

# Lee Vining Chamber of Commerce

## Spring Meeting Notes - 4/27/2021

### 1. **Call to order, introductions, attendance**

Kim Traynor, president, Yosemite Gateway Motel  
Margie Beaver, VP, Beaver's Sporting Goods  
Claire, Treas/sec, Mono Lake Committee  
Tim Traynor, Yosemite Gateway Motel  
Wayne Beaver, Beaver's  
Megan Mallowney, Acting Mono District Ranger  
Rebecca Watkins, Presbyterian Church  
Tom Crowe, Mono Lake Kayaks  
Kris Andriessen, CalTrans  
Kelly Miller, El Mono / Latte Da  
Nancy Pinnizotto, Nicely's  
John Wernecke, History Museum  
Julian, Mono Market

### 2. **Approve minutes of 4/29/20 meeting**

Vote results: approved 10-0

### 3. **Treasurer's Report—account balance, projected income, expenses**

Current account balance is \$2,491.71.

In 2020, income from membership dues was \$2,250 from 16 members

Fish stocking donations totaled \$6,620.

Total income from both sources was \$8,870.

On expenses side, we spent \$6,785.10 on fish stocking. Other expenses, which include our monthly phone bill, business license, advertising, and PO box, totaled \$868.81.

Total expenses for 2020 were \$7,653.

Tim asked why the phone bill is so expensive—can we look into switching to Race? Meeting attendees agreed that Claire should look into switching.

### 4. **Secretary's Report—membership levels, billing, etc**

In 2020, the Chamber had 16 members, so down just slightly from 2019.

For 2021, expect membership to be about the same; hoping that by revising the billing schedule that we can make it possible for more businesses to join.

Billing schedule—we would like to revise the billing cycle for the Chamber: seems like it would be better to bill for membership at the end of the season, rather than at the beginning. So this year we will transition; members will have the option to pay in spring or fall. We won't kick out anyone for nonpayment in the spring.

Vote on whether to adopt this change: 10-0 in favor of the change.

**5. Chamber Members' Reports**  
(skipped this item)

**6. Advertising—ads, social media, etc.**

Last year only purchased ad space in Fishing California Alps; we opted out of that publication this year, as well as the Highway 120 Magazine. They didn't seem that beneficial and we wanted to discuss with members.

We would like to have an ad in the Mono County Visitors Guide for 2022—we will contact Alicia Vennos and Jeff Simpson to ask about timeline for that.

Regained access to LV Chamber Facebook page, Claire and Kim will manage. Plan to do some business profiles, news, scenery. We'd also like to look into advertising on social media—does anyone have experience with that?

Kris Andreissen says his parents run a biz and use FB for advertising, good return on money put into promoted posts

Margie agrees that social media seems the most effective use of our money at this time

Nancy P agrees that social media ads make more sense than print because they reach beyond our region

General agreement that we should put our ad budget (about \$200) into social media promotions

**7. Fishing update from Wayne Beaver**

Results from email vote about whether to spend \$2500 on fish stocking before spring meeting: 8-0 in favor of fish stocking. Members who voted were: Mono Lake Kayaks, Lee Vining Chevron, Nicely's, Mono Vista RV park, Beaver's Sporting Goods, Yosemite Gateway Motel, Virginia Lakes Resort, Lee Vining Presbyterian Church. Epic Café voted yes but then withdrew their vote and membership due to move to June Lake.

Beaver's has obtained the permit to stock fish in our creeks.

First load of fish was delivered to Lee Vining Creek on 4/23. Invoice pending for \$2155 Mono County also added fish to LV Creek, on 4/21. They stock twice per year and next delivery from them will be 7/2.

CDFW is stocking at only 50% this year because of fungal outbreak last year.

Fishmas weekend was super successful—Beaver's had best Fishmas weekend ever, broke all records. Sign of the summer to come?

Suggest everyone put together donation buckets for fish stocking. Agreement among members that the Chamber could facilitate this by purchasing and distributing donation buckets to businesses. Will put Chamber logo on it.

Fishing regulations changed on March 1. Now year-round fishing is allowed in LV Creek, though catch and release till Fishmas.

Tom Crowe asked about enforcement—there are only 3 game wardens for all of Mono so it's tough. Sheriff can enforce too but they don't often do it.

This year there will be 2 stocks in LV Creek, 2 stocks in Ellery, and 2 in Saddlebag.

**8. Mono County Tourism report**

Hard copy report distributed—they include the Yosemite entrance guidelines.

Tourism dept is focusing their ad money on the shoulder seasons. They expect a busy season but still no international travelers.

9. **Megan Mallowney, Acting District Ranger for Mono District, Inyo National Forest**  
Status for Mono District is dire—it's been disassembled. Lesley Yen (Forest Supervisor) started here at Inyo and deeply cares; she made Megan's position possible. Megan came back because she loves it here.  
Mono District has no staff right now. Just hired Jameisha Washington out of Bishop office as recreation officer, she will start in late May.  
Working to get campgrounds more open and functional—Lawson Reif helped with that ahead of Fishmas.  
Trying to get Visitor Center doors open, ideally 7 days per week 8-430 or 8-5.  
Would like to have Mono Ranger Station fully operational, even if it's a mix of partners.  
Enforcement—currently our enforcement is out of Bridgeport, it's too far and too slow.  
Working to get someone stationed in Lee Vining.  
Dispersed camping is a big concern. Planning to issue emergency closure of Grant Lake for dispersed camping. Also want to reissue closure for Lower Lee Vining, Big Springs, and Hartley Springs.  
Wayne—hardest part is enforcement. --yep, Megan is expecting all rec staff to engage and to write tickets when possible
  
10. **CalTrans District 9 update**  
We have a small business liaison, Jessica Klemencic. She couldn't be here, but she wants to engage so please contact her.  
Opening lower Lee Vining gate on 120 this Friday (4/30)  
Review of projects on horizon for Lee Vining—see handout
  
11. **Open discussion** - remind members to update listing on website - how best to communicate with members? -- ideas to increase membership and involvement?
  
12. **Fall BBQ?**  
Late September?  
Let's assess Chamber budget in late summer after finish stocking