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**MAMMOTH TRAILS COMMITTEE MEETING**  
Thursday, September 8, 2016 @ 3pm  
Mammoth Lakes Tourism and Recreation Conference Room  
2520 Main Street, Mammoth Lakes, California  
[www.mammothlakesrecreation.org](http://www.mammothlakesrecreation.org) | [www.mammothtrails.org](http://www.mammothtrails.org)

NOTE: In compliance with the American with Disabilities Act, if you need special assistance to participate in this meeting, please call (760) 934-4932. Notification 48 hours prior to the meeting will enable MLR to make reasonable arrangements to ensure accessibility to this meeting. (28CFR 35.102-35.104 ADA Title II)

NOTE: All comments will be limited by the President to a speaking time of five minutes.

**ROLL CALL**

Committee Members: Alan Jacoby, Finley Torrance, Dan Holler, David Page, Danna Stroud

**PUBLIC COMMENT (On items not on the Agenda)**

**ADMINISTRATIVE ITEMS**

1. Approval of the agenda
2. Approval of the meeting minutes for August 11, 2016
  - a. Attachment #1
3. MLTS
  - a. FY 15/16: Budget Close Out - Draft
    - i. Attachment #2
    - ii. Attachment #3
  - b. FY 15/16: MLTS Deliverables Update
    - i. Attachment #4
4. MLTPA Updates
  - a. FY 15/16 Contributions
    - i. Cash
    - ii. Leveraged
    - iii. Volunteer Hours
      1. Attachment #5
5. FY 16/17 Q1 Reallocations
  - a. Recommendations by Trails Coordinator
    - i. Including MTC Recommendations from 16/08/11
      1. Attachment #6
    - ii. Other projects
      1. Winter Rec. Summit - Etiquette Brochure
        - a. Attachment #7 - [Click Here for Drop Box Link](#)
      2. Winter Rec. Summit - Communication Assessment Consultant
        - a. Attachment #8



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6. Funding Responsibilities for Trail System Sign Maintenance
    - a. Review of draft MLTS Signage Inventory
      - i. Attachment #9
  7. Critical Partner Logo Representations on MLTS Collateral
    - a. Review of Examples
      - i. Attachment #10
  8. Trails Coordinator Doe Ridge Trail System as presented to Mono County Collaborative Planning Team
    - a. Attachment #11
  9. Adopted and Approved MLTS Interpretive Program – Overview for Future Efforts
    - a. Trails Coordinator Presentation

#### COMMITTEE MEMBER REPORTS

#### REQUEST FOR FUTURE AGENDA ITEMS

#### ADJOURNMENT

To the next meeting of the Mammoth Trails Committee which will occur on October 13, 2016, at 3pm. I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted in the Mammoth Lakes Tourism & Recreation outside showcase not less than 72 hours prior to the meeting dated as September 2, 2016.

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Rich Boccia, MLR Executive Director



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July 14, 2016, Mammoth Trails Committee Meeting Minutes  
Mammoth Lakes Tourism and Recreation Conference Room,  
2520 Main St, Mammoth Lakes, CA 93546

**ROLL CALL**

Chair Stroud called the meeting to order at 3:03 p.m. at the Mammoth Lakes Tourism and Recreation Conference Room, 2520 Main St, Mammoth Lakes, CA 93546. Present: Mark Brownlie, Alan Jacoby, and Danna Stroud.

**PUBLIC COMMENT**

None.

**ADMINISTRATIVE ITEMS**

1. Approval of the Agenda: approved
2. Minutes from March and July approved- (M Jacoby, S Brownlie, 3-0)
3. Review and consider approve Winter Recreation Summit implementation plan.
  - a. Joel Rathje gave a clarification on how the packet is structured
  - b. **Rathje reviewed the MLRS implementation committee's table**
    - i. Winter Recreation Etiquette brochure: Circulate to everyone as a PDF/Dropbox link to group with a message for feedback
    - ii. Communication hits on every WRS topic—the largest gap—with several stakeholders. There is an initiated project (MLTS Website-Content Development) which can contribute to this budget.
    - iii. The table is not ranked in any order
    - iv. Hayes provided information about the Shady Rest mentioned projects. Also he reaffirmed that this table is a draft, and conversations with the Forest Service **hasn't occurred at this time.**
    - v. Fat Biking: review of what may be happening, and discussion about the current Fat Biking situation locally and nationally. Also expressed was concerns about electric fat biking.
    - vi. Snow play: Fire Crews may be involved in order to clean up the areas, but this budget cannot be used for things like trash cans.
      1. Lakes Basin cannot be advertised as a place for snow play—use is fine, but no promotion, since it is not the primary destination.



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**July 14, 2016, Mammoth Trails Committee Meeting Minutes  
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- vii. Winter Transit: Overall a **“smooth” working group**. Add MUPs to ESTA maps, and winter nodes.
  - viii. Lakes Basin: Looking grooming of MUPs and developing next steps. See notes from the Lakes Basin meeting. Time for that meeting has changed to Aug 16 and 12:30. Agreement that it is great that these groups are working together, **“breaking down silos” and getting to place where agreements can be made.**
    - 1. Communication plan: Showing the updates, rather than selling the place
  - ix. Overall comments: A lot is conceptual. Brownlie mentioned that how things are consistent with MMSA.
4. Previously approved projects that align with the WRS:
- i. New signs at the winter egress locations. More rich content with clear information. ESAC is helping.
  - ii. MUP maintenance: will help with winter mobility, by clearing more paths, and figuring out priority for those cleared.
    - 1. Jacoby mentioned that there are certain areas that should not be cleared, and show instead be packed—for instance the Brewery to Kelly Road. Hayes mentioned that there are areas that are not on the schedules to be cleared, due to lack of resources, and only are taken care of when possible.
5. Shady Rest winter grooming report from Casey:
- a. Decent season this year. There was a total of 44 days of grooming done. Only two issues with the equipment this year. Also provided in the packet were a few etiquette tips.
  - b. **Stroud asked if FOI was able to do any counters, which they weren’t able to because this** trail system is hard to implement, since depending on the snow level, users start at different locations.
  - c. MLTS trail counters work in the snow.
  - d. Spent \$11,000 out of the \$20,000 budget
  - e. Upcoming season has the same budget. This year it will be bid out.
6. Committee Member Reports:



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July 14, 2016, Mammoth Trails Committee Meeting Minutes  
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- a. Mark Brownlie: Good relations between the Town and MMSA. Working on biathlon location. MMSA busiest summer ever.
- b. Alan Jacoby: Town Parks and Rec had two mountain bike camps. Program will probably grow.
- c. Danna Stroud: Eastern Sierra Collaborative is wrapping up
- d. Joel Rathje gave stats on the work that has been done for the trails this summer and the Fire Crew.

