



Office of Outdoor Recreation

P.O. Box 1609, Mammoth Lakes, CA, 93546

(760) 965-3650

www.townofmammothlakes.ca.gov

MLTPA TASK ORDER 2

Graphic & Design Services

Date: July 1, 2025 – June 30, 2026
Contractor: MLTPA Foundation (MLTPA)
Project Title: Graphics & Design Support

A. GENERAL CONDITIONS AND BACKGROUND INFORMATION

Contractor shall provide Project / Contract Management and ongoing project coordination services with the Town through the designated point of contact within the Office of Outdoor Recreation (OOR). Contractor shall also provide financial accounting and project financial tracking support and updates as requested to provide the Town, and as necessary, oversight bodies requesting information. Contractor shall advise Town Manager and OOR point of contact if funding for a designated task is being spent at a greater than anticipated rate which could prevent year-long service delivery or completion of a given task. As directed, Contractor shall make available its staff to attend meetings, provide documents, and produce and provide reports and presentations. As determined by the Town, the parties will review specific Mammoth Lakes Trail System (MLTS) SOPs, related handbooks, plans, reporting documents, task assignment documentation, etc. to determine need for updates. SOP's may be amended from time to time. Upon request, updates to identified documents may be assigned to contractor.

B. SCOPE OF SERVICES

#2a - Public Facing Hard Goods (signage, maps, wayfinding, guides,)

TOML Primary Point of Contact: Andrew Mulford, Trails Program Manager

MLTPA Project Lead: Kiersten Puusemp, Creative Director & Special Project Manager

- **Deliverables:** Graphic support for permanent and temporary sign development, updates, and redesigns including delivery of final approved digital work products for production purposes. Graphics may include, but are not limited to, mapping, messaging, trail use information, and tools for digital access to related materials via QR codes, including websites and social media platforms.
- **Known Project Specifics:** Creation of graphics for Type 2 or 4/6 map graphics that reference the Sherwins TH area. Depending on the progress of SHARP trails, trail updates may be needed as well. Update graphics of Type 2 or 4/6 signs that reference Black Bear Run. Depending on the progress of Mammoth Creek Parcel Development, there may be a need for new signage along with updates to Type 2 or 4/6 maps that reference this area. Depending on TOML's role related to the Inyo OSV grooming program, there may be signage needs. As signs are found to be in disrepair or destroyed, the OOR will seek replacement graphics with MLTPA as needed. Similarly, a-frame signage will most likely be needed. As needed annual review for both the Summer and Winter Recreation Brochures. Ongoing work to develop and deliver the MLTS signage library. Potential update to the Eastern Sierra Adopt A Trail sign.

#2b - Graphics & Design Support of Communications & Information

TOML Primary Point of Contact: Gretchen Haselbauer, Outdoor Recreation Programs Manager

MLTPA Project Lead: Kiersten Puusemp, Creative Director & Special Project Manager

- **Deliverables:** Graphic support including, but not limited to, trail system information and outreach, closures, seasonal information, public safety, and general information as requested including delivery of

final approved digital work products for production purposes. Graphics to be delivered will be developed consistent with relevant MLTS Standard Operating Procedures (SOPs).

- **Known Project Specifics:** Collateral in support of various stewardship programs including, but not limited to, t-shirt graphics, flyers, patches, social media images and other informational materials. Support for other projects & outreach efforts as needed.

#2c - Marketing & Promotions

TOML Primary Point of Contact: Gretchen Haselbauer – Outdoor Recreation Programs Coordinator

MLTPA Project Lead: Kiersten Puusemp, Creative Director & Special Project Manager

- **Deliverables:** Graphic support and delivery of final approved digital work products for production purposes, including, but not limited to, promotional materials, shirts, event flyers, and related materials including support for stewardship events, meetings, MLTS programs, and other relevant graphic needs as requested. Graphics to be delivered will be developed consistent with relevant MLTS Standard Operating Procedures.
- **Known Project Specifics:** As needed support.

C. TOWN PROVIDED DOCUMENTS

Additional documents may be provided by the Town per the consultant's request.

D. PROPOSED PROJECT SCHEDULE

Project Initiation Date	July 1, 2025
Deliver all final products (editable and non)	June 30, 2026

Project tasks will be assigned as needed, at which time more specific schedules and milestones will be addressed.

E. CONTACT PERSONS: TOML

Agreement Management

Rob Patterson
Town Manager
760-709-2169
rpatterson@townofmammothlakes.ca.gov

Program Coordination, Task Assignments, Invoice Processing, & Designated alternate POC for all Service Areas

Lawson Reif
Outdoor Recreation Manager
760-923-8247
lreif@townofmammothlakes.ca.gov

F. CONTACT PERSONS: MLTPA

Agreement Management

Silver Chesak
Vice President, MLTPA Board
760 914 1977
silver@footloosesports.com

Program Coordination, Task Assignments, designated alternate POC for all Service Areas excluding finances and invoicing

Kristy Williams
Project Management Specialist, MLTPA
760-709-1493
kristywilliams@mltpa.org

Financial, Task, and Hours Tracking

Erin Murphy
Operations Manager, MLTPA
817-832-0406
erinmurphy@mltpa.org

Invoicing

Julie English
Enrolled Agent, Tax Accountant for MLTPA
619-800-1185
accounting@mltpa.org

IN WITNESS WHEREOF, this Task Order has been executed under the provisions as stated in the original *Agreement for trails coordination services* between the Town of Mammoth Lakes and **MLTPA Foundation (MLTPA)** effective as of **July 1, 2023**. By the signatures below, the parties hereto agree that all terms and conditions of this Task Order and previously agreed upon *Agreement for trails coordination services* shall be in full force and effect.

Rob Patterson

Rob Patterson (Jun 27, 2025 14:33 PDT)

Rob Patterson
Town Manager
Town of Mammoth Lakes

Jun 27, 2025

Date

Silver Chesak

Silver Chesak (Jun 30, 2025 12:06 PDT)

Silver Chesak
VICE President, MLTPA Board of Directors
MLTPA Foundation

Jun 30, 2025

Date


OOR_MLTPATaskOrder2_GraphicDesign_250627

Final Audit Report


2025-06-30

Created:	2025-06-27
By:	Gretchen Haselbauer (ghaselbauer@townofmammothlakes.ca.gov)
Status:	Signed
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"OOR_MLTPATaskOrder2_GraphicDesign_250627" History

 Document created by Gretchen Haselbauer (ghaselbauer@townofmammothlakes.ca.gov)


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 Signer ag47.silver@gmail.com entered name at signing as Silver Chesak

2025-06-30 - 7:06:41 PM GMT- IP address: 172.226.6.55

 Document e-signed by Silver Chesak (ag47.silver@gmail.com)

Signature Date: 2025-06-30 - 7:06:43 PM GMT - Time Source: server- IP address: 172.226.6.55

 Agreement completed.

2025-06-30 - 7:06:43 PM GMT