



## MAMMOTH LAKES RECREATION

### Mammoth Lakes Recreation Board Agenda

Tuesday, January 14, 2025, 3:00 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members of the Board

President Craig Albright, Treasurer Heather Schaubmayer, Secretary Tamara Bankson,  
Board Member Danielle Torrance, Board Member Eric Wasserman, Board Member Brent Truax

NOTE: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Town of Mammoth Lakes at (760) 965-3600. Notification 48 hours prior to the meeting will enable the Town to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 13.102-35.104 ADA Title II)

NOTE: Materials related to an item on this agenda submitted after distribution of the agenda packet are available for public inspection in the Town Offices located at 437 Old Mammoth Road, Suite 230 during normal business hours. Such documents are also available on the Town of Mammoth Lakes website at [www.townofmammothlakes.ca.gov](http://www.townofmammothlakes.ca.gov) subject to staff's ability to post the documents before the meeting.

Public comments may be made in person or submitted to the clerk at [clerk@townofmammothlakes.ca.gov](mailto:clerk@townofmammothlakes.ca.gov) before or during the meeting.

You may attend this meeting in person, or watch it live through the online eSCRIBE system here: <https://pub-townofmammothlakes.escribemeetings.com>, on the local government cable channel 18, or by utilizing the Zoom link below.

### ZOOM INFORMATION

Join from a PC, Mac, iPad, iPhone or Android device:

Please click this URL to join. <https://monocounty.zoom.us/j/95249139779>

Or join by phone: Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 312 626 6799 or +1 646 876 9923 or +1 301 715 8592 - **Callers: To Raise your hand Press \*9, to Unmute/Mute Press \*6**

Webinar ID: 952 4913 9779 International numbers available:

<https://monocounty.zoom.us/j/95249139779>

---

1. **CALL TO ORDER**  
Board Member Tamara Bankson will be participating remotely from the following location:  
1722 Tierra Libertia, Escondido, CA 92026.
2. **PUBLIC COMMENTS**  
Public comments may be submitted before or during the meeting via email to the Town's Assistant Clerk, Angela Plaisted at [clerk@townofmammothlakes.ca.gov](mailto:clerk@townofmammothlakes.ca.gov), or they may be made in person in Suite Z or by "Raising" your hand if logged into the meeting via Zoom. All comments will be limited by the Chair to a speaking time of five minutes.
3. **CONSENT AGENDA**
  - 3.1 **Approve the minutes of the Regular Meeting of September 24, 2024**
  - 3.2 **Approve the minutes of the Regular Meeting of November 12, 2024**
4. **REPORTS**
  - 4.1 **Office of Outdoor Recreation Winter Grooming Program**
  - 4.2 **Sierra Nevada Conservancy Grants Update**
  - 4.3 **Website Analytics 2024 Review**
  - 4.4 **Program and Administrative Update**
5. **POLICY MATTERS**
  - 5.1 **Re-appoint Board Members and Officers with Expiring Terms**
  - 5.2 **Fiscal Year 2024/25 Year to Date Financials**
6. **BOARD MEMBER REPORTS**
7. **ADJOURNMENT**  
The Board will adjourn to the next regular meeting scheduled to be held on March 11, 2025.



**Mammoth Lakes Recreation Board**

**Minutes of Regular Meeting**

**September 24, 2024, 5:00 p.m.  
437 Old Mammoth Road, Suite Z, Mammoth Lakes**

Members Present: President Craig Albright, Treasurer Heather Schaubmayer,  
Secretary Tamara Bankson, Board Member Sarah Rea, Board  
Member Danielle Torrance

Members Absent: Board Member Eric Wasserman

---

**1. CALL TO ORDER**

The President called the meeting to order at 5:02 p.m. in the Council Chamber, 437 Old Mammoth Road, Mammoth Lakes.

**2. PUBLIC COMMENTS**

Town of Mammoth Lakes (TOML) Parks and Recreation Director Stu Brown provided an update on the Community Recreation Center (CRC), announced that the Winter Expo would take place on October 3rd during the Ice Rink's opening event, and said that the LA Kings would change their logo this winter. Mr. Brown reported that his staff was working on the Parks and Recreation Operating Plan, discussed membership options and skating specials, said that the Haunted Rink would take place on October 25th, and announced that the Community Tree Lighting Event at the CRC would take place on October 26th.

There was discussion between Mr. Brown and members of the Board.

**3. CONSENT AGENDA**

Moved by Board Member Sarah Rea  
Seconded by Treasurer Heather Schaubmayer

Approve the Consent Agenda.

For (5): President Craig Albright, Treasurer Heather Schaubmayer, Secretary Tamara Bankson, Board Member Sarah Rea, and Board Member Danielle Torrance

Absent (1): Board Member Eric Wasserman

Carried (5 to 0)

**3.1 Approve the minutes of the May 14, 2024 Regular Board Meeting**

**3.2 Approve updated Mammoth Lakes Recreation Position Descriptions: Executive Director, Program Administrator**

**4. REPORTS**

**4.1 Update on the Dave and Roma McCoy Arts and Cultural Center and Edison Theater Construction (Town Manager)**

This item was taken out of order.

TOML Town Manager Rob Patterson provided an update on the financing and construction of the Dave and Roma McCoy Arts and Cultural Center and Edison Theater.

TOML Parks and Recreation Director Stu Brown provided an update on the winter plan for the Dog Park located near the construction project.

Board Member Sarah Rea joined the meeting at 5:16 p.m.

There was discussion between TOML staff and members of the Board.

**4.2 Office of Outdoor Recreation Department Update (Trails Program Manager)**

This item was taken out of order.

TOML Trails Program Manager Andrew Mulford outlined the information in the Office of Outdoor Recreation presentation.

There was discussion between Mr. Mulford and members of the Board.



**4.3 Financial Report – Fiscal Year End June 30, 2024**

This item was taken out of order.

Program Manager Kim Anaclerio outlined the information in the Fiscal Year 2023/24 Budget.

There was discussion between Ms. Anaclerio and members of the Board.

**4.4 Program Director Update**

This item was taken out of order.