**REQUEST FOR FUTURE AGENDA ITEMS**

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**ADJOURNMENT**

There being no further business to come before the Mammoth Trails Committee, the meeting was adjourned at 4:20 p.m.

Respectfully submitted,

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Lesley-Anne Hoxie  
Executive Assistant, Mammoth Lakes Recreation



Report Criteria:

Actual Amounts  
 Year-to-date Balances  
 All Accounts  
 Summarize Payroll Detail  
 Print Grand Totals  
 [Report].Activity Number = 200,203,204,212,214,223,224,231,232,234,235,251,252  
 [Report].Account Number = {<->}21500020010"

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance			
<b>200</b>										
<b>MLTS - TOML - Admin</b>										
Regular Salaries		07/01/2015 (00/15) Balance		215-511-40000			.00			
12/06/2015	PB	68	PAYROLL TRANS FOR 12/6/2015 PAY PERIO		29.98					
12/06/2015	PC	38	PAYROLL TRANS FOR 12/6/2015 PAY PERIO		77.10					
01/31/2016	PC	184	PAYROLL TRANS FOR 1/31/2016 PAY PERIO		404.78					
02/28/2016	PC	90	PAYROLL TRANS FOR 2/28/2016 PAY PERIO		477.76					
03/13/2016	PC	30	PAYROLL TRANS FOR 3/13/2016 PAY PERIO		490.07					
03/27/2016	PC	117	PAYROLL TRANS FOR 3/27/2016 PAY PERIO		178.56					
04/10/2016	PC	36	PAYROLL TRANS FOR 4/10/2016 PAY PERIO		258.99					
04/24/2016	PC	143	PAYROLL TRANS FOR 4/24/2016 PAY PERIO		287.94					
05/22/2016	PC	124	PAYROLL TRANS FOR 5/22/2016 PAY PERIO		539.49					
04/18/2016	AP	496	THE SIERRA READER		627.48					
06/05/2016	PC	78	PAYROLL TRANS FOR 6/5/2016 PAY PERIOD		122.38					
07/03/2016	JE	158	PAYROLL TRANS FOR 7/3/2016 PAY PERIOD		290.52					
YTDEncumbrance		.00	YTDActual	3,785.05	Total	3,785.05	YTDBudget	.00	Unexpended	(3,785.05)
<b>PERS (Retirement)</b>										
		07/01/2015 (00/15) Balance		215-511-41020			.00			
01/19/2016	CD	9	CalPERS Unfunded Liability		981.03					
12/06/2015	PB	52	PAYROLL TRANS FOR 12/6/2015 PAY PERIO		.01					
08/10/2016	CD	234	Feb-2016 CalPERS Unfunded Liability		106.21					
08/10/2016	CD	259	Mar-16 CalPERS Unfunded Liability		32.29					
08/10/2016	CD	260	Mar-16 CalPERS Unfunded Liability		43.33					
08/10/2016	CD	261	Mar-16 CalPERS Unfunded Liability		53.81					
08/10/2016	CD	262	Mar-16 CalPERS Unfunded Liability		55.53					
08/10/2016	CD	263	Mar-16 CalPERS Unfunded Liability		74.04					
08/10/2016	CD	303	Apr-16 CalPERS Unfunded Liability		11.09					
08/10/2016	CD	304	Apr-16 CalPERS Unfunded Liability		33.28					
08/10/2016	CD	305	Apr-16 CalPERS Unfunded Liability		38.15					
08/10/2016	CD	306	Apr-16 CalPERS Unfunded Liability		38.15					
08/10/2016	CD	384	May-16 CalPERS Unfunded Liability		3.67					
08/10/2016	CD	385	May-16 CalPERS Unfunded Liability		14.45					
08/10/2016	CD	386	May-16 CalPERS Unfunded Liability		24.86					
08/10/2016	CD	387	May-16 CalPERS Unfunded Liability		37.28					
08/10/2016	CD	388	May-16 CalPERS Unfunded Liability		68.41					
08/10/2016	CD	282	Jun-2016 CalPERS Unfunded Liability		33.95					
YTDEncumbrance		.00	YTDActual	1,649.54	Total	1,649.54	YTDBudget	.00	Unexpended	(1,649.54)
Total MLTS - TOML - Admin:					5,434.59	.00	5,434.59			

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance			
<b>203</b>										
<b>MLTS Focused Planning Efforts</b>										
Contractual Services		07/01/2015 (00/15) Balance		215-511-43031			.00			
03/15/2016	AP	789	MAMMOTH LAKES TRAILS AND PUBLIC ACC		4,418.15					
04/22/2016	AP	221	MAMMOTH LAKES TRAILS AND PUBLIC ACC		9,015.42					
05/19/2016	AP	125	MAMMOTH LAKES TRAILS AND PUBLIC ACC		2,805.11					
06/30/2016	AP	535	MAMMOTH LAKES TRAILS AND PUBLIC ACC		363.03					
YTD Encumbrance		.00	YTD Actual	16,601.71	Total	16,601.71	YTD Budget	.00	Unexpended	(16,601.71)
Total MLTS Focused Planning Efforts:					16,601.71	.00	16,601.71			



Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance			
<b>223</b>										
<b>MLTS Environmental - Project</b>										
			07/01/2015 (00/15) Balance	215-511-43031			.00			
YTD	Encumbrance	125,738.00	YTD Actual	.00	Total	125,738.00	YTD Budget	.00	Unexpended	(125,738.00)
Total MLTS Environmental - Project:					.00	.00	.00			

