

Chapter 6: Outreach

MLTPA, working with the retained assistance of Opposing Motion, executed a comprehensive and detailed public-outreach strategy for CAMP: WINTER, based on town demographics. Exhaustive efforts were made to identify and reach all segments of the Mammoth Lakes community—locals, second homeowners, frequent visitors, seasonal residents, schoolchildren, business owners, outdoor recreation-based clubs, public agencies, and other stakeholders—and to tailor messaging to reach each party based on its interests and relationship to the trails and public access system. The CAMP: WINTER mini-site was instrumental in this strategy, offering a breakdown of recommended sessions for four categories of user. (See the Chapter 6r, “Web, MLTPA,” for further detail.)

MLTPA developed and instituted a comprehensive graphics plan to provide visual continuity and branding to both the CAMP process and the CAMP: WINTER event. CAMP Partners approved each piece of collateral and other marketing and advertising materials, as well as formal e-mails and other invitations, before distribution, excepting cases in which turnaround times were less than 24 hours due to production constraints. Individual campaigns are explained in subsequent sections.

MLTPA CAMP: WINTER Marketing & Communication Plan Overview

HOLIDAY CAMPAIGN

Market: Mammoth Lakes Visitors

- Second Homeowners
- Frequent Guest/Passholders

Timeline: December 21, 2007 – January 6, 2008

Strategy: Take advantage of the visitation in Mammoth Lakes over the holiday period to inform Mammoth visitors about the upcoming CAMP: Winter event.

Message: Broader message, “save the date” and educate about process. If you can’t come, make sure you take the survey.
Eventually we will attempt to determine the personal connection to CAMP and why they have a stake in this process.

Tactics/Action Plan:

Posters/Postcards

- Dec. 14 – Posters to Second Homeowners
- Dec. 15 - Posters up in local businesses
- Dec. 15 - Postcards in specific local businesses

Newspaper Ads & Editorial

- The Sheet
 - Dec. 22 Issue
 - Ad - ½ page 4-color (vertical) (Artwork & Message based on poster) (ad due 19th)
 - Dec. 29 Issue
 - Ad - ¼ page 4-color (vertical) – can cut to ¼ page if need to cut budget (Artwork & Message based on poster) (artwork probably due Dec. 26 – KW to confirm)
 - Editorial - Dec. 29 (What is CAMP?) (editorial probably due Dec. 26)
- Mammoth Times
 - Dec. 20 Issue
 - Ad – potentially graphic submitted with editorial content (postcard/movie slide artwork)
 - Editorial (What is CAMP?) – Kim to discuss with Diane, Kristy to talk to Keri (ad due 3pm Dec. 13, editorial due Dec. 14.)
 - Dec. 27 Issue
 - Ad - ½ page 4-color (vertical) (Artwork & Message based on poster) (Artwork probably due on Dec. 18 –KW to confirm) (See if Keri can just scale poster to appropriate size for version 1.)

Radio

- KMMT
 - Dec. 22 – Jan. 6, 2 spots (:30) per day
- KRHV
 - Dec. 22 – Jan. 6, 2 spots (:30) per day

TV

- Channel 72
 - Crawl (run as PSA?) (CAMP: Winter coming up)
 - Editorial – need to tape before December 20 – Interview – (make link between summer CAMP and winter CAMP, small amount of what is CAMP?)
- Channel 33
 - Do we want to do anything here?

Movie Slide

- 2 weeks (Dec. 21-27, Dec. 28-Jan. 1)) (Like postcard + “Play Your Part in the Vision –visit www.mltpa.org for event details)
- Do we want to have another slide for What is CAMP?

Website

- Phase I - Dec 14 (see below)
- Phase II - Dec 21 - (see below)
- Graphics Requirements
 - CAMP Winter logo with background knocked out to use on top of an image – be sensitive to visibility – throw keyline/pinline around graphic
 - PMS color (of blue) for text in poster that is blue
 - Version of full poster – compressed for web (no change) – jpeg format best (pdf ok)
 - Version of postcard – compressed for web (no change) – jpeg format best (pdf ok)
 - Sponsor Bar/Banner with all poster logos + MLTPA logo
 - MLTPA CAMP Winter bug/badge (use knock out artwork on top of the blue background, add Feb. 7 – 12, 2008 – date scalable) – do they embed the link or does the web designer do this? If not we may need another one with mltpa.org.
 - Trails Survey Bug – Combine CAMP: Summer Graphic & CAMP: Winter Graphic with copy overlay that says “Take the survey here.”

LOCAL CAMPAIGN

Market: Mammoth Lakes Locals & Second Homeowners (see communication grid)

Timeline: January 7 - February 12, 2008

Strategy:

Message: Register now (After January 10)

Session Information.

Attempt to determine the personal connection to CAMP and why they have a stake in this process.

Tactics/Action Plan:

Posters/Postcards

Jan. 15 – Distribution of Registration Packets to participating shops

- Registration Forms
- Session Descriptions
- Schedule
- FAQ's
- Kim's Business Cards (to takeaway)
- Check posters/re-poster (include one for window, one for timeclock)
- Check postcards/re-postcard
- (Need to pick up completed reg forms and check in with businesses every subsequent Monday)

Jan. 15 & 16 – Re-poster in local businesses

Jan. 15 & 16 – Re-supply postcards in specific local businesses

Jan. 21 – Local Boxholder Postcard Drops

Newspaper Ads

- The Sheet
 - January 19 Issue
 - Ad - ¼ page b/w
 - Editorial (maybe letter to the editor) (ad & editorial due Jan. 16)
 - January 26 Issue
 - Ad - ½ page b/w (could do ¼) (ad due Jan. 23)
 - February 2 Issue
 - Ad - full page 4-color (ad & editorial due Jan. 30)
 - Editorial
 - February 9 Issue
 - Editorial with CAMP: Winter bug art (no charge?) (editorial & artwork due) (editorial locals focus next steps, exhibit hall, take survey if you haven't yet)
- Mammoth Times
 - January 24 Issue
 - Ad - ½ page b/w

- Editorial (register now – look for postcards in your mailbox next week) (check deadlines – KW)
- January 31 issue
 - Ad – full page 4-color
 - Editorial (CAMP refresher and schedule/program overview) (ad due Jan. 24; editorial due Jan. 25)
- February 7 Issue
 - Ad – full page 4-color (can we do double page? Can we print reg. form?)
 - Editorial (schedule highlights & make sure to take survey if you can't attend) (ad due Jan. 31; editorial due Feb. 1)
 - Can MMSA dedicate their MT banner ad this week? (KW check who has Good Times Banner ad)
- The Sierra Reader (Thursdays)
 - January 31 – ¼ page b/w
 - February 7 – ¼ page b/w
- Inyo Register (Saturdays)
 - January 26 – ¼ page b/w
 - February 2 – ¼ page b/w
- El Sol
 - January 26 – ¼ page b/w
 - February 2 – ¼ page b/w

Radio

KMMT

- Jan. 24 - 30 2 spots/day Overall event message.
- Jan. 31 - Feb. 6 3 spots/day Overall event message.
- Feb. 7 -11 3 spots/day Event specific message tags.

KRHV

- Jan. 24 - 30 2 spots/day Overall event message.
- Jan. 31 - Feb. 6 3 spots/day Overall event message.
- Feb. 7 -11 3 spots/day Event specific message tags.

KIBS

- Jan. 31 - Feb. 6 2 spots/day Overall event message.
- Feb. 7 -11 3 spots/day Event specific message tags.

KSRV

- Jan. 24 - 30 2 spots/day Overall event message.
- Jan. 31 - Feb. 6 3 spots/day Overall event message.
- Feb. 7 -11 3 spots/day Event specific message tags.

KUNR

TV

Need to decide type of spot - video with voice-over or still graphic with voice-over.

KSRW/Sierra Wave TV 33

Jan. 26 - Feb. 11

- **Advertising:** Run similar program as we did with CAMP: Summer - includes local news and rsn spots (total spots: 64 in 15 days). Program from KSRW includes bonus spots. **KSRW requesting link on website. KSRW will honor same rate as CAMP: Summer (\$463)

- **Ad Production:** Option 1: \$0 (included in cost of buy/donated) - Graphic with voiceover (Similar to CAMP: Summer)

Option 2: \$300-\$500 (editing cost is \$100/hr) - Spot with video (MLTPA provides video from CAMP: Summer?) and draft script. Sierra Wave will produce

spot to include video, voiceover and text graphics in conjunction with voice over (date, website, etc.)

- **Public Service Announcements:** KSRW recommends submitting PSA's separately (in addition) to ad campaign - will give more exposure. Submit PSA's via fax (873.5328) and email (ksrw@sierrawave.net).
- **Editorial/Interviews:** Tom Woods has been given a heads up on the event. Kim Stravers to follow up directly with Tom Woods (or he will follow up with Kim) to arrange news story content.

TV 72

Jan. 26 - Feb. 11

- **Advertising:** Run similar program as we did with CAMP: Summer (2 spots/day 2 weeks out; 3 spots per day event days) (\$462)
- **Ad Production:** Option 1: \$0 (included in cost of buy/donated) - Graphic with voiceover (Similar to CAMP: Summer)

Option 2: TBD - Spot with video (MLTPA provides video from CAMP: Summer?) and draft script.

- **Crawl** - No charge
- **Editorial** - Kim/John to work directly with Dan McConnell for editorial/interviews

Movie Slide

(Friday - Thursday run) Feb. 1 - 7

Website

Phase I: Live Dec. 14 - homepage

- Poster artwork, banner, photo with CAMP Winter logo superimposed, trails survey button, copy per Kim

- Link to FAQ's, link to Volunteers, link to Consultant Info
- Kim will send preview link for approvals

Phase II: Live Dec. 21

- Photo Gallery of CAMP:SUMMER
- Map? & Driving Directions

Phase III: Live Jan. 10

- Registration Live/downloadable pdf form available (look into reg-on-line)
- Final Schedule Live
- Event Information
- Event Info Pages by Activity - (recommended participant schedule/sessions by activity)
- Other relevant event information

Phase III: Live Feb. 6

- Refresh Homepage to indicate onsite registration
- Other relevant updates

Phase IV: Feb. 13

- Pull down outdated info
- CAMP next steps

Calendar Postings

Phase I - Dec. 18

Date Announcement - Kristy - Overall event listing - Online: TOML, MMSA, Mammothlocal.com, cityconciierge.com, thesierraweb.com, mammothweb.com
 Print: MammothTimes, The Sheet, Mammoth Sierra Magazine, Inyo Register, Sierra Reader, El Sol

Phase II - Jan. 10

List primary events seperately

Phase III - Jan. 21

Snow Industry Website - Kim - (Transworld Snowboarding, Snowboarder, Future Snowboarding, Powder, Skiing, Ski)

Phase III - Jan. 28

Out of area websites (LA Times, OC Regsiter, San Diego Union Tribune, LA Weekly, OC Weekly, Sand Diego Reader), San Francisco Chronicle

Email

Tuesday Email Sends

MLTPA Database/EMMA Blasts

Dec. 18
 Jan. 15
 Jan. 29
 Feb. 4

Other Email Blasts - sent by MLTPA

- Developers (Invite to Developers Forum) - sent by MLTPA via EMMA
- Homeowner Association - sent by MLTPA

- Strategic Conference Participants - sent by MLTPA
- CAMP: Summer Participants - sent by MLTPA
- MLTPA Founders - sent by MLTPA
- Sierra Nevada Conservancy - sent by MLTPA

Other Email Blasts - sent by partners/other organizations

- Mammoth Lakes Board of Realtors (Invitite to Developers Forum/VIP functions) - sent by MLBOR
- Chamber of Commerce - sent by MLCC
- MMSA Passholders - sent by MMSA
- MMSA Employees - sent by MMSA
- TOML Employees - sent by TOML
- Mono County Employees - sent by Mono County
- US Forest Service - sent by USFS
- Generic Email for Groups Willing to send info on our behalf - sent by individual groups

Partner Cooperative Marketing

TOML - Kim meeting with Danna & Stu Brown

- Stu's News, Placement on TOML website, VisitMammoth.com, town newsletter, calendar (see above)

MMSA - Kim to meet with Rebecca, Mary Walker?, Joani Lynch?

Grassroots

- Local reservation bureaus
- In shop takeaways
- Meetings with clubs & groups
- Other...

POST EVENT PUBLICITY

Message: TAKE THE SURVEY! Next steps program. Key dates. (Bullet points from the net steps presentation.)

MLTPA CAMP - Developer Contact List

Developer	TONL Project	Events to Attend	Contact First Name	Last Name	Contact Phone	Street Address	City	State	Zip Code	Contact Email	Org Website	MLTPA Contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Cardinal Real Estate Investments	Sherwins	Opening Reception; Developers' Forum Reception; Mammoth Trails (listening only); Signage & Wayfinding; Next Steps	Jesse	Langley	(310) 770-4724	2301 Rosecrans Suite 4154	El Segundo	CA	90245	jesselangley@cardinalrealestate.com			10/24 KS sent email MLTPA Board/MLCC followed up with phone call	Y	
Metric Holdings	Clearwater		Rick	Rosenberg	(918) 322-4644	16633 Ventura Blvd Suite 925	Encino	CA	91346	rosenberg@metric-holdings.com			10/24 KS sent email MLTPA Board/MLCC followed up with phone call		
MMSA	Eagle Lodge		Tom	Hodges	(760) 934-2571	PO Box 24	Mammoth Lakes	CA	93546	tom.hodges@mmsa.com			10/24 KS sent email MLTPA Board/MLCC followed up with phone call		
Mammoth Land Development	Hidden Creek (Shady Rest)		Jane	Sedonaen	(415) 381-9500		Mammoth Lakes	CA	93546	jane@jonesandjane.com			10/24 KS sent email MLTPA Board/MLCC followed up with phone call		
Mammoth Land Development	Hidden Creek (Shady Rest)		Eric	Harris	(415) 381-9500		Mammoth Lakes	CA	93546	eric.harris@jonesandjane.com			10/24 KS sent email MLTPA Board/MLCC followed up with phone call		
Mammoth Crossing Devlnt	Mammoth Crossing		Mark	Deeds	(760) 924-8864	50 Lake Mary Road	Mammoth Lakes	CA	93546	mark@deedsdesign.com			10/24 KS sent email MLTPA Board/MLCC followed up with phone call	Y	
Mammoth Crossing Devlnt	Mammoth Crossing		Leslie	Klusmire	(760) 920-3949	50 Lake Mary Road	Mammoth Lakes	CA	93546	leslie@klusmiredesign.com			10/24 KS sent email MLTPA Board/MLCC followed up with phone call		
Mammoth Crossing Devlnt	Mammoth Crossing		Chuck	Brook	(604) 250-2289	50 Lake Mary Road	Mammoth Lakes	CA	93546	chuck@brookdesign.com			10/24 KS sent email MLTPA Board/MLCC followed up with phone call		
Mammoth Hillside LLC/ Mammoth Meridian Devlnt LLC	Mammoth Hillside		Rhona	Hunter		PO Box 100-595	Mammoth Lakes	CA	93546	Rhona.hunter@meridiandev.com			10/24 KS sent email MLTPA Board/MLCC followed up with phone call		
Chadmar Group	Snowcreek VIII		Chuck	Landie	(760) 934-7880	PO Box 100 PMB# 606 1 Fairway Drive	Mammoth Lakes	CA	93546	chuck@chadmardev.com			10/24 KS sent email MLTPA Board/MLCC followed up with phone call		
Chadmar Group	Snowcreek VIII		Chuck	McGreggor									MLTPA Board/MLCC phone call		
Chadmar Group	Snowcreek VIII		Tammy	Bennet	(760) 934-7880	PO Box 100 PMB# 606 1 Fairway Drive	Mammoth Lakes	CA	93546				MLTPA Board/MLCC phone call		
Neubauer-Jennison	na				(760) 934-2511	53 Sierra Manor Rd	Mammoth Lakes	CA	93546				MLTPA Board/MLCC phone call		
Eric Fishburn	Tallus		Eric	Fishburn	(310) 709-1884	562 Joaquin Rd	Mammoth Lakes	CA	93546	na			MLTPA Board/MLCC phone call		
Galbraith Construction	na		Mike	Galbraith	(760) 924-2893	410 Hillside Court	Mammoth Lakes	CA	93546	na			MLTPA Board/MLCC phone call		
CH Construction	na				(760) 934-6966	Po Box 9287	Mammoth Lakes	CA	93546	na			MLTPA Board/MLCC phone call		
Del Rio Construction and Design	na				(760) 934-1440	PO box 2603	Mammoth Lakes	CA	93546	na			MLTPA Board/MLCC phone call		
Starwood Development	na		Craig	Knight	(760) 924-1864	na	Mammoth Lakes	na	na	craigknight@starwooddev.com			10/24 KS sent email MLTPA Board/MLCC followed up with phone call		
Intrastar/Starwood Development	na		Joyce	Turner						jturner@intrastar.com			MLTPA Board/MLCC phone call		
Popco, Inc	na		John	Vereuck	(818) 768-2260	na	Mammoth Lakes	na	na				10/24 KS sent email MLTPA Board/MLCC followed up with phone call		
John Hooper	na		John	Hooper		na	Mammoth Lakes	na	na				MLTPA Board/MLCC phone call		
Life Estates	Holiday Haus		Ward	Jones	(760) 924-8119 (760) 937-1998 VAN (804) 687-2446	na	Mammoth Lakes	CA	93546	ward@lifestates.com			10/24 KS sent email MLTPA Board/MLCC followed up with phone call		

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Developer	TOML Project	Events to Attend	Contact First Name	Last Name	Contact Phone	Street Address	City	State	Zip Code	Contact Email	Org Website	MLTPA Contact	Record of Communication: date, method, result	Attend? Y or N	Notes
C&L Development	na	Opening Reception; Developers' Forum			(760) 934-8831	na	Mammoth Lakes	na	na	na			MLTPA Board/MLCC phone call		
Kern River Development	na	Reception; Mammoth Trails (listening only); Signage & Wayfinding; Next Steps			(760) 934-2464	na	Mammoth Lakes	na	na	na			MLTPA Board/MLCC phone call		
Boyer Construction	na		Ryan	Boyer	(760) 914-0098	na	Mammoth Lakes	na	na	na			MLTPA Board/MLCC phone call		
Presson Construction	na		Robbie	Presson	(760) 934-2089	na	Mammoth Lakes	na	na	na			MLTPA Board/MLCC phone call		
Alan Walker Construction	na		Alan	Walker	(760) 934-9345	na	Mammoth Lakes	na	na	na			MLTPA Board/MLCC phone call		
Alfred Kelly Construction	na				(760) 873-7416	na	Mammoth Lakes	na	na	na			MLTPA Board/MLCC phone call		
Brian Burns Construction	na				(760) 937-3884	na	Mammoth Lakes	na	na	na			MLTPA Board/MLCC phone call		
Intrawest	Sierra Star		Paul	Gallagher	(775) 332-1280	6900 S. McCarran Blvd Suite 3000	Reno	NV	89509	pg.allagher@intrawest.com			MLTPA Board/MLCC followed up with phone call		
Intrawest	Sierra Star		Jim	Smith	(775) 332-1280	6900 S. McCarran Blvd Suite 3000	Reno	NV	89509				MLTPA Board/MLCC followed up with phone call		
Starwood Capital Group	The "1" Hotel		Gary	Raymond	(775) 332-1259	6900 S. McCarran Blvd Suite 3000	Reno	NV	89509	gary.raymond@starwood.com			MLTPA Board/MLCC followed up with phone call		
Starwood Capital Group	The "1" Hotel		Kathy	Richardson	(775) 332-1259	6900 S. McCarran Blvd Suite 3000	Reno	NV	89509	kathy.richardson@starwood.com			MLTPA Board/MLCC followed up with phone call		
Acorn Asset Mgmt	Mammoth View		Hector	Caldera	(916) 263-0222	2500 Venture Oaks Way Suite 175	Sacramento	CA	95833	acornassetmanagement.com			MLTPA Board/MLCC followed up with phone call		

Hi, _____, this is _____. I'm a member/president/vice president of the Mammoth Lakes Trails and Public Access Foundation Board of Directors, and I wanted to invite you to the private VIP Opening Reception for CAMP: WINTER on Thursday, February 7th, from 5-6:30 p.m. We'll be serving wine and hors d'oeuvres in the Exhibit Hall, which is in the Mountainside Conference Center at Main Lodge, where you can preview the displays, meet the planning consultants and other CAMP partners, and learn more about the trails master planning process.

I'd also encourage you to visit our website at www.mltpa.org, where you can read about all of the great sessions we've got planned, find out how to register for them, take the CAMP Trail Surveys, and more. The event's totally free and open to the public—except for the VIP Reception, of course—so please spread the word to your friends and neighbors!

If you've got any questions about CAMP, or about the event, you can call our Communications Manager, Kim Stravers, at 934-3154, or send an email to CAMP@mltpa.org. We're looking forward to seeing you on February 7th!