Executive Director Kim Anaclerio outlined the information in the Program Director Update. Ms. Anaclerio discussed the possibility of holding an offsite strategic planning meeting in November and reported that the joint meeting between the Board and the Parks and Recreation Commission had been pushed out to March 11, 2025.

There was discussion between Ms. Anaclerio and members of the Board.

**5. POLICY MATTERS**

**5.1 Review and consider approval of Fiscal Year 2024/25 Budget**

Program Director Kim Anaclerio outlined the information in the Fiscal Year 2024/25 Budget.

There was discussion between Ms. Anaclerio and members of the Board.

Moved by Treasurer Heather Schaubmayer  
Seconded by Board Member Sarah Rea

Approve the Fiscal Year 2024/25 Budget as presented plus an adjustment for the Executive Director's salary increase to be decided upon during Agenda Item 5.3.

For (5): President Craig Albright, Treasurer Heather Schaubmayer, Secretary Tamara Bankson, Board Member Sarah Rea, and Board Member Danielle Torrance

Absent (1): Board Member Eric Wasserman

Carried (5 to 0)

**5.2 Yosemite National Park Visitor Access Management Draft Plan and Environmental Assessment Public Comment**

Program Director Kim Anaclerio outlined the information in the Draft Yosemite Visitor Management Alternatives.

There was discussion between Ms. Anaclerio and members of the Board.

Staff was given direction to make a recommendation on behalf of Mammoth Lakes Recreation to support Yosemite National Park's Visitor Management Alternative D, with Alternative C as a secondary option.

**5.3 Review and consider approval of employment agreement with Kim Anaclerio, Executive Director**

President Craig Albright outlined the information in the staff report and the terms of Executive Director Kim Anaclerio's proposed Employment Agreement.

TOML Town Manager Rob Patterson commented on the good job Ms. Anaclerio was doing in her position and spoke about the positive cooperation and engagement she had with Town staff. Mr. Patterson also reported that there may be some changes in the Office of Outdoor Recreation in the future.

There was discussion between Ms. Anaclerio and members of the Board.

Moved by Treasurer Heather Schaubmayer

Seconded by Board Member Sarah Rea

Approve a new two-year contract for Executive Director Kim Anaclerio extending from July 1, 2024 through June 30, 2026 with an annual salary of \$85,685.65 per year, and a one-time bonus of 6% which would amount to \$5,141.14.

For (5): President Craig Albright, Treasurer Heather Schaubmayer, Secretary Tamara Bankson, Board Member Sarah Rea, and Board Member Danielle Torrance

Absent (1): Board Member Eric Wasserman

Carried (5 to 0)

**6. BOARD MEMBER REPORTS**

Board Member Tamara Bankson reported that she had moved to San Diego and was no longer with the Mammoth Community Foundation. Ms. Bankson said that she had kept her home in Mammoth and would stay on the Board at least through Allocations. Ms. Bankson left the meeting at 7:21 p.m.

Board Member Danielle Torrance said that she had been hiking a lot and enjoying leaf peeping.

Treasurer Heather Schaubmayer said that she had been heavily involved in volleyball and was excited for fall. Ms. Schaubmayer said that business was slower this summer than in the past few years and felt it was back to pre-Covid times. She said that she expected a relaxing shoulder season.

President Craig Albright said that he had been enjoying a nice blend of summer activities. Mr. Albright said that new baselines were being established post Covid and said that IKON passes were selling, and that there was still a lot of interest in Mammoth.

There was discussion among members of the Board.

**7. REQUEST FOR FUTURE AGENDA ITEMS**

There were no future agenda items requested.

**8. CLOSED SESSION**

The Board went into Closed Session at 7:25 p.m.

**8.1 Pursuant to Government Code Section 54957, the Board will consider the evaluation of the performance of a public employee: Program Director**

The Board returned from Closed Session at 7:35 p.m. and reported that no action was taken.

**9. ADJOURNMENT**

The meeting was adjourned at 7:35 p.m.

---

Angela Plaisted, Assistant Clerk



**Mammoth Lakes Recreation Board**

**Minutes of Regular Meeting**

**November 12, 2024, 3:00 p.m.**

**Mono County Office of Education Adult Education Center, Mammoth Lakes  
Library  
400 Sierra Park Road  
Mammoth Lakes, CA 93546**

Members Present: President Craig Albright, Treasurer Heather Schaubmayer,  
Board Member Sarah Rea, Board Member Danielle Torrance

Members Absent: Secretary Tamara Bankson, Board Member Eric Wasserman

---

**1. CALL TO ORDER**

The President Craig Albright called the meeting to order at 3:05 p.m. in the Mono County Office of Education Adult Education Center, Mammoth Lakes Library, 400 Sierra Park Road, Mammoth Lakes, CA 93546.

**2. PUBLIC COMMENTS**

There were no comments given at this time.

**3. MAMMOTH LAKES RECREATION BOARD STRATEGIC PLANNING WORKSHOP**

Members of the MLR Board and Executive Director Kim Anaclerio participated in a workshop to discuss strategic planning priorities.

**4. ADJOURNMENT**

The meeting was adjourned at 5:07 p.m.

---

Angela Plaisted, Assistant Clerk

## TOWN OF MAMMOTH LAKES STAFF REPORT

Title: TOML Office of Outdoor Recreation Grooming Update

Meeting Date: 01/14/2025

Prepared by: Andrew Mulford, Trails Program Manager

---

I would like to share a brief update on the Town of Mammoth Lakes Winter grooming program.

- This year we entered into a contract with the California Off Highway Vehicle Program to operate the state owned Pisten Bully Snowcat in support of grooming the 90 mile OSV(over snow vehicle) network between Mammoth Lakes, June Lake and Bald Mountain. In the past, this grooming has been conducted via a contract between California OHV and the local office of the USFS. This year Fred Wong, District Ranger Inyo National Forest, asked the Town of Mammoth Lakes to please consider taking over the operation of this program. We have successfully adopted the contract for this work and are ready to groom and eagerly awaiting an adequate snowpack to begin grooming of this network.
- Additionally we continue to groom the Winter trails at Shady Rest and the Sherwins. These trails are open to all non-motorized users and are groomed using a snowmobile towing a grooming implement.
- We have submitted a proposal to the USFS to expand this non-motorized groomed network along existing USFS roads in the area.
- This summer we will be working to re-establish the blue diamond blaze network for ungroomed cross country ski and snowshoe routes. This network was established by the Sierra Club and management of the signage and map collateral has been transferred to the TOML Office of Outdoor Recreation.