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance			
<b>224</b>										
<b>MLTS Implementation/Construct</b>										
Regular Salaries		07/01/2015 (00/15) Balance		215-511-40000			.00			
01/31/2016	PC	143	PAYROLL TRANS FOR 1/31/2016 PAY PERIO		904.65					
03/15/2016	AP	762	HIGH COUNTRY LUMBER		8.62					
03/15/2016	AP	911	HIGH COUNTRY LUMBER			8.62-				
03/13/2016	PC	76	PAYROLL TRANS FOR 3/13/2016 PAY PERIO		187.22					
03/02/2016	AP	267	DO-IT CENTER		33.15					
03/03/2016	AP	269	DO-IT CENTER		4.48					
05/22/2016	PC	111	PAYROLL TRANS FOR 5/22/2016 PAY PERIO		249.54					
YTD	Encumbrance	.00	YTD Actual	1,379.04	Total	1,379.04	YTD Budget	.00	Unexpended	(1,379.04)
Temporary Wages		07/01/2015 (00/15) Balance		215-511-40111			.00			
05/22/2016	PC	155	PAYROLL TRANS FOR 5/22/2016 PAY PERIO		53.60					
YTD	Encumbrance	.00	YTD Actual	53.60	Total	53.60	YTD Budget	.00	Unexpended	(53.60)
PERS (Retirement)		07/01/2015 (00/15) Balance		215-511-41020			.00			
08/10/2016	CD	235	Feb-2016 CalPERS Unfunded Liability		40.88					
08/10/2016	CD	236	Feb-2016 CalPERS Unfunded Liability		98.25					
08/10/2016	CD	237	Feb-2016 CalPERS Unfunded Liability		98.25					
08/10/2016	CD	264	Mar-16 CalPERS Unfunded Liability		50.10					
08/10/2016	CD	389	May-16 CalPERS Unfunded Liability		11.20					
08/10/2016	CD	390	May-16 CalPERS Unfunded Liability		33.64					
05/22/2016	PB	89	PAYROLL TRANS FOR 5/22/2016 PAY PERIO		25.70					
YTD	Encumbrance	.00	YTD Actual	358.02	Total	358.02	YTD Budget	.00	Unexpended	(358.02)
Maintenance Supplies		07/01/2015 (00/15) Balance		215-511-42007			.00			
01/08/2016	AP	363	HIGH COUNTRY LUMBER		378.41					
01/08/2016	AP	364	HIGH COUNTRY LUMBER		16.19					
01/11/2016	AP	365	HIGH COUNTRY LUMBER		171.68					
01/13/2016	AP	366	HIGH COUNTRY LUMBER		11.10					
01/12/2016	AP	497	DO-IT CENTER		46.48					
03/02/2016	AP	456	HIGH COUNTRY LUMBER		60.72					
03/15/2016	AP	912	HIGH COUNTRY LUMBER		8.62					
YTD	Encumbrance	.00	YTD Actual	693.20	Total	693.20	YTD Budget	.00	Unexpended	(693.20)
Trail Facility Supplies		07/01/2015 (00/15) Balance		215-511-42026			.00			
05/26/2016	AP	278	DO-IT CENTER		281.70					
05/27/2016	AP	447	UNION BANK OF CALIF MASTERCARD		219.36					
05/27/2016	AP	448	UNION BANK OF CALIF MASTERCARD			59.36-				
05/09/2016	AP	625	WOOD PRODUCT SIGNS		1,061.30					
06/01/2016	AP	118	DO-IT CENTER		77.72					
06/03/2016	AP	119	DO-IT CENTER		17.02					
06/08/2016	AP	293	UNION BANK OF CALIF MASTERCARD		380.00					
YTD	Encumbrance	.00	YTD Actual	1,977.74	Total	1,977.74	YTD Budget	.00	Unexpended	(1,977.74)
Contractual Services		07/01/2015 (00/15) Balance		215-511-43031			.00			
12/22/2015	AP	552	MAMMOTH LAKES TRAILS AND PUBLIC ACC		2,141.66					
06/30/2016	AP	529	MAMMOTH LAKES TRAILS AND PUBLIC ACC		1,626.84					
YTD	Encumbrance	.00	YTD Actual	3,768.50	Total	3,768.50	YTD Budget	.00	Unexpended	(3,768.50)

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
			Total MLTS Implementation/Construct:		8,298.08	67.98-	8,230.10

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance			
<b>232</b>										
<b>MLTS Governance</b>										
Contractual Services		07/01/2015 (00/15) Balance		215-511-43031			.00			
05/19/2016	AP	124	MAMMOTH LAKES TRAILS AND PUBLIC ACC		1,238.59					
06/22/2016	AP	174	MAMMOTH LAKES TRAILS AND PUBLIC ACC		2,186.29					
06/30/2016	AP	532	MAMMOTH LAKES TRAILS AND PUBLIC ACC		485.25					
06/30/2016	AP	536	MAMMOTH LAKES TRAILS AND PUBLIC ACC		983.50					
YTD Encumbrance		.00	YTD Actual	4,893.63	Total	4,893.63	YTD Budget	.00	Unexpended	(4,893.63)
Total MLTS Governance:					4,893.63	.00	4,893.63			