CAMP: WINTER VIP Reception Invite List

GROUP	First Name	Last Name	Title	Contact Phone	Contact Email	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Cardinal Real Estate Investments, The Developers' Forum	Jesse	Langley		(310) 770-4724	jesse@cardinalinvestments.com	Brooke			
Chamber of Commerce, Developers' Forum, Mobility Commission	Eric	Wasserman	Member, Commissioner of Chamber of Commerce President	(760) 934-4556	eric.wasserman@chamberofcommerce.com	Brooke			
Chamber of Commerce, Strategic Conference, Developers' Forum	Dawn	Vereuck		(760) 924-2040	dawn@elegantbath.com	Brooke			
Channel 72	Dan	McConnell		(760) 937-2043	mcconnell.dan@hotmail.com	Brooke			
Mammoth Crossing, The Developers' Forum	Mark	Deeds			Mdeeds93546@gmail.com	Brooke			
Mono Council for the Arts	Gaye	Mueller	Chair		blackcanyon@peoplepc.com	Brooke			
Nils Davis Design	Nils and Keri	Davis	Owners		nils.davis@verizon.net	Brooke			
Starwood Development	Craig	Knight		(760) 924-1864	cknight@starwood.com	Brooke			
The Mammoth Times	Diane	Eagle	Editor-in-Chief	(760) 934-3929	editor@mammothtimes.com	Brooke			
The Mammoth Times	Lara	Kirkner	Staff Writer	(760) 934-3929	lara@mammothtimes.com	Brooke			
The Sheet	Ted	Carleton	Publisher	(760) 937-4613	jacklunch@yahoo.com	Brooke			
The Sierra Wave	Bennett	Kessler		(760) 873-5329	bkessler@sierrawave.net	Brooke			
Acorn Asset Mngmt	Hector	Caldera		(916) 263-0222		Dana			
Boyer Construction	Ryan	Boyer		(760) 914-0098	ryanboyer@npqcable.com	Dana			
Chadmar Group	Tammy	Bennet		(760) 934-7880		Dana			
Chadmar Group	Chuck	Lande		(760) 934-7880	clande@chadmar.com	Dana			
Chadmar Group	Chuck	McGreggor				Dana			
Intrastar/Starwood Development	Joyce	Turner				Dana			
Intrawest	Paul	Gallagher		(775) 332-1280	pgallagher@intrawest.com	Dana			
Intrawest	Jim	Smith		(775) 332-1280		Dana			

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GROUP	First Name	Last Name	Title	Contact Phone	Contact Email	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
John Hooper	John	Hooper				Dana			
Mammoth Crossing Devlmt	Chuck	Brook		(604) 250-2289	cbrook@mammothcrossing.com	Dana			
Mammoth Crossing Devlmt	Leslie	Klusmire		(760) 920-3949	developmentseivices@verizon.net	Dana			
Mammoth Hillside LLC/ Mammoth Meridian Devlmt LLC	Rhona	Hunter			katshak@unee.com	Dana			
Mammoth Land Development	Eric	Harris		(415) 381-9500	erich@integrate.com	Dana			
Mammoth Land Development	Jane	Sedonaen		(415) 381-9500	jane@integrate.com	Dana			
Metric Holdings	Rick	Rosenberg		(818) 322-4644	rosenberg@metricholdings.com	Dana			
Neubauer-Jennison				(760) 934-2511		Dana			
Presson Construction	Robbie	Presson		(760) 934-2089		Dana			
Starwood Capital Group	Gary	Raymond		(775) 332-1259	cvollan@intrawest.com	Dana			
Starwood Capital Group	Kathy	Richardson		(775) 332-1259	cvollan@intrawest.com	Dana			
Airport Commission	Thom	Heller	Commissioner		theller@mammothlakesfd.com	Jay			
Airport Commission	Mary Ellen	Hogan	Commissioner		maryellen.hogan@hro.com	Jay			
Airport Commission	Deb	Pierrel	Chair		dpierrel@deresorthotels.com	Jay			
Airport Commission, Advocates for Mammoth	John	Walter	Commissioner, Executive Director (?)	(760) 934-1767	walter@qnet.com	Jay			
Mammoth Community Water District	Paul	Stiglich			psstiglich@mcwddist.ca.us	Jay			
Mono County	Tom	Farnetti	Supervisor	(760) 934-8372	tfarnetti@monocalifornia.gov	Jay			
Mono County	Hap	Hazzard	Supervisor	(760) 935-4999	hap04@msn.com	Jay			
Mono County	Byng	Hunt	Supervisor	(760) 934-6643	bhunt@monocalifornia.gov	Jay			

CAMP: WINTER VIP Reception Invite List

GROUP	First Name	Last Name	Title	Contact Phone	Contact Email	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Mono County	Dan	Lyster	Economic Development	(760) 924-1700	dlyster@mono.ca.gov	Jay			
Mono County	Vikki	Magee Baue	Supervisor	(760) 924-1783	vbauer@mono.ca.gov	Jay			
Mono County	Evan	Nikirk	Public Works Director	(760) 932-5440	monopw@mono.ca.gov	Jay			
Mono County	Bill	Reid	Supervisor	(760) 932-7456	breid@mono.ca.gov	Jay			
Mono County, Strategic Conference	Scott	Burns	Community Development Director	(760) 924-1800	sburns@mono.ca.gov	Jay			
Mono County, Strategic Conference	Greg	Newbry	Community Development Senior Planner	(760) 924-1801	gnewbry@mono.ca.gov	Jay			
Public Arts Commission	Michael	Bornfeld	Commissioner	(760) 934-1688	mjbaldwcorp@msn.com	Jay			
Public Arts Commission	Noelle	Deinken	Commissioner	(760) 934-8771	noelled@deinken@hotmail.com	Jay			
Public Arts Commission	Warren	Harrell	Commissioner	(760) 934-1579		Jay			
Public Arts Commission	Paul	Jurewitz	Chair	(760) 924-0027	barjur11@aol.com	Jay			
Public Arts Commission	Bob	Reitz	Commissioner		wthomsontaylor@gmail.com	Jay			
	Bill	Taylor		(760) 709-6964		Jay			
ALIMAR	Andrea	Lawrence	President	(760) 934-2877	andrea@alimar.org	Jo			
Mobility Commission	Sandy	Hogan	Commissioner			Jo			
Mobility Commission	Marshall	Minobe	Commissioner			Jo			
Mobility Commission	Terry	Smutney	Commissioner		terryincrowly@yahoo.com	Jo			
Planning Commission	Tony	Barrett	Commissioner	(760) 914-0157	barjur6@aol.com	Jo			
Planning Commission	Rhonda	Duggan	Commissioner	(760) 935-4063, (760) 934-2571 x3133	rhonda.duggan@mammoth-mtn.com	Jo			

CAMP: WINTER VIP Reception Invite List

GROUP	First Name	Last Name	Title	Contact Phone	Contact Email	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Planning Commission	Roy	Saari	Chair	(760) 934-2704	saaris@gnet.co	Jo			
Planning Commission	Elizabeth	Tenney	Commissioner	(760) 924-8475	e10ney@npgcable.com	Jo			
Airport Commission, Founder	Gordon	Alper	Commissioner District 9	(760) 934-3587	gordon@country-glass.com	John			
Caltrans	Brad	Mettam	Deputy District Director for Planning	(760) 872-0691	Brad.Mettam@dot.ca.gov	John			
Coldwell Banker, Strategic Conference	Kit	Muhs	Sales Associate	(760) 924-0260	ksmuhs@earthlink.net	John			
Data Mangement Technology	Nate	Greenberg		(760) 937-1209	nate@datamanagementtech.com	John			
Eastern Sierra Land Trust, Strategic Conference	Karen	Ferrell-Ingram	Project Director	(760) 873-4554	karen@eslt.org	John			
Eastern Sierra Land Trust, Strategic Conference	Tony	Taylor	President of Board of Directors	(760) 924-8742 (home)	ttaylor@npgcable.com	John			
Founder	Mabel H	Cabot		(617) 491-1313	MabelBran@aoi.com	John			
Founder	Louis	Cabot				John			
Founder	Malcom and Sharon	Clark		(760) 924-5639	srclark@npgcable.com	John			
Founder	Mark	Coronado		(760) 937-4184	coronado@npgcable.com	John			
Founder	George	Fowler	Coldwell Banker Real Estate	(760) 934-2562	cbmre@gnet.com	John			
Founder	Tim	Gallagher	Wave Rave	(760) 934-2471	tim@waverravesnowboardshop.com	John			
Founder	Bonnie	Gregory	Gregory, Pieper & Graham, LLP	(760) 934-0731	rgregory@mammoth-mtn.com bgregorycpa@gmail.com	John			
Founder	Steve	Klausen	Wave Rave	(760) 934-2471	steve@waverrave.com	John			

CAMP: WINTER VIP Reception Invite List

GROUP	First Name	Last Name	Title	Contact Phone	Contact Email	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Founder	James S.	Reed		(760) 934-4558	reed@mammothlaw.com	John			
Founder	George & Ali Wentworth	Stephanopoulos		(202) 625-0842	georgestephanioloulos@abc.com dabberwentworth@aol.com	John			
Founder	Eric	Wentworth		(202) 256-1960	ebw@bellatlantic.net	John			
Founder, Strategic Conference	Mary K.	Prentice		(760) 934-0355	mkp@npgcable.com	John			
Founder, Strategic Conference	John	Vereuck		(818) 802-6775	john@papoo.net	John			
Friends of the Inyo	Paul	McFarland	Executive Director	(760) 873-6400	paulmc@friendsoftheinyo.org	John			
Mammoth Lakes Fire District	Brent	Harper	Chief	(760) 934-2300	bharper@mammothlakesfd.com	John			
Mammoth Lakes Housing, Mobility Commission	Pamela	Hennarty	Executive Director, Commissioner	(760) 934-4740	phennarty@ci.mammoth-lakes.ca.us	John			
MMSA	Tom	Hodges		(760) 934-2571	thodges@mammoth-mtn.com	John			
Sierra Nevada Conservancy	Julie	Bear				John			
Sierra Nevada Conservancy	Marji	Feliz	Funding and Resource Development Coordinator	(530) 823-4679	mfeliz@sierranevada.ca.gov	John			
Sierra Nevada Conservancy	Bob	Kingman	Program Manager	(530) 823-4678	bkingman@sierranevada.ca.gov	John			
Sierra Nevada Conservancy, Strategic Conference	John	Knott	Logistics Coordinator	(530) 823-4670	jknott@sierranevada.ca.gov	John			
T&R Dept., Strategic Conference, Founder	Danna	Stroud	Director	(760) 934-2712 x1259	dstroud@visitmammoth.com	John			
T&R Dept., TOML	Stuart	Brown	Community Relations Manager	(760) 934-2712 ext.1210	sbrown@visitmammoth.com	John			

CAMP: WINTER VIP Reception Invite List

GROUP	First Name	Last Name	Title	Contact Phone	Contact Email	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Tallus, Strategic Conference	Eric	Fishburn	Owner	(310) 914-5170	eric@tallus.net	John			
The Sierra Fund, Strategic Conference	Izzy	Martin	CEO	(530) 265-8454 ext. 11	izzy.martin@sierrafund.org	John			
TOML	John	Milne	Assistant Engineer		jmilne@ci.mammoth-lakes.ca.us	John			
TOML	Steve	Speidel	Principal Planner	(760) 934-8989 ext. 286	sspeidel@ci.mammoth-lakes.ca.us	John			
TOML, Strategic Conference	Peter	Bernasconi	Associate Civil Engineer	(760) 934-8989 x232	pbernasconi@ci.mammoth-lakes.ca.us	John			
TOML, Strategic Conference	Ray	Jarvis	Public Works Director	(760) 934-8989 x257	rjarvis@ci.mammoth-lakes.ca.us	John			
TOML, Strategic Conference	Mark	Wardlaw	Community Development Director	(760) 934-8989	mwardlaw@ci.mammoth-lakes.ca.us	John			
Tourism & Recreation Commission	Dieter	Fiebigler	Commissioner	(760) 934-2996	dfharrell@npgcable.com	John			
Tourism & Recreation Commission	Ruth	Harrell	Commissioner	(760) 934-1579	rlanz@citycondi.org	John			
Tourism & Recreation Commission	Jefferson	Lanz	Commissioner	(323) 874-6610	cbsauser@earthlink.net	John			
Tourism & Recreation Commission	Bill	Sauser	Chair	(760) 934-6157	info@seasons4.com	John			
Tourism & Recreation Commission	Teri	Stehlik	Chair	(760) 934-2030	tony@footloose.com	John			
Tourism & Recreation Commission, Founder, Strategic Conference	Tony	Colosardo	Parks & Rec Vice Chair	(760) 934-2400	sr4malls@yahoo.com	John			
Tourism & Recreation Commission, Strategic Conference	Shields	Richardson	Commissioner	(760) 934-5200 (w) (949) 300-6195	eastmanhs@unitedspeed.net	John			
Town Council	John	Eastman	Councilmember	(760) 934-6584	basecampcafe@yahoo.com	John			
Town Council	Skip	Harvey	Mayor	(760) 934-3900	akstapp@msn.com	John			
Town Council	Kirk	Stapp	Councilmember	(760) 934-2902		John			

CAMP: WINTER VIP Reception Invite List

GROUP	First Name	Last Name	Title	Contact Phone	Contact Email	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
Town Council, Founder	Neil	McCarroll	Councilmember	(760) 934-3200	neilmccarroll@verizon.net	John			
Town Council, Founder, Strategic Conference	Wendy	Sugimura	Mayor Pro Tem	(760) 914-2962	wendy_sugimura@yahoo.com	John			
USFS	Jonathon	Cook-Fisher	Winter Sports Specialist	(909) 382-2771		John			
USFS	Marty	Hornick	Trails Program Coordinator/Route Designation Leader	(760) 873-2461	mhornick@fs.fed.us	John			
USFS	Jeff	Marsolais	Recreation Officer	(760) 873-2515	jmarsolais@fs.fed.us	John			
USFS	Jon	Regelbrugge	District Ranger	(760) 924-5500		John			
USFS, Strategic Conference	Mary-Beth	Hennessy	Acting Recreation Staff Officer	(760) 873-2515	mhennessy@fs.fed.us	John			
USFS, Strategic Conference, CAMP Partner	Mike	Schlafmann	Deputy District Ranger	(760) 709-1264	mschlafmann@fs.fed.us	John			
Valentine Eastern Sierra Reserve	Dan	Dawson	Director	(760) 935-4334	dawson@ices.ucsb.edu	John			
MMSA	Julie	Brown	GM	(760) 914-0366	jbrown@mammmoth-mtn.com	Rebecca			
MMSA	Lisa	Isaacs	Environmental	(760) 934-0773	lisaacs@mammmoth-mtn.com	Rebecca			
MMSA	Joani	Lynch	Marketing & Communications Director	(760) 934-2571 x 3135	jlynch@mammmoth-mtn.com	Rebecca			
MMSA	Noah	Manduke	SVP	(760) 934-0711	nmanduke@mammmoth-mtn.com	Rebecca			
MMSA	Casey	McCoy	GM		cmccoy@mammmoth-mtn.com	Rebecca			
MMSA	Mary	Walker	Executive Assistant	(760) 934-0633	mwalker@mammmoth-mtn.com	Rebecca			
MMSA, Airport Commission	Pam	Murphy	VP, Commissioner		pam@mammmoth-mtn.com	Rebecca			

CAMP: WINTER VIP Reception Invite List

GROUP	First Name	Last Name	Title	Contact Phone	Contact Email	MLTPA contact	Record of Communication: date, method, result	Attend? Y or N	Notes
MMSA, Founder, CAMP Partner	Rusty	Gregory	CEO	(760) 934-0633	rusty@mammot-h-mtn.com	Rebecca			
MMSA, Mobility Commission	Bill	Cockroft	VP, Commissioner		bcockroft@mammot-h-mtn.com	Rebecca			

Chapter 6a: Advertising plan

This plan, developed jointly with Opposing Motion, was tailored to take full advantage of local and regional media outlets and was broken into two campaigns: Holiday (directed primarily toward second homeowners visiting Mammoth Lakes for the winter holidays) and Local (directed primarily toward residents). Ad buys in all media, web presence, and e-mail campaigns were scheduled to have maximum exposure and impact in relation to the timeline leading up to the CAMP: WINTER event, and messaging was changed periodically to highlight different elements of the event, attract different segments of the community, and drive pre-registration.

Advertising plan

ADVERTISING	TYPE	DATE	DATE	DATE	DATE	DATE	COST/AD	TOTAL ADS	TOTAL COST
MLTPA CAMP: WINTER HOLIDAY MARKETING & ADVERTISING									
Newspaper		Issue/Size	Issue/Size						
Mammoth Times	Color Ad	Editorial w/art 0.00	Dec. 27 = 1/2						
			Comp (\$305)						
The Sheet	Color Ad	Dec. 22 = 1/2	Dec. 29 = 1/4						
		286.00	145.80						
		guaranteed							
		right, trim							
Radio			Holiday	TOTAL SPOTS					
KMMT 106.5 (Current/Eclectic) KRWV 93.3 (Classic)	60 Second	Dec. 22 - Jan. 6 (16 days)	2	32					
	60 Second	Spots/Day	2	32		confirming rate, looks like they charged less	\$6.50	32	\$208.00
		Spots/Day	2	32		confirming rate, looks like they charged less	\$6.50	32	\$208.00
								Sub Total =	\$416.00
TV			Holiday						
Sierra Wave TV 33 Channel 72		Dec. 22 - Jan. 6 (16 days)							
	Editorial only (if any)	N/A							
	Scroll	Spots/Wk	cost pending						
								Sub Total =	\$0.00
Mammoth Lakes Movies Movie Slide Production Movie Slide/Week									
							Per Day		
							95	1	\$95.00
							\$25.00	2	\$50.00
								Sub Total =	\$145.00
GRAND TOTAL								Grand Total =	\$992.80

MLTPA Foundation
CAMP: WINTER
Graphics Request: Holiday Advertising/Marketing
Campaign
Nils & Keri Davis - Submitted 12/5/07

Deliverable	Description/ Direction	Final Specs and Content to Design from MLTPA	Draft Due to MLTPA	Final Comments and Revisions Due to Design from MLTPA	Final Draft to MLTPA	Final Packag e for Publica tion
Movie Slide Graphic PRIORITY 1	Resize postcard, 4C, add copy underneath location: Play Your Part in the Vision! Visit www.mltpa.org for event details. Specs: 19.75" wide x 11.75" tall, 150 dpi, non- flattened (please include the fonts) Photoshop file.	12/5	12/7, a.m. if possible	12/7	12/7	12/7, 5 p.m.
Mammoth Times Artwork – w/ Editorial Dec. 20 Issue PRIORITY 2	Same look as Movie Slide – resized to no larger than 5" wide, 300 dpi , 4C	12/5	12/10, a.m. if possible	12/12, noon	12/13	12/14, 3 p.m.

The Sheet Ad 1 - Dec. 22 Issue PRIORITY 3	½ page vertical, 4C; Resize Poster; 300 dpi ; will run on right- hand page at trim	12/5	12/10, a.m. if possible	12/13, noon	12/17	12/18, 9 a.m.
Web Graphics - Knockout of CAMP Winter logo	Knock out logo and put pinline around graphic (will be placed on top of banner photo on website); 4C; 72 dpi **Print deliverable also will be required (300 dpi, no bigger than 5") for this item.	12/5	12/11, a.m. if possible	12/12, noon	12/13	12/14
Web Graphics – Poster	Poster artwork compressed for web use; prefer jpeg format; 72 dpi; 4C	12/5	12/11, a.m. if possible	12/12, noon	12/13	12/14
Web Graphics – Postcard	Postcard artwork compressed for web use; prefer jpeg format; 72 dpi, 4C	12/5	12/11, a.m. if possible	12/12, noon	12/13	12/14
Web Graphics – Sponsor Bar	Banner graphic including all partner logos listed on poster + MLTPA logo; no larger than 3" tall; 72 dpi, 4C	12/5	12/17, a.m. if possible	12/19, noon	12/20	12/21

	**Print deliverable also will be required (300 dpi, no bigger than 5") for this item.					
Web Graphics – CAMP: Winter Bug	Web button: Knockout logo artwork on top of blue background, 4C, + add copy "Feb. 7–12, 2008" at bottom; 72 dpi **Print deliverable also will be required (300 dpi, no bigger than 5") for this item.	12/5	12/17, a.m. if possible	12/19, noon	12/20	12/21
Web Graphics – Trails Survey Bug	Web button: combine CAMP: Summer & Winter graphics (4C) with copy overlay that says "Take the survey here!" along the bottom; 72 dpi **Print deliverable also will be required (300 dpi, no bigger than 5") for this item.	12/5	12/11, a.m. if possible	12/12, noon	12/13	12/14
Print Graphics – Trails Survey Card	Business Card Size (formatted on 8.5 x 11), 4C, 300 dpi. Trails	12/5				

	Survey Bug with tag text changed to: Take the Surveys at MLTPA.org!					
Mammoth Times Ad 1 – Dec. 27 Issue	½ page vertical, 4C; Resize Poster; 300 dpi ; will run on right- hand page at trim	12/5	12/17, a.m. if possible	12/19, noon	12/20	12/21
The Sheet Ad 2 – Dec. 29 Issue	¼ page 4C; 300 dpi; scaled version of movie slide	12/5	12/18, a.m. if possible	12/20, noon	12/21	12/24
TV 72 Ad	Unconfirmed – would be graphic similar to movie slide	TBD	TBD	TBD	TBD	TBD

ADVERTISING	TYPE	DATE	DATE	DATE	DATE	DATE	DATE	COST/AD	TOTAL ADS	TOTAL COST
MLTPA CAMP: WINTER MARKETING & ADVERTISING - LOCAL Newspaper										
		Issue/Size	Issue/Size	Issue/Size	Issue/Size	Issue/Size	Issue/Size			
Mammoth Times	Varies	Jan. 24 1/4 b/w Comp (\$90)	Jan. 31 1/2 b/w 25.00 (Comp \$105)	Feb. 7 full 4C 425.00						\$450.00
The Sheet	Color Ad	Jan. 19 1/4 b/w 108.00	Jan. 26 1/2 b/w 198.00	Feb. 2 full 4C 449.10	Feb. 9 Editorial Only					\$755.10
Inyo Register	B/W	Jan. 31 1/4 b/w \$157.50	guaranteed placement? Add \$25 each							
El Sol De La Sierra	B/W	Jan. 31 1/4 b/w \$104.40	Feb. 7 1/4 b/w 104.40							\$315.00
The Sierra Reader	B/W	Jan. 31 1/4 b/w \$104.40	Feb. 7 1/4 b/w \$104.40	revised from SUMMER - no						\$208.80
				revised from SUMMER - no					Sub Total =	\$208.80
										\$1,937.70
Radio										
			2 Weeks Out	1 Week Out	Event Specific Event	Specific Event	Event Specific			
KMMT 106.5 (Current/Eclectic)	60 Second	Spots/Week	14	21	Spots/Even	15	(3 spots per day)	\$6.50	50	\$325.00
KRHV 93.3 (Classic)	60 Second	Spots/Week	14	21	Spots/Even	15	(3 spots per day)	\$6.50	50	\$325.00
KIBS 100.7 (Country) KBOV (am)	60 Second	Spots/Week	0	14	Spots/Even	15	(3 spots per day)	NEWS	29	\$522.00
KSRW 96.5 (The Sierra Wave)	60 Second	Spots/Week	14	28	Spots/Even	20	(4 spots per day)	Packaged rate		\$463.00
KUNR	Info Pending								Sub Total =	\$1,635.00
TV										
			2 Weeks Out	1 Week Out	Event Specific Event	Specific Event	Event Specific			
Sierra Wave TV 33	Spot Production	Spots/Week	28	28	Spots/Even	18	(ballpark number)	Packaged Rate		\$463.00
Channel 72		Spots/Week	168	168	Spots/Day	120		Packaged Rate		\$400.00
									Sub Total =	\$462.00
										\$250.00
									Sub Total =	\$1,325.00
Mammoth Lakes Movies										
Movie Slide Production	Already produced - see							Per Day		
Movie Slide/Week	Feb. 1 - 7							\$25.00	1	\$25.00
									Sub Total =	\$25.00
Monday Morning E-mail										
E-mail to chamber members									Sub Total =	\$0.00
Calendar Postings										
www.mammothmountain.com										\$0.00
www.visitmammoth.com										\$0.00
www.thesierraweb.com										\$0.00
www.mammothweb.com										\$0.00
www.mammothlocal.com										\$0.00
www.cityconclerge.com									Sub Total =	\$0.00
GRAND TOTAL									Grand Total =	\$4,922.70



MLTPA Foundation
CAMP: WINTER
Graphics Request: Local Advertising/Marketing Campaign
Nils & Keri Davis - Submitted 12/20/07

Graphic Direction/Overview: Please note that all of the ads will have revisions to messaging and will not necessarily replicate the look of the earlier "holiday campaign" ads. Additionally, within this "local campaign", elements may change from week to week. It is expected that ads will include CAMP: Winter branded elements (logo, overall look), revised copy/messaging, and potentially additional photos.

Deliverable	Description/ Direction	Final Specs and Content Due to Design from MLTPA	Draft Due to MLTPA	Final Comments and Revisions Due to Design from MLTPA	Final Draft Due to MLTPA	Final Package Due to Publication
CAMP Graphic	Stand alone graphic of CAMP identity (no colon or "Winter" or "Summer, " in "mltpa green", deliver in	12/18	12/19	12/19	12/19	N/A

	illustrator and jpeg formats							
The Sheet Ad #1 (Jan. 19 issue)	1/4 page b/w Additional Direction to be provided no later than 1/7	1/7 a.m. Mon.	1/9 Wed.	1/10 end of day Thurs.	1/14 Mon.	1/15 Tues.		
Mammoth Times Ad #1 (Jan. 24 issue)	1/4 page b/w	1/7 a.m. Mon.	1/11 Fri.	1/15 Tues.	1/17 Thurs.	1/18, 3 p.m. Fri.		
Deliverable	Description/ Direction	Final Specs and Content Due to Design from MLTPA	Draft Due to MLTPA	Final Comments and Revisions Due to Design from MLTPA	Final Draft Due to MLTPA	Final Package Due to Publication		
The Sheet Ad #2 (Jan. 26 issue)	1/2 page vertical, b/w	1/14 noon Mon.	1/16 Wed.	1/17 end of day Thurs.	1/21 Mon. (MLK)	1/22 Tues.		
Mammoth Times Ad #2 (Jan. 31 issue)	1/2 page vertical, b/w	1/14 noon Mon.	1/18 Fri.	1/22 Tues.	1/24 Thurs.	1/25, 3 p.m. Fri.		
Inyo Register Ad #1 (Jan. 31 issue)	1/4 page b/w	1/14 noon Mon.	1/18 Fri.	1/22 Tues.	1/24 Thurs.	1/25 ? Fri. - Confirm		

The Sierra Reader Ad #1 (Jan. 31 issue)	¼ page b/w	1/14 noon Mon.	1/18 Fri.	1/22 Tues.	1/24 Thurs.	1/25 Fri.
El Sol de la Sierra Ad #1 (Jan. 31 issue)	¼ page b/w	1/14 noon Mon.	1/18 Fri.	1/22 Tues.	1/24 Thurs.	1/25 Fri.
The Sheet Ad #3 (Feb. 2 issue)	Full page color	1/21 noon Mon. (MLK)	1/23 Wed.	1/24 end of day Thurs.	1/28 Mon.	1/29 Tues.
Mammoth Times Ad #3 (Feb. 7 issue)	Full page color	1/21 noon Mon. (MLK)	1/25 Fri.	1/29 Tues.	1/31 Thurs.	2/1 3 p.m. Fri.
Inyo Register Ad #2 (Feb. 7 issue)	¼ page b/w	1/21 noon Mon. (MLK)	1/25 Fri.	1/29 Tues.	1/31 Thurs.	2/1 3 p.m. Fri. - Confirm
The Sierra Reader Ad #2 (Feb. 7 issue)	¼ page b/w	1/21 noon Mon. (MLK)	1/25 Fri.	1/29 Tues.	1/31 Thurs.	2/1 3 p.m. Fri.
El Sol de la Sierra Ad #1 (Feb. 7 issue)	¼ page b/w	1/21 noon Mon. (MLK)	1/25 Fri.	1/29 Tues.	1/31 Thurs.	2/1 3 p.m. Fri.
TV 72 Ad	Unconfirmed – would be graphic similar to movie slide	TBD	TBD	TBD	TBD	TBD

Opposing Motion – Event Management Services

Chapter 6b: Advertising, print

Black-and-white and four-color ads were placed in local and regional newspapers as outlined in the “CAMP: WINTER Marketing and Advertising Plan: Holiday” and “CAMP: WINTER Marketing and Advertising Plan: Local.”