**EASTERN SIERRA WINTER RECREATION MAP**  
Mono-Mammoth Ranger District, Inyo National Forest



**MAMMOTH LAKES, JUNE LAKE & LEE VINING AREAS**



**SNOWMOBILES & OVER SNOW VEHICLES (OSV)**



Miles of snow-covered roads and play areas are open to snowmobilers and over snow vehicles (OSV) in the Mammoth, June, and Mono Lake areas. A variety of terrain, from wide-open meadows, forested areas and the groomed OSV network provide opportunities for all skill levels. Trails that are specifically designated for snowmobiling are marked with orange diamonds and groomed by Inyo National Forest and commercial guide service providers. In addition to the groomed OSV trail network, there are approximately 150,000 acres open to over snow vehicles equipped and prepared to travel off the maintained trail system.

**CLOSED & RESTRICTED AREAS**  
All closed areas are indicated on the maps

**AREAS CLOSED OR RESTRICTED TO MOTORIZED USERS ARE AS FOLLOWS:**

- Mono Basin National Scenic Area & CA State Lands around Mono Lake.
- Devils Postpile National Monument, Wilderness, and Research Natural Areas.
- Mammoth Mountain and June Mountain Ski Areas.
- All Blue diamond non-motorized trails including Obsidian Dome, Deadman Summit and Shady Rest Winter Trails.
- The Mammoth Lakes Basin is closed to motorized use and bikes until April 17th of each year. After April 17th, the Lakes Basin is open to all users.
- Active timber sales and logging roads.
- Groomed winter trails are closed to all wheeled vehicles (except winter fat bikes).

**RECOMMENDED STAGING AREAS**

- SHADY REST PARK**
  - Located in Mammoth Lakes off Sawmill Cutoff Road.
  - Starting point for A Trail, B Trail and K Trail.
- DEADMAN SUMMIT**
  - Located at the intersection of HWY 395 and Bald Mountain Road.
  - Provides access to the I Trail, D Trail and G Trail.
- LOOKOUT MOUNTAIN**
  - Located at the intersection of HWY 395 and the Mammoth Scenic Loop, east side.
  - Provides access to the A Trail, L Trail and G Trail.
- JUNE LAKE JUNCTION**
  - Located at the intersection of HWY 395 and HWY 158.
  - Provides access to the I Trail and G Trail.

**ADDITIONAL RESOURCES**

- [www.mammothtrails.org/activity/50/snowmobiling/](http://www.mammothtrails.org/activity/50/snowmobiling/)
- [www.monocounty.org/things-to-do/by-snow/snowmobiling/](http://www.monocounty.org/things-to-do/by-snow/snowmobiling/)
- [www.visitmammoth.com/snowmobiling/](http://www.visitmammoth.com/snowmobiling/)

**NON-MOTORIZED ACTIVITIES**



Recreating in the Eastern Sierra is an experience of unparalleled scenery, serenity, fitness and fun for beginners to experts, thanks to the varied terrain and unrivaled backdrop of the Sierra Nevada landscape. There are over 30 miles of groomed non-motorized winter trails in and around Mammoth Lakes, providing opportunities to explore the Inyo National Forest on skis, snowshoes, and winter fat bikes. There is a wide variety of terrain for every ability level.

The Mammoth Lakes Blue Diamond Nordic Routes offer 7 miles of un-groomed opportunities marked with blue diamonds attached to trees along the way. These ski and snowshoe routes were established by the U.S. Forest Service in the early 1980s and have been maintained by the Range of Light Group, Sierra Club, in partnership with the U.S. Forest Service.

**MAMMOTH LAKES BLUE DIAMOND NORDIC ROUTES MAP**  
[www.mltpa.org/images/downloads/MammothLakesBlueDiamondNordicRoutesMap.pdf](http://www.mltpa.org/images/downloads/MammothLakesBlueDiamondNordicRoutesMap.pdf)

**ADDITIONAL RESOURCES**

- [www.mammothtrails.org/activity/40/cross-country-skiing/](http://www.mammothtrails.org/activity/40/cross-country-skiing/)
- [www.mammothmountain.com/winter-activities/cross-country-skiing](http://www.mammothmountain.com/winter-activities/cross-country-skiing)
- [www.visitmammoth.com/adventures/](http://www.visitmammoth.com/adventures/)
- [www.fs.usda.gov/recarea/inyo/recarea/?recid=81528](http://www.fs.usda.gov/recarea/inyo/recarea/?recid=81528)