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
<b>235</b>							
<b>MLTS Website</b>							
			07/01/2015 (00/15) Balance	215-511-43030			.00
06/08/2016	AP	294	UNION BANK OF CALIF MASTERCARD		1,018.92		
YTD	Encumbrance	.00	YTD Actual	1,018.92 Total	1,018.92	YTD Budget	.00 Unexpended (1,018.92)
<hr/>							
			07/01/2015 (00/15) Balance	215-511-43031			.00
08/10/2015	AP	645	MAMMOTH LAKES TRAILS AND PUBLIC ACC		529.87		
09/16/2015	AP	684	WENTWORTH, JOHN		2,483.24		
12/22/2015	AP	709	MAMMOTH LAKES TRAILS AND PUBLIC ACC		4,945.00		
01/07/2016	AP	520	UNION BANK OF CALIF MASTERCARD		99.95		
12/07/2015	AP	618	MAMMOTH LAKES TRAILS AND PUBLIC ACC		3,914.30		
03/15/2016	AP	788	MAMMOTH LAKES TRAILS AND PUBLIC ACC		2,798.08		
04/25/2016	AP	219	MAMMOTH LAKES TRAILS AND PUBLIC ACC		906.06		
04/25/2016	AP	220	MAMMOTH LAKES TRAILS AND PUBLIC ACC		840.77		
06/23/2016	AP	171	MAMMOTH LAKES TRAILS AND PUBLIC ACC		4,262.73		
06/30/2016	AP	534	MAMMOTH LAKES TRAILS AND PUBLIC ACC		671.76		
YTD	Encumbrance	.00	YTD Actual	13,493.65 Total	13,493.65	YTD Budget	.00 Unexpended (13,493.65)
<hr/>							
Total MLTS Website:					22,470.68	.00	22,470.68

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
<b>252</b>							
<b>MLTS Soft Surface Trail Maintenance</b>							
Machinery & Equip - Non Cap				07/01/2015 (00/15) Balance	100-438-46200		.00
06/29/2016	AP	155	TITAN CONSTRUCTION SUPPLY INC.		247.34		
YTD	Encumbrance	.00	YTD Actual	247.34 Total	247.34	YTD Budget	.00 Unexpended (247.34)
<hr/>							
Maintenance Supplies				07/01/2015 (00/15) Balance	215-511-42007		.00
05/20/2016	AP	274	DO-IT CENTER		88.41		
06/16/2016	AP	154	TITAN CONSTRUCTION SUPPLY INC.		37.58		
06/08/2016	AP	296	UNION BANK OF CALIF MASTERCARD		303.60		
06/08/2016	AP	297	UNION BANK OF CALIF MASTERCARD		73.99		
YTD	Encumbrance	.00	YTD Actual	503.58 Total	503.58	YTD Budget	.00 Unexpended (503.58)
<hr/>							
Trail Facility Supplies				07/01/2015 (00/15) Balance	215-511-42026		.00
06/06/2016	AP	446	UNION BANK OF CALIF MASTERCARD		301.49		
05/27/2016	AP	449	UNION BANK OF CALIF MASTERCARD		235.27		
05/27/2016	AP	502	CSDS SACRAMENTO		2,709.22		
06/08/2016	AP	295	UNION BANK OF CALIF MASTERCARD		131.98		
YTD	Encumbrance	.00	YTD Actual	3,377.96 Total	3,377.96	YTD Budget	.00 Unexpended (3,377.96)
<hr/>							
Contractual Services				07/01/2015 (00/15) Balance	215-511-43031		.00
08/10/2015	AP	648	MAMMOTH LAKES TRAILS AND PUBLIC ACC		92.41		
08/10/2015	AP	649	MAMMOTH LAKES TRAILS AND PUBLIC ACC		174.34		
08/10/2015	AP	652	MAMMOTH LAKES TRAILS AND PUBLIC ACC		174.34		
08/10/2015	AP	653	MAMMOTH LAKES TRAILS AND PUBLIC ACC		174.34		
09/21/2015	AP	583	FRIENDS OF THE INYO		7,549.48		
08/10/2015	AP	918	MAMMOTH LAKES TRAILS AND PUBLIC ACC			174.34-	
08/10/2015	AP	919	MAMMOTH LAKES TRAILS AND PUBLIC ACC			174.34-	
06/23/2016	AP	173	MAMMOTH LAKES TRAILS AND PUBLIC ACC		3,713.78		
06/30/2016	AP	180	FRIENDS OF THE INYO		17,782.50		
06/30/2016	AP	181	FRIENDS OF THE INYO		2,759.21		
06/21/2016	AP	323	DEPT OF FORESTRY & FIRE PROTECTION		1,370.88		
YTD	Encumbrance	.00	YTD Actual	25,277.69 Total	25,277.69	YTD Budget	.00 Unexpended (25,277.69)
<hr/>							
Total MLTS Soft Surface Trail Maintenance:					37,920.16	348.68-	37,571.48
Number of Transactions: 100 Number of Accounts: 17					Debit	Credit	Proof
Grand Totals:					95,618.85	416.66-	95,202.19

Report Criteria:

- Actual Amounts
- Year-to-date Balances
- All Accounts
- Summarize Payroll Detail
- Print Grand Totals
- [Report].Activity Number = 200,203,204,212,214,223,224,231,232,234,235,251,252
- [Report].Account Number = {<->}21500020010"



**MLTS DELIVERABLES - FY15/16**  
**Mammoth Trails Committee Meeting**  
**September 8, 2016**

**1) PLANNING**

*a) Focused Planning Efforts*

**i) Winter Recreation Summit - TSMP Implementation**

- (1) Summit Completed
- (2) Follow up efforts underway for Winter 16/17

*b) Environmental Review*

**2) DESIGN**

*a) Guidelines & Standards*

**i) Signage and Wayfinding – Soft Surface**

- (1) Draft “Design Intent” Reviewed and Approved by MTC
- (2) Signage Messaging Specialist recruited and hired
- (3) Graphic Specialist recruited and hired

*b) Project Design*

*c) Trail Alignment Studies*

**i) SHARP - Trail Alignment Studies**

- (1) SHARP ID #18 Updated

**ii) LABSS - Trail Alignment Studies**

- (1) LABSS # 1 Drafted
- (2) LABSS # 3 Drafted
- (3) LABSS # 4 Drafted
- (4) LABSS # 9a Drafted

**3) IMPLEMENTATION**

*a) Easement / Access Neg.*

**i) Sherwins – Winter Access/Egress**

- (1) Program successfully implemented for Winter of 15/16

*b) Environmental - Project*

**i) SHARP - Trails NEPA Analysis INF**

- (1) \$125,000 Environmental Reserve funding allocated by Town Council
- (2) Priority project for local USFS Staff