The MLTPA Foundation presents

CAMP: WINTER

February 7-12, 2008

Main Lodge, Mammoth Mountain Ski Area

PARTICIPATE IN CAMP:

The Concept and Master
Planning process for
trails and public access
in Mammoth Lakes

TELL US WHAT WE NEED TO KNOW
ABOUT WINTER RECREATION
IN MAMMOTH!

Sign up today at www.mltpa.org!

MAMMOTH

the Developers' Forum

MLTPA FOUNDATION



MLTPA Foundation: Connecting People with Nature
Photo: John Wentworth. All rights reserved.



The MLTPA Foundation presents

CAMP: WINTER

February 7-12, 2008

Main Lodge, Mammoth Mountain Ski Area

**TELL US WHAT WE NEED TO KNOW
ABOUT WINTER RECREATION IN MAMMOTH!**

Sign up today at www.mltpa.org!

MAMMOTH

the **Developers' Forum**
MLTPA



MLTPA Foundation: Connecting People with Nature
Photo: John Wentworth. All rights reserved.



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CAMP: WINTER

February 7–12, 2008

Main Lodge, Mammoth Mountain Ski Area

TELL US WHAT WE NEED TO KNOW
ABOUT WINTER RECREATION IN MAMMOTH!

Sign up today at www.mltpa.org!

MAMMOTH

the Developers' Forum



MLTPA Foundation: Connecting People with Nature

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MT-XX • MAMMOTH TIMES January 24-30, 2008

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The MLTPA Foundation presents

CAMP: WINTER

February 7-12, 2008

Main Lodge, Mammoth Mountain Ski Area

PARTICIPATE IN CAMP:

The Concept and Master
Planning process for
trails and public access
in Mammoth Lakes

TELL US WHAT WE NEED TO KNOW ABOUT
WINTER RECREATION IN MAMMOTH!



OPENING RECEPTION

Thursday, February 7th

6:30 p.m. to 8:00 p.m.

Mountainside Conference Center, Main Lodge

NEXT STEPS PRESENTATION

Monday, February 11th

6:30 p.m. to 8:00 p.m.

Mountainside Conference Center, Main Lodge

Sign up today at www.mltpa.org!

MAMMOTH

Development Forum

MLTPA

MLTPA

MLTPA

MLTPA Foundation: Connecting People with Nature
Photo: John Wentworth. All rights reserved.



The MLTPA Foundation presents

CAMP: WINTER

February 7-12, 2008

Main Lodge, Mammoth Mountain Ski Area

TELL US WHAT WE NEED TO KNOW
ABOUT WINTER RECREATION IN MAMMOTH!

Sign up today at www.mltpa.org!

MAMMOTH the Developers' Forum
MLTPA

MLTPA Foundation: Connecting People with Nature

Photo: John Wentworth. All rights reserved.



Thursday, January 31, 2008 - THE INYO REGISTER **A-5**



The MLTPA Foundation presents

CAMP: WINTER

February 7-12, 2008

Main Lodge, Mammoth Mountain Ski Area

PARTICIPATE IN CAMP:

The Concept and Master
Planning process for
trails and public access
in Mammoth Lakes

TELL US WHAT WE NEED TO KNOW ABOUT
WINTER RECREATION IN MAMMOTH!



OPENING RECEPTION

Thursday, February 7th

6:30 p.m. to 8:00 p.m.

Mountainside Conference Center, Main Lodge

NEXT STEPS PRESENTATION

Monday, February 11th

6:30 p.m. to 8:00 p.m.

Mountainside Conference Center, Main Lodge


Sign up today at www.mltpa.org!



MLTPA Foundation: Connecting People with Nature
Photo: John Wentworth. All rights reserved.

JANUARY 31 - FEBRUARY 6, 2008

Say you saw it in The Sierra READER



MLTPA
MAMMOTH LAKES TRAILS - PUBLIC ACCESS

The MLTPA Foundation presents




CAMP: WINTER

February 7-12, 2008
Main Lodge, Mammoth Mountain Ski Area

TELL US WHAT WE NEED TO KNOW
ABOUT WINTER RECREATION IN MAMMOTH!

Sign up today at www.mltpa.org!

MAMMOTH the Developers' Forum
MLTPA

MLTPA Foundation: Connecting People with Nature
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MLTPA
MAMMOTH LAKES TRAILS • PUBLIC ACCESS

La Fundación MLTPA presenta

CAMP: WINTER

Febrero 7-12, 2008
Main Lodge, Area de Ski de Mammoth Mountain

DIGANOS QUE QUIERE SABER ACERCA
DE RECREACIONES DE INVIERNO EN MAMMOTH!

Inscríbase hoy en www.mltpa.org!

MAMMOTH the Developers' Forum **MAMMOTH** **TRAIL** **alta**

Fundación MLTPA: Conectando Gente con la Naturaleza
Foto: John Wentworth. Todos los derechos reservados.



The MLTPA Foundation presents

CAMP: WINTER

February 7–12, 2008

Main Lodge, Mammoth Mountain Ski Area

PARTICIPATE IN CAMP:

The Concept and Master Planning process
for trails and public access in Mammoth Lakes

Tell us what we need to know about winter recreation in Mammoth!



OPENING RECEPTION

Thursday, February 7th

6:30 p.m. to 8:00 p.m.

Mountainside Conference Center, Main Lodge

NEXT STEPS PRESENTATION

Monday, February 11th

6:30 p.m. to 8:00 p.m.

Mountainside Conference Center, Main Lodge

Sign up today at www.mltpa.org!

MAMMOTH

the Developers' Forum
MLTPA

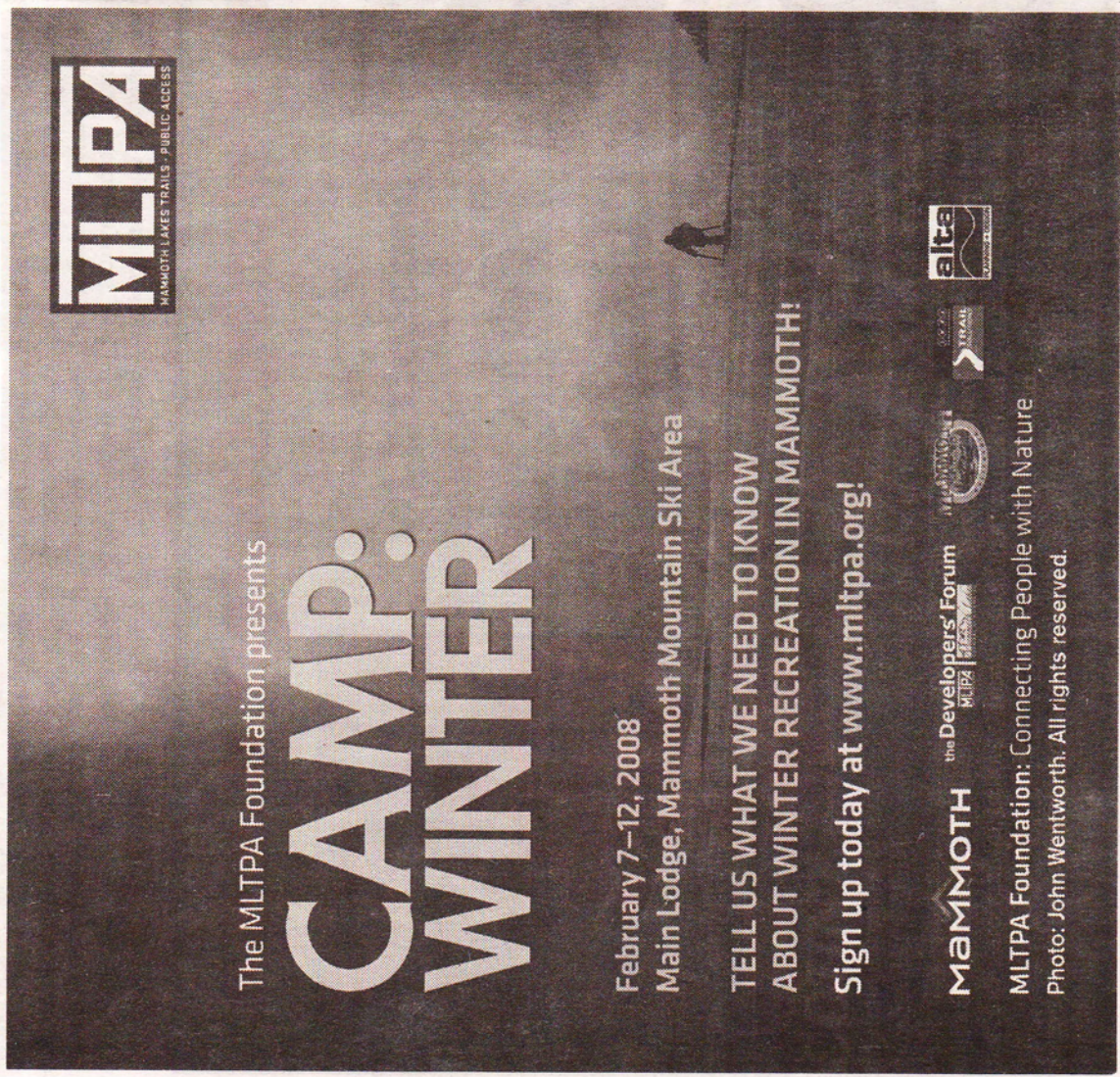



MLTPA Foundation: Connecting People with Nature Photos: John Wentworth and Christian Pondella. All rights reserved.

ARTS & LEISURE

Thursday, February 7, 2008

Advertising, print




The MLTPA Foundation presents

CAMP: WINTER



February 7-12, 2008
Main Lodge, Mammoth Mountain Ski Area

TELL US WHAT WE NEED TO KNOW
ABOUT WINTER RECREATION IN MAMMOTH!

Sign up today at www.mltpa.org!



the Developers' Forum
MLTPA



MLTPA Foundation: Connecting People with Nature
Photo: John Wentworth. All rights reserved.



The MLTPA Foundation presents

CAMP: WINTER

February 7-12, 2008

Main Lodge, Mammoth Mountain Ski Area

PARTICIPATE IN CAMP:

The Concept and Master Planning process
for trails and public access in Mammoth Lakes

Tell us what we need to know about winter recreation in Mammoth!



OPENING RECEPTION

Thursday, February 7th

6:30 p.m. to 8:00 p.m.

Mountainside Conference Center, Main Lodge

NEXT STEPS PRESENTATION

Monday, February 11th

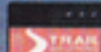
6:30 p.m. to 8:00 p.m.

Mountainside Conference Center, Main Lodge

Sign up today at www.mltpa.org!

MAMMOTH

the Developers' Forum



MLTPA Foundation: Connecting People with Nature Photos: John Wentworth and Christian Pondella. All rights reserved.

Say you saw it in The Sierra READER

FEBRUARY 7 - 13, 2008



The MLTPA Foundation presents

CAMP: WINTER

February 7-12, 2008
Main Lodge, Mammoth Mountain Ski Area

TELL US WHAT WE NEED TO KNOW
ABOUT WINTER RECREATION IN MAMMOTH!

Sign up today at www.mltpa.org!

MAMMOTH the **Developers' Forum**    

MLTPA Foundation: Connecting People with Nature
Photo: John Wentworth. All rights reserved.



La Fundación MLTPA presenta

CAMP: WINTER

Febrero 7-12, 2008

Main Lodge, Area de Ski de Mammoth Mountain

DIGANOS QUE QUIERE SABER ACERCA
DE RECREACIONES DE INVIERNO EN MAMMOTH!

Inscríbese hoy en www.mltpa.org!

MAMMOTH

the Developers' Forum
MLTPA



Fundación MLTPA: Conectando Gente con la Naturaleza

Foto: John Wentworth. Todos los derechos reservados.

Chapter 6c: Advertising, radio

MLTPA developed radio copy that was run as paid advertisements on all regional radio stations as outlined in the “CAMP: WINTER Marketing and Advertising Plan: Holiday” and “CAMP: WINTER Marketing and Advertising Plan: Local.”



MLTPA Foundation Presents **CAMP: WINTER** Radio Script Drafts

NB: Tags will change. They're in red type.

RADIO SCRIPTS

Format

30-second primary info plus a **30-second tag**

(**Tag** will change with more detailed event information during the event itself)

SCRIPT: Radio Spot 1 (December 22nd to January 6th) :60

What do YOU do outside in the wintertime? Mammoth Lakes Trails and Public Access wants to know! We're calling all backcountry skiers and snowboarders, snowshoers, snowmobilers, cross-country skiers, dogsledders, ice fishermen, and anyone else who loves the snow to tell us what we need to know about winter recreation in Mammoth! Join your neighbors and friends at **CAMP: WINTER**, February 7th through the 12th, 2008, in the Mountainside Conference Center at Main Lodge. This free, open-to-the public event is **YOUR CHANCE** to play **YOUR PART** in the trails master planning effort currently underway. Whether you're building kickers in the backcountry or a snowman in your front yard, **YOUR INPUT COUNTS!** Do not miss this opportunity to get your voice heard!

Sign up today for **CAMP WINTER**, and take the winter and summer trail surveys anytime, at www.mltpa.org, or call 934-3154 for details.

SCRIPT: Radio Spot 2 (January 24–30, 2008) :60

What do YOU do outside in the wintertime? MLTPA is calling all backcountry skiers and snowboarders, snowshoers, snowmobilers, cross-country skiers, dogsledders, ice fishermen, and anyone else who loves the snow to tell us what we need to know about winter recreation in Mammoth! Register now for **CAMP: WINTER**, February 7th through the 12th at Main Lodge. This free, public event is **YOUR CHANCE** to play **YOUR PART** in the trails master planning effort. Whether you're building kickers in the backcountry or a snowman in your front yard, **YOUR INPUT COUNTS!** Do not miss this opportunity to get your voice heard!

Join us for the Opening Reception on Thursday, February 7th, at 6:30 p.m. in the Mountainside Conference Center at Main Lodge. Registration is recommended; sign up today, and take the winter and summer trail surveys, at www.mltpa.org, or call 934-3154 for details.

SCRIPT: Radio Spot 3 (dates TK) :60

TKTK

TKTK

OPPOSING MOTION

Be part of the future of trails and public access in Mammoth Lakes! For event details, schedule, and registration, go to mltpa.org or call 934-3154. All are welcome; registration is recommended.

OPPOSING MOTION

Radio Buy (Pending): *I'd like to see what it would cost for KUNR – lots of people listen to NPR on that station in the morning. Humor me?*

	Dates TK		Dates TK	Dates TK	Dates TK	Dates TK
KMMT 106.5 (Current/Eclectic)	30 Sec	Spots/ Week		Spots/ Day		
KRHV 93.3 (Classic)	30 Sec	Spots/ Week		Spots/ Day		
KIBS 100.7 (Country) KBOV (am)	30 Sec	Spots/ Week		Spots/ Day		
KSRW 96.5 (The Sierra Wave)	30 Sec	Spots/ Week		Spots/ Day		



SCRIPT: Radio Spot 2 (January 24–30, 2008) :60

What do YOU do outside in the wintertime—and how do you get there? MLTPA is calling all backcountry skiers and snowboarders, snowshoers, snowmobilers, cross-country skiers, dogsledders, ice fishermen, and anyone else who loves the snow to tell us what we need to know about winter recreation in Mammoth!

Register now for CAMP: WINTER, February 7th through the 12th at Main Lodge. This free, public event is YOUR CHANCE to play YOUR PART in the trails master planning effort.

Join us for the Opening Reception on Thursday, February 7th, at 6:30 p.m. in the Mountainside Conference Center at Main Lodge. Sign up today and take the winter and summer trail surveys online at www.mltpa.org, or call 934-3154 for details.

MLTPA: Connecting people with nature...



SCRIPT: Local Radio Spot 3 (February 7-11, 2008) :60

Winter trails planning is underway—have you signed up to play your part? Join Mammoth Lakes Trails and Public Access at the CAMP: WINTER Exhibit Hall inside the Mountainside Conference Center at Main Lodge February 7th through the 12th to find out how you can participate in the Concept and Master Planning process for trails and public access in Mammoth Lakes.

CAMP: WINTER includes tours, workshops, listening sessions, and special presentations all about winter recreation, all week long. Stop by between 8 a.m. and 4:30 p.m. to register for sessions, take the Winter and Summer Trail Surveys, and voice your opinion!

All events are free and open to the public. Visit www.mltpa.org for a comprehensive schedule of events, registration info, and event locations.

MLTPA: Connecting people with nature...

Chapter 6d: Advertising, television

MLTPA, with the assistance of local media, created paid 30-second ad spots that were run on both local television stations (Channel 33 and Channel 72) as outlined in the “CAMP: WINTER Marketing and Advertising Plan: Holiday” and “CAMP: WINTER Marketing and Advertising Plan: Local.” Additionally, Channel 72 ran a crawl (bottom-of-the-screen text scroll) advertising the event as a continuous feature of its programming loop.

MLTPA :60 SEC SPOT #95361 2/4-2/6/08

CAMP WINTER IS ALMOST HERE! MLTPA IS ASKING EVERYONE WHO LOVES TO PLAY IN THE SNOW- BACKCOUNTRY, FRONTCOUNTRY, MAMMOTH MOUNTAIN, OR IN THE TOWN OF MAMMOTH LAKES - TO PLAY YOUR PART IN THE TRAILS MASTER PLANNING EFFORT BY REGISTERING NOW FOR THIS SPECIAL PUBLIC EVENT, FEBRUARY 7TH THROUGH THE 12TH AT MAIN LODGE. WITH TOURS, WORKSHOPS, LISTENING SESSIONS, AND SPECIAL PRESENTATIONS HAPPENING ALL WEEK, THEY'VE GOT SOMETHING FOR EVERYONE! ALL ACTIVITIES ARE FREE AND OPEN TO THE PUBLIC- COME ON UP AND TELL THEM WHAT THEY NEED TO KNOW ABOUT WINTER RECREATION IN MAMMOTH! CAMP WINTER KICKS OFF WITH THE OPENING RECEPTION ON THURSDAY, FEBRUARY 7TH AT 6:30PM IN THE MOUNTAINSIDE CONFERENCE CENTER AT MAIN LODGE. SIGN UP TODAY AND TAKE THE WINTER AND SUMMER TRAIL SURVEYS ONLINE AT WWW.MLTPA.ORG, OR CALL 934-3154 FOR DETAILS. MLTPA...CONNECTING PEOPLE WITH NATURE.

CAMP: Winter Television Ad Screenshots



Chapter 6e: Advertising, theater

MLTPA supplied artwork to Opposing Motion for development into a slide suitable for projection at Minaret Cinemas that provided basic information about CAMP: WINTER, which ran as outlined in the “CAMP: WINTER Marketing and Advertising Plan: Holiday” and “CAMP: WINTER Marketing and Advertising Plan: Local.”



CAMP: WINTER

Winter Recreation and Trails Planning
Workshop in Mammoth Lakes

February 7-12, 2008
Main Lodge, Mammoth Mountain Ski Area

Play Your Part in the Vision! All events are free and open to the public.
Visit www.mltpa.org for event details.

THIS IS YOUR OPPORTUNITY TO PARTICIPATE! MAKE SURE YOUR VOICE GETS HEARD!

MLTPA
MAMMOTH LAKES TRAILS PLANNING ASSOCIATION

CAMP: WINTER movie slide

Chapter 6f: Calendar postings, print

Formatted text providing basic event information and highlighting special sessions was submitted to local and regional newspapers for publication in their Calendar sections, as outlined in the “CAMP: WINTER Marketing and Advertising Plan: Holiday” and “CAMP: WINTER Marketing and Advertising Plan: Local.” Different elements of CAMP: WINTER were spotlighted in each posting, relevant to the approaching date of the event.

CAMP: WINTER

COURTESY MLTPA.ORG

THURSDAY, FEBRUARY 7 -
TUESDAY, FEBRUARY 12
• MLTPA PRESENTS CAMP: WINTER
For schedule and registration, call
(760) 934-3154 or visit www.MLTPA.org.

MAMMOTH

Inside

—COMMUNITY NEWS—

PROPERTY TAX APPORTIONMENT

This week the Town received the first apportionment of property taxes from Mono County. The Town receives about 6 cents (after Educational Relief Augmentation Fund deduction) of every property tax dollar paid for property in Mammoth Lakes. Based on the amount received there is no question that the Town will meet its budget projections for this year. Although the Town's final property tax revenues will not be known until June, it appears that even when you take into account potential delinquencies, the Town will still exceed budget projections by over \$470,000. This is very good news. However, other General Fund revenues particularly TOT cannot be reasonably projected until more financial activity is reported. And if the TOT falls short of projections like last year, the surplus in property tax would be needed to cover any TOT revenue shortfall.

MLPD TRAFFIC ENFORCEMENT

There were 27 citations issued last week by the MLPD.

MCWD Expands Outdoor Watering Regulations - February 2008

The Mammoth Community Water District Board of Directors adopted a revised set of



water management requirements for everyday water conservation. The new requirements include the addition of every other day watering for landscape irrigation and restaurants being required to serve water only upon request at all times. These new requirements will go into effect in mid-February. The purpose of these additional water management requirements is to encourage customers to be responsible with their water use on a daily basis, not just during times of drought or water shortage. For new turf areas, the District has allowed for a 30-day variance for the every other day watering rules until the new grass is established. For questions regarding the new regulations, please contact the MCWD during normal business hours: (760) 934-2596 ext. 314.

The new regulations are as follows:

Outdoor watering is only allowed between 5:00 p.m. and 10:00 a.m.

Water may not pool, pond, or run off applied areas.

Leaks on the customers side of the property line must be repaired by the customer.

All hoses must be equipped with an automatic shut off device.

REGISTER ONLINE FOR CAMP: WINTER FEBRUARY 7

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to invite you to attend CAMP: WINTER, from February 7 - 12, 2008 at the Main Lodge. CAMP: WINTER (Concept and Master Planning) is a free public event focused on winter recreation and trails in Mammoth Lakes that seeks to update and improve the recreation, and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning. CAMP: WINTER is a partnered effort between Mammoth Mountain Ski Area, the Town of Mammoth Lakes, and the United States Forest Service. No matter what you love to do outside in the wintertime, or how you choose to get around town, there's a fun and informative session for you! Please visit www.mltpa.org/CAMP_winter for activity descriptions, the event schedule, registration, and more. MLTPA looks forward to your participation in this landmark event—see you February 7-12th!

COMMUNITY CALENDAR

February 4: Community Café for the North Village Area, time & place TBD

February 5: Tourism and Recreation Commission Meeting, Suite Z, 4:00 p.m.

February 6: Planning Commission Meeting, Suite Z, 9:00 a.m.

February 6: Town Council Meeting, Suite Z, 6:00 p.m.

