

Hi,

Here are the collateral pieces that were used to provide voters with information about the ballot measure.

It includes Measure U questions & answers, the argument in favor of Measure U and three flyers that were mailed to registered voters.

The quotes I reference in the document emailed earlier today are on pages 8 & 9.

Thank you; see you all in the morning.

Dion

Dion Agee

Executive Director

Mammoth Lakes Foundation – It's a Dave McCoy Thing!

PO Box 1815

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From: Tom Johnson [mailto:tjohnson@mammothlakesrecreation.org]

Sent: Thursday, February 05, 2015 3:49 PM

To: Dion Agee; info@mammothlakesrecreation.org; 'Danna Stroud'; teri@seasons4.com; 'Drea Perry'; davidtpage@gmail.com; jbacon@mammothlakesrecreation.org; bt@thesierranevadaresort.com; 'Rich Boccia'

Cc: Evan Russell

Subject: RE: Measure U Perspective

Dion,

Can you provide us with a copy of the mailing that contained this language:

“Measure U will provide essential funding for Mammoth’s vibrant cultural events, while helping to make the Mammoth Arts & Cultural Center a reality.”

o Measure U “facilitates art projects and classes for community members.”

I scanned the voter guide you shared at the committee meeting but don’t recall seeing language to this effect. I suspect it’s a different document that I haven’t seen.

Thanks,

Tom

TOM JOHNSON

Mammoth Lakes Recreation Board

310.850.7312

tjohnson@mammothlakesrecreation.org

From: Dion Agee [<mailto:Dion@mammothlakesfoundation.org>]

Sent: Thursday, February 05, 2015 3:13 PM

To: info@mammothlakesrecreation.org; Danna Stroud; teri@seasons4.com; Drea Perry; davidtpage@gmail.com; tjohnson@mammothlakesrecreation.org; jbacon@mammothlakesrecreation.org; bt@thesierranevadaresort.com; Rich Boccia

Cc: Evan Russell

Subject: Measure U Perspective

Hi,

Having attended, as a member of the public, the majority of the MLR Allocation/Funding Committee meetings, I felt it would be important to share MLF's perspective/opinion regarding Measure U's intent, with the MLR Board.

Mammoth Lakes Foundation was heavily involved in getting arts and culture added as a beneficiary of Measure U and working the campaign that lead to it being passed.

As time goes by, questions are asked and language is now being reviewed – it is also critical to understand intent.

Please see the attached document that we hope helps to shed some light on the intent of Measure U.

Thank you and have a great day.

Dion

Dion Agee

Executive Director

Mammoth Lakes Foundation – It's a Dave McCoy Thing!

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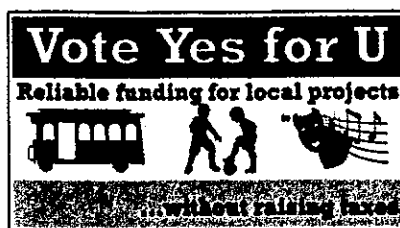
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Measure U Questions & Answers

What is Measure U?

Measure U is the Mammoth Lakes initiative to secure a reliable funding source for local Mobility, Recreation and Arts & Culture projects. It redirects existing tax dollars to pay for Mobility, Recreation and Arts & Culture projects throughout the Town of Mammoth.

Why was Measure U placed on the ballot?

The existing Utility Users Tax (UUT) is scheduled to expire. Measure U was put on the ballot to re-direct the UUT so that Mammoth Lakes can secure reliable funding for Mobility, Recreation and Arts & Culture projects. These funds could also be used to leverage additional funding from State and Federal sources, which would otherwise go to other communities in California.

When is Measure U on the ballot?

Measure U will be on the June 8, 2010 ballot in Mammoth Lakes and must receive a 66% plus one "Yes" vote to be approved.

Why does Measure U require a two-thirds majority to pass?

In order to ensure that Measure U monies can only be used for local mobility, recreation and arts and culture projects, and to prevent Measure U funds from ending up in the Town's general fund, Measure U requires a 66% plus one "Yes" vote to pass.

What has the UUT paid for in Mammoth Lakes?

The existing UUT was used to help build the Shady Rest and Mammoth Creek Parks. Because the existing UUT projects have been completed, this funding can be made available for other uses.

What happens to existing funding for local Mobility, Recreation and Arts & Culture if Measure U passes?

The Measure U initiative specifically prohibits local government from supplanting existing funds to local projects. Measure U is designed to be a dedicated and reliable source of funding for local Mobility, Recreation and Arts & Culture projects.