*c) Implementation / Construction*

**i) SHARP – Trail Construction Fund**

- (1) Reserve Accounts Established

**ii) Signage and Wayfinding – Map Updates & Repair**

- (1) Winter trailhead signage designed and installed at 4 MLTS nodes
- (2) “Roles and Responsibilities” assignments drafted for TOML and MLTS
- (3) “Standards Manual” to document “how to” sign the MLTS initiated

**iii) Soft Surface Signage Implementation**

- (1) Prototype sign produced and approved by USFS + TOML
- (2) 11 MLTS Soft Surface Signs Installed + Integrated with mammothtrails.org

#### 4) OPERATIONS

##### *a) Management Plan*

###### **i) Soft Surface Trails – USFS Permitting**

- (1) “USFS Challenge Cost Share Agreement” initiated and in effect

##### *b) Governance*

###### **i) MLTS Trails Coordinator + Support**

- (1) MLTS Trails Coordinator hired by Town of Mammoth Lakes

###### **ii) MLTS Action Plan + Annual Budget**

- (1) Budget and Project Initiation Sheets for FY 16/17 drafted and approved
- (2) Quarterly budget reallocation process implemented

###### **iii) MLTS Project Management Support**

- (1) Operations Support staff recruited and hired

##### *c) Interagency Communication*

###### **i) Communications - In Support of MLTS**

- (1) Communications protocols established and implemented

##### *d) Contingency / Leverage*

##### *e) Website*

###### **i) MLTS Website Operations and Maintenance**

- (1) MLTS Website operated/maintained. Site traffic up 24.5% year over year.
- (2) 3<sup>rd</sup> party photo delivery system updated and assets transferred
- (3) “Trail News” blog developed and implemented

###### **ii) MLTS Website – Content Development**

- (1) Winter photography completed – pages to be updated

##### *f) Information Systems*

###### **i) MLTS Data Library**

- (1) GIS technician recruited and hired
- (2) Inventory and cataloging of existing MLTS GIS Data Sets
- (3) Field data collection efforts within Municipal Boundary
- (4) Data support provided for Soft Surface Signage, Hard Surface Signage and mammothtrails.org

##### *g) Interpretive*

##### *h) Image Library*

###### **i) MLTS Photo and Image Library**

- (1) Photo and image library maintained and operational supporting mammothtrails.org, Trail Days efforts, Soft Surface Signage, Hard Surface Signage, and others

#### 5) MAINTENANCE

##### *a) MUP Maintenance*

##### *b) Soft surface Trail Maintenance*

###### **i) Trail Days – FOI**

- (1) Event #1 for 2016 - National Trail Days Event

###### **ii) Trail Days – MLTPA**



(1) Event #1 for 2016 - National Trail Days Event

**iii) Soft Surface Trail Maintenance Program**

(1) Under USFS Challenge Cost Share Agreement, program to maintain 30 miles of soft surface trails within Town's Municipal Boundary initiated

*c) Nordic Trail Maintenance*

**i) Shady Rest – Winter Grooming**

(1) Winter grooming program at Shady Rest implemented

**6) STEWARDSHIP**

*a) Mammoth Trails*

**i) Mammoth Trails**

(1) Mammoth Trails Meeting to Introduce new Trails Coordinator Joel Rathje

*b) Adopt A Trail*

**i) Adopt A Trail**

(1) Program draft initiated and reviewed for further review by USFS

**7) MARKETING / PROMOTION**

*a) Trail Maps / Guides*

**MLTPA CONTRIBUTIONS**  
**FY 2015 / 2016**  
September 08, 2016

<b>Time Frame</b>	<b>Staff Volunteer Hours</b>	<b>Leveraged Funds</b>	<b>Cash Donations</b>
Q1: July 1 - Sept 30	288	\$ -	\$ 10,501.18
Q2: Oct 1 - Dec 31	528.25	\$ -	\$ 5,038.07
Q3: Jan 1 - March 31	314		\$ 955.00
Q4: April 1 - June 30	236		\$ 4,916.19
<b>Total to Date =</b>	<b>1366.25</b>	<b>\$ -</b>	<b>\$ 21,410.44</b>
Total Volunter Hrs	1,366.25		
Volunteer Hrs Rate	\$23.07		
Value of Volunteer Hrs	<b>\$31,519.39</b>		
Value Leveraged Funds	-		
Cash Contributions	<b>\$21,410.44</b>		
<b>MLTPA FY 15/16 =</b>	<b>\$ 52,929.83</b>		
Leveraged Funds/Assests:	Computers		
	Office Space / Furnishings		
	Printers / Ink		
	MLTPA Website		
	Inquire with MLTPA for details		

