concept and Master Planning (CAMP) Summer Survey at www.visitmammoth.com and tell us how you use the trails and public access system around town and to get to our public lands. Then forward the link to a friend!

(The link should go to http://survey.leisuretrends.com/default.asp?study=TOML_Trail -- not sure if you can embed this or not.)

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]
(866) 760-0285 [f]



From: "Stuart Brown" <sbrown@visitmammoth.com>
Date: November 2, 2007 1:19:02 pm PDT
To: "Stuart Brown" <sbrown@visitmammoth.com>
Subject: **STU'S NEWS: WEEK OF NOVEMBER 5, 2007**

Dear subscribers,

MLTPA Camp: Summer is underway at Canyon Lodge. This is a free four-day public event focused on **summer recreation and trails** in Mammoth Lakes. For additional information or to register, please visit www.mltpa.org.

Support Mammoth Lakes Olympic hopefuls Dan Brown, Josh Cox, Ryan Hall, Meb Keflezghi and Mike McKeeman by watching the Olympic Marathon Trials in New York tomorrow, Saturday, November 3. NBC will broadcast the event on Saturday from 2:00 - 2:30 p.m. ET and a FREE Live webcast is available at nbcolympics.com/marathon. The start of the Olympic Marathon Trial will also be broadcast on NBC's Today show. Please log onto www.usatf.org/events/2008/OlympicTrials-Marathon-Men/schedule.asp or www.runnersworld.com for updates and additional information - GO TEAM!

Tuesday, November 6, 2007 is Election Day for Measure S. The Polling Booth is in Suite Z/Council Chambers (Minaret Village Shopping Center), not the Community Center from 7:00 a.m. to 8:00 p.m.

On the media front, Mammoth appeared in Orbitz, the London Times and the LA Times:

- Mammoth ranked number 2 as a Top Ski Destination behind Lake Tahoe and ahead of Park City in a 2007 Orbitz Ski Poll: <http://money.cnn.com/news/newsfeeds/articles/prnewswire/AQW02731102007-1.htm>.
- Mammoth featured in the London Times about skiing in California in November: http://travel.timesonline.co.uk/tol/life_and_style/travel/holiday_type/winter_sports/article2745316.ece
- Steve Searles was in the LA Times on October 30, 2007: <http://www.latimes.com/news/local/la-me-bearman30oct30.1.5322245.story?ctrack=4&cset=true>.

Local ice hockey enthusiast Jeff Posey (previous owner of Mammoth Paintball), has created a website for people interested in playing ice hockey on the Town Ice Rink this winter. The website is still being refined, however, book mark www.mammothicehockey.com for the future.

Other news: The Inyo Forest has re-closed Reds Meadow...hope you had a chance to amble down to the postpile and falls this summer/fall. Daylight Savings also ends on Sunday, November 4, so move your clocks **back and hour** before going to bed on Saturday evening.

Attachments this week include November Town News and "One for sorrow, two for joy" - the latest musical offering from Chamber Music Unbound.

Have a great and safe Weekend!

Stu

Stuart Brown

Community Relations Manager
Town of Mammoth Lakes
Tourism and Recreation Department
P.O. Box 48 / 2520 Main Street
Mammoth Lakes, CA 93546
Ph: (760) 934-2712 ext. 1210
Toll Free: (800) 367-6572
Cell: (760) 914-0699
Fax: (760) 934-7066
www.visitmammoth.com

From: Kim Stravers <kimstravers@mltpa.org>
Date: October 28, 2007 4:04:37 pm PDT
To: Mary Prentice <mkp@npgcable.com>
Cc: Kristy Williams <kristy@opposingmotion.com>, Jen Heintzelman <jennifer@opposingmotion.com>, John Wentworth <johnwentworth@mltpa.org>
Subject: Re: MLTPA Volunteers Needed!

Hi there!

I would send people straight to this page: http://www.mltpa.org/CAMP_summer/

Could you include the following text?

Dear Sierra Club members:

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: Summer, a four-day free public event focused on summer recreation and trails in Mammoth Lakes, November 1-4, 2007, at Canyon Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your hikes safer, more efficient, and more enjoyable!

Your input into the future of trails and public access is **critical**. A few events are especially relevant to your experiences as a hiker, birdwatcher, camper, or simply an "enjoyer of nature":

Existing Facilities Trolley Tour with Trail Solutions: Friday, Nov. 2nd, 9 a.m. to 12 p.m. in Canyon Lodge

Missing Links Trolley Tour with Trail Solutions: Saturday, Nov. 3rd, 9 a.m. to 12 p.m., departing from Canyon Lodge

Trails Network Workshop: Saturday, Nov. 3rd, 2-4 p.m. in Canyon Lodge

Next Steps Presentation, Sunday, Nov. 4th, 10 a.m. to 12 p.m., in Canyon Lodge

You can register for these and other activities -- including Thursday night's Opening Reception -- by visiting http://www.mltpa.org/CAMP_summer/, where you also will find a complete event schedule, activity descriptions, FAQs, and more.

If you can't make it in person but still want to participate in this process, you can submit your opinions through an online trails survey, prepared by CAMP consultants, at <http://www.visitmammoth.com/surveys/trails>. You can also send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

MLTPA looks forward to your participation in this landmark event -- see you November 1-4!

Please let me know if you can include graphics, and we'll be happy to supply them.

ALSO, I would like to invite you personally, Mary K., to participate in a closed-to-the-public session from 4:00 to 4:45 p.m. on Friday, Nov. 2 -- it's a Hikers Focus Group with Trail Solutions, and it's their chance to really focus in on hikers as a specific user group. You're so active in that community, I think you'd represent them well. Please let me know if you're able to attend.

Thanks so much, and please call or email me if you'd like to chat: 949.632.7882 (cell) or 934-3154 (work).

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org

On Oct 25, 2007, at 6:13 pm, Mary Prentice wrote:

Kim, I just went to your web site & in particular to Camp Summer invitation. I think that page by itself is what we should email to the Sierra Club Alert list. Question. What is that exact page address to incorporate into our alert? MK

From: Kim Stravers [<mailto:kimstravers@mltpa.org>]
Sent: Thursday, October 25, 2007 2:44 PM
To: Mary Prentice
Subject: Re: MLTPA Volunteers Needed!

Excellent!

I would love it if you could help me get the word out to the Sierra Club so that your fellow members can also attend. What's the best way for us to work together on this?

Looking forward to the event!

Best,

Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access

kimstravers@mltpa.org

On Oct 24, 2007, at 2:32 pm, Mary Prentice wrote:

Of Course, Kim. Count me in. Mary K

From: Kim Stravers [<mailto:kimstravers@mltpa.org>]
Sent: Wednesday, October 24, 2007 11:00 AM
To: KIM STRAVERS
Cc: John Wentworth; Jen Heintzelman; Kristy Williams
Subject: MLTPA Volunteers Needed!

Hello!

Since all of you wonderful folks have taken time in the past to volunteer with MLTPA, I thought you might want to know that we are looking for "hands on deck" for CAMP: Summer, November 1-4 at Canyon Lodge. (Go to www.mltpa.org/CAMP_summer if you have no idea what I'm talking about.) We'll need help with everything from manning Base CAMP (getting people registered, answering questions, helping people with the online surveys, directing traffic), to possibly coming along as "staff" on the tours, to event setup and breakdown. Oh, and if you or someone you know takes ridiculously thorough meeting minutes, come on down!

Just reply to this e-mail if you'd like to help us out, and I will let you know what the next steps are. Thanks so much for considering this...we can't wait to hear from you!

Best,

Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access

kimstravers@mltpa.org

From: "ilana levin" <ilana@highsierratri.org>
Subject: **Re: Register for MLTPA CAMP: Summer today!**
Date: October 29, 2007 4:04:19 pm PDT
To: "MLTPA" <news@mltpa.org>

Hi folks,

got your phone message as well - i won't be making the event but good luck and i did forward your link to all the HIGH SIERRA TRIATHLETES.

good luck,

ilana

To view this email online, paste this link into your browser:

<http://e2ma.net/map/view=CampaignPublic/id=11541.788235483/rid=e18703f495b50bb2c79083c190e9dfde>

Greetings and salutations!

MLTPA CAMP: Summer is THIS WEEKEND, and many of you have gotten a head start on signing up for the terrific tours, workshops, and presentations we'll be offering over the weekend of November 1-4 at Canyon Lodge here in Mammoth Lakes.

Space is limited! Go to www.mltpa.org to sign up directly, check out our event descriptions, and download the event schedule...or, if you can't make it in person, but would like to participate via the CAMP: Summer Survey, go to <http://www.visitmammoth.com/surveys/trails>.

We're proud to announce that we've added a few activities to the lineup since the last e-mail we sent you. Here are the highlights:

--> FRIDAY, NOV. 2ND, 9 a.m. to 12 p.m.: The U.S. Forest Service will lead a special hike through the Hidden Lake/Mammoth Meadows area at the base of the Sherwins as part of their Mammoth Meadows Restoration Project. Staff will be assessing hiking trails as part of this endeavor and is seeking public input during this special tour.

--> FRIDAY, NOV. 2ND, 9 a.m. to 12 p.m.: Participants can now register for either "beginner" Trolley/on-foot tours or "advanced" MMSA Bus/on-bike tours for both the paved and natural-surface Existing Facilities tours. Input from all tours will drive the Trails Network Workshops, scheduled for Saturday, November 3rd, from 2 p.m. to 4 p.m. in Canyon Lodge.

--> ALL WEEKEND LONG: Visit the Exhibit Hall to check out the "Walk the Lake Mary Road Bike Path" exhibit, produced in partnership with the Town

From: "Andrew Kastor" <andrew@highsierrastriders.org>
Subject: **RE: Special Listening Sessions for CAMP**
Date: October 29, 2007 12:42:44 pm PDT
To: "Kim Stravers" <kimstravers@mltpa.org>
▶ 1 Attachment, 50.5 KB

**Done, both were sent out! Thank you,
Andrew**

From: Kim Stravers [<mailto:kimstravers@mltpa.org>]
Sent: Monday, October 29, 2007 11:13 AM
To: Andrew Kastor
Subject: Special Listening Sessions for CAMP

Hi again!

We've got two special, closed-to-the-public sessions on Friday, Nov. 2nd, in Canyon Lodge that I would love for you to send a representative or two from High Sierra Striders to:
3:00 to 3:45 p.m., Athletes, paved surfaces, with Alta Planning and Design
4:00 to 4:45 p.m., Hikers, natural surfaces, with Trail Solutions

These sessions are designed to be small (5 to 6 people) focus groups where the consultants can get detailed feedback from specific user groups. Since HSS runs on both paved and natural surface trails, I think it's important to have representation at both.

Again, this is a closed session by invitation only, so please have your "chosen ones" contact me directly at this email address or at (949) 632-7882 [cell] or (760) 934-3154 [office] for details and RSVP.

Good luck to our athletes out there...travel safely, and thanks so much!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org



PO Box 100 PMB# 432
Mammoth Lakes, CA 93546
760 934 3154
mltpa.org

Dear MMSA Employees:

The Mammoth Lakes Trails and Public Access Foundation (**MLTPA**) would like to extend a special invitation to you to attend **CAMP: Summer**, a free four-day public event focused on **summer recreation and trails** in Mammoth Lakes. MMSA has committed **\$100,000** toward this historic planning process – a partnered effort between MMSA, MLTPA, the Town, and the United States Forest Service that seeks to improve the recreation and mobility opportunities in our community via a comprehensive, well-designed, and well-connected system of trails and public access. This is your chance, as a resident, a ski-area employee, and a trails user, to speak your mind and make sure that the CAMP consultant teams -- [Alta Planning + Design](#) (paved trails) and [Trail Solutions](#) (natural-surface trails) -- know what's important to you.

The **CAMP: Summer Opening Reception** is Thursday, November 1st, at 7 p.m. in Canyon Lodge. A complete events schedule, FAQs, and registration info is available at www.mltpa.org/CAMP_summer, where you also can sign up to receive their e-newsletter. Also, don't miss Saturday night's special presentation, "Signage and Wayfinding: The Essential Steps to a Successful Program," by Jeff Corbin, president of Corbin Design, which will focus on how Mammoth Lakes can develop a system that incorporates municipal needs with recreation. For details, visit the website or contact Communication Manager Kim Stravers at (760) 934-31534 or send an e-mail to CAMP@mltpa.org.

Dear MMSA Bike Park Pass-holders:

The Mammoth Lakes Trails and Public Access Foundation (**MLTPA**) would like to extend to you a special invitation to participate in **CAMP: Summer**, a four-day free public event focused on summer recreation and trails in Mammoth Lakes, **November 1-4, 2007**, at Canyon Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your ride safer, more efficient, and more enjoyable!