Yes on Mammoth's Measure U Committee
PO Box 100 PMB #423
Mammoth Lakes, California 93546
www.yesonmammothu.com

Will Measure U raise taxes in Mammoth Lakes?

No, Measure U does not increase taxes. Measure U simply redirects existing funding in order to pay for specific Mobility, Recreation and Arts & Culture projects in Mammoth Lakes.

Will Measure U funds be put into the Town's General Fund?

No. Measure U funds must remain separate and, by law, can only be used for local Mobility, Recreation and Arts & Culture projects. The Town Council has no opportunity to use Measure U funds for anything other than what is in the Measure U ordinance.

Can Measure U funds be used outside of Mammoth Lakes?

Measure U funds can only be used for projects that benefit Mobility, Recreation and Arts & Culture projects in Mammoth Lakes.

Who will decide how Measure U funds get spent?

By law, Measure U funds can only be used for Mobility, Recreation and Arts & Culture projects. Once Measure U is passed, citizens will provide input to a commission appointed by the Town Council, such as the Tourism and Recreation Commission, and this commission will make their recommendation to the Town Council for how to spend Measure U funds.

How will the public know that Measure U funds are spent appropriately?

In addition to the legal restrictions limiting the use of Measure U funds, the allocation process for the Measure U funds will be open to the public, and expenditures will be subject to independent audits and public review.

Why not include specific projects in the language of Measure U?

The intent of Measure U is not to favor any one particular project over another, but rather to create a reliable source of revenue so that the community of Mammoth Lakes can develop specific and detailed plans for specific expenditures of Measure U funds to benefit Mobility, Recreation and Arts & Culture here in Mammoth Lakes.

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Argument in Favor of Measure U

Measure U will fund year-round mobility infrastructure such as enhanced trolley service, winter maintenance of pedestrian walk-ways, and enhanced bus shelters; partner in the construction and operation of the Mammoth Track project and implementation of Mammoth's Trail System Master Plan; and serve as a critical component supporting culture and performing arts in Mammoth Lakes.

Measure U will fund these critical efforts without raising taxes. Because Measure U requires a two-thirds vote to pass, Measure U funds can only be used for specific purposes detailed in this initiative. Measure U is for us, the people who live and work in the Town of Mammoth - that's why so many local organizations, businesses, and community leaders are strongly supporting Measure U.

Revenue from Measure U:

- **will** be spent specifically on mobility, recreation, and arts and culture projects;
- **will** require annual audits to ensure Measure U funds are being used appropriately;
- **will** maintain year round pedestrian infrastructure, enhance local transit opportunities, build enhanced bus shelters, and fund public transit for special events;
- **will** help fund the Mammoth Track project;
- **will** help fund the implementation of SHARP (Sherwins Area Recreation Plan);
- **will** help fund additional signage to enhance the Mammoth Lakes Trail system;
- **will** help fund on-going operations and maintenance of cultural & performing arts facilities;
- **will only** be used to benefit the Town of Mammoth Lakes.
- **will not** supplant Town funding already committed to Mobility, Recreation and Arts and Culture;
- **will not** go into the General Fund;
- **will not** raise taxes;

Unlike other communities throughout California, we have an opportunity to fund local Mobility, Recreation, and Arts & Cultural projects without raising taxes. Please join us in Voting YES on Mammoth's Measure U.

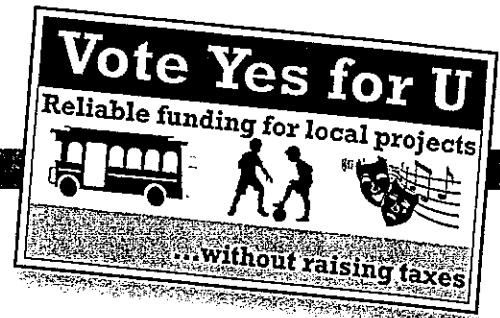
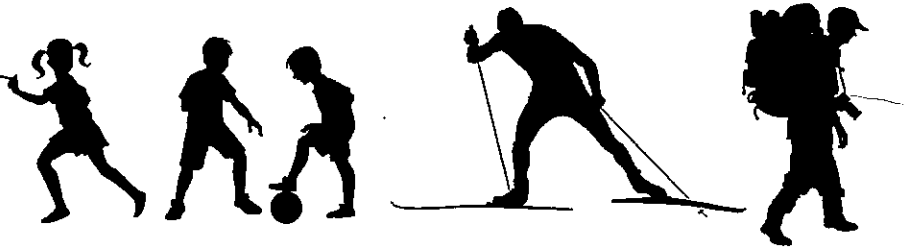
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Yes for Mammoth Lakes: Recreation



Unlocking Opportunities for Local Recreation – Measure U



Recreation and our economy go hand-in-hand. Measure U is important because it will allow our community to further invest in our recreation economy without increasing our taxes.