MLTS 2016/2017 Master Budget - Top Sheet

Q2 MTC Reallocation

September 08, 2016

Program Area	Contractor Code	Project Name	Proj. Lead	Init. Date	16/17 Budget as Adopted by Town Council	INITIATION TOTAL	Q2 REALLOCATION	
						<b>MTC TOTAL</b>	<b>MTC IN</b>	<b>MTC OUT</b>
<b>Planning</b>								
Collaborative Processes	070_03_SRIC1617	Inyo Craters Shady Rest Planning	MLTPA	07/14/16	\$ 20,000.00	\$ 20,000.00		\$ 1,500.00
<b>Design</b>					<b>Total Planning =</b>	<b>\$ 20,000.00</b>	<b>\$ 20,000.00</b>	<b>\$ 1,500.00</b>
Project Design	100_02_SHARP_DESIGN_P1_1617	SHARP – Trail Design	TOML	07/14/16	Construct Reserve			
Trail Alignment Studies	051_04_TTC1617	SHARP - Trail Alignment Studies	MLTPA	07/14/16	\$ 3,750.00	\$ 3,750.00		
	097_02_LABSS_TTC1617	LABSS - Trail Alignment Studies	MLTPA	07/14/16	\$ 3,750.00	\$ 3,750.00		
<b>Implementation</b>					<b>Total Design =</b>	<b>\$ 7,500.00</b>	<b>\$ 7,500.00</b>	
Easement/ Access Neg.	053_05_ShWegr1617	Sherwins – Winter Access/Egress	MLTPA	07/14/16	\$ 1,500.00	\$ 1,500.00	\$ 1,000.00	
Environmental - Project	099_04_SHARP_ENVIRO_P1_TOML1617	SHARP Environmental - NEPA/CEQA - TOML	TOML	07/14/16	(Enviro Reserve NTE)	\$ 117,500.00		
	099_05_SHARP_ENVIRO_P1_MLTPA1617	SHARP Environmental - NEPA/CEQA - MLTPA	MLTPA	07/14/16	(Enviro Reserve NTE)	\$ 7,500.00		\$ 1,000.00
Implementation/ Construct	071_02_SHARP_BLD1617	SHARP – Trail Construction Fund	TOML	07/14/16	Construct Reserve	\$ -		
	052_03_MapUpdate_TOML1617	Signage and Wayfinding – Map Updates & Repair - TOML	TOML	07/14/16	(Construct Reserve NTE)	\$ 20,000.00		
	052_04_MapUpdate_MLTPA1617	Signage and Wayfinding – Map Updates & Repair - MLTPA	MLTPA	07/14/16	(Construct Reserve NTE)	\$ 17,500.00		
	075_04_SoftSurf1617	Soft Surface Signage Implementation	TOML	07/14/16	(Construct Reserve NTE)	\$ 25,000.00		
<b>Operations</b>					<b>Total Implement=</b>	<b>\$ 1,500.00</b>	<b>\$ 189,000.00</b>	<b>\$ 1,000.00</b>
Governance	091_03_TOMLSupport_1617	TOML Staff Time for MLTS Projects Support	TOML	07/14/16	\$ 3,500.00	\$ 3,500.00		
	092_04_MLTS_TC_1617	MLTS Trails Coordinator + Support	TOML	07/14/16	\$ 112,698.75	\$ 112,698.75		
	106_02_MLTSMPM_1617	Project Management Support	MLTPA	07/14/16	\$ 25,000.00	\$ 25,000.00		
	094_03_MLTS_ACT_BUD_1617	MLTS Action Plan + Annual Budget	MLTPA	07/14/16	\$ 1,000.00	\$ 1,000.00	\$ 1,500.00	
Interagency Coordination	031_03_MLTS_COMM1617	MLTS Communications	MLTPA	07/14/16	\$ 2,500.00	\$ 2,500.00		
Website	088_05_MT_WebMgt_1617	MLTS Website Operations and Maintenance	MLTPA	07/14/16	\$ 7,500.00	\$ 7,500.00		
	088_04_MT_WebTML_1617	MLTS Website – TOML Tech Support	TOML	07/14/16	\$ 1,000.00	\$ 1,000.00		
	098_02_MT_WebCon_1617	MLTS Website – Content Development	MLTPA	07/14/16	\$ 10,000.00	\$ 10,000.00		\$ 1,000.00
Information Systems	029_02_Data_OM_1617	MLTS Data Library	MLTPA	07/14/16	\$ 3,500.00	\$ 3,500.00		
Interpretive	061_01_MLTS_ISP1617	MLTS Interpretive Program	MLTPA	07/14/16	\$ 2,000.00	\$ 2,000.00		
Image Library	069_06_Photo_OM_1617	MLTS Photo and Image Library	MLTPA	07/14/16	\$ 2,000.00	\$ 2,000.00		
<b>Maintenance</b>					<b>Total Operations =</b>	<b>\$ 170,698.75</b>	<b>\$ 170,698.75</b>	<b>\$ 1,500.00</b>
MUP Maintenance	102_03_WintMob1617	MLTS Winter Mobility Program	TOML	07/14/16	\$ 2,000.00	\$ 2,000.00		
Soft Surface Trail Maint.	109_SOS1617_FOI	MLTS Trail Days - FOI	FOI	07/14/16	\$ 8,000.00	\$ 8,000.00		
	108_SOS1617_MLTPA	MLTS Trail Days - MLTPA	MLTPA	07/14/16	\$ 8,500.00	\$ 8,500.00		
	105_02_SoftSurfMaint1617	Soft Surface Trail Maintenance Program	TOML	07/14/16	\$ 50,000.00	\$ 50,000.00		
Nordic Trail Maint.	102_04_WintGroom1617	MLTS – Winter Grooming	TOML	07/14/16	\$ 20,000.00	\$ 20,000.00		
Trailhead Maintenance	107_01_MLTS_TH_Maint1617	MLTS Trailhead Maintenance	MLTPA	07/14/16	\$ 2,500.00	\$ 2,500.00	\$ 1,000.00	
<b>Stewardship</b>					<b>Total Maintenance =</b>	<b>\$ 91,000.00</b>	<b>\$ 91,000.00</b>	<b>\$ 1,000.00</b>
Mammoth Trails	014_06_MT_OM_1617	Mammoth Trails	MLTPA	07/14/16	\$ 1,500.00	\$ 1,500.00		
Adopt A Trail	041_02_AAT1617	Adopt A Trail	MLTPA	07/14/16	\$ 2,500.00	\$ 2,500.00		
<b>Marketing/Promotion</b>					<b>Total Stewardship =</b>	<b>\$ 4,000.00</b>	<b>\$ 4,000.00</b>	
Trail Maps / Guides	103_02_MapsGuides1617	Maps and Trail Guides - Development	MLTPA	07/14/16	\$ 5,301.25	\$ 5,301.25		
					<b>Ttl Mrktg &amp; Promo =</b>	<b>\$ 5,301.25</b>	<b>\$ 5,301.25</b>	
					<b>Totals =</b>	<b>\$ 300,000.00</b>	<b>\$ 487,500.00</b>	<b>\$ 3,500.00</b>
								<b>\$ 3,500.00</b>



Strategic Communications Audit  
**Mammoth Lakes, California**

## Strategic Communications Audit: Overview

**What?** A strategic communications audit is an evaluation tool to ensure an organization, or group of organizations, is properly informed and aligned to a unified model for targeted growth.

**Why?** This audit aims to assess the capacity and ability of the Mammoth Lakes town stakeholders to clearly communicate key messaging necessary to meeting strategic growth or revenue-generating goals.