As a valued pass-holder, your input into the future of trails and public access is **critical**. A few events are especially relevant to your experiences as a mountain biker:

MTB Listening Session/Focus Group with Trail Solutions: Friday, Nov. 2nd, 2-5 p.m. in Canyon Lodge

Missing Links Tour with Trail Solutions: Saturday, Nov. 2nd, 9 a.m. to 12 p.m., departing from Canyon Lodge

Trails Network Workshop: Saturday, Nov. 3rd, 2-4 p.m. in Canyon Lodge

You can register for these and other activities by visiting http://www.mltpa.org/CAMP_summer/, where you also will find a complete event schedule, FAQs, and more.

If you can't make it in person but still want to participate in this process, check out the **online trails survey**, prepared by CAMP consultants, at <http://www.visitmammoth.com/surveys/trails>. You can also send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

MLTPA looks forward to your participation in this landmark event – see you November 1-4!

Best,
Kim Stravers
Communications Manager, MLTPA

Emails to go out 10/29

Town of Mammoth Lakes Employees
Forward to Danna Stroud

Dear Town of Mammoth Lakes Employees:

The Mammoth Lakes Trails and Public Access Foundation (**MLTPA**) would like to extend a special invitation to you to attend **CAMP: Summer**, a free four-day public event focused on **summer recreation and trails** in Mammoth Lakes. The Town of Mammoth Lakes has committed **\$100,000** toward this historic planning process—a partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA that seeks to improve the recreation and mobility opportunities in our community via a comprehensive, well-designed, and well-connected system of trails and public access. This is your chance, as a resident, a town employee, and a trails user, to speak your mind and make sure that the CAMP consultant teams—Alta Planning + Design (paved trails) and Trail Solutions (natural-surface trails)—know what’s important to you.

The **CAMP: Summer Opening Reception** is this Thursday, November 1st, at 7 p.m. in Canyon Lodge. A complete events schedule, FAQs, and registration info is available at www.mltpa.org/CAMP_summer, where you also can sign up to receive MLTPA’s e-newsletter. Also, don’t miss Saturday night’s special presentation, “Signage and Wayfinding: The Essential Steps to a Successful Program,” by Jeff Corbin, president of Corbin Design, which will focus on how Mammoth Lakes can develop a system that incorporates municipal needs with recreation.

If you can’t make it in person but still want to participate in this process, check out the **online trails survey**, prepared by CAMP consultants, at <http://www.visitmammoth.com/surveys/trails>. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

For details, visit the website, send an e-mail to CAMP@mltpa.org, or contact Communications Manager Kim Stravers at (760) 934-3154.

Looking forward to seeing you November 1-4!

Kim Stravers
Communications Manager, MLTPA

Mono County Employees
Send to Sarah McCahill

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a personal invitation to participate in **CAMP: Summer**, a free four-

day public event focused on summer trails and recreation in Mammoth Lakes. The event, scheduled for November 1-4, 2007, will be based out of Canyon Lodge and will feature interactive tours, workshops, exhibits, and special presentations.

Recreation drives the economic engine of our community, and the Concept and Master Planning (CAMP) process—a partnered effort between the Town, the United States Forest Service, Mammoth Mountain Ski Area, and MLTPA—is geared toward improving the outdoor experience for everyone from longtime locals to second homeowners to frequent visitors. This special planning effort also will consider Mammoth’s mobility needs, seeking to ensure safe and efficient feet-first commutes for employees and shopping for our guests. CAMP: Summer is a critical part of this in-progress planning project, and it is your chance to speak directly to the consultants, partners, and each other about what trails and public access mean to you. **The Mammoth community has, to date, committed \$225,000 to this effort!**

Please join us this Thursday, November 1st, at 7 p.m. in Canyon Lodge for our Opening Reception, where you can meet the CAMP Planning, Funding, and Jurisdictional Partners, get a feel for the weekend’s activities, and find out how you can provide valuable input into this planning process! Visit http://www.mltpa.org/CAMP_summer/ for an event schedule, details, registration information, and more.

If you can’t make it in person but still want to participate in this process, check out the **online trails survey**, prepared by CAMP consultants, at <http://www.visitmammoth.com/surveys/trails>. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

Looking forward to seeing you November 1-4!
Kim Stravers
Communications Manager, MLTPA

Generic Email to send to groups willing to forward to their databases
Forward to Sierra Club (Mary K Prentice) and East Side Velo (John Armstrong)

Dear [Group Name]:

The Mammoth Lakes Trails and Public Access Foundation (**MLTPA**) would like to extend to you a special invitation to participate in **CAMP: Summer**, a four-day free public event focused on summer recreation and trails in Mammoth Lakes, **November 1-4, 2007**, at Canyon Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative,

and timely trails planning -- planning that can make your [ride/hike/walk/etc] safer, more efficient, and more enjoyable!

As a member of [insert group name], your input into the future of trails and public access is **critical**. Please join us this Thursday, November 1st, at 7 p.m. in Canyon Lodge for our Opening Reception, where you can meet the CAMP Planning, Jurisdictional, and Funding Partners, get a feel for the weekend's activities, and find out how you can provide valuable input into this planning process! A few events are especially relevant to your experiences:

[insert most critical sessions]

You can register for these and other activities by visiting http://www.mltpa.org/CAMP_summer/, where you also will find a complete event schedule, FAQs, and more.

If you can't make it in person but still want to participate in this process, check out the **online trails survey**, prepared by CAMP consultants, at <http://www.visitmammoth.com/surveys/trails>. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

MLTPA looks forward to your participation in this landmark event -- see you November 1-4!

Best,
Kim Stravers
Communications Manager, MLTPA

Spanish Community
Forward to Violet Martin – she will translate if necessary (may be more to bi-lingual folks)

The Mammoth Lakes Trails and Public Access Foundation (**MLTPA**) would like to extend a special invitation to you to attend **CAMP: Summer**, a free four-day public event focused on **summer recreation and trails** in Mammoth Lakes. This is your chance, as a resident and a trails user, to speak your mind and make sure that the CAMP consultant teams know what's important to you.

Whether you use the trails to walk to work or to school, take the kids to the park on weekends, or go for a vigorous bike ride on weekend afternoons, sharing how you use these amenities is the key to designing a plan that reflects the desires of our unique community.

Join us for cocoa and cookies at the **CAMP: Summer Opening Reception** this Thursday, November 1st, at 7 p.m. in Canyon Lodge, where you can meet the CAMP trails consultants, members of the MLTPA staff and Board of Directors,

and CAMP partners, get a feel for the weekend's activities, and find out how you can provide valuable input into this planning process!

A complete events schedule, information, and registration info is available at www.mltpa.org/CAMP_summer, where you also can sign up to receive their e-newsletter. Please note that a Spanish-language Frequently Asked Questions (FAQs) document is available as a PDF on our website.

If you can't make it in person but still want to participate in this process, check out the **online trails survey**, prepared by CAMP consultants, at <http://www.visitmammoth.com/surveys/trails>. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

Looking forward to seeing you November 1-4!

Kim Stravers

Communications Manager, MLTPA

Friends/Family Viral Email

Send to partners, MLTPA BOD, founders, staff, anyone "friendly"

As a Mammoth outdoor enthusiast, I thought you would be interested in this upcoming event:

This weekend, the Mammoth Lakes Trails and Public Access Foundation (**MLTPA**) is hosting **CAMP: Summer**, a four-day free public event focused on summer recreation and trails in Mammoth Lakes, **November 1-4, 2007**, at Canyon Lodge. This is your opportunity to participate in the CAMP (Concept and Master Planning) process via interactive exhibits, tours, community and user group meetings, and workshops.

Please join me as the event kicks off this Thursday, November 1st, at 7 p.m. in Canyon Lodge for the Opening Reception, where you can meet the CAMP trails consultants, members of the MLTPA staff and Board of Directors, and CAMP Jurisdictional, Funding, and Planning Partners, get a feel for the weekend's activities, and find out how you can provide valuable input into this planning process!

Visit www.mltpa.org/CAMP_summer/ for an event schedule, details, registration information, and more! If you are unable to attend, please provide feedback via the CAMP: Summer Survey at www.visitmammoth.com/surveys/trails. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

Please forward this e-mail to anyone you think will be interested in the event. We look forward to seeing you this weekend...bring a neighbor!

Best,
Kim Stravers
Communications Manager, MLTPA

HOA Managers/BODs
To send via Emma to HOA list

Dear Homeowners Association Board:

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) is proud to present **CAMP: Summer**, a free four-day public workshop focused on summer recreation and trails, November 1-4 at Canyon Lodge. **CAMP** stands for **Concept and Master Planning**—the project currently underway thanks to the partnered efforts of the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA. The aim is to generate a master plan that will improve Mammoth’s trails and public access systems (both paved and natural surfaces) so that our community can enjoy safer, more fun, and more efficient recreation and feet-first mobility opportunities.

One of the goals of this historic effort is to link Mammoth’s many districts, giving neighbors a “greener” way to visit each other. And whether you love to push your granddaughter in her stroller, enjoy an after-dinner walk, or go for a vigorous bike ride on weekend afternoons, sharing how you use these amenities is the key to designing a plan that reflects the desires of our unique community. No matter if your members are full-time residents or second homeowners, we all have a passion for Mammoth! To that end, I would like to invite you and your members to attend any and all of our public events over the **CAMP: Summer** weekend—it’s your golden opportunity to speak directly to the trails consultants and CAMP Partners about what’s important to you. (**CAMP: Winter**, focusing on winter recreation and trails, is scheduled for January 31st to February 3, 2008.)

A number of public walking and biking tours, presentations, and workshops will run throughout the weekend; for additional information, including a complete schedule, please visit www.mltpa.org/CAMP_summer/ for an event schedule, details, registration information, and more! The event is free and open to the public, but spots are limited for some activities, so we strongly encourage registration via our website. If you are unable to attend, we encourage you to provide comments via the CAMP Survey at www.visitmammoth.com/surveys/trails.

MLTPA is eager to get to know your Homeowners Association. Please contact me anytime at kimstravers@mltpa.org or (760) 934-3154 with questions, concerns, or just to say hello. I look forward to seeing you November 1-4!

Kim Stravers
Communications Manager, MLTPA

From: Hank Garretson <w6sx@npgcable.com>
Subject: MLTPA CAMP for Eastern Sierra Nordic Ski Association
Date: October 31, 2007 7:25:23 am PDT
To: Recipient list suppressed.;

Hello, Eastern Sierra Nordic Ski Association members!

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in **CAMP: Summer**, a four-day free public event focused on summer recreation and trails in Mammoth Lakes, **this weekend**, November 1-4, 2007, at Canyon Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your outdoor recreation safer, more efficient, and more enjoyable!

Your input into the future of trails and public access is **critical**. And though this is a summer-focused event, and most of you are passionate about winter, we still encourage you to participate, as many of you are no doubt hiking, running, and biking in your "off season." :)

We'll have CAMP: Winter, focused on the snow, in February 2008, but this time around, I urge you to attend, on behalf of your organization:

MAMMOTH TRAILS Saturday, November 3rd, 9 a.m. to 12 p.m., Canyon Lodge

Session Leader: MLTPA

This workshop will focus on how the Mammoth recreation community can come together through a central website (www.mammothtrails.org) to provide activity and conditions information to our visitors and to each other. We also will discuss how current and developing digital technology can benefit local clubs and organizations, and how MLTPA, via Mammoth Trails, can work with local clubs and groups to mitigate user conflict, find solutions to trails and public access issues, and help everyone work together toward common goals.

We have lots of other fun and important activities happening throughout the weekend, such as:

Existing Facilities Trolley Tours: Friday, Nov. 2nd, 9 a.m. to 12 p.m., departing from Canyon Lodge

Existing Facilities Bike Tours: Friday, Nov. 2nd, 9 a.m. to 12 p.m., departing from Canyon Lodge

Missing Links Trolley Tours: Saturday, Nov. 3rd, 9 a.m. to 12 p.m., departing from Canyon Lodge

Trails Network Workshop: Saturday, Nov. 3rd, 2-4 p.m. in Canyon Lodge

Next Steps Presentation: Sunday, Nov. 4th, 10 a.m. to 12 p.m., in Canyon Lodge

You can register for these and other activities -- including Thursday night's Opening Reception -- by visiting http://www.mltpa.org/CAMP_summer/, where you also will find a complete event schedule, activity descriptions, FAQs, and more. Spots fill up fast, so get online soon!

If you can't make it in person but still want to participate in this process, you can submit your opinions through an **online trails survey**, prepared by CAMP consultants, at <http://www.visitmammoth.com/surveys/trails>. You can also send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

MLTPA looks forward to your participation in this landmark event -- see you November 1-4!

Best,
Kim Stravers
Communications Manager



IMBA California eNews, October, 2007

IMBA California Working with Legislators on Wilderness Bill

On Sept. 27, U.S. Senator Barbara Boxer and Congresswoman Mary Bono introduced the [California Desert and Mountain Heritage Act](#) which proposes Wilderness protection for approximately 200,000 acres in Riverside County. Formal Wilderness designation protects the land from development and resource extraction but does not allow mountain bikes. IMBA California representatives have been working closely with Senator Boxer's and Congresswoman Bono's staff, as well as with local mountain bikers, to ensure that the proposed legislation is shaped with mountain bikers' needs in mind. For more information, contact IMBA California Policy Director Tom Ward, tom@imba.com.