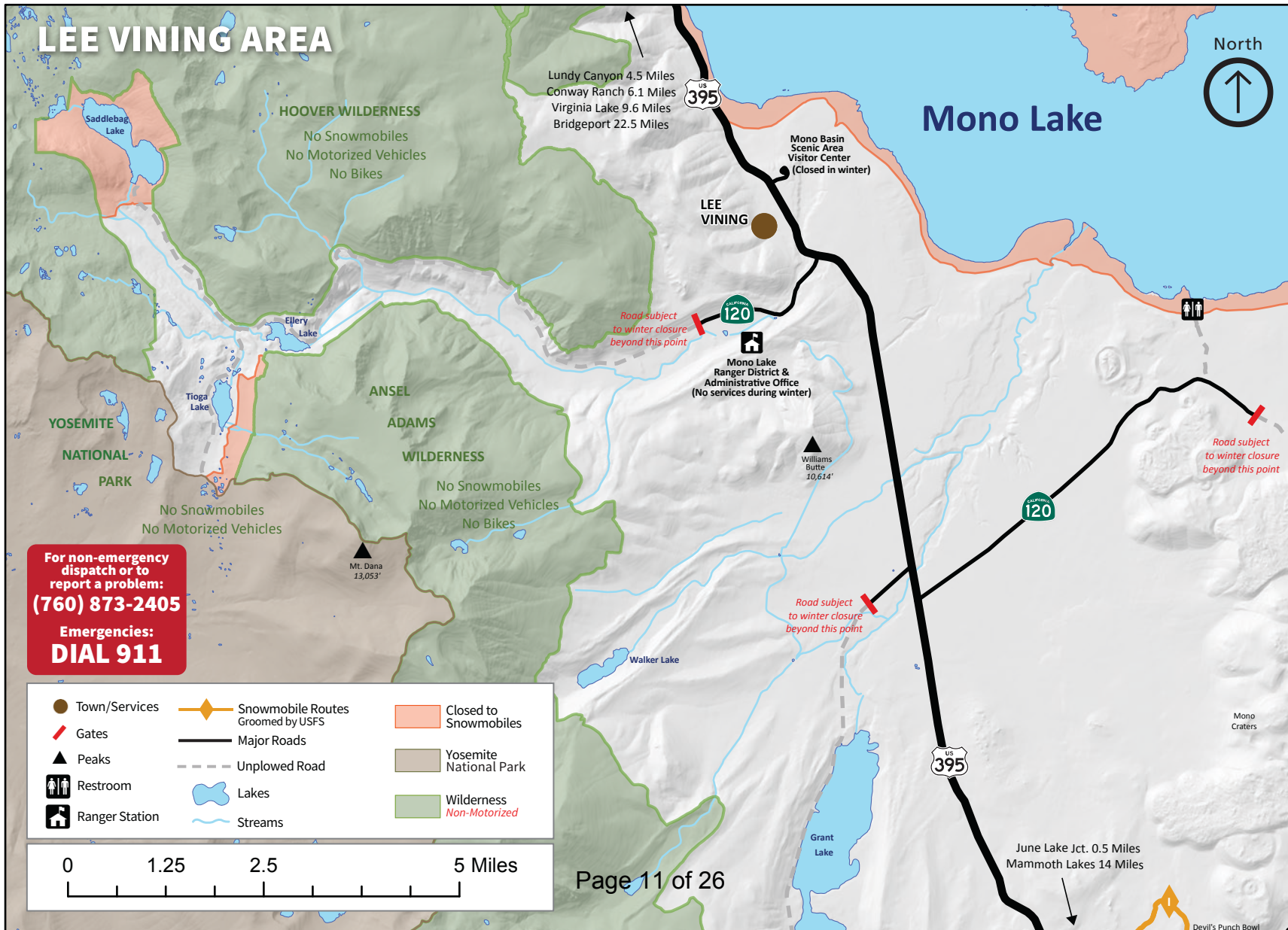
**TRAIL ETIQUETTE & SAFETY**

PLEASE ENJOY THIS MULTI-USE TRAIL SYSTEM RESPONSIBLY

The National Forests are the lands of many uses - and many users. People traveling by skis, snowshoes, winter fat bikes and snowmobiles will share the same routes and areas.

- Respect other trail users. Be courteous and yield right of way. All users yield to grooming machines.
- All multi-use trails are two-way traffic.
- Always stay on the right-hand side of the trail. Pass on the left.
- **Beware of blind turns!** Slow down for oncoming traffic. Speed limit in slow zone areas is 15 mph.
- Please avoid all roads or areas posted with closures or restrictions, or as shown as closed on map.
- **Dogs are required to be leashed when in developed recreation sites, within Town of Mammoth Lakes city limits, and according to county laws.**
- **Littering is prohibited. Additionally, leaving dog waste behind is citable under both federal and city laws**
- Winter travel in the backcountry requires proper gear and appropriate clothing. Be self-sufficient!
- Use extreme caution when recreating at night. Be visible and use the brightest lights you can find.
- Winter Fat Bikes (3.8" wide tires or wider with low tire pressure) are allowed on all groomed trails outside of ski areas.
- If winter fat biking leaves a rut deeper than 2 inches and/or you can't ride in a straight line... it's too soft to ride!
- **EBIKES ARE NOT ALLOWED:** On any non-motorized trails or Nordic Recreation Areas (Shady Rest, Obsidian Dome, Tamarack).
- Crossing two-lane plowed roads at right angles is permitted.
- Crossing four-lane plowed roads is prohibited unless otherwise posted.
- All snowmobiles must display a current state registration sticker to operate on National Forest Lands.  
[www.dmv.ca.gov/portal/vehicle-registration/new-registration/register-an-off-highway-vehicle-ohv/](http://www.dmv.ca.gov/portal/vehicle-registration/new-registration/register-an-off-highway-vehicle-ohv/)

**LEAVE NO TRACE!**



**VISITOR INFORMATION**



- MAMMOTH LAKES WELCOME CENTER & RANGER STATION**  
(760) 924-5500  
Located on HWY 203 at the entrance to the Town of Mammoth Lakes.
- MONO BASIN SCENIC AREA VISITOR CENTER**  
(760) 647-3044  
Located off of HWY 395 in Lee Vining. Closed in winter.
- WHITE MOUNTAIN RANGER STATION VISITOR CENTER**  
(760) 873-2500  
Located on HWY 395 in Bishop. Closed in winter.
- TOWN OF MAMMOTH LAKES PARKS & RECREATION DEPARTMENT**  
(760) 934-8989 ext 222  
[www.mammothrecreation.com](http://www.mammothrecreation.com)
- MAMMOTH LAKES TOURISM**  
(760) 934-2712 or 1-888-GO-MAMMOTH  
[www.visitmammoth.com](http://www.visitmammoth.com)
- TRAIL CONDITIONS (MAMMOTH LAKES TRAIL SYSTEM)**  
[www.mammothtrails.org/trail-conditions/](http://www.mammothtrails.org/trail-conditions/)  
[www.fs.usda.gov/activity/inyo/recreation/wintersports](http://www.fs.usda.gov/activity/inyo/recreation/wintersports)

**ADDITIONAL RESOURCES**

[www.mammothtrails.org/local-recreation/](http://www.mammothtrails.org/local-recreation/)

[www.fs.usda.gov/activity/inyo/recreation/wintersports](http://www.fs.usda.gov/activity/inyo/recreation/wintersports)