Eastern Sierra Motors

www.EasternSierraMotorsInc.com
 1440 N. Hwy. 6 • Bishop • 877-503-6257 • 877-837-6976

2 Stations - Playing All the Best Music...
KMMT radio - since 1971!
 102.3 • 106.5 • 107.7
 Supports Community Events
 Wide Coverage Area
 Non-Profit Rates • Live Remotes
 Advertising Specials
 Weather, Fishing & Ski Reports
KRHV Classic Rock 93.3 FM
 The Wait is Over... You Wanted It - You Got It!
 760-934-8888
 P.O. Box 1294 • Laurel Mountain Rd. • Mammoth Lakes
www.kmmtradio.com • kmmtradio@earthlink.net • classicrock33@yahoo.com

10% OFF TOTAL CHECK WITH THIS AD

 This offer is not valid on Fridays, Saturdays & Holidays
 361 Old Mammoth Road • Mammoth Lakes
 (760) 934-8587

Now in Mammoth!

BISHOP MAMMOTH
 163 N. Main St. Mammoth Airport
873-3704 924-1094
 Tony Dang - Branch Rental Manager

Trail Goodies

Celebrating 20 Years

WEEKLY

EASTERN SIERRA LIFESTYLES, HAPPENINGS & HERITAGE • FEBRUARY 7-13, 2008 • MAMMOTH LAKES, CA • VOL 21 NO 6 • FREE

24

CAMP: WINTER

COURTESY MLTPA.ORG

THURSDAY, FEBRUARY 7-
TUESDAY, FEBRUARY 12

• MLTPA PRESENTS CAMP: WINTER
For schedule and registration, call
(760) 934-3154 or visit www.MLTPA.org.

MAMMOTH

Inside

—COMMUNITY NEWS—

MAMMOTH POLICE BUILDING

Chief Schienle, Peter Bernasconi and the Town Manager toured the current police building with the Police Officer's Association (POA) President Sergeant John Mair to identify things that are needed to provide an appropriate workplace for the next several years until the new building is completed. New carpet and paint are on the top of the list, and the POA is willing to contribute the labor, if the Town covers the cost of supplies, to build several computer work stations. I will update Council when we get pricing on these items.

SNOW REMOVAL CLAIMS

With the increased number of winter storms that have been coming through town, we have had a corresponding increase of snow removal claims being submitted. The Risk Management Department has been very busy processing these claims. Most of the claims that have been submitted so far have been for damaged vehicles or windows.

Eastern Sierra Motors

www.EasternSierraMotorsInc.com
 1440 N. Hwy. 6 • Bishop • 877-503-6257 • 877-837-6976

2 Stations - Playing All the Best Music...
KMMT radio - since 1971!
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 760-934-8888
 P.O. Box 1284 • Laurel Mountain Rd. • Mammoth Lakes
 www.kmmtradio.com • kmmtradioworks@yahoo.com • classicrock933@yahoo.com



MLPD TRAFFIC ENFORCEMENT

There were 19 citations issued last week by the MLPD.

REMINDER: SNOW SMART WAYS TO MAKE WINTER A SAFER SEASON

The Town has some snow smart advice to keep you and your family safe this winter:

Child Safety—please keep children indoors while snow removal operations are underway.

Pedestrian Safety—don't watch snow removal operations from the edge of the road, and if you are on the road, please walk towards oncoming traffic.

Back Off—keep a safe distance (40+ feet) when driving/standing behind snow removal equipment.

Slow Down—the maximum speed when chain controls are in effect is 25 mph. Please watch for pedestrians walking on the road, and slow down as required.

Protect your property—it is a violation to park on any Town roadway from November 1, 2007 through April 30, 2008.

10% OFF TOTAL CHECK WITH THIS AD



This offer is not valid on Fridays, Saturdays & Holidays
 361 Old Mammoth Road • Mammoth Lakes
 (760) 934-8587

Please park your vehicle well inside the orange snow stakes.

Light it Up—leave the exterior lighting of your home on at night during winter storms.

TWO ARRESTS IN SEX CRIMES

MLPD sexual assault investigators are continuing investigations into two separate felony cases of adult males allegedly having sex with underage females.

Todd Anthony Talamantes, 21, of Mammoth Lakes was arrested on a charge of statutory rape after a victim came forward with an allegation that Talamantes forced her to have sexual intercourse with him two years ago when he was 19 and she was 13.

Richard Weston "Wes" Enciso, 22, also of Mammoth, was arrested on a charge of statutory rape. It is alleged that Enciso was over 21 and his victim younger than 16 at the time of the crime.

Because of the ages of the victims and the nature of the crimes, MLPD is not releasing additional information at this time.

COMMUNITY CALENDAR

FEBRUARY 7: Tourism and Recreation Commission Meeting, Suite Z, 4:00 p.m.

FEBRUARY 7-12: MLTPA presents CAMP:WINTER

FEBRUARY 13: Planning Commission Meeting, Suite Z, 9:00 a.m.

Now in Mammoth!

Enterprise
 rent-a-car
BISHOP **MAMMOTH**
 163 N. Main St. Mammoth Airport
873-3704 924-1094
 Tony Dang - Branch Rental Manager

Chapter 6g: Calendar postings, Web

Formatted text providing basic event information and highlighting special sessions was submitted to local, regional, and national websites for publication in their Calendar sections, as outlined in the “CAMP: WINTER Marketing and Advertising Plan: Holiday” and “CAMP: WINTER Marketing and Advertising Plan: Local.” Different elements of CAMP: WINTER were spotlighted in each posting, relevant to the approaching date of the event. Screenshots do not exist of these postings, but confirmation e-mails are available upon request.



MLTPA Foundation Presents CAMP: WINTER Calendar Postings

Placements: Calendar of Events

VisitMammoth.com (Town of Mammoth Lakes site)
MammothMountain.com
MammothLocal.com
CityConcierge.com
TheSierraWeb.com
MammothWeb.com
MammothTimes.com

OTHER SITES AS IDENTIFIED BY KRISTY WILLIAMS: Reservation bureaus, etc.

Listing 1: December 14, 2007

Title: MLTPA Foundation Presents "CAMP: WINTER"
Date: February 7–12, 2008
Time: TBD
Contact: www.mltpa.org
Location: Mountainside Conference Center, Main Lodge, Mammoth Mountain Ski Area
Phone: (760) 934-3154

Tell us what we need to know about winter recreation in Mammoth! The Mammoth Lakes Trails and Public Access Foundation, in conjunction with the Town of Mammoth Lakes, Mammoth Mountain Ski Area, and the Developers' Forum, invites the public to participate in the Concept and Master Planning (CAMP) trails planning process by registering for CAMP: WINTER. A sister effort to CAMP: SUMMER, CAMP: WINTER will give the community the chance to share their local knowledge directly with the planning consultants via hikes, tours, workshops, special presentations, and more. Details are coming soon; sign up at www.mltpa.org today!

Graphic Requirement: CAMP: WINTER bug

Listing 2:

Title: MLTPA Foundation Presents "CAMP: WINTER" Opening Reception
Date: February 7, 2008
Time: 6:30 p.m. to 8:00 p.m.
Contact: www.mltpa.org
Location: Mountainside Conference Center, Main Lodge, Mammoth Mountain Ski Area
Phone: (760) 934-3154

Join your friends, neighbors, and the Mammoth Lakes Trails and Public Access Foundation (MLTPA) for the CAMP: WINTER Opening Reception at Mountainside Conference Center in Main Lodge! This get-together kicks off CAMP: WINTER, a six-day free public event where you can share your local knowledge about our trails and public access system with the Concept and Master Planning (CAMP) consultant team. Take a guided tour of the Exhibit Hall while you snack on cocoa and cookies, then stick around to meet the CAMP Partners and trails planners. Tours, special presentations, and workshops are just a few of the activities you can participate in throughout the event—sign up at www.mltpa.org today, and **tell us what we need to know about winter recreation in Mammoth!**

Graphic Requirement: CAMP: WINTER bug

OPPOSING MOTION

Listing 3:

Title TK

Date TK

Time TK

www.mltpa.org

Location: Mountain Conference Center, Main Lodge

Phone: (760) 934-3154

TKTKTKTK. All are welcome, but registration is recommended; visit www.mltpa.org for event details and sign-up.

Graphic Requirement: *CAMP: WINTER bug*

Listing 4:

Title TK

Date TK

Time TK

www.mltpa.org

Location: Mountain Conference Center, Main Lodge

Phone: (760) 934-3154

Graphic Requirement: *CAMP: WINTER bug*

Chapter 6h: Collateral

Based upon the graphic scheme for CAMP: WINTER as approved by the CAMP Partners, MLTPA designed and produced posters, postcards, business cards, and a flyer advertising the “Four-Season Trails: How Communities Around the World Get It Done” presentation to serve as marketing materials. Collateral materials were distributed to every cooperating business in Mammoth Lakes, especially those with high traffic or an outdoor-recreation focus. Individuals also handed out business cards to the public. Materials were replenished as necessary.



The MLTPA Foundation presents

CAMP: WINTER

Winter Recreation and Trails
Planning Workshop

PARTICIPATE IN CAMP:

The Concept and Master
Planning process for
trails and public access
in Mammoth Lakes

Play Your Part in the Vision!

February 7–12, 2008

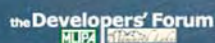
Main Lodge, Mammoth Mountain Ski Area

Exhibit Hall, Hikes and Tours, Workshops,
Special Presentations, and More!

Complete program schedule, event registration,
and trail surveys available at www.mltpa.org

All events are free and open to the public.

Call (760) 934-3154 or visit www.mltpa.org for more information.



The Mammoth Lakes Trails and Public Access Foundation (MLTPA) is a 501(c)(3) public benefit corporation.
Photo: John Wentworth. All rights reserved.

CAMP: WINTER poster

Poster List: Mammoth Area (English language)

(Minaret Road from Main Lodge to Snowcreek Golf Course)

1. The Village at Mammoth
 - a. Old New York Deli and Bagel Company
 - b. Five Boroughs Pizza
 - c. Busy Bees General Store
 - d. Pita Pit
 - e. Auld Dubliner (make sure that Brad the manager gets the notice)
 - f. McCoy Sports
 - g. Mammoth Mountaineering/Alpine Approach
 - h. Starbucks
 - i. Side Door Café
 - j. Hennessey's
 - k. Ben & Jerry's
 - l. Village Neighborhood Company Offices (Pass the Side Door and continue on the sidewalk until you get to the end. Door is on the right across from the short term parking on Canyon Blvd. Leave them with Betsy Smith...ask her to post in her break room)
2. Across from The Village at Mammoth
 - a. Mammoth Lakes Library and Community Center (on Forest Trail)
 - b. Burgers
 - c. The Clocktower
 - d. The Alpenhof Lodge
 - e. Petra's
3. Whiskey Creek
4. Juniper Springs Lodge (off of Meridian/Chair 15)

(Old Mammoth Road from Footloose to Snowcreek Athletic Club)

1. Footloose
2. Rite Aid Center
 - a. Sierra Sundance Health Foods
 - b. Take 2 Video
 - c. Looney Bean
 - d. Do-it Center (has a posting board inside the store to the right of the entry/exit)
 - e. Rite Aid (I just put them on the second set of doors on the glass)
 - f. Aloha Suds
 - g. Performance Anglers/Snowsports
3. Breakfast Club
4. Shell Station
5. The Trout Fitter
6. Chart House Area
 - a. Nik 'n' Willies
 - b. Good Life Café
 - c. Volcano Sports
 - d. Radio Shack
7. Roberto's
8. The Body Shop gym (intersection of Sierra Nevada Rd. and Laurel Mtn. Rd.)
9. Grumpy's
10. Mammoth Business Essentials (next to Domino's off of Meridian)

11. Vons Plaza
 - a. Giovanni's
 - b. Access Printing
 - c. Booky Joint
 - d. Java Joint
 - e. Inside the Mall there is a board near the chocolate shop on the far right
 - f. Continue down the stairs to Vons Store...there are two posting boards before you reach the left store entry.
 - g. Vons may also have a location for employees to post a poster of this kind.
 - h. Speed of Light Photo
 - i.
12. Shogun Plaza
 - a. Hot Chicks
 - b. Inside the Mall there is a posting board on the first floor
 - c. There is a posting area at the *Mammoth Times* offices on the second floor
 - d. Posting area down the hallway to the left of *Mammoth Times* offices on the second floor
 - e. Posting areas on the way to Shogun
13. Hollywood Suds (on the left across from the Police Station)
14. Skadi (posting area on first floor near the restroom entrance)
15. Thai'd Up (to right of Skadi entrance)
16. Salsa's
17. The Office
18. The Stove
19. Country Liquor (there is posting space on the doors to the right of the entry)
20. Healing Arts Center (there is posting space on the second floor at entry to the Healing Arts Center)
21. Cast Off
22. Friends of the Library
23. Mammoth Hospital (clinic and main emergency room building)
24. Snowcreek Resort Check-In (on right just past the resort main entry)
25. Snowcreek Athletic Club (area at the front entrance for posting information)

(Main Street from Tamarack Lodge to Visitors Center)

1. Tamarack Lodge (Lakes Basin)
2. Gomez's
3. 76 Gas Station near Gomez's
4. The Tap (there is a board at the base of the steps where you enter)
5. John's Pizza Works (next to the Tap)
6. A-Frame Liquor
7. Perry's
8. Base Camp
9. P3
10. In Touch Micro Spa
11. Stellar Brew
12. Chevron
13. Kittredge Sports
14. Rick's Sports Center
15. Mammoth Liquors
16. Wave Rave
17. Mammoth Mountaineering
18. Turn right before the Bank of America for:
 - a. Mammoth Pet Products (it is on the right in first block)
 - b. Mammoth Laundromat (to the right of Mammoth Pet Products)
 - c. Planet Earth head shop (down the street from Mammoth Pet Products)

19. Mammoth Lakes Visitors Center
20. Forest Service offices (post outside the entry).

Poster List: Mammoth Area (Spanish language)

1. Salsa's
2. El Espazio 2
3. Supply Uno
4. Vons
5. All three Laundromats in town
6. MMSA Employee area



CAMP: WINTER postcard, front



CAMP: WINTER postcard, back



CAMP: WINTER business card, front



CAMP: WINTER business card, back

Chapter 6i: Editorial, print

CAMP: WINTER received press coverage before, during, and after the event in a variety of local and regional media, created by staff writers and by MLTPA in the form of press releases that were used substantially as part of staff-generated articles. Announcements about the CAMP process also were published.

A letter home from CAMP

By Kim Stravers

MLTPA Communications Manager

For all but about 160 of you, this column might represent our first conversation (albeit a one-sided one) in quite some time. So, much like a well-meaning yet overzealous former classmate approaching you at your 25th reunion—John? John Smith?! Well, I can't believe it! It's me, Jane Doe! Jane...you remember! Fifth-period science? Mrs. Clark? No?—allow me to reintroduce myself:

[Extends hand, big smile.] Hi. I'm Kim Stravers, Communications Manager for the Mammoth Lakes Trails and Public Access Foundation, affectionately known as MLTPA. After many conversations with many of you, about 18 months or so ago, it occurred to us that Mammoth Lakes deserved an update to its trails and public access system—one that would not only improve the condition of our singletrack, fire roads, and open spaces, but that would let us get from here (in town) to there (our beloved Inyo National Forest) safely and easily. Since that time, we've made incredible strides, gathering the local support and political will to make our shared vision a reality.

Today that hope is embodied in CAMP: Concept and Master Planning, a partnered effort between MLTPA (representing you!), the Town of Mammoth Lakes, the United States Forest Service and Mammoth Mountain Ski Area, to enhance our recreation opportunities, improve feet-first mobility and guarantee safe passage between our homes



Putting your marker where your mouth is at the CAMP: SUMMER Trails Network Workshop

PHOTO COURTESY MLTPA

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and secret places. To date, our funding partners have committed a total of \$250,000 to this project—a pretty strong show of support, don't you think?

The current state of affairs couldn't have been made clearer than when the lot of you joined us for CAMP: SUMMER, which was held Nov. 1-4, at Canyon Lodge. The consultants the CAMP Partners have engaged to help us bring our ideas to life were on hand all weekend to find out just what this community wants and needs out of a summer-time trail system. They didn't want to take our word for it—they wanted to hear straight from you, and I'd like to commend you for rising to the occasion. You hiked. You biked. You asked questions. You gave answers. You dreamt it up, and you drew it on paper. You talked among yourselves, you got a little verklempt.

It doesn't matter whether you signed up for one session or eight; if you chatted up the CAMP team or stuck a pin in the interactive map. What's so important, and so inspiring, is that, just by showing up, you made a statement about how much this place means to you. Sure, I can talk all day about how important this process is to our community, but without "butts in seats," as they say, it might as well be hot air, and since I haven't heard of any upcoming balloon races, I'd really like to invite you to take the next step in making CAMP a success.

Please join us February 7-12, 2008, in the Mountain Conference Center at Main Lodge for CAMP: WINTER, a snowy (we hope) version of our November event that will focus on how you play outdoors in the winter and how you get around town in the colder months. Through fun and interactive tours, exhibits, presentations and workshops, you'll have the chance to work side by side with the consultant teams from Alta Planning + Design and Trail Solutions to identify what's working within our current system (and what's not) and to describe your vision of outdoor recreation and mobility in Mammoth Lakes. This process is designed to benefit the entire community, and only you can help us put the Mammoth mark on the new plan. If you can't make it for the festivities, please take the online trails surveys at www.mltpa.org or www.visitmammoth.com.

If you're a snowmobiler, Nordic skier, backcountry kicker-builder, or you just like to watch your dog frolic in the fluffy white stuff...well, I hope you get to do some of those things pretty soon here. No matter what, though, make sure to mark your calendars for CAMP: WINTER, so you can help make Mammoth a better place to live and play. Play your part in the vision! Look for updates from yours truly in this here space, and call me at (760) 934-3154 if you'd like to talk trails. See you in February!



Letters

The 5 W's (and One Pesky H) of CAMP: Concept and Master Planning, or How Trails Planning Works for You!

WHO: The Concept and Master Planning trails plan update, or CAMP, is a joint effort between three highly visible parties—the Town of Mammoth Lakes, Mammoth Mountain Ski Area, and the United States Forest Service—and one that's maybe not been so obvious: YOU, the caring and proactive community. You've heard all about the three cooperative configurations of these agencies—how they interact as CAMP's Funding, Jurisdictional, and Planning partners—and maybe you've been thinking that this whole process is just another bureaucratic pile of paperwork, that what goes on up there doesn't have much to do with what you're up to down here. I'm here to say it ain't so, though, pal. The four of us are in this together, and MLTPA is here to help make sure your input gets in the mix in an egalitarian fashion.

WHAT: Good question. I guess we ought to tell you what this job is if we expect you to do it, hey? Okay, then: CAMP is the name of the process that's

going to result in the Town of Mammoth Lakes receiving a professional and forward-thinking update to its Trails Plan, whose current cover, circa 1991, features a woman in legwarmers toolin' around town in tights... on Rollerblades. (Fair enough—the early part of last decade surely suffered its missteps.) I think it's safe to say that we've come quite a way in the last sixteen years; maybe we're still out there doing the same kinds of things—hiking, skiing, crashing our bicycles—but the town certainly looks different. More people around to share our outdoorsy goods with, too. So to make sure that a.) we all can get around this place safely, efficiently, and without sucking Chevron dry, and b.) the places we like to go don't suffer a geographic fate similar to that of the much over-loved teddy bears of our childhood, MLTPA and the above-mentioned partners have hired on a team of trails planning consultants to evaluate our situation and help make it mo' better. (Hello, Alta Planning + Design and Trail Solutions! Whoops—that belongs in "Who," doesn't it?) With your help—ahem, WITH YOUR HELP—this team and these partners will be able to generate a Draft Trails Master Plan that

is unique to our little slice of heaven and addresses the specific challenges of gettin' after it (and gettin' to it) in the Eastern Sierra.

WHEN: We're already hoppin'! Contracts were signed in September 2007, and MLTPA put on CAMP: SUMMER—a free public workshop designed to gather information from the community about summertime recreation and trails in Mammoth—in Canyon Lodge from November 1st through the 4th. But we're not done yet—CAMP: WINTER will be held February 7–12, 2008. This is YOUR CHANCE to tell us what we need to know about wintertime trails and recreation in our town. And if you can't come to any of the (incredibly fun and educational and free) events, we urge you—beg you, even!—to take the Winter and Summer Trail Surveys at **HYPERLINK** “<http://www.mltpa.org>”

They'll be available to you for another three or four months, and they don't take more than a few minutes to complete, so there goes your excuse about not having any time to participate.

WHERE: CAMP: WINTER Base CAMP will be set up in the Mountainside Conference Center at Main Lodge. Take a break from your Most Epic Day Ever, grab some grub at the Broadway Marketplace, then duck around the corner to take a stroll though the Exhibit Hall. We'll have a couple of computer stations set up as well, so you can wiggle your frozen toes while you take the online surveys.

WHY: Because we asked you to! Actually, this whole thing's come together because YOU asked US. Since its foundation in 2006, MLTPA's been working to serve the outdoor recreation needs of our community, as indicated by its members. And CAMP is a direct result of people like you making your voices heard and demanding on-the-ground action. Mammoth Lakes has come to a significant turning point, whereby folks are beginning to see the benefit to putting their heads together rather

than putting on the personal-interest blinders. Quiet recreationalists, unite with your motorized brethren! Young kicker-builders, lend a hand to your fellow snowshoer! We can work it out. Even Paul McCartney says so. And if you don't speak your mind now, well, then you don't get to whine about the plan later.

HOW: Come on down to CAMP: WINTER, for starters. You can get event details, register for all kinds of sessions, sign up for the CAMP newsletter, and take the Winter and Summer Trail Surveys at **HYPERLINK** “<http://www.mltpa.org>” www.mltpa.org, or you can call yours truly at (760) 934-3154 to talk trails planning. We look forward to hearing from you!

Kim Stravers

*Communications Manager, MLTPA
Mammoth Lakes*

CAMP: WINTER registration open

By Kim Stravers, MLTPA
Communications Manager

Online registration for CAMP: WINTER, Feb. 7-12, is open! To make things simpler, I've outlined the week's activities below. In case you're not sure which sessions will be the best use of your time, I've also indicated who we think would benefit most from each activity. If after reading this you've got more questions, feel free (as always) to call MLTPA at (760) 934-3154 or drop us a line at CAMP@mltpa.org.

Thursday, Feb. 7 - Tuesday, Feb. 12 EXHIBIT HALL/BASE CAMP

See Schedule of Events for details

Mountainside Conference Center, Main Lodge

Informational and interactive exhibits will be on display throughout the event, and MLTPA staff will be on hand all week to field questions and receive feedback. Computer stations will be set up so that participants may take the CAMP: SUMMER and CAMP: WINTER trail surveys. Displays will include maps and planning exhibits, photos and instructional materials related to winter trail types, GIS planning data, and winter travel/snow removal. Come to the Registration Desk to enjoy a guided tour of the Exhibit Hall, or pick up a copy of the Self-Guided Tour.

Suggested participants: Open to all

Capacity: No limit

Thursday, Feb. 7

LISTENING SESSION: WINTER RECREATION, MOTORIZED

11 - 11:45 a.m. Suite Z

Planning consultants from the Trail Solutions team will lead an informal focus group comprised of community members who are passionate about motorized winter recreation. The session is designed so that Trail Solutions can better comprehend the specific needs and challenges of this particular group as they relate to multi-use trails, staging areas, and recreation.

Suggested participants: Snowmobilers

Capacity: 16

OPENING RECEPTION

6:30 - 8 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

While enjoying cocoa and cookies, the public will have the opportunity to meet planning consultant team members from Alta Planning + Design and Trail Solutions, MLTPA staff and Board members, and other CAMP Partners. An overview of the week's activities will be provided, as well as introductions to the CAMP Team. Participants also may register for additional sessions, and take the CAMP: WINTER and CAMP: SUMMER trail surveys, at this time.

Suggested participants: Open to all

Capacity: No limit

Friday, Feb. 8

PORTAL TOUR

9 a.m. - noon, Meet at Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a Town Trolley tour through Mammoth Lakes, identifying existing winter public-travel routes—both the Mammoth Lakes Trail System and public-transportation routes—and the recreation access points to which they connect. Also Saturday, Feb. 9.

Suggested participants: Open to all

Capacity: 25

LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED

10:30 - 11:15 a.m., Suite Z

Planning consultants from the Trail Solutions team will lead an informal focus group comprised of community members who are passionate about non-motorized winter recreation. The session is designed so that Trail Solutions can better comprehend the specific needs and challenges of this particular group as they relate to multi-use trails, access points to public lands, and recreation.