**How?** Momenta will conduct a series of in-person interviews, critical incident analysis, document review, and focus groups as well as engage qualitative and quantitative data research. We then evaluate the success of the current communications approaches to stated goals, and strategic plans. Finally, we analyze the approach of organizational or political outreach based on their relationship to a variety of stakeholders and their needs.

**Result?** We create a report with a series of observations and findings as well as recommendations for suggested areas of targeted innovation, key messaging needs, areas of opportunity, and goal-setting for revenue generation and strategic growth.

# Strategic Communications Audit: Mammoth Lakes

## Audit: GOALS

- Coordinate and evaluate opinion research from internal and external stakeholders important to the success of the Town's communications
- Examine the effectiveness of the town's current communications models; identify opportunities for innovation
- Suggest tools, organizational models, and tactics for enhancing communication with targeted audiences
- Offer strategies to improve the management of communications, marketing, public outreach, media, and engagement campaigns

## Audit: STEPS

### Interpretation & analysis of existing stakeholder groups

*In-person interviews to discuss the client's mission, strategic goals, revenue and financial expectations and needs, value drivers, messaging gaps, successful systems, etc.*

### Examination of existing communications systems

*Research, critical incident analysis, websites, documents, metrics, etc.*

### Collection of quantitative research

*Aggregation of surveys and statistics of relevant town data such as tourists trends, occupancy information, competitor analysis, SEO data from applicable websites, research documents, etc.*

### Collection of qualitative research

*In-person interviews, focus groups, past campaigns and programs, collateral, etc.*

### Analysis

*Complete review of all research materials, recommendations for tools, software integration, systems, key messaging, areas of opportunity for revenue and growth*

## Audit: REPORT

A typical strategic communications audit report produces approximately 25-100 pages which will include an Overview of the Research Process, Key Findings & Observations, Recommendations, and Phased Execution of Communications Tools and Initiatives. Topics covered in this findings report will include:

- Stakeholder & Target Audience Reports
- Successful & Effective Behaviors
- Competitive Analysis & Goal Setting
- Vulnerabilities & Need
- Untapped Opportunities & Resources
- Suggested Training, Tools, & Collateral
- Targets of Further Research (surveys, focus groups, etc.)
- Strategic Communication Plan Needs
- Revenue Opportunities
- Project Phasing

## Audit: BUDGET

We estimate this project will take approximately 115-170 hours for the audit and reporting at \$100/hour. Based on project needs, travel expenses for two team members to support interviews and in-person research will also be included in final costs. A formal agreement between the parties will further solidify this estimate and create the foundation for the project.

**Meet The Momenta Team.**



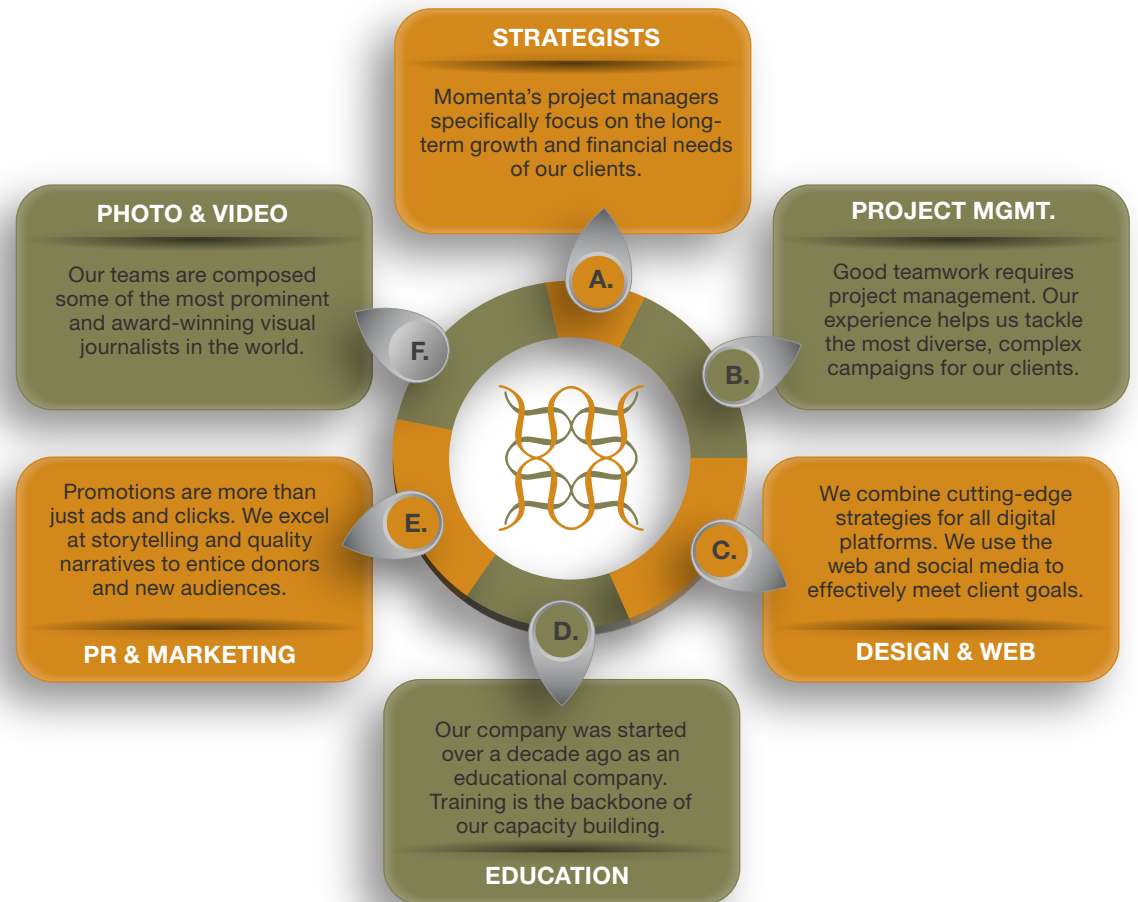
## Meet Your New Team.

Our company was founded by three journalists who worked for the world's biggest publications in both editorial and creative capacities. Our mission was sharing important stories with the public. Today, our work remains unchanged. We still tell stories: *yours*. Our clients range from small nonprofits to international corporations, and each has a story that needs to be told.