# MAMMOTH LAKES AND JUNE LAKE AREA

## INYO National Forest



### WINTER SAFETY KNOW BEFORE YOU GO!

#### BEFORE YOU GO:

- Stay alert to changing weather and snow conditions
- Have a plan and share it with others
- Know the risks and be prepared
- Practice rescue skills and be self-reliant
- Travel with a partner and work as a team
- Have a way to communicate in an emergency
- Safety is your responsibility
- Public restrooms subject to closure
- Leave No Trace

#### WHEN IN THE BACKCOUNTRY:

- Hazards are not mitigated
- Stay off frozen lakes and cross snow-covered creeks with caution
- Nothing can replace professional instruction and experience
- Know your route and be able to identify avalanche terrain

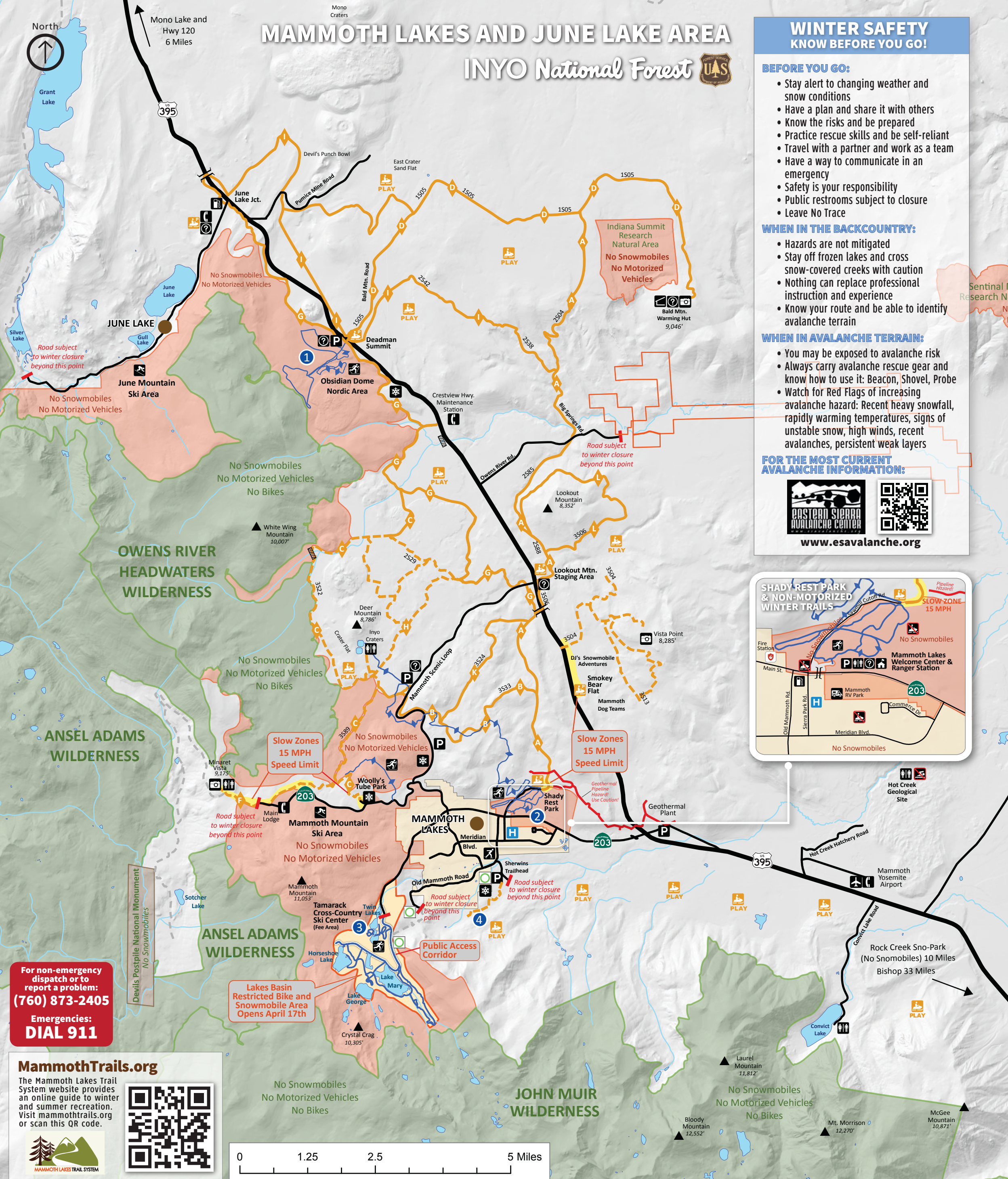
#### WHEN IN AVALANCHE TERRAIN:

- You may be exposed to avalanche risk
- Always carry avalanche rescue gear and know how to use it: Beacon, Shovel, Probe
- Watch for Red Flags of increasing avalanche hazard: Recent heavy snowfall, rapidly warming temperatures, signs of unstable snow, high winds, recent avalanches, persistent weak layers

#### FOR THE MOST CURRENT AVALANCHE INFORMATION:



[www.esavalanche.org](http://www.esavalanche.org)



For non-emergency dispatch or to report a problem:  
**(760) 873-2405**  
Emergencies:  
**DIAL 911**

**MammothTrails.org**  
The Mammoth Lakes Trail System website provides an online guide to winter and summer recreation. Visit [mammothtrails.org](http://mammothtrails.org) or scan this QR code.

- Nordic Skiing
- Alpine Skiing
- Ice Skating
- Snowplay Area
- Hut
- Parking
- OSV Recommended Staging Area
- OSV Play Area
- Avalanche Beacon Checkpoint
- Vista
- Gas
- Phone
- Kiosk
- Restroom
- Ranger Station
- RV Park
- Airport
- Hospital

- Motorized Multi-Use Routes Groomed by USFS
- Motorized Multi-Use Routes Groomed under permit
- Non-Motorized Groomed Trails *No E-Bikes*
- Non-Motorized Ungroomed Trails
- Lakes Basin Winter Public Access Corridor
- Unplowed Road
- Major Roads
- Geothermal Pipeline *Hazard! Use Caution!*
- Tunnel
- Gates
- Peaks
- Bridge
- Town
- Lakes
- Streams

- Slow Zones *Speed Limit 15 MPH*
- Closed to Snowmobiles
- Lakes Basin Restricted Area
- Wilderness *Non-Motorized*
- 1 Obsidian Dome Nordic Area
- 2 Shady Rest Winter Trails
- 3 Tamarack Cross-Country Ski Center
- 4 Sherwins Winter Trails

**TRAIL COURTESY**

**YIELD TO**

Kindly respect our environment

**LEAVE NO TRACE!**

PICK UP AFTER YOUR DOG!