Suggested participants: Frontcountry snowshoers and Nordic skiers, ice fishermen, on-lake ice skaters, in-town winter walkers/pet walkers, snowplayers (tubing, sledging, etc.)

Capacity: 16

LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY

11:30 a.m. - 12:15 p.m., Suite Z

Planning consultants from the Trail Solutions team will lead an informal focus group comprised of community members who are passionate about non-motorized winter recreation in the backcountry. The session is designed so that Trail Solutions can better comprehend the specific needs and challenges of this particular group as they relate to multi-use trails, access points to public lands, and recreation.

Suggested participants: Winter campers, biathletes, dog sledgers, ice climbers, backcountry skiers and snowboarders, backcountry snowshoers and Nordic skiers

Capacity: 16

WALKING TOUR

1 - 3 p.m., Meet at Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a walking tour through Mammoth Lakes, identifying existing winter public-travel routes—on the Mammoth Lakes Trail System and on sidewalks—and providing information about snow removal as it's related to Business Assessment Districts (BADs), Safe Routes to School, and grooming for non-motorized travel. Also Saturday, Feb. 9.

Suggested participants: Open to all

Capacity: No limit

LISTENING SESSION: WINTER MOBILITY

3:30 - 4:15 p.m., Suite Z

Planning consultants from the Trail Solutions and Alta Planning + Design teams will lead an informal focus group comprised of community members who are interested in snow removal and first-time winter mobility in town. The session is designed to collect and disseminate, in a moderated environment, information about current grooming and snow maintenance, first-time travel, and wintertime public transit.

Suggested participants: Open to all. In-town Nordic skiers, snowshoers, and walkers/pet walkers, as well as those in neighborhoods that interface with Mammoth Mountain Ski Area, may wish especially to participate.

Capacity: 16

FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

Please see "MLTPA" MT page 57

MLTPA *continued from MT 42*

Area, may wish especially to participate.

Capacity: 16

FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

Presenter: Joey Klein, Trail Solutions

6:30 - 8 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

This presentation by world-renowned trails designer Joey Klein will take the audience on a tour of five continents, highlighting the history and meaning of why we love trails, how communities deal with their own unique geographies (balancing seasonal and geological challenges), and heroic tales of how citizen groups have come together to make their own dreams a reality—just as Mammoth is doing now.

Suggested participants: Open to all

Capacity: No limit

Saturday, Feb. 9

PORTAL TOUR, 9 a.m. - noon (see Feb. 8); WALKING TOUR 1-3 p.m. (see Feb. 8.)

TRAILS NETWORK WORKSHOP: RECREATION

2 - 5 p.m., Suite Z

Using base maps of existing trails and play areas, participants will work closely with planning consultants from Trail Solutions to evaluate existing wintertime connections to recreation on public lands, discuss potential new links and other improvements to the current system, and brainstorm about trail amenities such as trailheads and signage within the frontcountry area adjacent to the community.

Suggested participants: Participants in all wintertime outdoor recreation activities

Capacity: 16

TRAILS NETWORK WORKSHOP: MOBILITY

2 - 5 p.m., Suite Z

Using base maps of existing trails and routes, participants will work closely with planning consultants from Alta Planning + Design to evaluate existing wintertime feet-first and public transit systems and how they connect to service and neighborhoods, to favorite recreation and leisure areas, and for safe routes to school and work. There will also be discussion of potential new links, enhanced amenities such as signage and wayfinding, bus stops, and other safety enhancements.

Suggested participants: Open to all. In town Nordic skiers, snowshoers, and walkers; pet walkers, as well as those in neighborhood that interface with Mammoth Mountain Ski Area, may wish especially to participate.

Capacity: 16

Sunday, Feb. 10

EXHIBIT HALL OPEN. NO SCHEDULED SESSIONS.

Monday, Feb. 11

NEXT STEPS PRESENTATION

6:30 - 8 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

A presentation and question-and-answer session focused on the lessons and information learned from the week's workshops and listening sessions, and how CAMP: WINTER connects to CAMP: SUMMER and the CAMP process as a whole. Information will be provided concerning how the public can stay informed and involved in the planning process, which planning steps are still to come, when citizens can expect a draft plan, and how to make the plan a reality.

Suggested participants: Open to all

Capacity: No limit

MLTPA update: CAMP: WINTER starts today!

By Kim Stravers

Communications Manager, MLTPA

CAMP: WINTER—the snowy portion of the Concept and Master Planning (CAMP) trails project currently underway—starts tonight, that's Thursday, Feb. 7, at 6:30 p.m. in the Mountainside Conference Center in Main Lodge. Save room after dinner for some fresh-baked cookies and hot cocoa and meet us in the Exhibit Hall, where you can preview our variety of displays, meet the trails planning consultants and CAMP Partners, take the Winter and Summer Trail Surveys at our convenient computer stations, and register for additional sessions happening throughout the week.

To make it easy for you, we've corralled our community's numerous wintertime pursuits into three groups: Recreation, Non-Motorized; Recreation, Non-Motorized Backcountry; and Recreation, Motorized. We're also offering a couple of special Winter Mobility sessions. Find your people below and you'll see which workshops MLTPA recommends you attend. Of course, you can sign up for anything you like, but we thought we'd give you a hand in choosing, based on what might interest you most. All sessions are free and open to the public, and will continue through Feb. 12.

In-depth session descriptions, as well as a complete schedule of events, including specific dates and times, are all available on our Web site, www.mltpa.org. Pre-registration is strongly recommended, though you may sign up on site. Bring a friend and tell a neighbor!

CAMP: WINTER Schedule of Events
Feb 7-12

Register now at www.mltpa.org!

RECREATION, NON-MOTORIZED:

Frontcountry snowshoers and Nordic skiers, ice fishermen, on-lake ice skaters, in-town winter walkers/pet walkers, snowplayers (tubing, sledding, etc.)

- Exhibit Hall/Base Camp
- Opening Reception
- Portal Tour
- Walking Tour
- Listening Session: Winter Recreation, Non-Motorized
- Featured Presentation: "Four-Season Trails: How Communities Around The World Get It Done" (presenter: Joey Klein, Trail Solutions)
- Trails Network Workshop: Recreation

- Next Steps Presentation

RECREATION, NON-MOTORIZED

BACKCOUNTRY: *Winter campers, biathletes, dog sledders, ice climbers, backcountry skiers and snowboarders, backcountry snowshoers and Nordic skiers*

- Exhibit Hall/Base Camp
- Opening Reception
- Portal Tour
- Listening Session: Winter Recreation, Non-Motorized Backcountry
- Featured Presentation: "Four-Season Trails: How Communities Around The World Get It Done" (presenter: Joey Klein, Trail Solutions)
- Trails Network Workshop: Recreation
- Next Steps Presentation

RECREATION, MOTORIZED: Snowmobilers

- Exhibit Hall/Base Camp
- Listening Session: Winter Recreation, Motorized
- Opening Reception
- Portal Tour
- Featured Presentation: "Four-Season Trails: How Communities Around The World Get It Done" (presenter: Joey Klein, Trail Solutions)
- Trails Network Workshop: Recreation
- Next Steps Presentation

WINTER MOBILITY: *Open to all. In-town Nordic skiers, snowshoers and walkers/pet walkers, as well as those in neighborhoods that interface with Mammoth Mountain Ski Area, may wish especially to participate.*

- Exhibit Hall/Base Camp
- Opening Reception
- Walking Tour
- Featured Presentation: "Four-Season Trails: How Communities Around The World Get It Done" (presenter: Joey Klein, Trail Solutions)
- Listening Session: Winter Mobility
- Trails Network Workshop: Mobility
- Next Steps Presentation

Questions? Call MLTPA at (760) 934-3154 or e-mail us at CAMP@mltpa.org. We can't wait to see you! MLTPA

Los Angeles Times

CALIFORNIA

VALLEY EDITION

Sunday, February 10, 2008

latimes.com/california

Blazing trails to unite Sierra ski town

Activists seek to ensure easy pedestrian access to the forest around Mammoth.

By DEAN KUIPERS
Times Staff Writer

MAMMOTH LAKES — Like so many conflicts in the American West, this one began when newcomers put up a gate.

It was an artsy barrier, much like the posh developments that began to swell Mammoth Lakes even before Dave McCoy sold the famed Mammoth Mountain ski area in 2005. Owners in the new gated communities said they were only trying to keep cars off Ranch Road, where locals had long parked to ski or snowboard the Sherwins, a series of much-loved powder chutes on the edge of town.

The fight that ensued forced many here to ponder whether the area's public lands were doomed to suffer the fate of some Malibu beaches — public in name, but private in practice.

Ranch Road wasn't the only place changing when the gate went up in 2005. A development boom was on. First came the 230-unit Village at Mammoth condo-retail development, complete with a new gondola, and several accompanying posh residences. There are 12 more large-scale developments in the works and plans to refit the airstrip for commercial flights.

"This got me to thinking," said John Wentworth, a local resident and avid backcountry skier who helped push a referendum that eventually won access around the gate. "How could a community whose entire economy is predicated on recreation find itself in a situation like this?"

In the hurly-burly of the boom, nobody was seeing the big picture quite like Wentworth. A co-producer of director David Lynch's "Mulholland Dr." and "Twin Peaks: Fire Walk with Me," he had bought a house in Mammoth and found it difficult to get around by foot or mountain bike. In big snows, pedestrians must take to the streets as SUVs and buses slide by. How hard could it be to build?

[See Mammoth, Page B7]

Mammoth growing pains

[Mammoth, from Page B1]

d a trail system that really worked? Pretty difficult, it turns out.

Wentworth founded a nonprofit called Mammoth Lakes Trails and Public Access and took on a new persona as city planner, environmentalist and politician. He dived into an exhaustive, originally self-financed effort to master plan the connections between the town and surrounding wild lands, picking up backers and new recruits along the way.

First, the nonprofit was hired by the town to map almost 200 points of recreational access. Then, the group persuaded the Mammoth Mountain Ski Area, the town government, the U.S. Forest Service, several developers and various interest groups, such as Nordic skiers and snowmobilers, to meet and discuss their views. Just getting all those people in a room was a victory to many.

"It's a novel thing for Mammoth to actually plan something!" said Mammoth Mountain Chief Executive Rusty Gregory, an early supporter. He sees protecting trail access as essential to making the place into a world-class resort.

Wentworth has "a very clear idea of how the trails would work, with common signage. He's gotten people enthusiastic about it like no one I've seen here in Mammoth in years," Gregory said.

The Mammoth Lakes Town Council got so excited that it took a 2007 tour of peer resorts, such as Sun Valley, Idaho, and Whistler in British Columbia, which have had trail-management nonprofit groups in place for as long as 20 years.

"We are competing with other destinations that have these very comprehensive systems, and we sometimes lose market share," said Danna Stroud, director of tourism and recreation for the town. "We are in the backyard of Southern California, and there are 15 million to 17 million people down there that could be accessing us instead of going elsewhere."

Wentworth says the competitive edge will come from

Mammoth's unique relationship to federal lands.

The town consists of just 4.5 square miles, about the size of Culver City, squeezed on every side by the Inyo National Forest. Unlike other resort towns, such as Vail, Colo., or Park City, Utah, Mammoth cannot sprawl — not without congressional intervention, anyway.

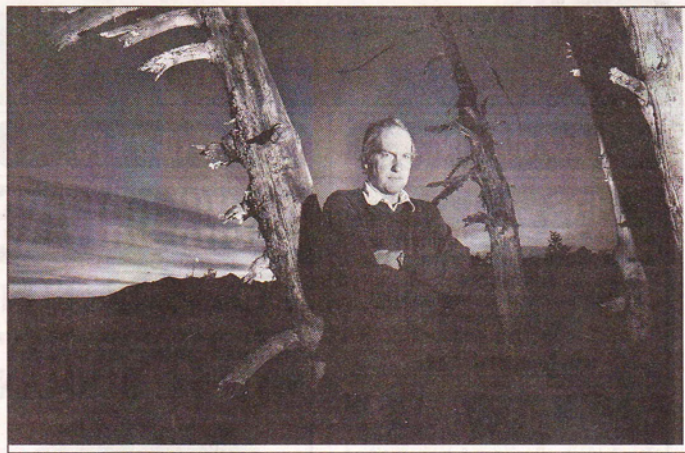
Many people in Mammoth have seen a film called "Resorting to Madness," which chronicles the congestion in Vail and Park City, and they hope Wentworth's group will help them avoid this fate. Instead, they imagine a small but densely populated resort with easy pedestrian access to the wild.

That will also be a boon to the local environment, said Julie Bear, Mt. Whitney area representative for the Sierra Nevada Conservancy, which gave the trails group a nearly \$121,000 grant. The conservancy believes that Mammoth's plan can be a model for how other rapidly growing Sierra communities can balance recreation and environmental protection.

"We want people to get out of their cars and enjoy the beauty of nature," Bear said. The trails group is "planning for that growth so that they have an accessible community and one [where] the trails are kept out of the most environmentally sensitive areas."

The group has solicited more than \$350,000 for this planning process. It has been so successful, in fact, that its only problem might be in creating unrealistically high expectations. Homeowners, developers, environmentalists and outdoorsmen are lobbying hard for what they want, and not everyone will win.

In a recent fight over a new ski trail to the Village development, for instance, Wentworth was astonished to find homeowners fighting hard to keep the trail out of their backyards. Snowmobilers — who have clashed in the past with Nordic skiers and other non-motorized trail users — want to keep access to 100 miles of trails they built with public grants.



WALLY SKALIJ Los Angeles Times

TRAILBLAZER: Activist John Wentworth formed a nonprofit group that brought together disparate segments of the Mammoth Lakes community to discuss the issue of access from the town to the surrounding wild lands.

"Our conflicts are not typically environmental resource conflicts; they're social conflicts," said Mike Schlafmann, deputy district ranger for the Inyo National Forest, who has been deeply involved in the process. "It's motorized versus non-motorized, or cross-country skiers versus dog walkers and bikers versus runners."

"My hope is that MLTPA will be a clearinghouse for Nordic skiers, mushers, dog walkers, runners, snowmobilers, snowshoers and all the rest, so we have a way to communicate cordially," said Bill Sauser, chairman of the Tourism and Recreation Commission.

He smiled at the word 'cordially,' noting that, as president of the Mammoth Lakes Snowmobile Assn., he has struggled to keep interactions on the trail polite.

"These conflicts are soci-

etal," said Roger Rilling, who has followed the trails process closely. "Just like that Ranch Road thing: The second-home owners are scared, so they lock everything up. Everybody's afraid they'll lose their rights."

And there are always those who don't want change. One longtime resident who asked not to be named said: "I think we should be fighting the development instead. It's like making something easier that shouldn't be happening at all."

Exasperated, Wentworth threw up his hands at this suggestion, saying: "Ain't gonna happen. Developers do what they do. If you don't articulate these issues in their documents, in their processes, then I'm going to lose everything I love about this place."

dean.kuipers@latimes.com

the sheet

News, Views & Culture of the Eastern Sierra

President's Weekend 2008

FREE

THE SHEET | Saturday, February 16, 2008

Happy CAMPers

Trails planners optimistic following second summit.

By Walter Kent

Maybe Mammoth Lakes will be the future preferred vacation spot for NASCAR's Dale Earnhardt Jr.

After all, even race car drivers need to get out of their cars once in awhile.

And as Consultant Jeff Olson of Alta Planning said at the wrap-up session of MLTPA's Winter CAMP on Monday night, "Mammoth could be a place to come take a vacation from the automobile."

If, of course, there are trails and buses to help people get around.

That's where MLTPA (Mammoth Lakes Trails and Public Access), a local non-profit, comes in. MLTPA organized the six-day CAMP (Concept and Master Planning) event. Its goal: to solicit public feedback as to how Mammoth can provide access to public lands during winter months, how trails should be used and maintained, and how to make Mammoth more pedestrian-friendly.

Winter CAMP included public forums and workshops, many of which took place "on the ground" on snow-

mobiles, skis and snowshoes.

This public input will eventually be incorporated into a proposed update to the Town's Master Trails Plan, which was written in 1991.

The Consultants Weigh In

At Monday night's session at MMSA's Mountainside Conference Center, both Jeff Olson and Cimarron Chacon of Trails Solutions outlined some of the broader findings gleaned from the weekend.

Olson, as dressed-down and ruggedly fit as any Mammoth lifer, seemed in awe of the recreational opportunities in Mammoth, the town's setting, and the level of community enthusiasm for increased and better public access.

However, the Saranac Lake, NY resident summed up previous planning efforts by saying that the "built environment doesn't connect to the kind of community you want to be." He highlighted the town transit system as a huge success but emphasized that

"getting to and from bus stops should be made easier."

Other points of emphasis for Olson were storm safety concerns which struck him as "one of the most significant issues the community faces."

To illustrate this point, Olson showed photographic examples of Main Street during a snowstorm with pedestrians struggling to keep their footing and drivers struggling with visibility.

Another safety issue for Olson was the snowplay area on Minaret Rd. adjacent to Sam's Wood Site (What happens if a Flexible Flyer actually takes flight and makes the roadway?). Also mentioned was a need to increase the availability of safe, winter routes for children to walk to school.

Cimarron Chacon of Trail Solutions also looked the part of an Eastern Sierra local. Her enthusiasm for backcountry snow recreation was as apparent as that of any devotee of untracked powder turns. She turned the focus of her comments to the concerns she heard at various listening sessions from members of Mammoth's "strong backcountry culture." Chacon stressed planning to increase snowmobilers' access to fuel and services. Also included in her recommendations were ways to provide connectivity between the extensive groomed trail system north of town accessed from the Shady Rest portal and snowmobile trails elsewhere in Mammoth's vicinity.

Chacon's emphasis on backcoun-

try accessibility did not end with snowmobiling. She recommended increased information and signage regarding Sherwin Ridge access to backcountry skiers and snowboarders and also mentioned "the logical natural portal for a sledding and child snowplay area is at the foot of the Sherwins."

Both Chacon and Olson also mentioned the possibility of a groomed Nordic loop through and around town, free from motorized traffic, and providing access to other small loops branching off the Main Trail.

Winter CAMP signalled the culmination of the research phase of the Master Trails planning effort. However, the public still has the opportunity to comment online by filling out a user survey at www.mltpa.org.

In addition, Mammoth Lakes Town Council will again address the subject of a potential sales tax measure at its regular meeting next Wednesday at 6 p.m. Council is mulling whether to place a measure on the June 3rd ballot which would raise the local sales tax 0.5% to help fund implementation of the updated Trails plan.

For now, however, the consultants will go home and get to work on what they hope will be a safer, more recreation-friendly plan for Mammoth's future. A rough version of the plan may be available as early as next month. A formal version of the plan should be available for adoption by June.

Town news



February 2008

Visit us on the web at: www.ci.mammoth-lakes.ca.us



There is much to celebrate in Mammoth during the month of February. The Chinese New Year, Valentine's Day, President's Day Holiday Weekend, and the fabulous snow conditions are all great reasons to get outside and experience the boundless adventures Mammoth has to offer. For a comprehensive list of "Fab Feb" events and special deals, please log onto www.visitmammoth.com



Ice skating returns to Mammoth at the new Mammoth Ice Rink. The facility is located adjacent to the new library on Meridian Blvd., and opposite the Mammoth High School. The Ice Rink is open to the public 7-days a week (weather permitting) from 11:30 a.m. to 6:00 p.m. Friday night is family night—skate for only \$3/person. Rates for adults per session are \$10.00, and for a child under 15 years is \$8.00 (both include skate rental). Kids under 4 pay only \$2.00 with a paid adult, and MUSD and MCOE students receive admission and skate rental for only \$2.00 with school ID.

For additional information about the Mammoth Ice Rink, please pick-up the 2007/08 Mammoth Ice Rink brochure, visit us online at: www.visitmammoth.com/ICE or call the Ice Rink at (760) 934 2505.

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:00—11:00 am	Adult/youth Hockey	Closed to public use	Closed to public use	Closed to public use	Closed to public use	Closed to public use	Adult/youth Hockey
11:30—2:30 pm	Public skate	Public skate	Public skate	Public skate	Public skate	Public skate	Public skate
3:00—6:00 pm	Public skate	Public skate	Public skate	Public skate	Public skate	Public skate	Public skate
6:30—9:30 pm	Open for rentals/events	Hockey	Hockey	Hockey	Hockey	Family Night!	Public skate

Community Calendar

February 2

- ALIMAR Awards Dinner, Main Lodge
- Chamber Music Unbound presents "Bass-ic Instinct," College, 7:30 pm

February 3

- "Super Bowl Sunday"

February 4

- Community Café for the North Village District, Burger's, 2:30—4:30 pm

February 5

- T&R Commission Meeting, Town/County Conf. Rm., 4:00 pm

February 6

- Town Council Meeting, Suite Z, 6:00 pm

February 7

- T&R Commission Meeting, Suite Z, 4:00 pm

February 7—12

- MLTPA presents CAMP: WINTER.

February 9

- Mammoth Ski Museum presents "Love on the Lifts," 5:00 pm

February 11

- Chamber Mixer at Movement in Mind, 5pm

February 13

- Planning Commission Meeting, Suite Z, 9:00 am
- East OSSC Planning Study Workshop #1, Suite Z, 6:00 pm

February 14

- Mammoth Lakes Arts Center 2nd Annual Valentine's Day Fundraiser, 5:30 pm

February 18

- President's Day

February 19

- Mobility Commission Meeting, Suite Z, 4:00 pm

February 20

- Town Council Meeting, Suite Z, 6:00 pm

February 21

- Public Arts Commission Meeting, Suite Z, 2:00 pm

February 25

- Chamber of Commerce Luncheon, Whiskey Creek Restaurant, 12:00 pm

February 27

- Planning Commission Meeting, Suite Z, 9:00 am
- North Village District Planning Study Workshop, Suite Z, 6:00 pm

Sign up for Stu's News — your weekly direct source for community news and events!

Register online: www.visitmammoth.com/stusnews or call (760) 934-2712 ext. 1210

Chapter 6j: Editorial, radio

MLTPA Foundation Communications Director Kim Stravers was interviewed by Dan Erwine of KUNR, the Reno, NV–area National Public Radio (NPR) affiliate station, to discuss MLTPA, CAMP, and the upcoming CAMP: WINTER event, which aired on December 24, 2007, during NPR’s “Morning Edition” time slot. Ms. Stravers and MLTPA Foundation Acting Executive Director/President John Wentworth were invited back to present CAMP as the subject of KUNR’s live-broadcast “High Desert Forum” show, also hosted by Dan Erwine, which aired on February 15, 2008. Please see the CAMP: WINTER RADIO EDITORIAL DVD for further detail.

Chapter 6k: E-mail campaigns

- **CAMP: WINTER E-newsletter**

MLTPA built a dedicated sign-up function to collect names, e-mail addresses, and other optional information from parties interested in receiving CAMP: WINTER information via e-newsletter, which was displayed on each page of www.mltpa.org and on each page of the CAMP: WINTER mini-site. Those registered received regular e-mail communication from MLTPA via the My Emma e-mail service.

- **Update e-mails to event registrants**

MLTPA sent out e-mails to community members who had registered or shown interest in the event to apprise them of updates to the CAMP: WINTER event schedule.

- **E-mail blasts on behalf of MLTPA**

Many community organizations agreed to distribute CAMP: WINTER information to their members via e-mail blasts to internal e-mail lists. MLTPA supplied copy in advance for each e-mail, although a few groups used only select parts of the text in more general e-mails. Participating organizations are listed below.

- Homeowners Associations
- Mammoth Hospital
- Mammoth Lakes Board of Realtors, Inc.
- Mammoth Lakes Chamber of Commerce
- MMSA
 - Pass-holders
 - Employees
 - Mammoth Mountain Hosts
- Mono County
- *Stu's News*
- Town of Mammoth Lakes employees
- User groups/clubs
 - DJ's Snowmobile Adventures
 - Eastern Sierra Avalanche Center
 - Eastern Sierra Nordic Ski Association
 - Fishermen
 - High Sierra Striders
 - High Sierra Triathlon Club
 - Ice skaters
 - Mammoth Lakes 4WD Club
 - Mammoth Lakes Snowmobile Association
 - Mammoth Mountaineering Supply/Alpine Approach
 - Mammoth Nordic
 - Mammoth Snowmobile Adventures
 - McGee Creek Pack Station

- Sierra Club
 - Sierra Engine
 - Sierra Mountain Guides
 - Sierra Rock Climbing School
 - Tamarack XC Ski Center
- **Personal e-mails**

MLTPA staff and Board members reached out to individual representatives of all segments of the community via e-mail, inviting them to attend special sessions such as the Trails Network Workshops, group functions such as the Opening Reception, and private sessions such as the Listening Sessions, as well as requesting that these parties pass CAMP: WINTER information to fellow club members, employees, co-workers, and others as appropriate. Please see the “CAMP: WINTER Communications Overview” for a detailed record of these communications. Bounce-back emails indicating incorrect recipient addresses, as well as e-mail RSVPs, are available upon request.