*Teri Stehlik
Mammoth Lakes Tourism*



Measure U will add to Mammoth's ability to attract world class sporting events. This is our way to further develop a strong local economy based on healthy uses of our natural resources.

*Mike Karch, M.D.
Founder, Mammoth Biathlon*



High Altitude training gives athletes in Mammoth Lakes a competitive advantage. Measure U will provide opportunities for the people who live here and for visitors to Mammoth Lakes.

*Deena Kastor
Olympic Marathoner*



**Prioritize Mammoth's
Recreation Infrastructure**



**Initiate the Mammoth Lakes
High Altitude Training Center**

Reliable funding for local Recreation



We all benefit from local recreation. It keeps us healthy, it provides jobs, and it attracts visitors to Mammoth Lakes. Measure U will add enormously to the community we love.

*Mark Mix & Kathy Copeland
Disabled Sports Eastern Sierra (DSES)*

Vote Yes for U

Reliable funding for local projects

...without raising taxes

Please return your absentee ballot to the Registrar of Voters by Tuesday, June 8.

Please Vote YES on Measure U.

No Tax Increase



Measure U will extend the existing Utility Users Tax to pay only for Mobility, Recreation and Arts & Culture projects.

ation without depending on development or raising taxes.

Yes on Mammoth's Measure U
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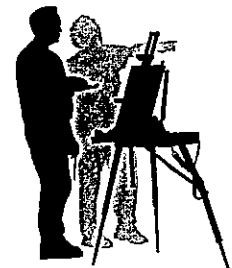
The Russell Family

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Mammoth Lakes, CA 93546-0721



Yes for Mammoth Lakes: Arts & Culture



Unlocking Opportunities for local Arts & Culture – Measure U



Reliable funding for the operations of an Arts & Cultural Center in Mammoth Lakes will help turn that facility from a dream into a reality. It will benefit our entire community.

Shira Dubrovner
Mammoth Lakes Repertory Theatre



The monies for construction of the Arts & Cultural Center are already available. Measure U could fund the Center's ongoing operations and maintenance, enabling the facility to be built.

Evan Russell
President & CEO, Mammoth Lakes Foundation



Measure U will provide essential funding for Mammoth's vibrant cultural events, while helping to make the Mammoth Arts & Cultural Center a reality.

Brian Schuldt
Felici Piano Trio



Enable the Arts & Cultural Center to be built in Mammoth Lakes



Provide a venue for music and theatrical performances

Reliable funding for Arts & Culture



Along with funding the Arts & Cultural Center, Measure U will fund local mobility projects and recreation. It's a solid way to direct funding to those things that will mean the most in Mammoth.

*Stacy Corless & B. Kenji Kawaguchi
Sierra Classic Theatre*

Vote Yes for U

Reliable funding for local projects

...without raising taxes

Please return your absentee ballot to the Registrar of Voters by Tuesday, June 8.

Please Vote YES on Measure U.



Facilitate art projects and classes for community members

No Tax Increase



Measure U will extend the existing Utility Users Tax to pay only for Mobility, Recreation and Arts & Culture projects.

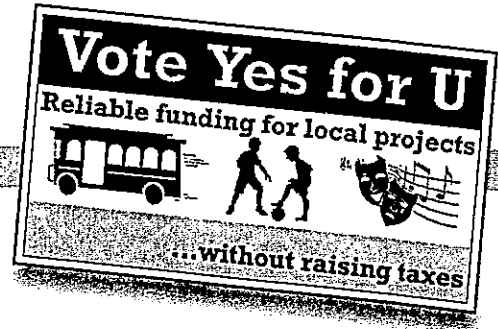
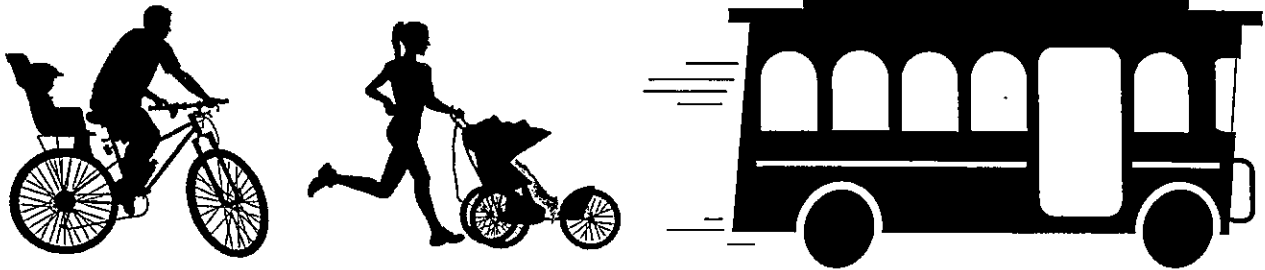
ire without depending on development or raising taxes.