Title: Sierra Nevada Conservancy Grant Updates

Meeting Date: January 14, 2025

Prepared by: Kim Anaclerio, MLR Executive Director  
Pam Smitheman, TOML Assistant Engineer  
Andrew Mulford, TOML Trails Program Manager

---

**RECOMMENDATION:**

There is no action required of the Board.

**BACKGROUND:**

Mammoth Lakes Recreation (MLR), serves an administrative role is assisting the Town of Mammoth Lakes (TOML) Office of Outdoor Recreation and Trail System in leveraging Special Tax Measure funding to develop, enhance and implement outdoor recreation opportunities in Mammoth Lakes.

MLR is currently managing two Sierra Nevada Conservancy grants focused on projects in the TOML Sherwins Area Recreation Plan Staff will provide an update on the two grants: (1) Implementation of the Sherwin Meadows Trailhead and (2) Environmental Analysis Planning for the development of proposed trail alignments in the Sherwins area.

**ANALYSIS:**

**Sierra Nevada Conservancy Grants**

In early 2022, Mammoth Lakes Recreation, in partnership with the Town of Mammoth Lakes, submitted a concept proposal to the Sierra Nevada Conservancy's (SNC) Vibrant Recreation and Tourism Grant Program for the Sherwin Area Trails and Trailheads. The proposal was invited to apply into the full grant program. After site visits with SNC staff, and further review of the concept proposal, it was determined the best course of action was to split the proposal into two distinct grant projects. One being a Planning Proposal for the completion of the environmental analysis needed for proposed trail alignments and an expanded trailhead in the Sherwins Area Recreation Plan (SHARP), and the second an Implementation Proposal for the "shovel-ready" Sherwin Meadows Trailhead, also part of SHARP. Thus began the process of completing two full grant applications for the projects, both of which were successful. In December 2022, MLR was awarded \$953,400 for the Implementation of the Sherwin Meadows Trailhead and \$510, 600 for the Planning and Environmental Analysis of proposed SHARP Trail Alignments. Both projects are within anticipated budgets. Each grant proposal has experienced significant delays due to circumstances out of the control of both MLR and TOML. Forward progress continues to be made

on each project, and deliverables continue to be met. An extension to the completion date of each project was requested and granted.

#### Sherwin Area Trails and Trailhead Expansion – Planning Grant

Budget: Among other expenses, the Planning proposal assumed there would be a collection request from the Inyo National Forest for their specialist staff time in reviewing the contracted environmental analysis and developing a proposed action for trail development. On November 6<sup>th</sup>, 2024, Mammoth Lakes Town Council authorized the Town Manager to enter into a Collection Agreement with INF to fulfill this INF request. Through this mechanism, TOML will be reimbursed from the grant for funds expended to INF for review of the SHARP Planning proposal. Sierra Nevada Conservancy is invoiced quarterly for reimbursement of expenses. As of September 30, 2024, \$311,500, or 60%, of the Planning grant has been expended. The bulk being spent on “Field Analysis and Surveys”.

Planning: Verbal update and map provided by Andrew Mulford, TOML Trails Program Manager.

#### Sherwin Meadows Trailhead Implementation Grant

Budget: The Implementation proposal was written assuming the use of Measure R funds that have been committed to this project to fill any shortfalls in grant funding. When awarding the construction contract for Implementation of the Sherwin Meadows Trailhead on March 6, 2024, Mammoth Lakes Town Council approved the allocation of \$82, 600 to supplement the \$953,400 grant, fully funding the project. Sierra Nevada Conservancy is invoiced quarterly for reimbursement of expenses. As of September 30, 2024, \$130,450, or 14%, of the grant award has been spent. Most expenses will be realized when the construction is complete.

Implementation: The construction contract was awarded by Town Council in March 2024 and construction began in October 2024.

- Construction of the parking lot, restrooms, and recreation amenities is considered substantially complete.
- The parking lot is expected to be striped this week.
- The remaining work consists of completion of the stormwater management system, and installation of a bear box, bearproof trash receptacle, interpretive and informational signs, a seasonal bike maintenance stand, and a seasonal bike rack.
- Pavers needed to complete the ADA ramps to the restrooms are expected to be completed this week. This will allow the restrooms to be fully functional and opened for public use.
- The interpretive panels have been finalized and are in production.
- Work to complete the project is anticipated to be done by the end of this month, with any seasonal items handed over to TOML for installation in the spring.



