

From: pietrasanta@verizon.net
To: Clerk
Subject: Public Comment for MLT board meeting 08/04/2021
Date: Wednesday, August 4, 2021 11:38:07 AM

You don't often get email from pietrasanta@verizon.net. [Learn why this is important](#)

[EXTERNAL EMAIL]

Good morning,

I would like to submit this public comment for the MLT Board of Directors meeting today at 1 pm to be read this at the beginning of the Public Comment part of the agenda if possible. I may also read it later at the Town Council meeting. Is this the correct email to send this info?

Thank you.

Allan Pietrasanta
Bishop, CA
760-885-7493

-

-

-

Public Comment to the Mammoth Lakes Tourism Board of Directors August 4th, 2021

Subject: "Don't Be a Bleephole" campaign

During my 45 years as a resident of the eastside I have seen many changes occur, including impacts from increased visitation and general use of our unique and wonderful landscape. I have been involved in numerous planning, visioning, and other community processes to help keep our communities vibrant, our economies viable, and our environment healthy. I have done my share of promoting the delights of the eastside. Through it all I have personally tried my best to guide, educate, and patiently nurture peoples' understanding of how to interact with our environment. This hasn't always been easy, but I have felt a deep responsibility as a resident to espouse these ideals. We all share this responsibility.

Mammoth Lakes Tourism is an effective organization at marketing our area and promoting tourism. To a degree your organization has been sharing in the responsibility of dealing with the effects of the successes in marketing our area. Kudos to you for that work.

However, the "Don't Be a Bleephole" campaign crossed the line. I know its hard trying to get the message out and yet still seeing abuses out there, but Mammoth Lakes Tourism and all of us have a bigger responsibility to take the high ground. Patience and wisdom rule, not insults and degrading labels and name calling of the very people your are spending millions of dollars to bring here to

recreate. As the board and the executive director you all should be ashamed of this campaign. Yes, it's been pulled from the website and the billboard is supposedly being taken down, but what remains, and is indisputable, is the sentiment you all endorsed in going ahead with this insulting promotion. The campaign is demeaning, and by association because we are all part of the eastside, it damages the reputations and credibility of residents, business owners, visitors, governmental entities, land managers, and on and on. This damage cannot be easily reversed. It's done.

Regardless, I suggest some introspection is in order and a deep look at what you are all about in this organization. Perhaps you have truly lost your way and maybe are victims of your own marketing success. Maybe you all can't reap what you sow and should consider scaling back your marketing and promotion until you get a handle on how to really and fully deal with the consequences. How about putting even more resources and energy into education and outreach? What about allocating more money to infrastructure maintenance and upkeep?

I am saddened and dismayed that at any time you thought this "Don't Be a Bleephole" campaign had any merit. You have done a disservice to the communities on the eastside and I feel sorry any of you thought this was remotely a good idea.

Allan Pietrasanta
Bishop, CA
760-885-7493