Yes on Mammoth's Measure U
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Yes for Mammoth Lakes: Mobility



Unlocking Opportunities for Increased Mobility – Measure U



Funding Mammoth's mobility infrastructure without increasing taxes is a great idea. It's a smart use of our resources for projects that will serve the entire community.

*Corty Lawrence
Co-Owner, Footloose Sports*



Measure U will help to fund the expansion of the trolley system during special events. This will benefit residents, local businesses and the overall Mammoth economy.

*Jon Robertson
Mammoth Area Transit Supervisor*

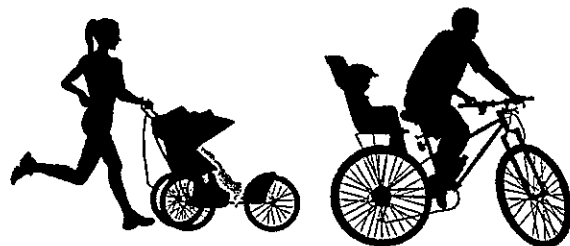


Expanding and enhancing amenities like our bike lanes will make it easier and safer to get around Mammoth Lakes. It's good for the people who live here, and for the visitors to Mammoth Lakes.

*Lara Walker
14 Year Mammoth Resident*



Prioritize Mammoth's "Feet-First" Projects



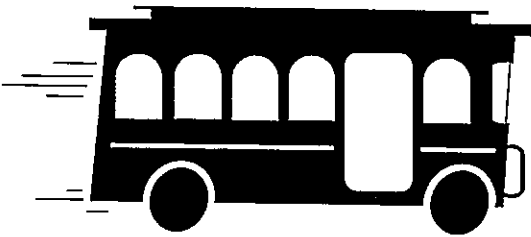
Enhanced and safer bike lanes on Town streets

Reliable funding for Mok



Measure U will give Mammoth Lakes the opportunity to fund vital Mobility, Recreation and Arts & Culture projects without having to depend on development.

*Sean & Joyce Turner
Owners, Mammoth Brewing Co.*



Additional trolley-transit for local special events

Vote Yes for U

Reliable funding for local projects



...without raising taxes

Please return your absentee ballot to the Registrar of Voters by Tuesday, June 8.

Please Vote YES on Measure U.

No Tax Increase



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ility without depending on development or raising taxes.

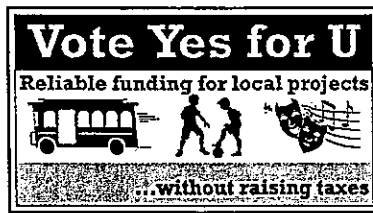
Join these organizations and local businesses in supporting Mammoth's Measure U.

Mammoth Lakes Chamber of Commerce
Mammoth Lakes Trails & Public Access
Mammoth Lakes Foundation
Mammoth Lakes Jazz Jubilee
Mammoth Lakes Repertory Theater
Mammoth Lakes Sunrise Rotary Club
Mammoth Lakes Tourism
Mammoth Lodging Association
Mammoth Nordic
South Gateway Student Apartments
Mammoth Ski Museum
Disabled Sports Eastern Sierra
Mono Council for the Arts

Mammoth Mountain Ski Area
Elite Sports and Therapy Consulting
Mammoth Mountaineering Supply
Busy Beez General Store/Snapz/Zante's
Access Art & Business Center
Mammoth Pet Shop
Elegant Bath & Kitchen
Aguirre Remodeling
Alpine Approach
Good Life Café

Sierra Employment Services
Sierra Sundance Whole Foods
Snowcreek Athletic Club
Stellar Brew & Deli
Tailwagger's & Gourmet Dog Bakery
Take Two Video
Westin Monache
Footloose Sports
Bluebird Imaging
The Java Joint

partial list



Look forward to our next mailing, which will provide
information about how Measure U will fund local
recreation programs...without increasing taxes!

YesOnMammothU.com