Greetings & Salutations!

We are bursting with pride to share with you the following fantastic news:



At their December 6th meeting, the Board of the Sierra Nevada Conservancy voted to award the MLTPA Foundation \$120,099 in grant funding, in support of CAMP!

This award, in addition to being the first MLTPA's had the good fortune of receiving, is also one of the first to be awarded in the State of California, as part of the SNC's first round of funding. We'd like to thank our CAMP partners--the Town of Mammoth Lakes, Mammoth Mountain Ski Area, and the United States Forest Service--for their unwavering public support of this partnered effort, and of MLTPA itself. Download the press release [here](#)!

This generous award will help MLTPA to bring to you **CAMP: WINTER, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge**. Once again, the CAMP Partners and consultants eagerly await YOUR opinions on winter recreation, trails, and feet-first mobility in Mammoth. We'll send details shortly; in the meantime, click [here](#) to take the CAMP: SUMMER Trails Survey. **Play your part in the vision!**

We'll bring you more news soon. Get out there and enjoy our long-awaited snowfall!

Kim Stravers
Communications Manager, MLTPA

PO Box 100 PMB #432 | 1934 Meridian Blvd. | Mammoth Lakes, CA 93546
(760) 934-3154 | news@mltpa.org | www.mltpa.org





Greetings and salutations!

Before we lose you all to the annual Holiday Havoc, we'd like to share news of some exciting CAMP: WINTER developments:

- *The Sheet* has honored MLTPA Foundation President and Acting Executive Director John Wentworth as **Man of the Year!** Click [here](#) to download a PDF of the article.
- Communications Manager Kim Stravers has resumed her column in the *Mammoth Times*. Click [here](#) to download a PDF of the latest: "**What Is CAMP, Anyway?**"
- Ms. Stravers also recently had the pleasure of being interviewed by KUNR's Dan Erwine, the station's local host of **NPR's Morning Edition** program. Tune in on **Monday, December 24th at 5:30 a.m. or 7:30 a.m.** to listen in! Set your dial to 97.5 FM in Mammoth Lakes, or, for a live stream on the Internet, go to <http://www.kunr.org/translators/> and click the "Listen Now" icon at the upper left of the screen.
- If you haven't gotten a CAMP: WINTER postcard in your mailbox, you've still probably noticed the posters around town. It's coming up quickly -- **February 7-12, 2008, in the Mountainside Conference Center at Mammoth Mountain's Main Lodge** -- so be sure to visit the [CAMP: WINTER website](#) for details!
- **The CAMP: SUMMER survey is still open**, and the CAMP: WINTER version will be available soon! WE NEED YOUR INPUT! Click [here](#) to participate.



We'll be back in touch after the New Year, but feel free (as always) to contact our staff anytime at CAMP@mltpa.org or by calling (760) 934-3154. Here's to a bountiful 2008!

Best,
Kim Stravers
Communications Manager, MLTPA

PO Box 100 PMB #432 | 1934 Meridian Blvd. | Mammoth Lakes, CA 93546
(760) 934-3154 | news@mltpa.org | www.mltpa.org





Dude -- that's, like, next week! [Register now!](#)

Greetings and salutations!

At long last: **CAMP: WINTER starts next week!**

Even better: [Registration is now open!](#)

No matter what you like to do outside in the wintertime -- [ski](#), [shoe](#), [sled](#), or simply [walk to Vons](#) in the crisp, cold air -- there's a reason for you to get involved in CAMP, the Concept and Master Planning process for trails and public access here in Mammoth Lakes. We've got

a slew of "snow sessions" planned for this week-long event, from outdoor tours to special listening sessions, and to make it easy for you to decide which ones to sign up for, we've got a list of suggestions for [every outdoor recreation activity](#) we can think of. If you can't find a spot for us in your schedule, we invite you to visit the Exhibit Hall in the Mountainside Conference Center at Main Lodge -- it'll be open during ski area hours all week -- and to take the [Winter and Summer Trail Surveys](#) online.

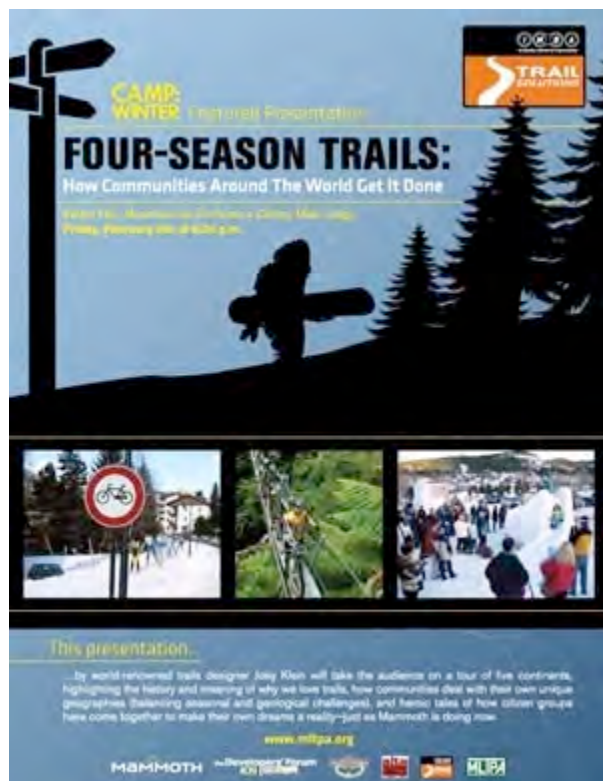
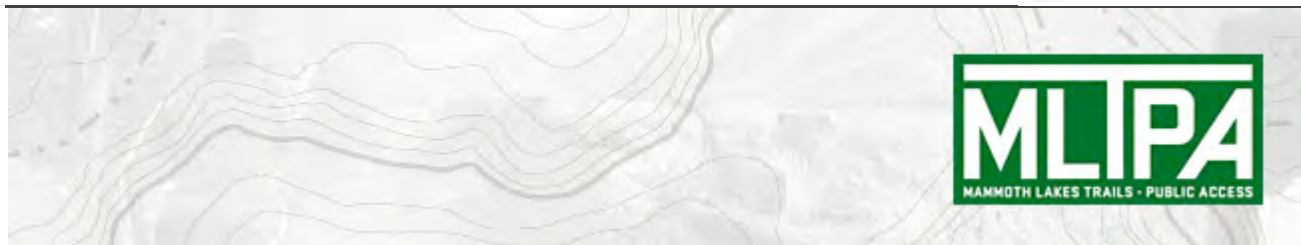
Community involvement is key to this process. Don't miss this opportunity to play a role in the trails plan update!

MLTPA's here to answer your questions and help you register, so call on us anytime at (760) 934-3154 or CAMP@mltpa.org.

See you at the **Opening Reception**, Thursday, February 7th, at 6:30 p.m. in the Exhibit Hall!

Kim Stravers
Communications Manager, MLTPA

PO Box 100 PMB #432 | 1934 Meridian Blvd. | Mammoth Lakes, CA 93546
(760) 934-3154 | news@mltpa.org | www.mltpa.org



Click [here](#) to download the full-size version.

Greetings and salutations!

Not that you'd forget...but **CAMP: WINTER** kicks off **tomorrow evening** -- that's **Thursday, February 7th** -- at 6:30 p.m. with an Opening Reception in the Exhibit Hall (Mountainside Conference Center, Main Lodge)! If you have yet to sign up for this visionary week-long event, please visit www.mltpa.org to get involved. [Online registration](#) will close at noon on Thursday, February 7th, but you'll still be able to sign up for activities in person at the Exhibit Hall through Monday, February 11th. Not sure what to register for? Click [here](#) to find a list of sessions recommended just for you!

You won't want to miss our two featured presentations! Joey Klein of Trail Solutions will offer "[Four-Season Trails: How Communities Around the World Get It Done](#)" on Friday, February 8th, and Dr. Emilyn Sheffield will speak on "**The Tourism**

and Recreation Economy" on Saturday, February 9th. Both events will begin at 6:30 p.m. at the Exhibit Hall; click [here](#) for details.

Finally, we're proud to present one more special session: **Mammoth Trails!** If you're a member of a local club dedicated to outdoor recreation in Mammoth, please join us for an evening of discussion about how we can come together as a community to enhance and steward our trails and public access system. No registration required -- just walk right into the Exhibit Hall at 6:30 p.m. on Sunday, February 10th!

We hope you'll take this opportunity to play your part in the trails master-planning process. Tell a friend and bring a neighbor!

Looking forward to a fun and productive week,

Kim Stravers

Communications Manager, MLTPA



Photo: Christian Pondella

Hey there, trail lovers!

Please join us **this evening** from 6:30 p.m. to 8:00 p.m. in the CAMP: WINTER Exhibit Hall (Mountainside Conference Center at Main Lodge) for an introduction to **Mammoth Trails**. A joint effort between MLTPA and the community, Mammoth Trails is set to become a confederation of recreation-based user groups and clubs working together to improve outdoor experiences in Mammoth Lakes.

We'll present the draft charter, share the mission and purpose of Mammoth Trails, outline criteria for participation, and discuss how sharing resources and working collaboratively can help the recreation community at large achieve common goals.

If you're part of an outdoor recreation club or group in Mammoth, **we urge you to participate** in this special event. If you can't attend, **send a representative!**

And if your passion is for an activity that is not currently represented by a club, **come on up anyway!** We'll show you the benefits of organization and share how you can become a part of this landmark effort.

No RSVP is required; see you tonight!

Kim Stravers

Communications Manager, MLTPA

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(760) 934-3154 | news@mltpa.org | www.mltpa.org





Los Angeles Times

MLTPA and the CAMP effort are gaining regional and statewide recognition! Dean Kuipers of the **Los Angeles Times** penned an article for the Environment section of the Sunday, February 10th, edition: **"Group blazes trails to unity as Mammoth grows"**. Read it [here](#) and share it with a friend!

For all of you who missed MLTPA's first appearance on KUNR in December, be sure to tune in from 4-5 p.m. on Friday, February 15th, to hear President/Acting Executive Director John Wentworth and Communications Manager Kim Stravers on the **"High Desert Forum" with Dan Erwine**. That's **97.5 FM** on your dial; look for the "Listen Now!" icon on [KUNR's Translators](#) page to hear it streaming live on the Internet!



THIS IS A LIVE CALL-IN SHOW! We encourage you to dial in and ask questions about all things MLTPA at (775) 784-1867.

CAMP: WINTER wraps up tonight with the **Next Steps presentation at 6:30 p.m. in the Exhibit Hall** (Mountainside Conference Center, Main Lodge) -- please join us for a look at what's to come! The Exhibit Hall will remain open until 3:30 p.m. on Tuesday, February 12th, so stop by and take the [Winter and Summer Trail Surveys!](#)

Many thanks to everyone who's participated in CAMP: WINTER thus far, and to all who have supported MLTPA along the way. See you tonight!

--Kim Stravers, Communications Manager, MLTPA



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(760) 934-3154 | news@mltpa.org | www.mltpa.org

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MLTPA Email Blast Campaign Reports

campaign: SNC grant and CAMP: WINTER annoucement		
subject: Sierra Nevada Conservancy Awards MLTPA Grant!		
sent: Dec 6, 2007 10:37 pm		
from: MLTPA <news@mltpa.org>		
to: *The Gang's All Here*		
response totals as of Apr 8, 2008 02:56pm		
total emails sent	1095	
total received	1065	97.3%
total bounces	30	2.7%
people who opened it	323	30.3%
people who clicked	25	7.7%
people who forwarded	0	0%
people who opted out	7	0.7%
new people who signed up	0	0%
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	2	2%
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	8	8%
link 3: here (http://survey.leisuretrends.com/default.asp?study=TOML_Trail)	33	33%
link 4: here (http://files.e2ma.net/11541/assets/docs/snc_press_release_web.pdf)	57	57%
campaign: KUNR		
subject: MLTPA in the news!		
sent: Dec 20, 2007 2:06 pm		
from: MLTPA <news@mltpa.org>		
to: qs_1198188404, *The Gang's All Here*		
response totals as of Apr 8, 2008 02:58pm		
total emails sent	1070	
total received	1048	97.9%
total bounces	22	2.1%
people who opened it	318	30.3%
people who clicked	43	13.5%
people who forwarded	1	0.3%
people who opted out	2	0.2%
new people who signed up	0	0%
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	1	1.9%
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	5	9.4%
link 3: here (http://www.mltpa.org/CAMP_winter/CAMP_surveys/)	6	11.3%
link 4: CAMP: WINTER website (http://www.mltpa.org/CAMP_winter/)	2	3.8%
link 5: http://www.kunr.org/translator (http://www.kunr.org/translators/)	2	3.8%
link 6: here (http://www.mltpa.org/media_archive/mltpa_news/mammoth_times/)	7	13.2%
link 7: here (http://www.mltpa.org/media_archive/mltpa_news/the_sheet/)	28	52.8%
link 8: http://www.mltpa.org/CAMP_winter/ (http://www.mltpa.org/CAMP_winter/)	2	3.8%
campaign: CAMP: WINTER registration reminder		
subject: CAMP: WINTER begins next week!		
sent: Jan 28, 2008 7:12 pm		
from: MLTPA <news@mltpa.org>		
to: *The Gang's All Here*		

MLTPA Email Blast Campaign Reports

response totals as of Apr 8, 2008 03:00pm		
total emails sent	1066	
total received	1054	98.9%
total bounces	12	1.1%
people who opened it	328	31.1%
people who clicked	38	11.6%
people who forwarded	1	0.3%
people who opted out	2	0.2%
new people who signed up	0	0%
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	1	1.8%
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	9	15.8%
link 3: Winter and Summer Trail Survey (http://www.mltpa.org/CAMP_winter/CAMP_surveys/)	8	14%
link 4: every outdoor recreation activ (http://www.mltpa.org/CAMP_winter/)	6	10.5%
link 5: walk to Vons (http://www.mltpa.org/CAMP_winter/event_information/)	2	3.5%
link 6: sled (http://www.mltpa.org/winter_rec_moto/)	0	0%
link 7: 'shoe (http://www.mltpa.org/winter_rec_non/)	2	3.5%
link 8: ski (http://www.mltpa.org/winter_rec_non_backcountry/)	1	1.8%
link 9: Registration is now open! (http://www.mltpa.org/CAMP_winter/event_reg/)	23	40.4%
link 10: Register now! (http://www.mltpa.org/CAMP_winter/event_reg/)	2	3.5%
link 11: http://www.mltpa.org/CAMP_winter/ (http://www.mltpa.org/CAMP_winter/)	3	5.3%
campaign: Final CAMP: WINTER pre-event blast		
subject: CAMP: WINTER's Opening Reception is tomorrow!		
sent: Feb 6, 2008 5:07 pm		
from: MLTPA < news@mltpa.org >		
to: *The Gang's All Here*		
response totals as of Apr 8, 2008 03:01pm		
total emails sent	1061	
total received	1057	99.6%
total bounces	4	0.4%
people who opened it	273	25.8%
people who clicked	39	14.3%
people who forwarded	0	0%
people who opted out	2	0.2%
new people who signed up	0	0%
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	2	3.5%
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	3	5.3%
link 3: here (http://www.mltpa.org/CAMP_winter/event_information/)	8	14%
link 4: "Four-Season Trails (http://files.e2ma.net/11541/assets/docs/four_season_trails.pdf)	10	17.5%
link 5: here (http://www.mltpa.org/CAMP_winter/)	17	29.8%
link 6: Online registration (http://www.mltpa.org/CAMP_winter/event_reg/)	5	8.8%
link 7: www.mltpa.org (http://www.mltpa.org)	8	14%
link 8: here (http://files.e2ma.net/11541/assets/docs/four_season_trails.pdf)	4	7%
campaign: Mammoth Trails CAMP: WINTER		
subject: CAMP: WINTER Mammoth Trails session TONIGHT!		
sent: Feb 10, 2008 2:28 pm		
from: MLTPA < news@mltpa.org >		
to: *The Gang's All Here*		

MLTPA Email Blast Campaign Reports

response totals as of Apr 8, 2008 03:05pm		
total emails sent	1058	
total received	1050	99.2%
total bounces	8	0.8%
people who opened it	280	26.7%
people who clicked	4	1.4%
people who forwarded	0	0%
people who opted out	3	0.3%
new people who signed up	0	0%
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	1	25%
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	3	75%
campaign: LA Times and KUNR		
subject: MLTPA is making headlines!		
sent: Feb 11, 2008 3:25 pm		
from: MLTPA < news@mltpa.org >		
to: *The Gang's All Here*		
response totals as of Apr 8, 2008 03:08pm		
total emails sent	1054	
total received	1046	99.2%
total bounces	8	0.8%
people who opened it	330	31.5%
people who clicked	48	14.5%
people who forwarded	0	0%
people who opted out	1	0.1%
new people who signed up	0	0%
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	0	0%
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	5	8.1%
link 3: Winter and Summer Trail Survey (http://www.mltpa.org/CAMP_winter/CAMP_surveys/)	10	16.1%
link 4: KUNR's Translators (http://www.kunr.org/translators/)	4	6.5%
link 5: here (http://www.latimes.com/news/science/environment/la-me-mammoth10feb10,1,653366.s)	43	69.4%
link 6: http://www.kunr.org/translators/ (http://www.kunr.org/translators/)	0	0%

From: "MLTPA CAMP: WINTER" <camp@mltpa.org>
Subject: **Saturday Night Event Added**
Date: February 5, 2008 4:14:36 pm PST
To: alana@highsierratri.org
Reply-To: camp@mltpa.org

Hello!

We've added an event! MLTPA is proud to announce the addition of "Tourism and the Recreation Economy," a special presentation scheduled for Saturday night, February 9th, at 6:30 p.m. in the Exhibit Hall. Dr. Emilyn Sheffield is a professor of Parks, Tourism, and Recreation at CSU Chico. She will be discussing the opportunities and challenges of a tourism- and recreation-based economy, as opposed to more traditional models such as manufacturing or public sector.

Please join us for this feature presentation! Visit www.regonline.com/campwinter to access your registration record and add this event to your schedule. We look forward to seeing you there!

Best,

Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **blast to registrants**
Date: February 6, 2008 2:37:17 pm PST
To: Kristy Williams <kristy@opposingmotion.com>
Cc: John Wentworth <johnwentworth@mltpa.org>, Dana Taussig <danataussig@mltpa.org>
1 Attachment, 50.5 KB



could you send this out for us via reg online? maybe we do this tomorrow morning, right before we close reg?

>>

Hello!

We're glad to have your participation in this weekend's CAMP: WINTER Walking Tour! Just a friendly reminder to select appropriate footwear for this tour, as the current pathway and road conditions range from clear to slush to snow to ice. Also, we will have a Town liability form for you to sign when you check in at the Visitors' Center. Thanks!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]
(866) 760-0285 [f]



From: "CAMP: WINTER" <camp@mltpa.org>
Subject: **Walking Tours**
Date: February 7, 2008 12:51:13 pm PST
To: alana@highsierratri.org
Reply-To: camp@mltpa.org

Hello!

Spots are still open for this weekend's CAMP: WINTER Walking Tours! If you've decided to join us for a stroll about town, please remember to select appropriate footwear for this tour, as the current pathway and road conditions range from clear to slush to snow to ice. Also, we will have a Town liability form for you to sign when you check in at the Visitors' Center.

Online registration is now closed, but you may sign up on site at the Visitors' Center 15 minutes prior to tour departure.

See you there!

-- MLTPA

From: "Kristy Williams" <kristy@opposingmotion.com>
Subject: **RE: outreach emails**
Date: January 31, 2008 4:11:16 pm PST
To: "Kim Stravers" <kimstravers@mltpa.org>

Chamber, County and Town sent.
I am still waiting to hear back from Shannon at the ML Board of Realtors.

Kristy

-----Original Message-----

From: Kim Stravers [<mailto:kimstravers@mltpa.org>]

Sent: Thursday, January 31, 2008 2:54 PM

To: Kristy Williams

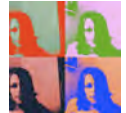
Subject: outreach emails

hi there!

here are the emails that can go out via you, as they did last time.
please let me know if you need anything else. i will start sending
user group ones, etc., soon.

thanks!

From: Kim Stravers <kimstravers@mltpa.org>
Subject: A special invitation to CAMP: WINTER!
Date: January 31, 2008 12:40:00 pm PST
To: KIM STRAVERS <kimstravers@mltpa.org>
1 Attachment, 50.5 KB



Dear Homeowners Association Board Member:

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) is proud to present CAMP: WINTER, a free, week-long public workshop focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. CAMP stands for Concept and Master Planning—the trails update project currently underway thanks to the partnered efforts of the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA. The aim is to generate a master plan that will improve Mammoth's trails and public access systems (both paved and natural surfaces) so that our community can enjoy safer, more fun, and more efficient recreation and feet-first mobility opportunities.

One of the goals of this historic effort is to link Mammoth's many districts, giving neighbors a "greener" way to visit each other. And whether you love to take a crisp walk through the neighborhood, visit Shady Rest for some cross-country skiing, or even head out on a backcountry expedition, sharing how you use these amenities is the key to designing a plan that reflects the desires of our unique community. No matter if your members are full-time residents or second homeowners, we all have a passion for Mammoth! To that end, I would like to invite you and yours to attend any and all of our public events over the CAMP: WINTER weekend—it's your golden opportunity to tell the trails consultants and CAMP Partners what we need to know about winter recreation in Mammoth.

A number of public tours, presentations, and workshops will run throughout the event period; for registration information, including a complete schedule and session descriptions, please visit www.mltpa.org or call (760) 934-3154. If you are unable to attend, we encourage you to provide comments via the Winter and Summer Trail Surveys, also available through www.mltpa.org.

MLTPA is eager to get to know your Homeowners Association. Please contact me anytime at kimstravers@mltpa.org or (760) 934-3154 with questions, concerns, or just to say hello. I look forward to seeing you February 7-12!

Warm regards,

Kim Stravers

Communications Manager

Mammoth Lakes Trails & Public Access

kimstravers@mltpa.org

(760) 934-3154 [o]

(866) 760-0285 [f]



From: "Lori Ciccarelli" <cicc@mammothhospital.com>
Subject: **RE: CAMP: WINTER messaging for hospital staff**
Date: January 31, 2008 3:11:42 pm PST
To: "Kim Stravers" <kimstravers@mltpa.org>
Reply-To: <cicc@mammothhospital.com>

I put this on our announcement page on the inhouse intranet system.

Lori Ciccarelli
Community Relations Director
Mammoth Hospital
PO Box 660
Mammoth Lakes, CA 93546
(760) 924-4015, FAX: 924-4006
lori.ciccarelli@mammothhospital.com
www.mammothhospital.com

-----Original Message-----

From: Kim Stravers [<mailto:kimstravers@mltpa.org>]
Sent: Thursday, January 31, 2008 14:56
To: lori.ciccarelli@mammothhospital.com
Cc: Kristy Williams
Subject: CAMP: WINTER messaging for hospital staff

Hi, Lori!

Great talking to you the other day! Please find attached an email we would like for you to forward to Mammoth Hospital employees on MLTPA's behalf. Please let me know if you have questions, or need to make a change.

Thanks so much!

Dear Mammoth Hospital Employees:

As leaders in our healthcare community, you know better than anyone how valuable recreation opportunities are to the health of residents of all ages. And what better way to get people motivated to take a stroll after dinner than to provide for them a trails and public access system that brings them safely and efficiently to the many outdoor recreation amenities we are blessed with in the Eastern Sierra?