Trails Solutions Selected to Design Trails at Mammoth

IMBA's [Trail Solutions](#) has been selected as the consultant for natural-surface trails at Mammoth resort. Professionals on the Trail Solutions team will work closely with ALTA Planning and Design, who is providing planning services for paved pathways and road systems. According to IMBA's Cimarron Chacon, Mammoth has plans to become a "premier year-round resort community." The planning includes a multi-jurisdictional partnership with the town of Mammoth Lakes and the US Forest Service. Additional partners include Mammoth Mountain resort and the [MLTPA](#), a local non-profit.

State Recreational Trails Committee Hears From Mountain Bikers

IMBA California representatives recently provided input to the State Recreational Trails Committee concerning the management of multi-use trails throughout the state. The management of user conflict was discussed and the Committee, on recommendation of IMBA representatives, officially adopted the position to use IMBA's recent publication, [Managing Mountain Biking](#) as a guide to solving conflict issues on trails.

IMBA California Goes to Washington DC

IMBA California Policy Advisor Tom Ward, Government Affairs Director Jenn Dice and DC lobbyist Kirk Bailey recently met with California lawmakers in Washington DC on newly proposed [Wilderness](#) legislation. Productive discussions were held on avoiding the potential impacts of proposed legislation on mountain biking opportunities in the state. IMBA California is fully engaged with key stakeholders in negotiations over Wilderness proposals.

Funding Sought for Epic Trail System in King Range

IMBA is working to secure congressional funding for the Paradise Ridge Trail Project in Northern California's spectacular [King Range](#). IMBA California and the California Wilderness Coalition jointly submitted funding support letters to congressional committees responsible for appropriations. With the projected funding, Paradise Ridge will soon become a destination, epic trail system.

Common Ground Committee Meeting in Southern California

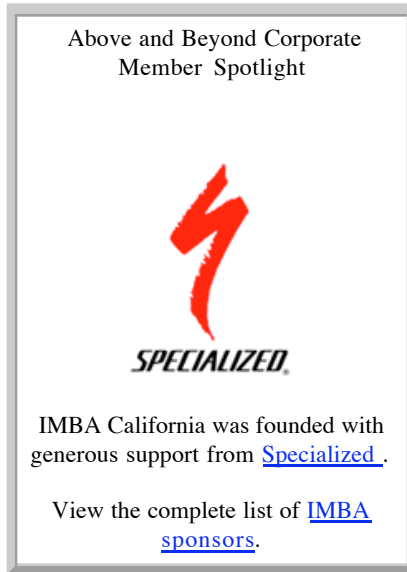
IMBA California representatives will meet next month in Southern California with the Committee on Finding Common Ground. The committee will be working on ways to reduce trail conflict and improve the trail experience for all

End Singletrack Prohibition!



Please donate to IMBA's [Legal Fund](#) today! Contributors of \$35 or more will receive IMBA's solid-rubber Iconic Coaster Set (pictured above) in thanks for helping protect iconic trails.

trail users in the state. The committee evolved from an initiative by IMBA California representatives to bring trail users together to find ways to work together on common problems. Hikers, runners and equestrians are also represented in the group. For more information contact tom@imba.com



IMBA members can [SAVE](#) up to \$3,300 off the MSRP when buying or leasing a new Subaru.

With each VIP purchase, Subaru will also donate \$125 to IMBA's trailbuilding and access efforts.

Your Membership Status, Randy

[Donate Now](#) | [News](#) | [Shop IMBA Gear](#) | [Membership](#)
[Tell a Friend](#) | [Update my IMBA Profile](#) | [Unsubscribe](#)

--

Randy Martin
Martin & Associates
3545 Harbor Gateway South, Suite 104
Costa Mesa, CA 92626
Office (714) 641-9022 Cel (949) 400-4107

Chapter 5I: Hard mailings

MLTPA also sent CAMP: SUMMER information via U.S. Mail. Information regarding returned or undeliverable mail is available upon request.

- **Information sent to individuals upon request**

In response to inquiries made by individuals via phone, MLTPA Communications Manager Kim Stravers put together a set of informational documents relevant to the MLTPA Foundation, the CAMP process, and the CAMP: SUMMER event, which was mailed to those identified below.

- **Pat Delaney**

Mrs. Delaney is a second homeowner who resides in Southern California. She regretted her inability to attend the event, but asked to be sent background materials.

- **Steve Toomey**

In an effort to reach out to the OHV community, Ms. Stravers made contact with Mr. Toomey of the Sneakers Motorcycle Club in Bishop. He was uncertain if he or his club members could attend the event, but asked to be sent more information. In addition to the items listed above, the package also contained registration forms. No copy of the cover letter is available.

- **Letters to HOAs**

In the absence of e-mail addresses for this group, a standard letter was mailed to Homeowners Association representatives when postal addresses were available.

- **Postcards**

MLTPA designed, produced, and mailed more than 6,000 postcards advertising CAMP: SUMMER, which, in addition to the CAMP: SUMMER poster, was the first organized announcement of the event. Postcards were mailed to second homeowners (shipped directly from the print house) and to Mammoth Lakes PO Box-holders (via a non-profit stamp supplied by Gaye Mueller, executive director of the Mono Council for the Arts). The second-homeowner mailing list was obtained from MLTPA, who had acquired it for its own November 2006 Public Meeting.



October 22, 2007

Pat Delaney

13143 Bloomfield St.
Sherman Oaks, CA 91423

Dear Pat:

It was such a pleasure speaking with you last week about your interest in CAMP: Summer! Thanks so much for the call!

As promised, please find enclosed an event schedule and our Frequently Asked Questions document; the survey is not yet available, but I promise to send that as soon as it is so that you may participate in the Concept and Master Planning (CAMP) process. Though I know you are unable to attend the event in person—and you shall be missed!—I thought you might like to see what we have planned.

We're so glad to hear from our "extended family" in the Mammoth Lakes community. Please do stay in touch and feel free to call me anytime!

Best wishes,

Kimberly A. Stravers

Communications Manager

MLTPA

Enclosures (2)

Dear Homeowners Association Board Member:

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) is proud to present **CAMP: WINTER**, a free, week-long public workshop focused on **winter recreation, trails, and mobility** in Mammoth Lakes, **February 7-12, 2008, at the Mountainside Conference Center in Main Lodge**. **CAMP** stands for **Concept and Master Planning**—the project currently underway thanks to the partnered efforts of the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA. The aim is to generate a master plan that will improve Mammoth’s trails and public access systems (both paved and natural surfaces) so that our community can enjoy safer, more fun, and more efficient recreation and feet-first mobility opportunities.

One of the goals of this historic effort is to link Mammoth’s many districts, giving neighbors a “greener” way to visit each other. And whether you love to take a crisp walk through the neighborhood, visit Shady Rest for some cross-country skiing, or even head out on a backcountry expedition, sharing how you use these amenities is the key to designing a plan that reflects the desires of our unique community. No matter if your members are full-time residents or second homeowners, we all have a passion for Mammoth! To that end, I would like to invite you and your members to attend any and all of our public events over the **CAMP: WINTER** weekend—it’s your golden opportunity to tell the trails consultants and CAMP Partners what we need to know about winter recreation in Mammoth.

A number of public tours, presentations, and workshops will run throughout the event period; for registration information, including a complete schedule and session descriptions, please visit www.mltpa.org or call (760) 934-3154. If you are unable to attend, we encourage you to provide comments via the Winter and Summer Trail Surveys, also available through www.mltpa.org.

MLTPA is eager to get to know your Homeowners Association. Please contact me anytime at kimstravers@mltpa.org or (760) 934-3154 with questions, concerns, or just to say hello. I look forward to seeing you February 7-12!

Warm regards,
Kim Stravers
Communications Manager, MLTPA

CONDOMINIUM MASTER LIST

AMENITIES		LEGEND		PARKING	
B - BARBEQUE		CA - CABLE		O - OPEN	
J - JACUZZI (S)		E - ELEVATOR		UG - UNDERGROUND	
L - LAUNDRY FACILITIES		P - POOL (S)		PR - PRIVATE GARAGE	
R - RECREATION ROOM		RB - RACQUETBALL		G - GARAGE	
S - SAUNA (S)		SL - SOLAR		AG - AT GARAGE	
SP - SPA (S) PSP - PRIVATE SPA		ST - STEAM ROOM			
T - TENNIS		V - VOLLEYBALL			
F - FITNESS CENTER		STR - STORAGE			
MTG - MEETING ROOMS		JL - JUNE LAKE			
COMPLEX	YEAR BUILT	# UNITS	AMENITIES	PARKING	PHONE #
ARROWHEAD	1980	15	NONE	G	N/A
ASPEN CREEK	1981	82	P,J,S,SP	UG	934-3933
ASPEN MEADOWS	1991	11	NONE	PR	N/A
BIRCH CREEK	1981	8	NONE	N/A	648-7705
BIGWOOD	1974	109	P,J,S	G	934-8411
BRIDGES	1985	45	J	G	934-8909
CABINS	2005	24	STR	U	N/A
CANYON SKI & RACQ	1981	18	S,J,T,RB	G	924-0888
CHAMONIX	1971	100	P,J,S,R,L	O	934-6792
CHATEAU BLANC I & II	1970	30	P,J,S	G/O	934-2279
CHATEAU SIERRA	1971	31	P,J,S	G/O	934-4116
CHATEAU D'OEX	1967	19	J,S,L	O	934-2386
CHATEAU DE MONT.	1971	48	P,J,S	G/O	934-6374
CHATEAU SANS NOM	1973	38	P,J,S,T	O	934-6710
CHATEAU TYROL	1994	3	NONE	G	N/A
CONESTOGA	1972	17	SP	O	N/A
COURCHEVEL	1972	60	P,J,S	G	934-6515
CRESTVIEW	1979	70	J,S,T	UG	934-3326
CREEKSIDE @ MMTH	1998	4	L	PR	N/A
DIAMOND RUN TWN	2005	12	N/A	PR	N/A
DISCOVERY IV	1973	64	L,J,R,S,SP,P	O	934-6410
EDGEWATER J L	1984	20	NONE	PR	N/A
EAGLE RUN	2003	36	J,C,A,L	AG	N/A
FIRESIDE @ THE VLG	1970	31	P,J,S,R	O	934-2781
FOREST CREEK	1983	51	SP	O	934-2020
FOREST MEADOWS	1976	40	J,S,L	O	934-2142
GRAND SIERRA LODGE	2003/04	111	S,P,F,STR,L	U	934-1982
GRAY EAGLE I	2005	12	PRIV. SPA	PR	N/A
GRAY EAGLE II	2005	12	PRIV. SPA	PR	N/A
HELIOS	1983	27	J,S,RB	UG/O	934-8568
HERITAGE	1973	18	J,S,R,L	O	N/A
HIDEAWAY DWN CN J L	2003	10	NON	PR	N/A
HIDDEN VALLEY	1974/81	84	P,J,S,R,T,L	O	934-7303
HORIZONS IV	1972	92	P,J,S,R,T	O	934-6779
INTERLAKEN J L	1981	38	SP,T,B	PR	N/A
JUNIPER CREST	2005	27	NONE	AG	N/A
JUNIPER SPRINGS LDG	1999	174	E,P,S,F,STR	U	924-1102
KRYSTAL VILLA EAST	1969	56	J,S,P,L,R	O	934-2669
KRYSTAL VILLA WEST	1970	32	P,J	O	934-6469
L'ABRI	2001	12	NONE	O	N/A
LA RESIDENCE IV & V	1976/79	72	P,J,S,T,B	O	934-4990
LA VISTA BLANC	1975	80	P,J	O	934-8328
LAKEVIEW VILLAS	1971	31	J,R,L	O	934-6261

CONDOMINIUM MASTER LIST

LEGEND

- | | | |
|--------------------------------|------------------|---------------------|
| <u>AMENITIES</u> | | <u>PARKING</u> |
| B - BARBEQUE | CA - CABLE | O - OPEN |
| J - JACUZZI (S) | E - ELEVATOR | UG - UNDERGROUND |
| L - LAUNDRY FACILITIES | P - POOL (S) | PR - PRIVATE GARAGE |
| R - RECREATION ROOM | RB - RACQUETBALL | G - GARAGE |
| S - SAUNA (S) | SL - SOLAR | AG - AT GARAGE |
| SP - SPA (S) PSP - PRIVATE SPA | ST - STEAM ROOM | |
| T - TENNIS | V - VOLLEYBALL | |
| F - FITNESS CENTER | STR - STORAGE | |
| MTG - MEETING ROOMS | JL - JUNE LAKE | |