# SHARP Proposal Phases

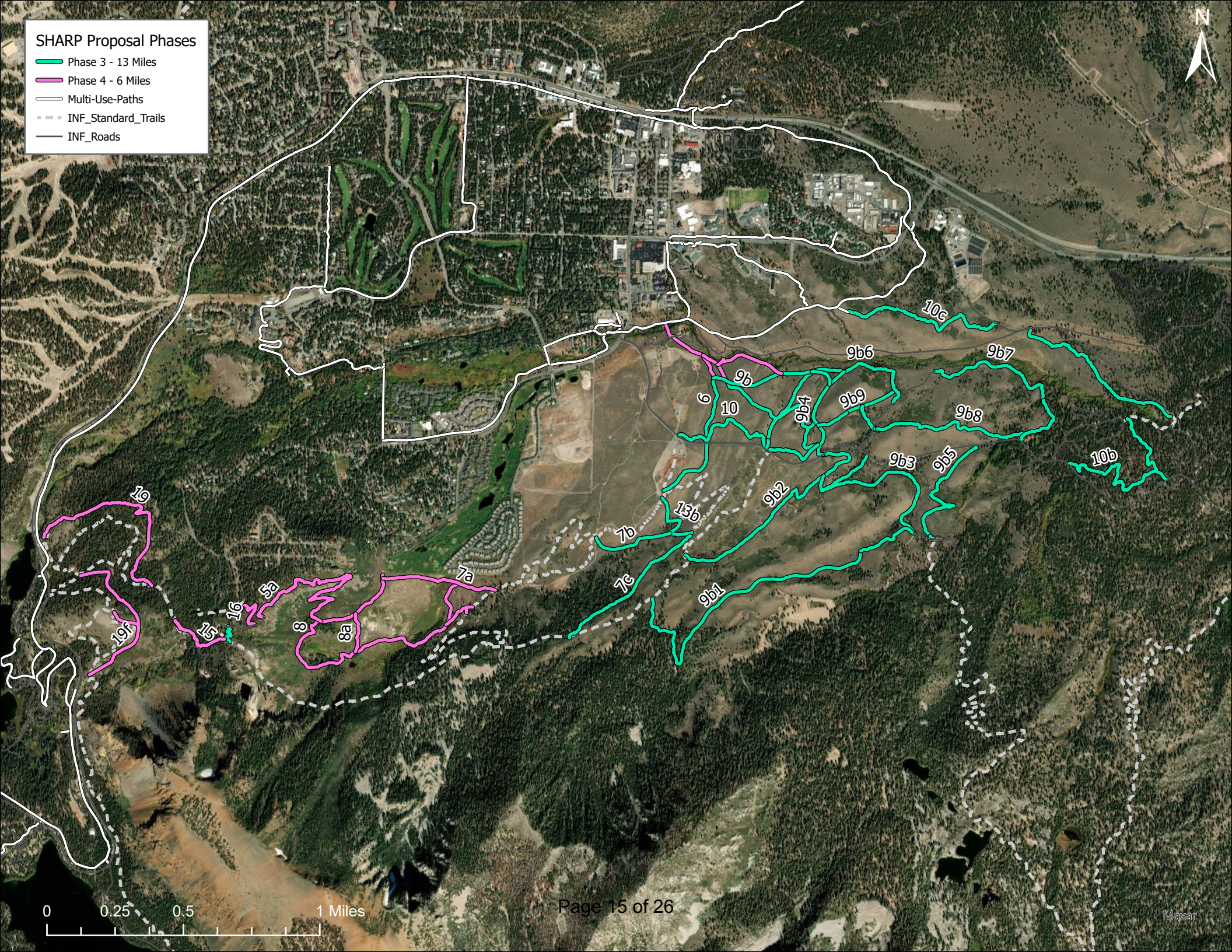
Phase 3 - 13 Miles

Phase 4 - 6 Miles

Multi-Use-Paths

INF\_Standard\_Trails

INF\_Roads







Title: Website Analytics 2024 Review

Meeting Date: January 14, 2025

Prepared by: Matt Ulery, Pinon Ranch Consulting  
Kim Anaclerio, Mammoth Lakes Recreation

---

### **RECOMMENDATION:**

There is no action required of the Board.

### **BACKGROUND:**

In February 2023, Mammoth Lakes Recreation launched its new, redesigned website with the help of Pinon Ranch Consulting. The redesign of the site was done with the intention of highlighting the programmatic efforts of MLR and partners, becoming more user-friendly, and easier to navigate. Staff continues to receive overwhelmingly positive feedback on the site. The clean, simple design allows users to quickly find information, join programs, purchase merchandise, and support Mammoth Lakes Recreation.

2024 marked the second full year of the new website. We continue to track and analyze the website analytics and now have the first year over year comparison to share.

### **ANALYSIS:**

#### **OVERALL SITE STATISTICS**

These numbers are all pulled directly from our Google Analytics account.

- Unique Visitors - this means that if you visited the site 10 times last year, it would still count as one in this count - this count is determined by your browser cookie from your site visit.
- Visitor Sessions - this is the number of sessions that were opened by visitors - so in this case if you visited the site three times it would show here three times and only once in Unique Visitors.
- Pageviews - this is the number of pages that were viewed during each Visitor Session.
- Engagement Action - this is the number of actions that visitors took during their time on the website. Actions are broad and can be anything from clicking a button to reading a blog post to sending a message through a form.

2023 - solid numbers and good visitation numbers.

- Something to keep in mind here is that the Pageviews this year had an unusually high spike (11k) in September that accounted for the vast majority of those pageviews which Google Analytics has left in their equation, but Squarespace Analytics has removed.

2024 - we see some solid gains in almost every category with likely flat/slight drop in Pageviews.



- I would interpret these increases as a good indication that the newsletter and social media work, we have been doing are driving more engagement to the site around the work that MLR is doing.

### WEBSITE TRAFFIC

These statistics are how users are finding their way to the MLR website.

- Total - this is the total number of Visitor Sessions.
- Direct - this means that the visitor got to the MLR site by going directly via the URL - either typing it in or by clicking on the URL that someone sent them - this would include our newsletters.
- Search - this means that the visitor ended up on the website via a search engine link Social - this means that the visitor came to the website via a link in social media
- Referral - this means that someone got to the website via a link from another website, such as Visit Mammoth or Town of Mammoth Lakes

2023 - overall solid numbers and a good mix throughout these four categories

2024 - again, solid increases across the board with a very slight dip via socials. I would contribute these increases again to the consistency of the newsletter, social media posting, and blog posts that have done a great job of telling the story of what MLR is all about.

### MOST POPULAR PAGES

The most popular pages based on Pageviews.

- Again, Google Analytics had an 11k pageview spike for an unknown reason in September of 2023 which also increased the average time on page.
- Overall, these numbers are where we want to see them - our two key programs AAT and TFW **are** the primary destinations for most visitors and then general engagement with other programming follows.
- The amount of time that visitors are spending on each page is also solid and consistent year to year.

### GOING FORWARD

These are four suggestions that I would make to MLR around how we could ensure that these numbers continue to grow in 2025 and beyond.

- What we are doing is working - so we should continue with the monthly newsletter, regular social media posts, and creating new content on the website with the news/blog area.
- We could also explore the idea of spending some money on targeted social media ads around key initiatives - this would help to increase the number of people that know about MLR and should help with increasing future engagement around volunteerism and then graduating those constituents into donors.
- Finally, we could do some deeper diving into the Google Search Console and Google Analytics results from the last two years to improve our SEO/search terms and how we prioritize content on the home page.