The Mammoth Lakes Trails and Public Access Foundation (MLTPA), in partnership with the Town of Mammoth Lakes, Mammoth Mountain Ski Area, and the United States Forest Service, has recently initiated **CAMP, the Concept and Master Planning process for trails and public access**, which seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can help keep our friends and neighbors out of their cars, on their feet, and on their way to lifelong health and wellness.

We'd like to extend to you a special invitation to participate in **CAMP: WINTER**, a free, week-long public event focused on **winter recreation, trails, and mobility** in Mammoth Lakes, **February 7-12, 2008**, at the Mountainside Conference Center in Main Lodge. A variety of tours, workshops, listening sessions, and special presentations will be on offer, and we hope that you, our local caregivers, will take a moment to share your perspective on recreation and feet-first mobility in our town.

Session descriptions, registration info, a complete event schedule, FAQs, and more are available on our website, www.mltpa.org. If you can't make it in person but still want to participate, please take the **Winter and Summer Trail Surveys**, prepared by CAMP consultants, also available on our website. And feel free to share your comments anytime via e-mail (CAMP@mltpa.org) or by calling MLTPA directly at (760) 934-3154.

We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Warmly,
Kim Stravers
Communications Manager, MLTPA

From: "Kristy Williams" <kristy@opposingmotion.com>
Subject: RE: MLTPA Event
Date: February 6, 2008 9:12:13 am PST
To: "Shannon Crouch, MLBOR" <MLBOR@qnet.com>
Cc: "Kim Stravers" <kimstravers@mltpa.org>

Shannon,
Thanks so much! I know you are busy!
Kristy

-----Original Message-----
From: Shannon Crouch, MLBOR [<mailto:MLBOR@qnet.com>]
Sent: Wednesday, February 06, 2008 8:53 AM
To: Kristy Williams
Subject: Re: MLTPA Event

Hi Kristy,

I managed to send this out to everyone this morning.
Thanks for putting together something just for the REALTORSR!
Have a good day.

Sincerely,

Shannon Crouch, E.O.
Mammoth Lakes Board of REALTORSR, Inc.

----- Original Message -----
From: "Kristy Williams" <kristy@opposingmotion.com>
To: <mlbor@qnet.com>
Sent: Monday, February 04, 2008 10:22 AM
Subject: RE: MLTPA Event

Hi Shannon,
Just in case it would be possible to send an email this week, I have
attached copy. Thanks so much for your help!
Kristy

-----Original Message-----
From: Kristy Williams [<mailto:kristy@opposingmotion.com>]
Sent: Thursday, January 31, 2008 12:47 PM
To: 'mlbor@qnet.com'
Subject: RE: MLTPA Event

Hi Shannon,
Just thought I would check to see if you are back in town...
We could probably get you an email tomorrow.
Thanks!
Kristy

-----Original Message-----
From: mlbor@qnet.com [<mailto:mlbor@qnet.com>]
Sent: Thursday, January 24, 2008 4:42 PM
To: Kristy Williams
Subject: Re: MLTPA Event

I am out of the office this week at business meetings in Indian Wells. Will
look into it next week. Thanks ~ Shannon, MLBOR
Sent from my BlackBerryR wireless handheld

-----Original Message-----

From: "Kristy Williams" <kristy@opposingmotion.com>

Date: Thu, 24 Jan 2008 10:36:55

To: "MLBOR" <MLBOR@qnet.com>

Subject: MLTPA Event

Hi Shannon,

You were so kind to help us several months ago - to send an email to your membership on our behalf for our event, CAMP: SUMMER.

We have another MLTPA (Mammoth Lakes Trails & Public Access) event - CAMP WINTER - coming up in a few weeks. Would it be possible to send another email for this event? We could again provide the copy.

You can find event information at http://www.mltpa.org/CAMP_winter/

Thanks in advance for your help! Please let me know if you have any questions or concerns.

Kristy Williams
MLTPA CAMP: WINTER Advertising Coordinator
Opposing Motion Event Management
760.709.1493

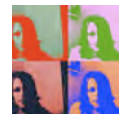
No virus found in this incoming message.

Checked by AVG Free Edition.

Version: 7.5.516 / Virus Database: 269.19.19/1257 - Release Date: 2/3/2008

5:49 PM

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **MMSA Email**
Date: February 5, 2008 9:22:30 am PST
To: Mary Walker <mwalker@mammoth-mtn.com>
Cc: John Wentworth <johnwentworth@mltpa.org>, Kristy Williams <kristy@opposingmotion.com>
1 Attachment, 50.5 KB



Hey, Mary!

Just wanted to thank you for sending the email on our behalf to your passholders. We've gotten a ton of registration and newsletter sign-ups from it -- thanks for helping make this successful!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]
(866) 760-0285 [f]



From: "Allen, Anna" <aallen@mammoth-mtn.com>
Subject: **RE: CAMP: WINTER information for MMSA Hosts**
Date: February 7, 2008 2:14:34 pm PST
To: "Kim Stravers" <kimstravers@mltpa.org>

Kim,

Thanks for the info. I will be sure the Hosts are made aware of this.

Anna

-----Original Message-----

From: Kim Stravers [<mailto:kimstravers@mltpa.org>]
Sent: Thursday, February 07, 2008 2:05 PM
To: Allen, Anna
Subject: CAMP: WINTER information for MMSA Hosts

Hi there!

Here is some information that you can pass on to the Hosts:

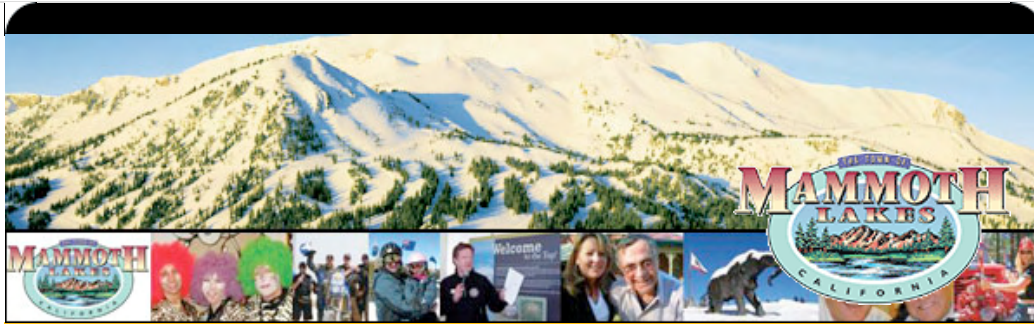
CAMP, which stands for Concept and Master Planning, is the partnered process by which the Town of Mammoth Lakes, Mammoth Mountain Ski Area, the USFS, and the community of Mammoth Lakes are currently working together to update the Town of Mammoth Lakes trails master plan. CAMP: WINTER is the free public event MLTPA has put together to invite the community to provide their input on winter trails, recreation, and mobility in Mammoth-from backcountry skiing to snowmobiling to dog walking, Nordic skiing, and more!

We would like to invite MMSA Employees to tour the Exhibit Hall at their leisure, and especially to take the Winter and Summer Trail Surveys online at one of the three computer stations located outside the EOS room. MLTPA staff is available here through Tuesday, February 12th, to answer any questions they may have. We also invite them to sign up for any of our CAMP: WINTER sessions, where they can speak directly to the trails planning consultants about this process.

Thanks so much!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]
(866) 760-0285 [f]

From: sbrown@visitmammoth.com
Subject: STU'S NEWS: WEEK OF FEBRUARY 11, 2008
Date: February 8, 2008 4:42:07 pm PST
To: kimstravers@mltpa.org



Stu's News

Week of February 11, 2008

Good afternoon,

This weekend certainly appears to be the highlight of the season. Blue skies, warm temperatures, and over 11 feet to ski and ride on - see you out there!

This Saturday the [Mammoth Ski Museum](#) hosts "Love on the Lifts," and for those still digging out from January's 148" barage, [Valentine's Day](#) is next Thursday...nudge, nudge...

Local celebrities, MLPD Sgt. Paul Dostie and Buster were featured in a recent [NBC Special report](#) on avalanche safety, and a story on the growth of Mammoth appeared in [The Sun](#) on February 3, 2008.

February 14, 2008 is the final day to comment on the [DRAFT Parks and Recreation Master Plan](#). Please take a look and use the included form to comment on the extensive plan.

There is still time to register for some of the activities and lectures for [CAMP: WINTER](#).

Have a great and safe weekend!

Stu

News From The Town Manager

Town Council Meeting Update – February 6

Council Presentation: Mayor Harvey presented Police Officer Doug Hornbeck with a ten year service recognition award.

Consent Agenda: Council voted to approve a request...

Community Calendar

We have a new **Community Calendar** that enables you to search by several categories including: Town meetings, arts and culture, education, food, and holiday events.

Submit an Event

In an effort to more accurately promote and list events in our community, event producers can now submit their own events. Review the **Form** and submit your event today!

Comments

Please email your questions or comments on any of these articles to **Stu**.

Stu's News Archive

[Click Here to Unsubscribe](#)

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **Employee email**
Date: January 31, 2008 4:27:27 pm PST
To: Stuart Brown <sbrown@visitmammoth.com>
Cc: Danna Stroud <dstroud@visitmammoth.com>, Kristy Williams <kristy@opposingmotion.com>, John Wentworth <johnwentworth@mltpa.org>
2 Attachments, 144 KB



Hi there!

We've just had MMSA send something like this on our behalf, and the Town sent an employee email for us for CAMP: SUMMER, so I was hoping you guys could blast the Town employees again.

Please read this through and let me know if it's okay.

Thanks, Stu!



[TOML.doc \(94.5 KB\)](#)

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]
(866) 760-0285 [f]



Dear Town of Mammoth Lakes Employees:

The Mammoth Lakes Trails and Public Access Foundation (**MLTPA**) would like to extend a special invitation to you to attend **CAMP: WINTER**, a free, week-long public event focused on **winter recreation, trails and mobility** in Mammoth Lakes. **The Town of Mammoth Lakes has committed \$100,000 toward this historic planning process**—a partnered effort between the Town, Mammoth Mountain Ski Area (who has matched the Town's financial commitment), the United States Forest Service, and MLTPA that seeks to improve the recreation and mobility opportunities in our community via a comprehensive, well-designed, and well-connected system of trails and public access. This is your chance, as a resident, a town employee, and a trails user, to speak your mind and make sure that the CAMP consultant teams—Alta Planning + Design (paved trails) and Trail Solutions (natural-surface trails)—hear what they need to know about winter recreation and trails in your town.

The CAMP: WINTER Opening Reception is Thursday, February 7th, at 6:30 p.m. in the Mountainside Conference Center at Main Lodge. A complete event schedule, FAQs, session descriptions, and registration info is available at **www.mltpa.org**, where you also can sign up to receive MLTPA's e-newsletter and take the Winter and Summer Trail Surveys online—a great way to participate even if you can't make it to the mountain.

For details, contact Communications Manager Kim Stravers at (760) 934-3154 or send her an e-mail at CAMP@mltpa.org. **Remember: This is YOUR CHANCE to play your part in the trails master plan update!**

Looking forward to seeing you next week!

Kim Stravers

Communications Manager, MLTPA

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **CAMP: WINTER**
Date: February 5, 2008 11:20:44 pm PST
To: dj@snowmobilemammoth.com
1 Attachment, 50.5 KB



Hello, DJ!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to the DJ's Snowmobile Adventures staff on MLTPA's behalf, to help us get the word out and make sure that the motorized recreation community is well represented at these trails-planning sessions. There are a couple of workshops that are moto-specific, identified below, that I think you guys would be particularly interested in -- and for which your community's input is crucial.

Please let me know if you have any questions -- I'm happy to chat! MLTPA email to your staff follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

>>>

Dear DJ's Snowmobile Adventures staff and friends:

As motorized recreation lovers, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, snowmobiling and other outdoor activities are the reason why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your rides safer, more efficient, and more enjoyable!

As affiliates of DJ's Snowmobile Adventures, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

*Thursday, February 7, through Tuesday, February 12: EXHIBIT HALL/BASE CAMP

* Thursday, February 7: LISTENING SESSION: WINTER RECREATION, MOTORIZED; OPENING RECEPTION

* Friday, February 8, OR Saturday, February 9: PORTAL TOUR

* Friday, February 8: FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

* Saturday, February 10: TRAILS NETWORK WORKSHOP: RECREATION; FEATURED PRESENTATION: "THE TOURISM AND RECREATION ECONOMY"

* Monday, February 11: NEXT STEPS PRESENTATION

Session descriptions, a complete event schedule, FAQs, and more are also available on our website.

If you can't make it in person but still want to participate in this process, please take the Winter and Summer Trail Surveys, prepared by CAMP consultants, at www.mltpa.org/CAMP_winter/CAMP_surveys/. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager

From: Forrest <forrest@esavalanche.org>
Subject: **Re: CAMP: WINTER**
Date: February 7, 2008 12:19:37 pm PST
To: Kim Stravers <kimstravers@mltpa.org>
Cc: Nate Greenberg <nate@esavalanche.org>

Kim,

I sent this out to our list serve. I also posted it to the news and info on our website. Hopefully it will help draw greater attendance to the event. I will not be able to make it to any of the workshops myself, so I hope that some people do come to represent the backcountry users among us.

I had to mess with the formatting a little to try and get into html formatting. I couldn't get all the kinks worked out with your signature and phone numbers. The info is all there, just not in as neat of a format as you had put together.

Forrest Cross
Membership Director
Eastern Sierra Avalanche Center

Quoting Kim Stravers <kimstravers@mltpa.org>:

> Hello!
>
> Hope you both are well! I just wanted to make sure you had all the
> info you needed for CAMP: WINTER, which starts this Thursday night.
> (Nate, I know you're out of town...wish you were here!) I'm hoping you
> might be interested in sending a CAMP: WINTER e-mail blast to your
> club members on MLTPA's behalf, to help us get the word out and make
> sure that the backcountry community is well represented at these
> sessions. There are a couple of workshops that are BC-specific,
> identified below, that I think you guys would be particularly
> interested in -- and for which your community's input is crucial.
>
> Please let me know if you have any questions. MLTPA email to club
> follows; please let me know also if you can/will send it.
>
> THANKS SO MUCH, and we hope to see you this week!
>
> k.
>
>>>>
> Dear Eastern Sierra Avalanche Center members:
>
> As backcountry enthusiasts, you know Mammoth's trail system and our
> surrounding public lands like the back of your hand. After all,
> skiing and snowboarding and climbing (and sometimes sledding!) is
> the reason why you call this place home! But to keep our amenities
> accessible and in tip-top shape, we need your help.
>
> The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would
> like to extend to you a special invitation to participate in CAMP:
> WINTER, a free, week-long public event focused on winter recreation,
> trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the
> Mountainside Conference Center in Main Lodge. A partnered effort
> between the Town, Mammoth Mountain Ski Area, the United States Forest
> Service, and MLTPA, the CAMP (Concept and Master Planning) process
> seeks to update and improve the recreation and mobility opportunities
> in Mammoth through informed, cooperative, and timely trails planning
> -- planning that can make your rides and hikes safer, more efficient,
> and more enjoyable!
>
> As a member of ESAC, your input into the future of trails and public
> access is critical. Please visit www.mltpa.org today to register
> for one or more of the tours, workshops, listening sessions, and
> special presentations we've got planned. A few events are
> especially relevant to you:
>

> * Thursday, February 7, through Tuesday, February 12: EXHIBIT HALL/ BASE CAMP
>
> * Thursday, February 7: OPENING RECEPTION
>
> * Friday, February 8, OR Saturday, February 9: PORTAL TOUR
>
> * Friday, February 8: LISTENING SESSION: WINTER RECREATION, NON-
> MOTORIZED BACKCOUNTRY; FEATURED PRESENTATION: "FOUR-SEASON TRAILS:
> HOW COMMUNITIES AROUND THE WORLD GET IT DONE"
>
> * Saturday, February 9: TRAILS NETWORK WORKSHOP: RECREATION
>
> *Monday, February 11: NEXT STEPS PRESENTATION
>
> Session descriptions, a complete event schedule, FAQs, and more are
> also available on our website.
>
> If you can't make it in person but still want to participate in this
> process, please take the Winter and Summer Trail Surveys, prepared
> by CAMP consultants, at www.mltpa.org/CAMP_winter/CAMP_surveys/.
> You also can send your comments via e-mail to CAMP@mltpa.org, or
> call MLTPA directly at (760) 934-3154.
>
> We're looking forward to your participation in this landmark event
> -- hope to see you at our Opening Reception, Thursday, February
> 7th, at 6:30 p.m. in Main Lodge!
>
> Best,
> Kim Stravers
> Communications Manager
> Mammoth Lakes Trails & Public Access
> kimstravers@mltpa.org
> (760) 934-3154 [o]
> (866) 760-0285 [f]

From: Hank Garretson <w6sx@npgcable.com>
Subject: **ESNSA Potpourri**
Date: January 21, 2008 8:12:49 am PST
To: Recipient list suppressed.;

Eastern Sierra Nordic Ski Association
Building Community Through Cross Country Skiing
A Non-Profit 501(C)(3) Organization

1. ESNSA is pleased to announce a \$200 grant to the Lee Vining school system. The money will be administered by Lee Vining school teacher and ESNSA member Jody Aas to help get Lee Vining kids on cross country skis this winter.

2. VCs are coming back! Alana Levin, who spearheads the High Sierra Race Series, and Mammoth Nordic, our sister cross country club, are resurrecting the Nordic Village Championships. This year, it will be an informal series of short, fun races. Tuesdays at 4:30 PM. Meet at the Shady Rest trailhead, at the corner of Highway 203 and Sawmill Cutoff Road. Call Brian Knox of Mammoth Nordic at 934-4667 for more details.

3. ESNSA has received a very generous donation from Brian's Bicycles and Cross Country Skis. Thank you Brian. Brian's is a full-service Nordic ski shop with a complete line of equipment from beginner to racer, and from groomed skiing to extreme back country. Brian knows Nordic skiing and services what he sells. You can't go wrong buying from Brian.

4. Winter Camp. Mammoth Lakes Trails--Public Access is sponsoring Winter Camp at Main Lodge from 7 to 12 February. The goal of MLTPA is "planning, stewarding, interpreting, promoting, and sustaining four-season trails and public access in Mammoth Lakes and the immediate Eastern Sierra region." Winter Camp is your opportunity to work with like-minded winter recreation enthusiasts to insure that trails and access to the trails will be there in the future. See http://www.mltpa.org/CAMP_winter/ and click on "Take The Survey Here" on the left side to express your views.

Percy Cerutti: The mastery of the true self, and the refusal to permit others to dominate us, is the ultimate in living and self-expression in athletics.

Ski Exuberantly,

Hank

Mammoth Lakes, California

To join ESNSA, please see http://mammothxc.jimstimson.com/html%20docs/membership_form.pdf for membership application.

If you would like to be removed from the ESNSA email information list, or if you are receiving multiple copies, please let me know by return email.

From: Hank Garretson <w6sx@npgcable.com>
Subject: **Two Big Events**
Date: January 27, 2008 5:13:51 pm PST
To: Recipient list suppressed.;

Eastern Sierra Nordic Ski Association
Building Community Through Cross Country Skiing
A Non-Profit 501(C)(3) Organization

1. Allan Bard Memorial Classic ski race at Tamarack Cross Country Center on Sunday, 3 February. The Allan Bard is the last Junior Olympic qualifier race this season. There will be lots of juniors from the Tahoe area racing to qualify for the JO's. The JO's are the national championships for junior racers and this year will take place in Anchorage in mid March.

2. Winter Camp. This is your chance to voice your ideas on trails and trail access in Mammoth and the surrounding area. See <http://www.mltpa.org/> for details. Take the survey by clicking on "Take the Surveys Here" on the left side of the page. And register for Winter Camp by clicking under the nice photograph.

Lou Holtz: No one ever drowned in sweat.

Ski Exuberantly,

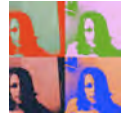
Hank

Mammoth Lakes, California

To join ESNsA, please see http://mammothxc.jimstimson.com/html%20docs/membership_form.pdf for membership application.

If you would like to be removed from the ESNsA email information list, or if you are receiving multiple copies, please let me know by return email.

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **Re: Camp Winter Important!**
Date: February 6, 2008 3:56:38 pm PST
To: Hank Garretson <w6sx@npgcable.com>
Cc: John Wentworth <johnwentworth@mltpa.org>, Kristy Williams <kristy@opposingmotion.com>
1 Attachment, 50.5 KB



Thank you so much, Hank! This is exactly the kind of rallying we were hoping for! Looking forward to your participation!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]
(866) 760-0285 [f]



On Feb 6, 2008, at 3:51 pm, Hank Garretson wrote:

Eastern Sierra Nordic Ski Association
Building Community Through Cross Country Skiing
A Non-Profit 501(C)(3) Organization

I can't overemphasize how important I think this is. Winter Camp is your chance, our chance to influence access to winter trails in Mammoth and surrounding area. Hank.

Dear Eastern Sierra Nordic Ski Association:

As Nordic skiers, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, skiing is the reason why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your rides and hikes safer, more efficient, and more enjoyable!

As a member of the Eastern Sierra Nordic Ski Association, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

- * Thursday, February 7, through Tuesday, February 12: EXHIBIT HALL/BASE CAMP
- * Thursday, February 7: OPENING RECEPTION
- * Friday, February 8, OR Saturday, February 9: PORTAL TOUR; WALKING TOUR

* Friday, February 8: LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED; LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY; LISTENING SESSION: WINTER MOBILITY; FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

* Saturday, February 9: TRAILS NETWORK WORKSHOP: RECREATION; TRAILS NETWORK WORKSHOP: MOBILITY; FEATURED PRESENTATION: "THE TOURISM AND RECREATION ECONOMY"

*Monday, February 11: NEXT STEPS PRESENTATION

Session descriptions, a complete event schedule, FAQs, and more are also available on our website.

If you can't make it in person but still want to participate in this process, please take the Winter and Summer Trail Surveys, prepared by CAMP consultants, at www.mltpa.org/CAMP_winter/CAMP_surveys/. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]
(866) 760-0285 [f]



Otto Frei: There aren't bad conditions, just skiers who can't handle them. (Otto was my alpine ski coach fifty years ago. RIP Otto.)

Ski Exuberantly,

Hank

Mammoth Lakes, California

To join ESNESA, please see http://mammothxc.jimstimson.com/html%20docs/membership_form.pdf for membership application.

If you would like to be removed from the ESNESA email information list, or if you are receiving multiple copies, please let me know by return email.

From: Kim Stravers <kimstravers@mltpa.org>
Subject: Ice fishing!
Date: February 5, 2008 10:38:14 pm PST
To: Kevin Peterson <kevin@hotcreek ranch.com>
1 Attachment, 50.5 KB



Hey, Kevin!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to your friends and fellow guides on MLTPA's behalf, to help us get the word out and make sure that the ice fishing community is well represented at these trails-planning sessions. (And perhaps you're not into ice fishing, or there aren't too many around who are...but we want to make sure you have a chance to share your input no matter what!) There are a couple of workshops that are backcountry-specific, identified below, that I think you guys would be particularly interested in -- and for which your community's input is crucial.

Please let me know if you have any questions -- happy to answer! MLTPA email to your circle of friends and associates follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

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Dear lovers of the rod and reel:

As avid fishermen, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, fishing (warm weather and cold!) is the reason why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your rides and hikes safer, more efficient, and more enjoyable!

As members of the fishing community, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

- * Thursday, February 7, through Tuesday, February 12: EXHIBIT HALL/BASE CAMP
- * Thursday, February 7: OPENING RECEPTION
- * Friday, February 8, OR Saturday, February 9: PORTAL TOUR
- * Friday, February 8: LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY; FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"
- * Saturday, February 9: TRAILS NETWORK WORKSHOP: RECREATION
- * Monday, February 11: NEXT STEPS PRESENTATION

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If you can't make it in person but still want to participate in this process, please take the Winter and Summer Trail Surveys, prepared by CAMP consultants, at www.mltpa.org/CAMP_winter/CAMP_surveys/. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **CAMP: WINTER**
Date: February 5, 2008 10:41:46 pm PST
To: ejrummel@msn.com, ejrummel@earthlink.net
1 Attachment, 50.5 KB



Hey, Emile!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to the Mammoth Lakes Sports Fishing Association on MLTPA's behalf, to help us get the word out and make sure that the ice fishing community is well represented at these trails-planning sessions. (And perhaps you're not into ice fishing, or there aren't too many around who are...but we want to make sure you have a chance to share your input no matter what!) There are a couple of workshops that are backcountry-specific, identified below, that I think you guys would be particularly interested in -- and for which your community's input is crucial.