COMPLEX	YEAR BUILT	# UNITS	AMENITIES	PARKING	PHONE #
LINCOLN HOUSE	2003	83	F,STR,S	U	N/A
LODGES I & II	2005	29/52	L,J	AG	N/A
MAGNOLIA LODGE	2005	4	PS & B,STR	O	N/A
MAMMOTH CREEK	1976	60	P,J,S,T	O	934-8634
MAMMOTH ESTATES	1968	78	P,J,S,R	O	934-2884
MAMMOTH GREEN	2001	46	STR,P,S	U	N/A
MAMMOTH LOFTS	2004	10	N/A	N/A	N/A
MAMMOTH PINES	1984	18	NONE	O	N/A
MAMMOTH POINT	1972	36	J,S	O	934-4100
MAMMOTH SIERRA TWN	1980	41	J,S,L	O	934-8372
MAMMOTH SKI & RACQ	1972	133	P,J,S,R,T	G/O	934-6891
MAMMOTH VIEW VILLAS	1974	50	J,S,R	O	934-8480
MAMMOTH WEST	1970	43	P,J,S,R	O	934-6151
MEADOWRIDGE	1979	52	P,J,S,T	O	934-3808
MEADOWVIEW RIDGE	1982	10	J	UG	N/A
MERIDIAN VILLAS	1980	11	NONE	O	N/A
MOUNTAINBACK	1981/83	120	P,J,S	UG	934-2925
MOUNTAIN MEADOWS I	1987	12	L	AG	N/A
MOUNTAIN MEADOWS II	1989/90	15	CA, L	AG	N/A
MOUNTAIN SHADOWS	1971	128	J,S,P,L	O	934-4993
NORDICA	1964	20	CA	O	N/A
PINION SPRINGS	1994	10	L	PR	N/A
POINTE	1988	12	NONE	G/O	N/A
POWDER REEF	2005	4	NONE	AG	N/A
RAINBOW VILLAS	1980	5	J	O	N/A
ST. ANTON	1972	84	P,J,S,R	UG	934-3361
ST. MORITZ	1976	80	P,J,S,R	O	934-2936
SAN SIERRA	1972	32	S,J,L	O	934-2062
SEASONS 4	1970	100	P,J,S,R	O	934-2030
SHERWIN VILLAS	1972	70	P,J,S,T	O	934-6808
SIERRA MANORS	1969	148	P,J,S,L	O	934-2870
SIERRA MEGEVE	1982	32	J,S,P,L	UG	934-3723
SIERRA PARK VILLAS	1970	100	P,J,S,L	O	934-4521
SIERRA SUNS	1980	12	NONE	PG	648-7705
SIERRA VALLEY	1979	17	NONE	G	N/A
SILVER BEAR	1990	24	P,J,S,B	UG/O	934-5680
SKI RUN VILLAS	1982	11	J	G	N/A
SNOW COUNTRY	1982	10	NONE	G/O	934-8634
SNOWBIRD	1975	24	J,S,R,L	UG	934-8270
SNOWCREEK I	1978/79	107	J,S	O	934-3333
SNOWCREEK II	1980/81	123	J,S	O	934-3333
SNOWCREEK III	1983/84	86	J,S	O	934-3333
SNOWCREEK IV	1986/88	138	J,S	G/O	934-3333

Crowley

CONDOMINIUM MASTER LIST

LEGEND

AMENITIES

- B - BARBEQUE
- J - JACUZZI (S)
- L - LAUNDRY FACILITIES
- R - RECREATION ROOM
- S - SAUNA (S)
- SP - SPA (S) PSP - PRIVATE SPA
- T - TENNIS
- F - FITNESS CENTER
- MTG - MEETING ROOMS

- CA - CABLE
- E - ELEVATOR
- P - POOL (S)
- RB - RACQUETBALL
- SL - SOLAR
- ST - STEAM ROOM
- V - VOLLEYBALL
- STR - STORAGE
- JL - JUNE LAKE

PARKING

- O - OPEN
- UG - UNDERGROUND
- PR - PRIVATE GARAGE
- G - GARAGE
- AG - AT GARAGE

COMPLEX	YEAR BUILT	# UNITS	AMENITIES	PARKING	PHONE #
SNOWCREEK V	1989/94	64	NONE	G/O	934-3333
SNOWFLOWER	1981/82	88	T,P,J,S,L	O	934-8593
SOLSTICE	2006	25	E,J	U	N/A
SONENALP	2001	4	S,J,REC,STR	AG	N/A
SUMMIT I & II	1973/77	210	P,J,S,R,T	UG	934-7062
SUNFLOWER	1980	10	NONE	G/O	934-3593
SUNRISE	1980	51	P,J,S,L	O	934-7260
SUNSHINE VILLAGE	1972/73	80	P,J,S,R,T,L	O	934-3340
SUNSTONE	2000	77	P,F	U	924-1102
TAMARACK	1970/93	40	P,J,S	G/O	934-6569
TENNIS VILLAGE	1981	14	J,T	G	934-3111
TIMBERS	1999/00	32	NONE	PR G	N/A
TIMBER RIDGE	1972/73	54	P,J,S,R,L	G	934-4154
TIMBERLINE	1972	52	P,J,S,R,L	O	934-6963
TYROLEAN VILLAGE	1967/70	56	NONE	O	934-6510
VAL D'ISERE	1972	46	P,J,S,R,L	O	934-2040
VIEWPOINT	1974	56	P,J,S,R,T,L	O	934-3132
VILLA DE LOS PINOS	1973/80	48	P,J,S,T,V,H,L	O	N/A
WEST SLOPES VILLAS	1974	22	SP,L	G	934-3213
WESTIN MONACHE	2006	230	P,S,B,F,STR,L	U	N/A
WHISKEY CREEK	1982	16	NONE	O	N/A
WHITE MTN LODGE	2003	77	F,STR,S	U	934-1982
WILDERNESS VIEW	1982	6	J,SL,ST	G	N/A
WILDFLOWER	1979	76	P,J,S,T,L	O	934-4600
WILDROSE	1981	12	J	G/O	N/A
WINTERSET	1983/84	33	P,S,J	O	934-7531
WOODLANDS	1982	57	P,J,S,L	O	934-8383
1849	1971	101	P,SP,R,F,MTG	O/UG	934-7525

Crowley



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 - 8½ x 11
 - 8½ x 14
 - 11 x 17
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 - Greeting Cards
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 - ▼ Sellsheets
 - 8½ x 11
 - 11 x 17
 - 11 x 25½
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JOB DETAILS:

Transaction Details: ▾

Order Number: 274824

Credit Card Ref. Number: VTGA1CCBA60D (approved)

Date / Time: 2007-10-05 15:48:52

Total Charged: \$2825.61

Credit Card Number (last 4 digits): xxxx-xxxx-xxxx-7685

Summary: ▾

Job Name: MLTPA Postcard Mailing

Mailing Cost: \$1766.00

Printing Cost: \$808.63

Subtotal: \$2574.63

Tax: \$225.28

Shipping Cost: \$25.70

Grand Total: \$2825.61

Turnaround: 3 day

Proof: SoftProof

Upload(s): ▾

received	filename
Yes	MLTPA Mailing_clean 7-2-07.xls
Yes	mltpa_campsummer_postcard_f2.pdf

Specifications: ▾

Quantity: 6818

Colors: Full Color Both Sides (4/4)

Paper Type: 95# Reincarnation Matte Cover

Flat Size: 4 x 6

Final Size: 4 x 6

Mailing: ▾

Service: First Class

Qty Mailed: 6318

Cost: 1766.00

Shipping Address(es): 📍

Jennifer Heintzelman
158 Hill Street
Mammoth Lakes, CA 93546

quantity: **500**
method: **UPS - Next Day Air**
price: **25.70**
ship notes:

USER DETAILS:

Name / Email / Company: 📍

Jennifer Heintzelman
jennifer@opposingmotion.com
Opposing Motion
760-934-1279

Billing Address: 📍

PO Box 100 PMB#432
Mammoth Lakes, CA 93546

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This form may be used only for a single nonautomation rate mailing of identical-weight pieces up to 3.3 ounces. Use PS Form 3602-R for all other nonprofit Standard Mail mailings. Checklists and other tools for mailers are available on the Postal Explorer website at pe.usps.com

Mailer	Permit Holder's Name and Address, and Email Address, if Any	Telephone	Post Office of Mailing	Permit No.	Weight of a Single Piece
	Mammoth Art Guild PO Box 56 Mammoth Lakes, CA	873-7242	Mammoth	#176	0. _____ pound
Mailing	Type of Postage	Mailing Date	Type of Postage	Statement Seq. No.	If Sacked, Based on
	<input checked="" type="checkbox"/> Permit Imprint <input type="checkbox"/> Precanceled Stamps <input type="checkbox"/> Mixed		<input checked="" type="checkbox"/> Permit Imprint <input type="checkbox"/> Precanceled Stamps <input type="checkbox"/> Mixed		<input type="checkbox"/> 125 pieces <input type="checkbox"/> 15 pounds
Customer No.	Processing Category		Fed Agency Code	Total Pieces	Total Weight
93546	<input checked="" type="checkbox"/> Letters <input type="checkbox"/> Flats			5,300	

Part D Letters — 3.3 oz. (0.2063 lb.) or Less						Part E Flats — 3.3 oz. (0.2063 lb.) or Less					
Machinable	Entry	Rate Category	Rate	No. of Pieces	Total	Entry	Rate Category	Rate	No. of Pieces	Total	
D1	None	AADC	0.155	5,300	821.50	E1	None	5-Digit	0.237		
D2	None	Mixed AADC	0.164			E2	None	3-Digit	0.301		
D3	DBMC	AADC	0.122			E3	None	ADC	0.335		
D4	DBMC	Mixed AADC	0.131			E4	None	Mixed ADC	0.389		
D5	DSCF	AADC	0.113			E5	DBMC	5-Digit	0.204		
Nonmachinable						E6	DBMC	3-Digit	0.268		
D6	None	5-Digit	0.237			E7	DBMC	ADC	0.302		
D7	None	3-Digit	0.320			E8	DBMC	Mixed ADC	0.356		
D8	None	ADC	0.349			E9	DSCF	5-Digit	0.195		
D9	None	Mixed ADC	0.429			E10	DSCF	3-Digit	0.259		
D10	DBMC	5-Digit	0.204			E11	DSCF	ADC	0.293		
D11	DBMC	3-Digit	0.287			Part D subtotal					
D12	DBMC	ADC	0.316			Part E subtotal					
D13	DBMC	Mixed ADC	0.396			Total postage (add parts subtotals)					
D14	DSCF	5-Digit	0.195			Rate at Which Postage Affixed <input type="checkbox"/> Correct <input type="checkbox"/> Lowest <input type="checkbox"/> Neither					
D15	DSCF	3-Digit	0.278			_____ pieces X \$ _____					
D16	DSCF	ADC	0.307			= Postage Affixed _____					
						Net Postage Due _____					

Certification	For USPS Use Only: Additional Postage Payment (State reason)	
	For postage affixed add additional payment to net postage due;	Total Adjusted Postage Affixed
	For permit imprint add additional payment to total postage.	
	Postmaster: Report Total Postage in (Permit imprint only) AIC 125	Total Adjusted Postage Permit Imprint

The mailer's signature certifies that: (1) the mailing complies with DMM 700; (2) the income derived from the sale of any products or services advertised in the mailing is not subject to the Unrelated Business Income Tax (UBIT) and any products and services advertised are substantially related to the nonprofit organization's authorized purpose within the meaning of 29 U.S.C. 5020(c)(1)(d)(iii) and 26 U.S.C. 513(A); (3) the mailing if made by a voting registration official is required or authorized under the National Voter Registration Act of 1993; and (4) it will agree to pay, subject to appeal, any revenue deficiencies assessed on this mailing. If an agent signs this form, the agent certifies that he or she is authorized to sign on behalf of the mailer, and that the mailer is bound by the certification and agrees to pay any deficiencies. In addition, agents may be liable for any deficiencies resulting from matters within their responsibility, knowledge, or control. The mailer hereby certifies that all information furnished on this form is accurate, truthful and complete; that the mail and supporting documentation comply with all postal standards and that the mailing qualifies for the rate and fees claimed; and that the mailing does not contain any matter prohibited by law or postal regulation. I understand that anyone that furnishes false or misleading information on this form or who omits information requested on this form may be subject to criminal and/or civil penalties, including fines and imprisonment.

Signature of Mailer or Agent _____ Printed Name of Mailer or Agent Signing Form _____ Telephone _____

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 Hard Mailings CAMP: SUMMER Public Meeting and Outreach Page 194

Chapter 5m: In-person presentations

○ **Information drops at local businesses**

MLTPA created and produced an information packet for distribution at local businesses, which contained display information for customers, such as postcards, and event details and registration forms for employees. When feasible, MLTPA representatives gave a short presentation explaining CAMP and the CAMP: SUMMER event. A list of participating shops is below.