## WEBSITE PERFORMANCE

# OVERALL SITE STATISTICS

## 2023

Unique Visitors = 5,842

Visitor Sessions = 7,040

Pageviews = 37,045

Engagement Action = 9,198

## 2024

Unique Visitors = 6,961 (+19%)

Visitor Sessions = 8,728 (+24%)

Pageviews = 29,060 (-27%)

Engagement Action = 9,836 (+7%)



# WEBSITE TRAFFIC

## 2023

Total = 7,040

Direct = 3,379

Search = 1,782

Social = 1,038

Referral = 815

## 2024

Total = 8,728 (+24%)

Direct = 4,109 (+22%)

Search = 2,615 (+47%)

Social = 994 (-4%)

Referral = 963 (+18%)





# MOST POPULAR PAGES

2023 page views / average time on page

2024 page views / average time on page

- MLR Home Page  
25,755 views / 3m6s  
16,651 views / 1m55s
- Eastern Sierra Adopt-A-Trail  
775 views / 34s  
1,194 views / 35s
- Tangle Free Waters  
659 views / 34s  
674 views / 33s
- Community Recreation Center  
438 views / 34s  
620 views / 20s
- MLR Store  
579 views / 46s  
613 views / 44s
- Measure R + U Grants  
157 views / 29s  
333 views / 34s

# GOING FORWARD

1. Continue with monthly blog/news posts - new/regular content creation on the MLR site drives traffic/engagement and helps with SEO rankings.
2. Explore targeted social ad campaigns around key priorities for MLR:
  - a. TFW during/leading up to season opener
  - b. AAT in months leading up to volunteer training
3. SEO update/alignment for website by utilizing the Google Search Console results from last two years.
4. Home page layout updates and content prioritization based on Google Analytics results from last two years.

# QUESTIONS





Title: Re-appoint Board Members and Officers with Expiring Terms

Meeting Date: January 14, 2025

Prepared by: Kim Anaclerio, Executive Director

---

**RECOMMENDATION:**

Re-appoint board members and officers with expiring terms to new two-year term on Mammoth Lakes Recreation Board of Directors.

**BACKGROUND:**

Mammoth Lakes Recreation Board of Directors has seven (7) authorized Directors. There is one (1) appointed position without term and six (6) termed positions. The appointed position shall be held for a Mammoth Lakes Town Council designee, who shall be a sitting Council Member. The term of office for each Director shall be two (2) years. Appointment of Directors shall take place annually at a regular meeting or a special meeting. Three (3) terms shall expire in even years and three (3) in odd years. There are no term limits. The Officers of the Corporation shall be a President, a Secretary, and a Treasurer, who are duly elected Directors of the Corporation.

Treasurer Schaubmayer, Board Member Wasserman, and Board Member Torrance are at the end of their two-year term appointment. It is recommended the Board nominate and re-appoint each to a new two-year term, expiring January 2027.

Attachments:

1. Board Member Term Matrix



UPDATED: JANUARY 2025

**Board of Directors - Position and Terms**

	<b>Name</b>	<b>Position</b>	<b>Committees</b>	<b>Term Start</b>	<b>Term End</b>	<b>Join Date</b>	<b>Completed Terms</b>
1	Heather Shaubmayer	Treasurer	Allocations, Executive	1/2023	1/2025	10/2016	4
2	Eric Wasserman			1/2023	1/2025	05/2018	3
3	Craig Albright	President	Executive	01/2024	01/2026	07/2019	3
4	Tamara Bankson	Secretary	Allocations, Executive	01/2024	01/2026	07/2019	3
5	Danielle Torrance		Allocations	01/2023	01/2025	07/2023	
6	VACANT						
7	Brent Truax	Town Council Designee*		<i>no term</i>		01/2025	n/a



FY2024/25 Financial Update  
as of 11/30/2024

<b>INCOME</b>		
<b>Pass Through</b>		<b>Fund Balance</b>
<b>Sustainable Recreation</b>		
Mammoth Lakes Trail System (MLTS)	\$ 7,000	\$ 17,400
Adopt A Trail - MLTS	\$ 23,000	\$ 101,600
Adopt A Trail - Mono County	\$ 5,400	\$ 18,300
Tangle Free Waters	\$ 1,900	\$ 10,600
Dispersed Camping (Camp Like a PRO)	\$ 14,400	\$ 22,800
Sierra Trash Eliminators	\$ -	\$ 300
Winter Recreation	\$ -	\$ 200
<b>Capital Projects</b>		
LA Kings Ice at Mammoth lakes	\$ -	\$ -
SNC Grants - Planning	\$ 26,900	\$ 5,300
SNC Grants - Implementation	\$ 1,700	\$ 5,000
<b>Community Building</b>		
Education & Outreach	\$ 1,800	\$ 1,800
<b>Total</b>	<b>\$ 82,100</b>	<b>\$ 183,300</b>
<b>Mammoth Lakes Recreation</b>		
Progam Administration	\$ 6,100	
Contract Agreements	\$ 52,300	
Fundrasing - General	\$ 4,500	
Fundraising - Events	\$ 54,800	
Other	\$ 6,600	
<b>Total</b>	<b>\$ 124,300</b>	
<b>TOTAL INCOME</b>	<b>\$ 206,400</b>	
<b>EXPENSES</b>		
<b>Pass Through</b>		
<b>Donations</b>		
	\$ -	
<b>Contract Labor</b>		
	\$ 26,400	
<b>Facility Maintenance</b>		
	\$ 9,200	
<b>Materials/Supplies</b>		
	\$ 4,600	
<b>Total</b>	<b>\$ 40,200</b>	
<b>Mammoth Lakes Recreation</b>		
Business Expenses	\$ 2,600	
Contract Services	\$ 16,800	
Office	\$ 7,100	
Insurance	\$ 2,700	
Payroll	\$ 53,400	
Fundraising Expenses	\$ 13,900	
<b>TOTAL</b>	<b>\$ 96,500</b>	
<b>TOTAL EXPENSES</b>	<b>\$ 136,700</b>	
<b>Net Income</b>	<b>\$ 69,700</b>	
<b>MLR ACCOUNT BALANCES</b>		
Checking	\$ 171,600	
Savings	\$ 264,700	
<b>TOTAL</b>	<b>\$ 436,300</b>	