We specialize in serving the needs of outreach organizations and offer a suite of communication services, including strategic planning, graphic and web design, visual services such as multimedia, photography and videos service packages as well as animation and motion graphics.

We customize each project based on the needs of the organization. Our project team leader will handpick the service providers and oversee each step to get you the best outcome for your organization.

Momenta's team building creates systems where your needs are seamlessly integrated in project planning and strategy. Our Project Managers create the perfect hive for creative planning and execution of major initiatives. You are not just hiring individual vendors with you work with us. With Momenta, you get an organized, targeted communications firm dedicated to your organization's goals.





## **Meet the Analyst.**

Co-Founder and CEO of Momenta Group, LLC, has been an active player in the communications industry for over a decade. His most recent experience, prior to launching Momenta, was as a Photo and Illustrations Editor for National Geographic Society.

During his time at National Geographic, Chris edited 16 books and helped manage numerous other projects. He was honored to work in conjunction with many notable individuals and organizations such as James Cameron, Walden Media, Lucas Film, NOAA, NASA, Magnum Photos, Silvia Earl, and all of the current and past National Geographic photographers. He has also served in an editorial and product development capacity for AOL News helping to shape its photographic vision during its strongest years.

In 2008, Chris founded Momenta Workshops after years of organizing and teaching photojournalism workshops around the world for private clients. The company has grown to include a creative, educational, and consulting divisions.

Chris' editorial and project management experience includes daily news, concept documentary, travel publications, science topics, commerce web sites, children's publishing, international sports, branding, and public relations initiatives. In addition to photographic and communications pursuits, he often consults on the topics of studio workflow management, asset management, database formulation, and high end gallery printing.

Chris holds degrees in Journalism and Mass Communications from Humboldt State University, and a Master's Degree in Visual and Interactive Communications from S.I. Newhouse at Syracuse University.

## Meet the Strategist.

Co-Founder of Momenta and COO of Momenta Group, LLC, Jamie Rose is our Strategic Communications expert who leads our project teams. She balances the creative side of our projects with an organized, business-focused mind-set.

Jamie's early career was spend in the halls of power as a Press Corps photojournalist covering Capitol Hill and the White House primarily for The New York Times. Her passion for working with nonprofits lead her documentary coverage of humanitarian and health crisis in Africa, South America, and the Middle East. Her clients included organizations such as Doctors Without Borders, The Calvert Foundation, The Global Fund to Fight AIDS, Malaria, & Tuberculosis, and Physicians for Human Rights among others.

In 2011, Jamie was awarded the United Nations' IPC Photographers Leadership Award. She has also won acclaim from the Alexia Foundation for Global Peace & Cultural Understanding, as well as the White House News Photographers' Association Project Grant for her portfolio of health care workers in wartime Northern Uganda.

Jamie is considered an expert in nonprofit communications and has been interviewed by *Photo District News*, *Creative Marketing & Business Podcast*, *News Photographer Magazine* among others about the importance of storytelling in nonprofit communications. She has been an invited lecturer on communications for nonprofits at The Foundation Center, Colombia University, Hiram College, the Northern Short Course, as well as her alma maters.

If you need to get your messaging dialed in and make your audience enthusiastic with quality communication products, Jamie is the team leader who can help make your projects stand out from your competition. Jamie's technical abilities, keen sense of public relations needs, and vibrant personality make her one of our best communicators on staff at Momenta.

Jamie holds degrees in Communications from American University and the S.I. Newhouse School of Communications at Syracuse University.

## MEET OUR HAPPY CUSTOMERS.

“Jamie Rose and Chris Anderson have assembled an amazing team of photographers, videographers, and designers who produce time after time “the best in class” work. **Momenta Creative is an organization that sets the bar in customer relations** and in all their work. With their help, we were able to elevate our annual Older Volunteers Enrich America Awards ceremony to the next level, leaving an indelible mark for our volunteers, our network, and our funders.”

- *Maria Gonzales Jackson*  
*Consumer Outreach Programs, N4A*

Momenta Creative has some of the most strategic, creative, and hardworking consultants I have ever had the pleasure of working with. And their customer service is unparalleled. We have come to view Momenta as an extension of our marketing and communications team. You have a choice how and where to spend your marketing dollars and, from my perspective, **Momenta is worth every penny.**

- *Luann Tia Blount*  
*Vice President, CPDC*

## MEET OUR HAPPY CUSTOMERS.

The Delegation of the European Union to the United States worked with Momenta Creative for several years. Momenta **consistently provided excellent service, showing a great degree of flexibility and professionalism.** With a large team at their disposal, the company was able to accommodate also last minute requests for service. We've been completely satisfied with the high quality of their products."

- *Anna Prisco*  
Press & Public Diplomacy Officer, EU of the US

"Momenta brand system methodology has **fundamentally redefined our look, feel, and how our clients view our company.** Even after brand launch, they have continued to develop new and innovative collateral and strategies to keep us growing."

- *Katie Werremeyer*  
COO, Camera Bits

[www.momentacreative.com](http://www.momentacreative.com)



BANNER

8'



TABLE CLOTH

6'



3"

4"



SMART CARD

- Existing Parking Facilities
- Connects to Hot Creek Geothermal Site
- Connects to Whitmore Track and Sports Field (Complements High Altitude Training)
- Connects to Airport
- Connects to The Tub Hot Springs
- Dirt Road Access for Construction, Maintenance, Emergencies
- No Riparian Areas
- Great Seasonal Access
- World Class Vistas
- Perfect Topography for Fun Trails
- Opportunity to Partner with BLM

Hot Creek Geothermal Site

USFS

BLM

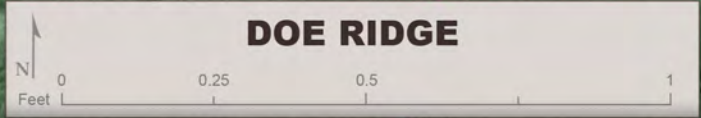
Hot Creek Ranch

The Tub Hot Springs

Whitmore Pool

Whitmore Track and Sports Field

CITY OF L.A.











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