- Alpine Approach
- Footloose Sports
- Great Outdoor Clothing Company
- Kittredge Sports
- Mammoth Mountaineering
- Mammoth Sporting Goods
- P3
- Performance Anglers
- Rick's Sporting Goods
- The Trout Fitter

○ **Public Commission and Council Meetings**

MLTPA staff members attended at least one meeting of each public commission, as well as Town Council, to announce CAMP: SUMMER information during the public comment period.

○ **Service and other organizations**

MLTPA staff members were invited to speak about the CAMP process and the CAMP: SUMMER event during meetings of the organizations listed below.

- Chamber of Commerce (speaker: John Wentworth)
- Contractors Association (speakers: Kim Stravers and Eric Wasserman)
- Lions Club (speaker: Kim Stravers)
- Rotary Club, Noon (speaker: John Wentworth)
- Rotary Club, Sunrise (speaker: Kim Stravers)

Chapter 5n: Media alerts

Prior to and during the event, MLTPA invited the local and regional press to attend CAMP: SUMMER and encouraged original editorial coverage. A number of press releases highlighting different parts of the event were distributed electronically in the weeks leading up to CAMP: SUMMER, and an information packet containing a collection of available takeaways and press releases was available on-site. A final media alert was distributed the day before the event to help facilitate interviews and to provide critical event information.

- **Personal phone calls**

MLTPA staff and Board members reached out to representatives of all segments of the community via telephone, inviting them to attend special sessions such as the Trails Network Workshops, group functions such as the Opening Reception, and private sessions such as the Listening Sessions, and requesting that these parties pass CAMP: SUMMER information to fellow club members, employees, co-workers, and others as appropriate. Please see the “CAMP: SUMMER Communications Overview” in the “Outreach” section for a detailed record of these communications.

MAMMOTH LOCAL MEDIA CONTACT LIST

Media	Contact Person	Phone	Fax	Email
Newspapers				
Mammoth Times	Lara Kirkner	760-934-3929	760-934-3951	Lara@mammothtimes.com
Mammoth Times	Diane Eagle	760-934-3930	760-934-3952	diane@mammothtimes.com
Mammoth Times	Andy Geisel	760-934-3929	760-934-3951	andy@mammothtimes.com
Mammoth Times	Susan Morning			susanmorning@aol.com
The Sheet	Ted Carlson	760-937-4613	760-934-3951	jacklunch@yahoo.com
The Sheet	Mike McKenna			mwsley@mckenna@yahoo.com
Invo Register		873-3535	760-873-3591	editorial@invo-register.com
The News Review/Ridgecrest	Holly Farris			newsreviewads@hwisp.com
Ridgecrest Daily Independent	Laura Dobbins	760-375-4481ext. 109		lodbbs@ridgecrestca.com
Ridgecrest Daily Independent				editor@ridgecrestca.com
Magazines				
Mammoth Monthly	George Shirk	760-924-3691		george@mammothmonthly.com
Mammoth Monthly	Deby			mmthmonthlydeby@aol.com
Sierra Reader				noe@thesierrareader.com
TV				
Mammoth Channel 72	Dan McConnell	760-937-2043		mcconnell@dan@yahoo.com
Channel 33 & KSRW	Bill Lefever	760-873-5329		blfever@sierrawave.net
Channel 33	Cleland Hoff-Jones			cleland@npgcable.com
Radio				
1610AM Radio				cdegeorge@mono.ca.gov
KMMT/KRHV Radio	Dave Digermess	760-934-8888	760-934-2429	kmmtradioworks@yahoo.com
KRHV Radio				
KSRW Radio & Channel 33	Bennett Kessler	760-873-5329	760-873-5328	bkessler@sierrawave.net
KSRW Radio				ksrw@sierrawave.net
KWTW/KWTM Radio	Brian Law	866-466-5989	760-872-4155	frfar@schat.com
Other Interested Entities				
Chamber of Commerce				
MMSA	Joani Lynch	760-934-2571, ext. 3135		info@mammothlakeschamber.org
MMSA	Amanda Wooley			jlynch@mammoth-mtn.com
MMSA	Dana VanderHouwen			awooley@mammoth-mtn.com
Mono County Tourism	Sarah McCahill	760-924-1738		dvanderhouwen@mammoth-mtn.com
The Village at Mammoth	Betsy Smith			smccahill@mono.ca.gov
TOML	Danna Stroud			betsysmith@villageatmammoth.com
TOML	Jimmy Kellet			dstroud@visitmammoth.com
TOML	Stuart Brown			jkellet@visitmammoth.com
				sbrown@visitmammoth.com
TOML	Gloria Zinno	760-934-2712 ext 239 office		
	Snowman	760-412-9277 cell	760-934-7066 fax	gzinno@visitmammoth.com
	Stacey Corless			snowman@mammothsnowman.com
				stacy_corless@yahoo.com



MEDIA ALERT

October 31, 2007

Local media invited to attend MLTPA CAMP: Summer, November 1–4, 2007; interview opportunities available

Local media is encouraged to register for and attend all open, public events of CAMP: Summer, presented by the Mammoth Lakes Trails and Public Access Foundation. Additional media opportunities will be available by request.

CAMP: SUMMER is a free, multi-day public workshop on summer trails and recreation in Mammoth Lakes and is an opportunity for the community to participate in the Trails and Public Access Concept and Master Planning (CAMP) process via interactive exhibits, tours, community and user group meetings, and workshops.

Upon request, interviews can be scheduled with the following persons. Additionally, MLTPA may be able to arrange interview time with our consultants. **Please contact MLTPA directly at (760) 934-3154 to set up all interviews:**

MLTPA

Kim Stravers, Communications Manager
John Wentworth, President/Acting Executive Director

Town of Mammoth Lakes

Rob Clark, Town Manager (Thursday only)
Skip Harvey, Mayor
Danna Stroud, Tourism and Recreation Director

Mammoth Mountain Ski Area

Joani Lynch, Marketing and Communications Director
Rebecca Paranick, Government Relations Manager

Please note that the Existing Facilities and Missing Links tours, as well as the Trails Network Workshops, will be the most interactive of our planned activities and may offer some great photo or video opportunities. In addition, MLTPA will allow you to pre-screen our Exhibit Hall on Wednesday, October 31st, and Thursday, November 1st, to accommodate your deadlines.

DATES: November 1–4, 2007

LOCATION: Canyon Lodge

ON-SITE CONTACT: Kim Stravers, (949) 632-7882

MEDIA KIT: FAQs, Session Descriptions, Event Schedule, and Consultant Bios will be available at the Registration Table, Canyon Lodge, 4th Floor

Registration information and further detail is available at www.mltpa.org or by calling (760) 934-3154.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) is a 501(c)(3) public benefit corporation dedicated to trails and public access issues in Mammoth Lakes, CA, and the immediate Eastern Sierra region. MLTPA partners with local jurisdictions and agencies, businesses, nonprofits, and individuals to connect people to nature and to provide a forum for all trail users to be involved.



October 9, 2007

FOR IMMEDIATE RELEASE

Contact: Kim Stravers, MLTPA Communications Manager, at (760) 934-3154 or kimstravers@mltpa.org

THE MLTPA FOUNDATION PRESENTS “CAMP: SUMMER” NOVEMBER 1–4, 2007

Mammoth Lakes, CA—The Mammoth Lakes Trails and Public Access Foundation (MLTPA) announced today that it will present CAMP: SUMMER, a free, multi-day public workshop on summer trails and recreation in Mammoth Lakes, November 1–4, 2007. The event will be based at Canyon Lodge and is an opportunity for the community to participate in the Trails and Public Access Concept and Master Planning (CAMP) process via interactive exhibits, hikes, community and user group meetings, and trails network workshops.

The weekend will kick off with CAMP: SUMMER Opening Night on Thursday, November 1, 2007, 7 p.m. at Canyon Lodge. The public will have the opportunity to meet planning consultant team members from Alta Planning + Design and Trail Solutions, MLTPA staff and Board members, and other CAMP Partners. Informational and interactive exhibits will be on display throughout the event, and MLTPA staff will be on hand all weekend to field questions and receive feedback.

Upon special invitation by MLTPA, Corbin Design will present “Signage and Wayfinding in Mammoth Lakes: The Essential Steps to a Successful Program” on Saturday, November 3, at Canyon Lodge, 7:30 p.m. Other CAMP: SUMMER events include an introduction to the web-based user-group community of “Mammoth Trails” and a Sunday-afternoon wrap-up and “next steps” session focused on the future of trails and public access in Mammoth Lakes.

Event schedule, registration, and details are available at www.mltpa.org or by calling (760) 934-3154. All are welcome, but registration is recommended.

CAMP: SUMMER is a partnered effort between MLTPA, the Town of Mammoth Lakes, Mammoth Mountain Ski Area, the United States Forest Service, and the Developers' Forum.

CAMP: WINTER, a similar workshop devoted to winter recreation and trails in Mammoth Lakes, is scheduled to take place in February 2008.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) is a 501(c)(3) public benefit corporation dedicated to trails and public access issues in Mammoth Lakes, CA, and the immediate Eastern Sierra region. MLTPA partners with local jurisdictions and agencies, businesses, nonprofits, and individuals to connect people to nature and to provide a forum for all trail users to be involved.

###



October 26, 2007

FOR IMMEDIATE RELEASE

Contact: Kim Stravers, MLTPA Communications Manager, at (760) 934-3154 or kimstravers@mltpa.org

MLTPA FOUNDATION'S "CAMP: SUMMER" PROGRAMMING EXPANDED TO INCLUDE FOREST SERVICE-LED HIKE THROUGH HIDDEN LAKE/MAMMOTH MEADOWS, BICYCLE TOURS, AND "WALK THE LAKE MARY ROAD BIKE PATH" EXHIBIT

Mammoth Lakes, CA—The Mammoth Lakes Trails and Public Access Foundation (MLTPA) announced today a number of exciting new additions to its **CAMP: SUMMER** event, November 1-4, 2007, at Canyon Lodge in Mammoth Lakes.

On Friday, November 2nd, from 9:00 a.m. to 12:00 p.m., the U.S. Forest Service will lead a special hike through the Hidden Lake/Mammoth Meadows area at the base of the Sherwins as part of their **Mammoth Meadows Restoration Project**. Staff will be assessing hiking trails as part of this endeavor and is seeking public input during this special tour.

The Hidden Lake/Mammoth Meadows hike is a unique complement to the several others tours scheduled throughout the weekend, led by CAMP trails consultants Alta Planning + Design and Trail Solutions. Friday morning's "**Existing Facilities**" tours will highlight natural-surface and paved trail systems currently in place, and Saturday morning's "**Missing Links**" tours will focus on possible connections within each system to provide a more complete trail experience. Participants can register for either "beginner" Trolley/on-foot tours or "advanced" MMSA Bus/on-bike tours for both paved and natural-surface Existing Facilities tours. Input from all tours will drive the **Trails Network Workshops**, scheduled for Saturday, November 3rd, from 2:00 p.m. to 4:00 p.m. in Canyon Lodge.

Also of note is the addition of the "**Walk the Lake Mary Road Bike Path**" exhibit, produced in partnership with the Town of Mammoth Lakes. A large-scale aerial map of the town will be on display, featuring the planned bike path as an overlay, and the public will have the opportunity to get a detailed look at this important trails project through the final construction drawings, mounted together as one continuous exhibit. The exhibit will be on display in Canyon Lodge throughout the event.

CAMP: SUMMER is a free, multi-day public workshop on summer trails and recreation in Mammoth Lakes and is an opportunity for the community to participate in the Trails and Public Access Concept and Master Planning (CAMP) process via interactive exhibits, tours, community and user group meetings, and workshops. A complete event schedule, registration information, and more is available at www.mltpa.org or by calling (760) 934-3154. All are welcome, but space is limited; registration is strongly recommended.

CAMP: WINTER, a similar workshop devoted to winter recreation and trails in Mammoth Lakes, is scheduled to take place in February 2008.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) is a 501(c)(3) public benefit corporation dedicated to trails and public access issues in Mammoth Lakes, CA, and the immediate Eastern Sierra region. MLTPA partners with local jurisdictions and agencies, businesses, nonprofits, and individuals to connect people to nature and to provide a forum for all trail users to be involved.

###

Chapter 5o: Spanish-language outreach

MLTPA made repeated attempts to engage the Hispanic segment of the community. Ads run in the *El Sol* newspaper were translated into Spanish by the *El Sol* staff. Community member Brandon Russell translated both the CAMP FAQs document and the CAMP: SUMMER poster into Spanish, which MLTPA duplicated and delivered to local Hispanic-owned and -frequented businesses, as well as to central community locations such as Vons and area Laundromats. The CAMP: SUMMER event and the CAMP process were explained to contacts at these establishments when communication in English was possible. Additionally, MLTPA, through Opposing Motion, communicated with local resident Violet Martin to attempt to set up in-person speaking engagements at church meetings and other gatherings, during which Ms. Martin would translate presentations in real time. No engagements could be arranged.

From: "Steve Speidel" <sspeidel@ci.mammoth-lakes.ca.us>
Subject: **Spanish**
Date: September 27, 2007 8:13:40 am PDT
To: "MLTPA - John Wentworth" <johnwentworth@mltpa.org>, "Kim Stravers" <kimstravers@mltpa.org>, "Mark Shelp" <markshelp@mltpa.org>
Cc: <mattbenjamin@altaplanning.com>, "Cimarron Chacon" <cimarron@citysensestudio.com>

Hello Team

As I mentioned to John, I have a willing contact for Latino outreach in town.
Violeta Martin cell phone 914-2192 call prior to Email...martinvioleta@hotmail.com

She is available on weekends to help out.

1. translation written & oral
2. speaking to church group
3. contacts with the owners of El Espacio & Supply Uno stores
4. other

add to resource base.

Steve

From: "Kristy Williams" <kristy@opposingmotion.com>
Subject: RE: violet
Date: October 18, 2007 1:55:09 pm PDT
To: "Kim Stravers" <kimstravers@mltpa.org>, "Jen Heintzelman" <jennifer@opposingmotion.com>
Cc: "John Wentworth" <johnwentworth@mltpa.org>
1 Attachment, 50.5 KB

Hi,

I was planning to call her tonight to get her feedback on best way to both communicate the event and to gather feedback from the Hispanic Community.

Given the update below, I would rather put together the full scope of the project and present it to her, rather than providing her bits and pieces at a time (not so efficient). My thoughts are that it will include:

- Consulting on Hispanic Outreach in Mammoth (best practices, in general)
- Written translation services (would be nice to have an idea of how many items we will want translated, at minimum: El Sol ad, poster, feedback/survey "form", maybe FAQ...)
- Pre event outreach (church meetings, etc.)
- On site "live" translation (potentially)
- Post event translation of feedback
- Post event wrap up/lessons learned – thinking towards WINTER

Am I missing anything?

I have met her once, but she works with a friend of mine who has a high level of respect for her.

I have 2 or 3 other good "Hispanic Ambassador" contacts – Lorena Weber, Veronica Plazola and Anna Molina. They all are very helpful at the elementary school.

Kristy

From: Kim Stravers [<mailto:kimstravers@mltpa.org>]
Sent: Thursday, October 18, 2007 10:44 AM
To: Jen Heintzelman; Kristy Williams
Cc: John Wentworth
Subject: violet

hi!

john prefers that we have violet or brandon russell translate our el sol ad so that they then will be familiar enough with the project to come with us to church meetings, etc.

could one of you check with violet and determine her availability to do this?

also, what's she like? i've never met her.

thanks!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org

From: "Kristy Williams" <kristy@opposingmotion.com>
Subject: **Hispanic Outreach Plan**
Date: October 18, 2007 9:28:19 pm PDT
To: "Kim Stravers" <kimstravers@mltpa.org>, "John Wentworth" <johnwentworth@mltpa.org>, <jennifer@opposingmotion.com>

Hi.

I spoke with Violet this evening and got some great feedback and ideas. Turns out she is a single mom and has more than a full time job, so she doesn't have much free time, but she is very committed to helping the Hispanic Community when she can. Bottom line is that we should put together a plan (based primarily on her feedback tonight) and forward it to her – she can tell us what she is able to do and what she might need to refer to others. It sounds like she needs about a week notice to translate docs (yikes!) I told her I would touch base with you all and email her an update of what we are looking for in the morning.

As you know, our plan needs to consist of 2 components: outreach and a way to gather feedback. Here are thoughts on outreach:

- Translate poster and hang it (at minimum) at Espacio (behind Robertos) –potentially at Vons and at Salsa's
- El Sol ad – she likes the idea – may hit more of the Bishop folks, but is still worth the effort
- There is a Hispanic radio station out of Bishop that we may consider running an ad on
- Word of Mouth – she attends a prayer group on Mondays and is happy to invite everyone there (40-50 people) on our behalf
- Email – we can send an email to Violet and she will forward on our behalf.

And on feedback:

- She believes that translating the survey (at least to some extent – maybe not the full survey) is worth our time – even putting it online might be a good idea – the “next generation” of Spanish Speakers is literate and computer savvy
- Live translation at the existing events is probably better than trying to develop a separate meeting (and, as with everyone, food helps draw a crowd) – she is not sure what kind of response we'd have, but at least we can show that we've reached out.

Other considerations:

- Legal status can be an issue – you should decide what MLTPA's philosophy on legal status is...for best attendance results, Violet recommends messaging something like (and this is not Kim Stravers-ized), “Your legal status doesn't matter, we appreciate your work in the town and welcome you to participate...”
- She estimates that about 80% of the Hispanic Community are not very comfortable with reading – they may not be literate past about a middle school level. Obviously this impacts both advertising and collecting feedback.
- She does this voluntarily and does not expect payment. (I don't think she understood the scope of the event for on site translation services, however.)

My take:

- I suspect that Violet's grass root efforts may be the most successful tactics in getting people to actually participate. However, this may not be as wide reaching – and we need to also make an effort to reach those that aren't within Violet's “circle”.
- If we do on-site translation, I think we might be best served by guiding Spanish speakers to one or two specific sessions...

Kim – John and I never connected today (just played phone tag) so I did not have a chance to review any of this with him.

Thoughts?

Kristy

From: "Kristy Williams" <kristy@opposingmotion.com>
Subject: FW: MLTPA Event
Date: October 19, 2007 4:10:43 pm PDT
To: <jennifer@opposingmotion.com>, "Kim Stravers" <kimstravers@mltpa.org>
Cc: "MLTPA - John Wentworth" <johnwentworth@mltpa.org>

FYI from Violet.
I drove by the other store as well and the name is Espazio 2.
Kristy

From: Violeta Martin [<mailto:martinvioleta@hotmail.com>]
Sent: Friday, October 19, 2007 4:07 PM
To: Kristy Williams
Subject: RE: MLTPA Event

Good afternoon Kristy,

I think they would all agree to help and the other video store is called "Supply Uno". And Yes I could help getting in touch with everybody just let me know when.

Violet 

Date: Fri, 19 Oct 2007 11:01:08 -0700
From: kristy@opposingmotion.com
Subject: MLTPA Event
To: martinvioleta@hotmail.com

Hi Violet,
Thanks so much for taking the time to chat with me last night. I will forward additional information to you shortly, but I wanted to quickly touch base with you on a few items. Turns out that our ad in El Sol is due today. We would like to say something about where Spanish speakers can pick up additional info and were thinking that we could ask the owners of Espacio, Supply Uno, Salsas and maybe the video store (do you know what the name of the store?) if they would be willing to have flyers or something in Spanish available. Do you think these owners will agree to that? We need to put the info in the ad today then follow up early next week to get the flyers/posters out. Would you be able to help us make contact with those owners?

Thanks again for your help!

Kristy Williams

Climb to the top of the charts! Play Star Shuffle: the word scramble challenge with star power. [Play Now!](#)

From: Kim Stravers <kimstravers@mltpa.org>
Subject: Fwd: Poster text in Spanish
Date: April 30, 2008 12:19:47 pm PDT
To: KIM STRAVERS <kimstravers@mltpa.org>



Begin forwarded message:

From: "Kristy Williams" <kristy@opposingmotion.com>
Date: October 26, 2007 9:58:39 am PDT
To: "Kim Stravers" <kimstravers@mltpa.org>, "John Wentworth" <johnwentworth@mltpa.org>
Cc: "Jen Heintzelman" <jennifer@opposingmotion.com>
Subject: RE: Poster text in Spanish

Yeah Brandon!!!

We need to get these done, printed and posted today so we don't have egg on our face when the El Sol ad comes out.

Poster List:

Espazio 2 (Behind Roberto's)** Also need handful of FAQ's
Supply Uno (Old theater Mall – under Dr Zila's office) ** Also needs handful of FAQ's
Salsa's ** Also needs handful of FAQ's
Norma's Videos (272 Sierra Manor Road)
Laundromats
Vons (little area to sit & eat)
Potentially employers in town (hospital, MMSA, hotels/motels)
Mammoth Housing??

This is info gathered from Violet Martin and Lorena Weber.
I haven't heard back from Violet re: talking to shop owners, so I'll call her this am.

Kristy



El Fundación de MLTPA Presenta

CAMP: VERANO

Recreación de Verano y Senderos
Reunión en Mammoth Lakes

**PARTICIPE EN CAMP: CONCEPTOS Y PLANEAMIENTO
PRINCIPAL POR LOS SENDEROS Y ACCESO PÚBLICO**

1-4 de Noviembre, 2007

Canyon Lodge en Mammoth Lakes

Todo el fin de semana: Objetos Expuestos, Excursiones,
Reuniones de los Participantes, Reuniones y Discusiones de La
Sistema de Senderos, y "Mammoth Trails / Senderos de Mammoth"

LA PRIMERA NOCHE

Jueves, 1 de Noviembre, 2007

A las 7 de la noche en Canyon Lodge

Recepción y Descripción de La Programa

PRESENTACIÓN PRINCIPAL

Sábado, 3 de Noviembre, 2007

7:30 de la noche en Canyon Lodge

"Carteles y La Encuentra de Senderos en Mammoth Lakes: Los Partes
Necesarios a Una Programa Acertado" Corbin Design

Horario y El Registro por El Evento esta Ubicado a www.mltpa.org

MLTPA: 760 934 3154

Todos los eventos son gratis y abiertos al público

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) es un corporación que gana beneficios por el publico en la forma 501(c)(3)



CAMP: Invierno viene Febrero 2008

Foto por Stephen H. Willard, Old Mammoth Road, No. 963 (detalle), © Colección de Stephen H. Willard Photography, donado por el Palm Springs Art Museum

Chapter 5p: Web, external

CAMP: SUMMER bugs (small clickable images) were developed by MLTPA for use as an advertising tool on websites other than its own. The bugs, which linked directly to the CAMP: SUMMER mini-site, were distributed to a number of sources with Calendar information, but were not fully implemented.

CAMP: Summer External Web Bugs



Chapter 5q: Web, MLTPA

MLTPA developed a comprehensive mini-site for CAMP: SUMMER, which was immediately and clearly accessible from www.mltpa.org as well as by typing the specific URL into a browser address bar. The site featured complete event information, the opportunity to sign up for the CAMP: SUMMER E-newsletter, contact information, and access to the CAMP: SUMMER Online Trail Survey, and also hosted the CAMP: SUMMER Online Event Registration.

OPPOSING MOTION

MLTPA Foundation Presents **CAMP: SUMMER** Web Page/Site Plan - **DRAFT 9.28.07**

CAMP: SUMMER HOME PAGE

Kim Stravers

- Copy: Event name, dates, location, description, etc.
Graphics: Partner logos, CAMP "logo", Graphic look of print materials (see poster) **Use poster graphics & copy to start.*
Other: Data Collection - "For more info" box for guests to request more info to be sent. Box to be removed once full site is up. **[I THINK THE BOX CAN SIMPLY BE CHANGED TO BECOME THE SIGN-UP FOR THE E-NEWSLETTER INSTEAD. I CAN GET THIS LIVE TODAY.]**

**Use poster copy to start.*

SUB PAGES

EVENT INFORMATION

Kristy Williams **[ARE**

YOU PLANNING TO WRITE ALL THE COPY AND FEED IT TO ME FOR POSTING?]

- Copy: Schedule, Session descriptions, speaker/presenter bios **[KIM]**
Graphics: Potentially graphic support for schedule/table layout **[WE CAN SCAN AND POST IF THERE IS ONE CREATED.]**
Other: Sub-Nav: Schedule
Speaker/Presenter Bios
Session Information?
Pdf downloadable version of schedule

REGISTRATION/COMMENTS

Jen Heintzleman/Kristy Williams

- Copy: Brief copy regarding no charge to register, but registration required.
Graphics: N/A **[SHOULD HAVE CAMP LOGO AT LEAST]**
Other: Link to web-based registration provider **[WHAT IS THE GRAPHIC FLEXIBILITY IN THIS PROGRAM? CAN WE TWEAK IT TO LOOK LIKE CAMP OR LIKE MLTPA?]**
Pdf downloadable version of registration form **[SHOULD HAVE LOGOS ON IT.]**
Data Collection: Place for people to provide comments? **[MESSAGE BOARDS. ALSO, WILL HAVE BLOG THIS WEEK AS WELL.]**

MAP/DIRECTIONS

Jen Heintzleman

- Copy: Driving directions **[INCLUDE PARKING INSTRUCTIONS, AS WELL AS PUBLIC TRANSPORTATION OPTIONS, IF ANY, AND THE NUMBERS FOR THE TAXI SERVICES. BIKE/WALK DIRECTIONS]**
Graphics: Town map over topo with event venues noted
Other: Pdf downloadable version of map? **[YES.]**

FAQ'S

Kim Stravers

OPPOSING MOTION

Copy: Glossary of terms, who should participate, etc. **[GLOSSARY IS SEPARATE FROM FAQs.]**

Graphics: N/A

Other: N/A

VOLUNTEER

Kim Stravers

Copy: TBD **[I CAN WRITE THIS.]**

Graphics: N/A

Other: N/A

Should this be specific to CAMP volunteers or should it link to regular MLTPA volunteer page. **[SHOULD BE BOTH. I WILL DEAL WITH THIS.]**

DONATE

Kim Stravers

Copy: N/A

Graphics: N/A

Other: Link to existing MLTPA donate page **[YES, BUT WITH TEXTUAL LEAD-IN TO EXPLAIN HOW FUNDING RELATES TO CAMP.]**

CAMP: WINTER

Kim Stravers

Copy: The Trails CAMP Process continues with Winter Planning. Event coming February 2008.

Graphics: Winter graphic – will it be ready?

Other: Data Collection - Do we want a place that they can register for more info (send more info when it is available)? **[TOO MANY BOXES, SO NO...SHOULD INSTEAD HAVE A LINK TO EMAIL ME DIRECTLY TO BE WITHER ADDED TO OUR MAILING LIST OR TO NOTE EXISTING SUBSCRIBERS HAVE INTEREST IN THIS EVENT. POINT THEM TO E-NEWSLETTER (GENERAL), BLOG, AND WEBSITE.]**

Timeline [THIS ALL LOOKS DOABLE.]

Phase 1

Live Date: October 1, 2007

Components: Name, Date, Location, Description, More information & registration to come.

Donate Available.

*Use poster artwork for page.

Phase 2

Live Date: October 15, 2007

Components: Schedule Available

Event Information Available

FAQ'S Available

CAMP: WINTER (copy only not including winter graphic)

OPPOSING MOTION

Phase 3

Live Date: October 22, 2007
Components: Registration Available
Map Available
CAMP: WINTER Graphic added
Other relevant updates

Phase 4

Live Date: October 29, 2007
Components: Relevant updates



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CAMP: Summer Event Schedule

Click [here](#) to download a PDF.

****PLEASE REMEMBER TO SET YOUR CLOCKS BACK ONE HOUR ON SATURDAY NIGHT, NOVEMBER 3RD, FOR DAYLIGHT SAVINGS TIME ("FALL BACK")!****

THURSDAY, NOV. 1st

7:00 p.m. to 8:30 p.m.: Exhibit Hall and Registration/Information Open, Canyon Lodge

7:00 p.m. to 8:30 p.m.: Opening Reception, Canyon Lodge

FRIDAY, NOV. 2nd *Tours are concurrent

8:30 a.m. to 5:00 p.m.: Exhibit Hall and Registration/Information Open, Canyon Lodge

9:00 a.m. to 12:00 p.m.: Existing Facilities Trolley Tour (Paved): meet at Canyon Lodge, transportation provided by Town Trolley/on foot (beginner) *Limit 20

9:00 a.m. to 12:00 p.m.: Existing Facilities Bike Tour (Paved)**: meet at Canyon Lodge, transportation provided by MMSA Bus/on bike (advanced) *Limit 20

9:00 a.m. to 12:00 p.m.: Existing Facilities Trolley Tour (Natural Surface): meet at Canyon Lodge, transportation provided by Town Trolley/on foot (beginner) *Limit 20

9:00 a.m. to 12:00 p.m.: Existing Facilities Bike Tour (Natural Surface)**: meet at Canyon Lodge, transportation provided by MMSA Bus/on bike (advanced) *Limit 12

9:00 a.m. to 12:00 p.m.: Hidden Lake/Mammoth Meadows Restoration Project Tour (USFS), meet at Canyon Lodge, transportation provided by Town Trolley/on foot

SATURDAY, NOV. 3rd *Tours and sessions are concurrent

8:30 a.m. to 9:30 p.m.: Exhibit Hall and Registration/Information Open, Canyon Lodge (*Exhibit Hall not open during sessions*)

9:00 a.m. to 12:00 p.m.: Missing Links Tour (Paved), meet at Canyon Lodge, transportation provided by Town Trolley/on foot *Limit 20

9:00 a.m. to 12:00 p.m.: Missing Links Tour (Natural Surface), meet at Canyon Lodge, transportation provided by Town Trolley/on foot *Limit 20

9:00 a.m. to 12:00 p.m.: Mammoth Trails, Canyon Lodge

2:00 p.m. to 4:00 p.m.: Trails Network Workshop (Paved), Canyon Lodge *Limit 20

2:00 p.m. to 4:00 p.m.: Trails Network Workshop (Natural Surface), Canyon Lodge *Limit 20

7:30 p.m. to 9:30 p.m.: Signage and Wayfinding in Mammoth Lakes: Essential Steps to a Successful Program, Canyon Lodge

SUNDAY, NOV. 4th

9:30 a.m. to 12:00 p.m.: Information Open, Canyon Lodge

10:00 a.m. to 12:00 p.m.: Next Steps Presentation, Canyon Lodge

**** All bike-tour participants are required to bring their own bicycles and helmets -- no gear**

will be available on-site. Riders without helmets will NOT be permitted to participate in bike tours.

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CAMP: SUMMER Event Information

THURSDAY, NOVEMBER 1ST, THROUGH SUNDAY, NOVEMBER 4TH

Exhibit Hall/Base CAMP Canyon Lodge (see schedule for times)

Informational and interactive exhibits will be on display throughout the event in the CAMP: Summer Exhibit Hall at Canyon Lodge, and MLTPA staff will be on hand all weekend to field questions and receive feedback while you register for events and take the CAMP: Summer survey. Among the many displays will be a special "Walk the Lake Mary Road Bike Path" exhibit, produced in partnership with the Town of Mammoth Lakes, where you can get a detailed look at this important trails project as an overlay on a large-scale aerial map of the town and view the final construction drawings mounted as one continuous exhibit.

THURSDAY, NOVEMBER 1ST

Opening Reception 7 p.m. to 8:30 p.m., Canyon Lodge

Join us for cocoa and cookies while you check out the Exhibit Hall and familiarize yourself with the weekend's many activities. Meet planning consultant team members from Alta Planning + Design (paved surfaces) and Trail Solutions (natural surfaces), MLTPA staff and Board members, and the CAMP Jurisdictional, Funding, and Planning Partners. Take the CAMP: Summer survey, register for tours and workshops, and more!

FRIDAY, NOVEMBER 2ND

Hidden Lake/Mammoth Meadows Restoration Tour 9 a.m. to 12 p.m., meet at Canyon Lodge Tour Guide: U.S. Forest Service

The U.S. Forest Service will lead a special hike through the Hidden Lake/Mammoth Meadows area at the base of the Sherwins as part of their Mammoth Meadows Restoration Project. Staff will be assessing hiking trails as part of this endeavor and is seeking public input during this special tour. Transportation will be provided by Town Trolley.

Existing Facilities Trolley Tour (Paved) 9 a.m. to 12 p.m., meet at Canyon Lodge Tour Guide: Alta Planning + Design

An introductory tour to orient participants with existing sections of Mammoth Lakes' paved pathways and dedicated bike lanes, with a focus on key community locations. This tour will be led by Town Trolley and on foot.

***LIMIT 20 PARTICIPANTS**

Existing Facilities Bike Tour (Paved) 9 a.m. to 12 p.m., meet at Canyon Lodge Tour Guide: Alta Planning + Design

An advanced tour of the existing sections of pathways and bikeways that loop Mammoth Lakes, with a focus on understanding the experience, safety, and practicability of various types of system infrastructure. This tour will be led by Mammoth Mountain bus and on bikes.

***LIMIT 20 PARTICIPANTS**

***Participants must supply their own bikes and helmets; no gear will be available on site. Riders MUST have helmets to take part in this tour.**

Existing Facilities Trolley Tour (Natural Surface) 9 a.m. to 12 p.m., meet at Canyon Lodge Tour Guide: Trail Solutions

An introductory tour to orient participants with existing Mammoth-area soft-surface trail opportunities. This tour, guided by Town Trolley and on foot, will look at many different use areas and will discuss sustainability, soil conditions, connectivity, and use.

***LIMIT 20 PARTICIPANTS**

Existing Facilities Bike Tour (Natural Surface) 9 a.m. to 12 p.m., meet at Canyon Lodge Tour Guide: Trail Solutions

An advanced tour of select existing Mammoth-area trail segments. This tour will be led by Mammoth Mountain bus and on bikes. The group will ride several pieces of Mammoth's trails to get an

understanding of various conditions, flow, safety, and sustainability issues.

***LIMIT 12 PARTICIPANTS**

***Participants must supply their own bikes and helmets; no gear will be available on site. Riders MUST have helmets to take part in this tour.**

SATURDAY, NOVEMBER 3RD

Missing Links Tour (Paved)

9 a.m. to 12 p.m., meet at Canyon Lodge

Tour Guide: Alta Planning + Design

This tour will build upon the previous day's Existing Facilities tours by focusing on missing connections between community nodes and neighborhoods. The discussion will be about moving people around town safely and efficiently without the use of cars, and enhancing the leisure-recreation experience. This tour will be led by Town Trolley, with some short walks.

***LIMIT 20 PARTICIPANTS**

Missing Links Tour (Natural Surface)

9 a.m. to 12 p.m., meet at Canyon Lodge

Tour Guide: Trail Solutions

This tour will build upon the previous day's Existing Facilities tours by focusing on missing connections between community nodes and neighborhoods, as well as on areas where use is currently occurring, but access is threatened or use is unsustainable to the environment. The tour also will explore possible connections to popular locations. This tour will be led by Town Trolley, with some short walks.

***LIMIT 20 PARTICIPANTS**

Mammoth Trails

9 a.m. to 12 p.m., Canyon Lodge

Session Leader: MLTPA

This workshop will focus on how the Mammoth recreation community can come together through a central website (www.mammothtrails.org) to provide activity and conditions information to our visitors and to each other. We also will discuss how current and developing digital technology can benefit local clubs and organizations, and how MLTPA, via Mammoth Trails, can work with local clubs and groups to mitigate user conflict, find solutions to trails and public access issues, and help everyone work together toward common goals.

Trails Network Workshop (Paved)

2 p.m. to 4 p.m., Canyon Lodge

Session Leader: Alta Planning + Design

Building upon the previous days' Existing Facilities and Missing Links tours, and using base maps and electronic media, participants will begin to identify missing links and potential future connections. Working closely with the planning consultants, participants will provide input on potential links to key services and neighborhoods, to favorite recreation and leisure areas, and for safe routes to school and work. They also will provide input on possible improvements to amenities such as signage and wayfinding, bike racks, bus stops, and other safety enhancements.

***LIMIT 20 PARTICIPANTS**

Trails Network Workshop (Natural Surface)

2 p.m. to 4 p.m., Canyon Lodge

Session Leader: Trail Solutions

Building upon the previous days' Existing Facilities and Missing Links tours, and using aerial photography, base maps of existing trails, and electronic media, participants will work closely with planning consultants to envision potential new trail connections and improvements to the current system, as well as brainstorm about trail amenities such as trailheads and signage within the frontcountry area adjacent to the community. The focus will be on connections to community nodes and neighborhoods.

***LIMIT 20 PARTICIPANTS**

Signage & Wayfinding in Mammoth Lakes: Essential Steps to a Successful Program

7:30 p.m. to 9:30 p.m., Canyon Lodge

Presenter: Jeff Corbin, President, Corbin Design

Enjoy cocoa and cookies as you listen to Jeff Corbin, president of award-winning and nationally recognized design firm Corbin Design, give a special presentation focusing on the critical steps in developing a successful signage and wayfinding system, whether it's for a trail system, a hospital, or a community. Corbin Design has completed successful projects for such clients as downtown Los Angeles, Purdue University, and Crystal Mountain Resort.

SUNDAY, NOVEMBER 4TH

Next Steps Presentation

10 a.m. to 12 p.m., Canyon Lodge

Presenters: Alta Planning + Design and Trail Solutions

Wrap up your weekend by listening to the planning consultants' presentation on the lessons and information learned from the CAMP: Summer workshops and listening sessions, and participate in a question-and-answer session. You'll receive information about how you can stay informed and involved in the planning process, which planning steps are still to come—including CAMP: Winter, which is scheduled for the first weekend of February 2008—and when the Mammoth Lakes community can expect a draft trails plan.



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CAMP: SUMMER FAQs

Click [here](#) to download a PDF of the CAMP: Summer FAQs

Para el español, chasque [aquí](#)

What is MLTPA? MLTPA—the Mammoth Lakes Trails and Public Access Foundation—is a 501(c)(3) nonprofit organization that was founded in 2006 to advocate for a comprehensive system of trails and public access in Mammoth Lakes.

What is CAMP? CAMP, which stands for Concept and Master Planning, is the partnered process by which the Town of Mammoth Lakes, Mammoth Mountain Ski Area, the USFS, and the community of Mammoth Lakes work together to plan a comprehensive trails and public access system. There are three types of partners in this effort: Jurisdictional Partners (Town, USFS), Funding Partners (Town, Mammoth Mountain Ski Area, and the Developers' Forum), and Planning Partners (MLTPA, Town, USFS, Mammoth Mountain Ski Area).

Why has MLTPA become involved in Town master planning? The group was formed after a successful campaign during the winter of 2005-2006, led by MLTPA Foundation President/Acting Executive Director John Wentworth, to protect backcountry skier and snowboarder egress from the Sherwins range back to town through Ranch Road. Having brought to light issues of public access and trail connectivity, MLTPA was awarded a contract from the Town of Mammoth Lakes in August 2006 to conduct a thorough inventory of points of public access to trails and outdoor recreation amenities within the Town's Planning Area (about 125 square miles), which now serves as a planning resource for the Town; the completed project was accepted by Town Council at their March 21, 2007, meeting. Today, our staff and seven-member Board of Directors are tasked with several important components of CAMP, including maintaining ongoing data collection coordination services and executing the public outreach. CAMP is the kind of project MLTPA looks forward to initiating and developing as we grow in our role as advocates and stewards for our community and the surrounding public lands.

What are the basic geographic parameters of CAMP? Which areas of Mammoth Lakes does CAMP affect? Land contained within the Town of Mammoth Lakes Urban Growth Boundary (UGB)—basically, where all the concrete is—will get an update to an adopted trails plan from 1991. Land outside the UGB but within the Town Boundary, which is public land owned and managed by the USFS, will be considered conceptually, exploring the opportunities for connectivity between the town and the surrounding public lands. The end result of this will be something like a blueprint that will set the stage for future planning efforts and strategies for implementation.

Is this just for hikers and bikers? Nope! The planning effort is a "big tent" venture that seeks to engage and accommodate the recreation needs of everyone in the community, whether your chosen activity is human-powered or runs on gas. MLTPA has identified more than 40 recreation activities in our area, and the planning process is open to each and every one of them. A key goal of this planning process is to improve the recreation experience for everyone.

Why are there two CAMPS (Summer and Winter)? Because Mammoth changes so significantly between seasons, CAMP: Summer will focus on summer recreation and trails. CAMP: Winter will take place in February 2008 and will address winter recreation and trails.

Why does anything have to be planned at all? If no adopted planning document that addresses multi-jurisdictional trails planning exists, the opportunity to build and experience a comprehensive, fully linked system of trails and public access is not guaranteed. CAMP's goal is to ensure that no matter who owns or manages the lands that make up this community, not only will the public be able to reach public lands from town, but that connections will be efficient, safe, and enjoyable. And it goes without saying that you need a good plan to ensure at least the possibility of good implementation.

Why do we have to do it now? What's the urgency? According to a recent memorandum from Town Manager Robert F. Clark (March 7, 2007), "... the ability to address environmental, economic, and social impacts and obtain a fair share contribution towards community benefits is a one time opportunity. If this opportunity is not attained now, it will be lost forever." The Town of Mammoth Lakes has processed a total of 11 Environmental Impact Reports (EIRs)—a necessary procedure in the process of approving any major development project—in the last 23 years. Today the TOML is potentially tasked with processing that same number of EIRs in the next 12 months. If a planning effort is not in process during this approval period, there is no guarantee that existing points of public access to and from Inyo National Forest through the Urban Growth Boundary will be protected or ensured...meaning that the trail you take to get out there today might be lost to private real estate development tomorrow.

Who's going to do all the work? The CAMP process will function via Jurisdictional, Funding, and

Planning Partnerships between the Town of Mammoth Lakes MLTPA, Mammoth Mountain Ski Area, and the USFS. Consultants have been engaged for trails master planning (Alta Planning + Design and Trail Solutions). Your participation in public meetings and in the entire CAMP process—giving suggestions, ideas, and feedback—is a major component of CAMP and an extremely important part of the project's workflow. At the end of the day, the consultants will provide recommendations in terms of a draft master plan that will need to be adopted by the individual jurisdictions through their own public processes.

What's in it for me? A thorough planning process benefits you by engaging individuals and groups in the development of a trails and public access plan that will update the existing Mammoth Lakes trails plan from 1991. Extensive community outreach will be conducted to ensure that the proposed plans and end products reflect the recreational needs and desires of the community.

Once the planning process is complete, the drafted planning documents have been adopted by relevant jurisdictional agencies, and implementation has begun, you—as a resident, second homeowner, or visitor—will be able to look forward to a well-planned, efficient, well-signed, and fun trails and public access system, no matter what your skill level or activity of choice.

How is this going to benefit the community of Mammoth Lakes? The benefits to the Mammoth Lakes community of a comprehensive system of trails and public access are threefold: recreational, economic, and environmental. A trails system that is efficient, integrative, easy to use and navigate, and, above all, fun, will serve the outdoor recreation needs of both residents and visitors, increasing Mammoth's draw as a year-round destination resort. Increased visitors to the area will not only supplement the bottom line of the town's business sector in the winter and summer, but also will help to fill in the gaps created by the current "shoulder seasons." For year-round residents, access to Inyo National Forest for everything from birding to snowmobiling can be protected and stewarded—encouraging our community to freely experience the abundant beauty and resources of our public lands. Finally, the "feet first" vision that anchors the recently adopted Town of Mammoth Lakes 2007 General Plan will begin to be realized with safe connections that encourage alternative mobility. With a comprehensive system in place, our community literally can be linked, from the South Gateway to MMSA and beyond. It's good for our health—financially, physically, and mentally!

How much is it going to cost? MLTPA estimated an initial cost for just the planning effort at about \$485,000. All the Partners have worked together to refine the scope and needs of the project, and the current estimated cost of the planning effort is about \$350,000. The Funding Partners have \$225,000 committed to the planning process so far.

Who's going to pay for it? Currently, the Town of Mammoth Lakes has committed \$100,000, an amount that Mammoth Mountain Ski Area is matching. An additional \$25,000 has been committed by Cardinal Investments via the Developers' Forum, bringing total committed funds to \$225,000. MLTPA is actively pursuing grants and conducting other fundraising efforts to produce the project balance.

When will we get an actual plan out of this? The Planning Partners have structured the planning effort on a 12-month timeline, though the process may extend beyond this window. Consultants have been engaged and are gathering facts and making observations as you read this.

When will we see these improvements? After the planning process has been completed and the final trails plan for the area has been adopted by the Town and other necessary jurisdictional agencies, the establishment of implementation priorities can begin. It will be up to the Jurisdictional Partners to begin the implementation process based on their priorities and available funding. MLTPA will certainly look to play a helpful role at this stage.

What can I do to get involved? You'll have the chance to provide input as well as feedback on everything from the routes you travel by foot or bike to get to work, to the trailhead from which you stage your backpacking trip into the backcountry. No matter which activities you enjoy on our public lands—walking your dog, ripping around on your motorcycle, or heading out for a backcountry ski tour—your opinions are not only relevant, but critical. To make your voice heard, be on the lookout for announcements of public meetings and other events, and be part of the turnout! CAMP: Summer is set for November 1–4, 2007, at Canyon Lodge. If you'd rather not express your opinion in public, you'll have plenty of opportunities to complete surveys, post messages on our website forums, send MLTPA e-mails, or simply call us on the phone.

If you'd like to pitch in on a volunteer basis, send an e-mail to Communications Manager Kim Stravers at kimstravers@mltpa.org, or talk to her on the phone at (760) 934-3154. She'll add your name to the list and will send you more information about which tasks we currently need a hand with.

How can I get more information? Log on to MLTPA's website, www.mltpa.org, for timely reports on the status and progress of CAMP and to find out when and how you can get involved. Better yet, sign up for our e-newsletter by contacting MLTPA or looking for the orange sign-up box on www.mltpa.org.

Who is the MLTPA contact for CAMP? Kim Stravers is the communications manager of MLTPA and can be reached at (760) 934-3154 or kimstravers@mltpa.org. John Wentworth is the president of the MLTPA Foundation Board of Directors and the acting executive director of MLTPA; he can be reached at (760) 934-3154 or johnwentworth@mltpa.org. We look forward to hearing from you!



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Meet the CAMP Consultants!

Click on the links below to download PDFs about our CAMP consultants.

Both Alta Planning + Design and Trail Solutions will be working throughout the entire Concept and Master Planning process, and they'll be back for CAMP: Winter, too! Don't miss your chance to meet the teams at our Opening Reception, Thursday, February 7, 2008, 6:30 to 8:00 p.m. at the Mountainside Conference Center in Main Lodge.

Say hello to [Alta Planning + Design](#).

Here's more about their staff:

Jeff Olson, Principal

Jeff is a registered architect who has been involved in greenways, open space, and alternative transportation projects for more than 20 years. Jeff's work includes the award-winning Grand Canyon Greenway, the 1,000-mile New York State Bicycle Route System, and numerous bicycle, pedestrian, and trail plans that he participated in from positions in both the private and public sectors. His diverse career experience provides him with unique and valued vision and leadership abilities.

Matt Benjamin, Planner

Through his work with the Los Angeles County Bicycle Coalition and the Los Angeles County Metropolitan Transportation Authority, Matt has accrued extensive experience in leading public outreach and planning efforts. Matt specializes in developing strategies to ensure that the needs and desires of both the public and the contracting organization are met.

Say hello to [Trail Solutions](#).

Here's more about their staff:

Cimarron Chacon, ASLA

Cimarron is a renowned trail planner and designer. Prior to her time with Trail Solutions she developed multiple trail systems throughout the West as the Landscape Architect over Trails Policy for the Bureau of Land Management, influencing public policy and design criteria for recreation sites on public lands. She has dealt with design and development on lands in the urban interface of several rapidly growing communities in the West, and her most prized trail system, Utah's Gooseberry Mesa, was recently designated as a National Recreation Trail by the Secretary of the Interior.

Cimarron was a contributing author to IMBA's *Managing Mountain Biking* and other outdoor and professional publications. In addition, she developed and taught courses on trail management and visual resource management for the Bureau of Land Management, United States Forest Service, National Park Service, and Federal Highway Administration.

Pete Webber, IMBA Trail Specialist (CAMP: SUMMER)

An expert in many aspects of mountain biking, Pete has worked with IMBA and Trail Solutions since 1998. He is best known as the principal author and editor of IMBA's two best-selling books on sustainable trail building and mountain biking management. The 2004 book *Trail Solutions* is recognized around the world as an indispensable source of trail building information. Pete has extensive experience conducting public workshops and user listening sessions. His 20 years of mountain biking experience include six years as a professional racer.

Say hello to Peter Axelson, Founder and Director of Research and Development at [Beneficial Designs](#).

As Founder and Director of Research and Development, Peter leads Beneficial Designs and spends much of his time traveling throughout the world to attend meetings and present the firm's work. After sustaining a spinal cord injury, Peter founded Beneficial Designs in 1981 to manufacture his Arroya

Sit-Ski design. Many Beneficial Designs devices, including hand controls for manual transmission vehicles and a piano pedal pusher operated by the abdominal muscles, have been inspired by Peter's desire to reestablish the physical, intellectual, and spiritual balance in his own life.

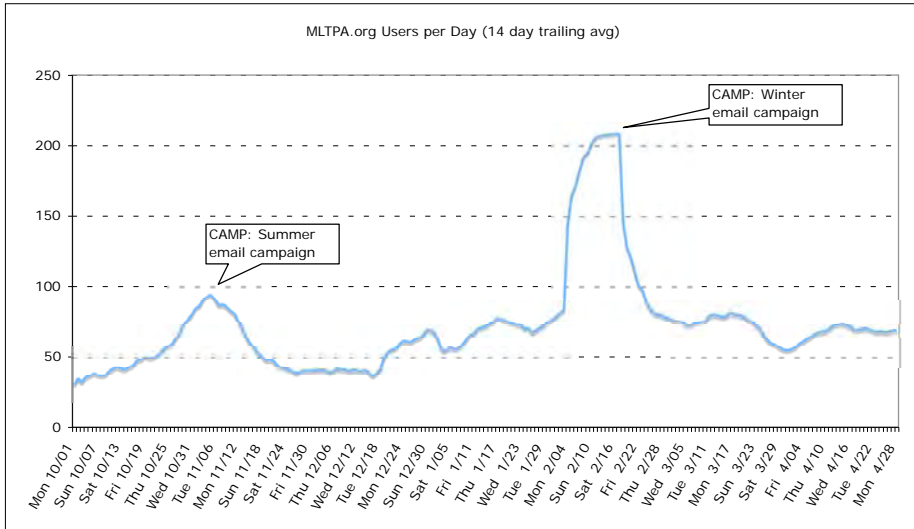
Peter is an avid monoskier, and his zest for outdoor recreation has led Beneficial Designs to specialize in the development of a variety of adaptive recreation equipment, including monoskis, cross-country snow skis, a wave ski for surf kayaking, and ultra-light-aircraft modifications.

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 # Report: Site7356
 # Report Name: Sessions Graph
 # Date Range: 10/01/2007 - 04/28/2008
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Date MLTPA.org Users per Day (14 day trailing avg)

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Sat 10/27	63
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