Please let me know if you have any questions -- happy to answer! MLTPA email to your circle of friends and associates follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

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Dear lovers of the rod and reel:

As avid fishermen, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, fishing (warm weather and cold!) is the reason why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your rides and hikes safer, more efficient, and more enjoyable!

As members of the Mammoth Lakes Sports Fishing Association, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

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- * Friday, February 8: LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY; FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"
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We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access

From: "Andrew Kastor" <andrew@highsierrastriders.org>
Subject: RE: CAMP: WINTER
Date: February 6, 2008 7:29:40 am PST
To: "Kim Stravers" <kimstravers@mltpa.org>
1 Attachment, 1.9 KB

Thank you for the reminder Kim. I have sent an email out to the running club! See you this weekend.
Andrew

From: Kim Stravers [<mailto:kimstravers@mltpa.org>]
Sent: Tuesday, February 05, 2008 11:04 PM
To: Andrew Kastor
Subject: CAMP: WINTER

Hello, Andrew!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to the High Sierra Striders on MLTPA's behalf, to help us get the word out and make sure that the winter running/training community is well represented at these trails-planning sessions. There are a couple of workshops that I think you guys would be particularly interested in -- and for which your community's input is crucial.

Please let me know if you have any questions -- happy to answer! MLTPA email to club follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

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Dear High Sierra Striders:

As year-round outdoor enthusiasts, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, running is the reason why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your outdoor training safer, more efficient, and more enjoyable!

As a member of the High Sierra Striders, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

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* Friday, February 8: LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED; LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY; LISTENING SESSION: WINTER MOBILITY; FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

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*Monday, February 11: NEXT STEPS PRESENTATION

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We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]
(866) 760-0285 [f]



From: "Alana Levin" <ilana@highsierratri.org>
Subject: **Re: CAMP: WINTER**
Date: February 7, 2008 3:43:34 pm PST
To: "Kim Stravers" <kimstravers@mltpa.org>

I JUST SENT THEM THE EMAIL!

thanks! and i'll be there tonite!

thanks for all your work!

a

Hello, Alana!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to the High Sierra Triathlon Club on MLTPA's behalf, to help us get the word out and make sure that the winter running/training community is well represented at these trails-planning sessions. There are a couple of workshops that I think you guys would be particularly interested in -- and for which your community's input is crucial.

Please let me know if you have any questions -- happy to answer! MLTPA email to club follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.



Dear High Sierra Triathlon Club:

As year-round outdoor enthusiasts, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, playing outside is the reason why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your outdoor training safer, more efficient, and more enjoyable!

As a member of the High Sierra Triathlon Club, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

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BASE CAMP

* Thursday, February 7: OPENING RECEPTION

* Friday, February 8, OR Saturday, February 9: PORTAL TOUR; WALKING TOUR

* Friday, February 8: LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED; LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY; LISTENING SESSION: WINTER MOBILITY; FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

* Saturday, February 9: TRAILS NETWORK WORKSHOP: RECREATION; TRAILS NETWORK WORKSHOP: MOBILITY; FEATURED PRESENTATION: "THE TOURISM AND RECREATION ECONOMY"

* Monday, February 11: NEXT STEPS PRESENTATION

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If you can't make it in person but still want to participate in this process, please take the Winter and Summer Trail Surveys, prepared by CAMP consultants, at www.mltpa.org/CAMP_winter/CAMP_surveys/. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]
(866) 760-0285 [f]

Alana Levin
June Lake Triathlon Race Director
Alana@HighSierraTri.org
www.HighSierraTri.Org
760.934.9234

From: Kim Stravers <kimstravers@mltpa.org>
Subject: Ice skating/hockey
Date: February 5, 2008 10:51:26 pm PST
To: Dan McConnell <mcconnell dan@hotmail.com>
1 Attachment, 50.5 KB



Hello, Dan!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to your fellow ice hockey/ice skating "on lake" friends on MLTPA's behalf, to help us get the word out and make sure that the frozen lake-lovin' community is well represented at these trails-planning sessions. There are a couple of workshops that are backcountry-specific, identified below, that I think you guys would be particularly interested in -- and for which your community's input is crucial.

Please let me know if you have any questions -- happy to answer! MLTPA email to club follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

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Dear lovers of frozen lakes:

As lake skaters and hockey players, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, playing on the ice is the reason why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your rides and hikes safer, more efficient, and more enjoyable!

As wintertime recreationalists, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

* Thursday, February 7, through Tuesday, February 12: EXHIBIT HALL/BASE CAMP

* Thursday, February 7: OPENING RECEPTION

* Friday, February 8, OR Saturday, February 9: PORTAL TOUR

* Friday, February 8: LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY; FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

* Saturday, February 9: TRAILS NETWORK WORKSHOP: RECREATION

* Monday, February 11: NEXT STEPS PRESENTATION

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If you can't make it in person but still want to participate in this process, please take the Winter and Summer Trail Surveys, prepared by CAMP consultants, at www.mltpa.org/CAMP_winter/CAMP_surveys/. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **CAMP: WINTER!**
Date: February 5, 2008 10:02:40 pm PST
To: Brian Hamilton <cooley@npgcable.com>, Kathy Watkins <gkwatkins@aol.com>
1 Attachment, 50.5 KB



Hello!

Hope you both are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to your club members on MLTPA's behalf, to help us get the word out and make sure that the motorized recreation community is well represented at these sessions. There are a couple of workshops that are moto-specific, identified below, that I think you guys would be particularly interested in -- and for which your community's input is crucial.

Please let me know if you have any questions -- I'm here for ya! MLTPA email to club follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

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Dear Mammoth Lakes 4WD Club:

As motorized recreation lovers, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, snowmobiling and other outdoor activities are the reason why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your rides safer, more efficient, and more enjoyable!

As a member of the Mammoth Lakes 4WD Club, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

*Thursday, February 7, through Tuesday, February 12: EXHIBIT HALL/BASE CAMP

* Thursday, February 7: LISTENING SESSION: WINTER RECREATION, MOTORIZED; OPENING RECEPTION

* Friday, February 8, OR Saturday, February 9: PORTAL TOUR

* Friday, February 8: FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

* Saturday, February 10: TRAILS NETWORK WORKSHOP: RECREATION

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We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **CAMP: WINTER**
Date: February 5, 2008 11:17:56 pm PST
To: Bill Sauser <cbsauser@earthlink.net>
1 Attachment, 50.5 KB



Hello, Bill!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to the Mammoth Lakes Snowmobile Association members on MLTPA's behalf, to help us get the word out and make sure that the motorized recreation community is well represented at these sessions. There are a couple of workshops that are moto-specific, identified below, that I think you guys would be particularly interested in -- and for which your community's input is crucial.

Please let me know if you have any questions -- I'm happy to chat! MLTPA email to your club members follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

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Dear Mammoth Lakes Snowmobile Association:

As motorized recreation lovers, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, snowmobiling and other outdoor activities are the reason why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your rides safer, more efficient, and more enjoyable!

As affiliates of Mammoth Lakes Snowmobile Association, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

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* Thursday, February 7: LISTENING SESSION: WINTER RECREATION, MOTORIZED; OPENING RECEPTION

* Friday, February 8, OR Saturday, February 9: PORTAL TOUR

* Friday, February 8: FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

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We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **CAMP: WINTER**
Date: February 5, 2008 10:31:57 pm PST
To: Dave Talsky <dave@mammothgear.com>, Autumn Talsky <atalsky@npgcable.com>
1 Attachment, 50.5 KB



Hey, guys!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to your employees on MLTPA's behalf, to help us get the word out and make sure that the backcountry community is well represented at these trails-planning sessions. There are a couple of workshops that are BC-specific, identified below, that I think you guys would be particularly interested in -- and for which your community's input is crucial.

Please let me know if you have any questions -- happy to answer! MLTPA email to club follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

>>>

Dear Mammoth Mountaineering Supply/Alpine Approach staff:

As backcountry enthusiasts, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, skiing and snowboarding and climbing are the reasons why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your rides and hikes safer, more efficient, and more enjoyable!

As an affiliate of Mammoth Mountaineering Supply/Alpine Approach, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

- * Thursday, February 7, through Tuesday, February 12: EXHIBIT HALL/BASE CAMP
- * Thursday, February 7: OPENING RECEPTION
- * Friday, February 8, OR Saturday, February 9: PORTAL TOUR
- * Friday, February 8: LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY; FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"
- * Saturday, February 9: TRAILS NETWORK WORKSHOP: RECREATION
- * Monday, February 11: NEXT STEPS PRESENTATION

Session descriptions, a complete event schedule, FAQs, and more are also available on our website.

If you can't make it in person but still want to participate in this process, please take the Winter and Summer Trail Surveys, prepared by CAMP consultants, at www.mltpa.org/CAMP_winter/CAMP_surveys/. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]

From: "Brian Knox" <access@qnet.com>
Subject: **Go to CAMP: Winter!**
Date: February 6, 2008 5:33:19 pm PST
To: "Brian Knox" <brian@mammothnordic.com>
1 Attachment, 38.3 KB



CAMP: Winter this week!

Afternoon Nords:

February 6, 2008

This is the time and the place to kick in your two cents worth regarding the winter recreation picture in and around Mammoth for quiet winter sportsters like us!

- If you can't make it in person but still want to participate in this process, please take the [Winter Trail Survey](#), prepared by CAMP consultants, at www.mltpa.org/CAMP_winter/CAMP_surveys/.

Here is the schedule of events, and I **highlighted** two Friday events of particular interest. Hope to see you there!

Brian
brian@mammothnordic.com

Thursday, February 7

LISTENING SESSION: WINTER RECREATION, MOTORIZED

11:00 a.m. to 11:45 a.m.

Suite Z

Planning consultants from the Trail Solutions team will lead an informal focus group comprised of community members who are passionate about motorized winter recreation. The session is designed so that Trail Solutions can better comprehend the specific needs and challenges of this particular group as they relate to multi-use trails, staging areas, and recreation.

Suggested participants: Snowmobilers

Capacity: 16

OPENING RECEPTION

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

While enjoying cocoa and cookies, the public will have the opportunity to meet planning consultant team members from Alta Planning + Design and Trail Solutions, MLTPA staff and Board members, and other CAMP Partners. An overview of the week's activities will be provided, as well as introductions to the CAMP Team. Participants also may register for additional sessions, and take the CAMP: WINTER and CAMP: SUMMER trail surveys, at this time.

Suggested participants: Open to all

Capacity: No limit

Friday, February 8

PORTAL TOUR

9:00 a.m. to 12:00 p.m.

Meet at the Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a Town Trolley tour through Mammoth Lakes, identifying existing winter public-travel routes—both the Mammoth Lakes Trail System and public-transportation routes—and the recreation access points to which they connect.

Suggested participants: Open to all

Capacity: 25

LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED

10:30 a.m. to 11:15 a.m.

Suite Z

Planning consultants from the Trail Solutions team will lead an informal focus group comprised of community members who are passionate about non-motorized winter recreation. The session is designed so that Trail Solutions can better comprehend the specific needs and challenges of this particular group as they relate to multi-use trails, access points to public lands, and recreation.

Suggested participants: Frontcountry snowshoers and Nordic skiers, ice fishermen, on-lake ice skaters, in-town winter walkers/pet walkers, snowplayers (tubing, sledding, etc.)

Capacity: 16

LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY

11:30 a.m. to 12:15 p.m.

Suite Z

Planning consultants from the Trail Solutions team will lead an informal focus group comprised of community members who are passionate about non-motorized winter recreation in the backcountry. The session is designed so that Trail Solutions can better comprehend the specific needs and challenges of this particular group as they relate to multi-use trails, access points to public lands, and recreation.

Suggested participants: Winter campers, biathletes, dog sledders, ice climbers, backcountry skiers and snowboarders, backcountry snowshoers and Nordic skiers

Capacity: 16

WALKING TOUR

1:00 p.m. to 3:00 p.m.

Meet at Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a walking tour through Mammoth Lakes, identifying existing winter public-travel routes—on the Mammoth Lakes Trail System and on sidewalks—and providing information about snow removal as it's related to Business Assessment Districts (BADs), Safe Routes to School, and grooming for non-motorized travel.

Suggested participants: Open to all

Capacity: No limit

LISTENING SESSION: WINTER MOBILITY

3:30 p.m. to 4:15 p.m.

Suite Z

Planning consultants from the Trail Solutions and Alta Planning + Design teams will lead an informal focus group comprised of community members who are interested in snow removal and feet-first winter mobility in town. The session is designed to collect and disburse, in a moderated environment, information about current grooming and snow maintenance, feet-first travel, and wintertime public transit.

Suggested participants: Open to all. In-town Nordic skiers, snowshoers, and walkers/pet walkers, as well as those in neighborhoods that interface with Mammoth Mountain Ski Area, may wish especially to participate.

Capacity: 16

FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

Presenter: Joey Klein, Trail Solutions

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

This presentation by world-renowned trails designer Joey Klein will take the audience on a tour of five continents, highlighting the history and meaning of why we love trails, how communities deal with their own unique geographies (balancing seasonal and geological challenges), and heroic tales of how citizen groups have come together to make their own dreams a reality—just as Mammoth is doing now.

Suggested participants: Open to all

Capacity: No limit

Saturday, February 9

PORTAL TOUR

9:00 a.m. to 12:00 p.m.

Meet at the Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a Town Trolley tour through Mammoth Lakes, identifying existing winter public-travel routes—both the Mammoth Lakes Trail System and public-transportation routes—and the recreation access points to which they connect.

Suggested participants: Open to all

Capacity: 25

WALKING TOUR

1:00 p.m. to 3:00 p.m.

Meet at Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a walking tour through Mammoth Lakes, identifying existing winter public-travel routes—on the Mammoth Lakes Trail System and on sidewalks—and providing information about snow removal as it's related to Business Assessment Districts (BADs), Safe Routes to School, and grooming for non-motorized travel.

Suggested participants: Open to all

Capacity: No limit

TRAILS NETWORK WORKSHOP: RECREATION

2:00 p.m. to 5:00 p.m.

Suite Z

Using base maps of existing trails and play areas, participants will work closely with planning consultants from Trail Solutions to evaluate existing wintertime connections to recreation on public lands, discuss potential new links and other improvements to the current system, and brainstorm about trail amenities such as trailheads and signage within the frontcountry area adjacent to the community.

Suggested participants: Participants in all wintertime outdoor recreation activities

Capacity: 16

TRAILS NETWORK WORKSHOP: MOBILITY

2:00 p.m. to 5:00 p.m.

Suite Z

Using base maps of existing trails and routes, participants will work closely with planning consultants from Alta Planning + Design to evaluate existing wintertime feet-first and public transit systems and how they connect to services and neighborhoods, to favorite recreation and leisure areas, and for safe routes to school and work. There will also be discussion of potential new links, enhanced amenities such as signage and wayfinding, bus stops, and other safety enhancements.

Suggested participants: Open to all. In-town Nordic skiers, snowshoers, and walkers/pet walkers, as well as those in neighborhoods that interface with Mammoth Mountain Ski Area, may wish especially to participate.

Capacity: 16

FEATURED PRESENTATION: "THE TOURISM AND RECREATION ECONOMY"

Presenter: Emilyn Sheffield

Dr. Emilyn Sheffield is a professor of Parks, Tourism, and Recreation at CSU Chico. She will be discussing the opportunities and challenges of a tourism- and recreation-based economy, as opposed to more traditional models such as manufacturing or public sector.

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

Suggested participants: Open to all

Capacity: No limit

Sunday, February 10

EXHIBIT HALL OPEN. NO SCHEDULED SESSIONS.

Monday, February 11

NEXT STEPS PRESENTATION

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

A presentation and question-and-answer session focused on the lessons and information learned from the week's workshops and listening sessions, and how CAMP: WINTER connects to CAMP: SUMMER and the CAMP process as a whole. Information will be provided concerning how the public can stay informed and involved in the planning process, which planning steps are still to come, when citizens can expect a draft plan, and how to make that plan a reality.

Suggested participants: Open to all

Capacity: No limit

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **CAMP: WINTER**
Date: February 5, 2008 11:15:39 pm PST
To: Mike Colbert <mcolbert@mammoth-mtn.com>
Cc: Mary Walker <mwalker@mammoth-mtn.com>
1 Attachment, 50.5 KB



Hello, Mike!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to the Mammoth Snowmobile Adventures staff on MLTPA's behalf, to help us get the word out and make sure that the motorized recreation community is well represented at these sessions. There are a couple of workshops that are moto-specific, identified below, that I think you guys would be particularly interested in -- and for which your community's input is crucial.

Please let me know if you have any questions -- I'm happy to chat! MLTPA email to your staff follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

>>>

Dear Mammoth Snowmobile Adventures staff and friends:

As motorized recreation lovers, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, snowmobiling and other outdoor activities are the reason why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your rides safer, more efficient, and more enjoyable!

As affiliates of Mammoth Snowmobile Adventures, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

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* Thursday, February 7: LISTENING SESSION: WINTER RECREATION, MOTORIZED; OPENING RECEPTION

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* Friday, February 8: FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

* Saturday, February 10: TRAILS NETWORK WORKSHOP: RECREATION; FEATURED PRESENTATION: "THE TOURISM AND RECREATION ECONOMY"

* Monday, February 11: NEXT STEPS PRESENTATION

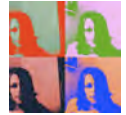
Session descriptions, a complete event schedule, FAQs, and more are also available on our website.

If you can't make it in person but still want to participate in this process, please take the Winter and Summer Trail Surveys, prepared by CAMP consultants, at www.mltpa.org/CAMP_winter/CAMP_surveys/. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers

From: Kim Stravers <kimstravers@mltpa.org>
Subject: Re: WINTER
Date: February 8, 2008 9:51:01 pm PST
To: McGee Creek Pack Station <mcgee@qnet.com>
1 Attachment, 50.5 KB



My pleasure, Jennifer! I hope you and your friends in the horse business can still come out to participate this weekend. We've got two tours tomorrow, as well as two workshops -- I'd love to see the equestrian community out in full effect!

Hope all is well...let's keep in touch!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]
(866) 760-0285 [f]



On Feb 8, 2008, at 3:41 pm, McGee Creek Pack Station wrote:

Hi Kim,
Thank you for the update and keeping us in the loop! My apologies for the late reply, I've been out of town.

Yes, Sierra Meadows used to do sleigh rides, but with the new Forest Service development off of Sherwin Creek Rd, that will likely not come back as it blocks off the only feasible route.

None-the-less, I will send out the email to any employees and boarders of Sierra Meadows who would be interested!

Thanks again for the information and for including us in your process,
Jennifer

----- Original Message -----

From: [Kim Stravers](mailto:kimstravers@mltpa.org)
To: [Jennifer Roeser](mailto:jroeser@sierrameadows.com)
Sent: Tuesday, February 05, 2008 10:48 PM
Subject: CAMP: WINTER

Hello, Jennifer!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to the staff of Sierra Meadows Ranch on MLTPA's behalf, to help us get the word out and make sure that the equestrian community is well represented at these trails-planning sessions. There are a couple of workshops that are backcountry-specific, identified below, that I think you guys would be particularly interested in -- and for which your community's input is crucial.

As I understand it, SMR used to stage sleigh rides in the wintertime, which is the reason for this e-mail; if that's no longer part of the program, please feel free to disregard this message (though we would love your participation regarding any other wintertime activities you do!)

Please let me know if you have any questions -- happy to answer! MLTPA email to your staff follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

>>>

Dear Sierra Meadows Ranch staff and friends:

As equestrians, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, riding is the reason why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

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We're looking forward to your participation in this landmark event – hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org

(760) 934-3154 [o]

(866) 760-0285 [f]



No virus found in this incoming message.

Checked by AVG Free Edition.

Version: 7.5.516 / Virus Database: 269.19.19/1256 - Release Date: 2/2/08 1:50 PM

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **CAMP: WINTER**
Date: February 5, 2008 11:11:07 pm PST
To: "Mary K. Prentice" <mkp@npgcable.com>, Wilma Wheeler <wilma.bryce@verizon.net>
1 Attachment, 50.5 KB



Hello, ladies!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to the Sierra Club on MLTPA's behalf, to help us get the word out and make sure that the quiet recreation community is well represented at these trails-planning sessions. There are a couple of workshops that I think you guys would be particularly interested in - and for which your community's input is crucial.

Please let me know if you have any questions -- happy to answer! MLTPA email to club follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

>>>

Dear Sierra Club:

As non-motorized recreation enthusiasts, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, hiking and skiing and snowshoeing are the reasons why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

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* Saturday, February 9: TRAILS NETWORK WORKSHOP: RECREATION; TRAILS NETWORK WORKSHOP: MOBILITY; FEATURED PRESENTATION: "THE TOURISM AND RECREATION ECONOMY"

* Monday, February 11: NEXT STEPS PRESENTATION

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We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access

From: "Mary Prentice" <mkp@npgcable.com>
Subject: RE: CAMP: WINTER
Date: February 6, 2008 9:08:49 am PST
To: "Kim Stravers" <kimstravers@mltpa.org>
Cc: <marshalle@earthlink.net>
1 Attachment, 1.9 KB

Hi Kim,

We emailed a reminder to Sierra Club members about Winter Camp & the questionnaire last week with our monthly mailing. Hope they read it! I know a number of people who are planning to attend & give input at the listening sessions. See you Thurs. night. John called me about the reception. Mary K

From: Kim Stravers [<mailto:kimstravers@mltpa.org>]
Sent: Tuesday, February 05, 2008 11:11 PM
To: Mary K. Prentice; Wilma Wheeler
Subject: CAMP: WINTER

Hello, ladies!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to the Sierra Club on MLTPA's behalf, to help us get the word out and make sure that the quiet recreation community is well represented at these trails-planning sessions. There are a couple of workshops that I think you guys would be particularly interested in -- and for which your community's input is crucial.

Please let me know if you have any questions -- happy to answer! MLTPA email to club follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

>>>>

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* Thursday, February 7: OPENING RECEPTION

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **CAMP: WINTER**
Date: February 5, 2008 11:22:28 pm PST
To: jjoyce@sierraengine.com
1 Attachment, 50.5 KB



Hello, Jarred and Jennifer!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to your staff on MLTPA's behalf, to help us get the word out and make sure that the motorized recreation community is well represented at these trails-planning sessions. There are a couple of workshops that are moto-specific, identified below, that I think you guys would be particularly interested in -- and for which your community's input is crucial.

Please let me know if you have any questions -- I'm happy to chat! MLTPA email to your staff follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

>>>

Dear Sierra Engine staff and friends:

As motorized recreation lovers, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, snowmobiling and other outdoor activities are the reason why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your rides safer, more efficient, and more enjoyable!

As snowmobile enthusiasts, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

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Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **CAMP: WINTER**
Date: February 5, 2008 10:23:23 pm PST
To: howie@sierramtnguides.com, info@sierramtnguides.com
Cc: Neil Satterfield <neil@sierramtnguides.com>
1 Attachment, 50.5 KB



Hello!

Hope you folks are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to your employees (and perhaps your clients, if you like) on MLTPA's behalf, to help us get the word out and make sure that the backcountry community is well represented at these trails-planning sessions. There are a couple of workshops that are BC-specific, identified below, that I think you guys would be particularly interested in -- and for which your community's input is crucial.

Please let me know if you have any questions -- happy to answer! MLTPA email to club follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

>>>

Dear Sierra Mountain Guides staff and friends:

As backcountry enthusiasts, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, skiing and snowboarding and climbing are the reasons why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your rides and hikes safer, more efficient, and more enjoyable!

As an affiliate of Sierra Mountain Guides, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

* Thursday, February 7, through Tuesday, February 12: EXHIBIT HALL/BASE CAMP

* Thursday, February 7: OPENING RECEPTION

* Friday, February 8, OR Saturday, February 9: PORTAL TOUR

* Friday, February 8: LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY; FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

* Saturday, February 9: TRAILS NETWORK WORKSHOP: RECREATION

* Monday, February 11: NEXT STEPS PRESENTATION

Session descriptions, a complete event schedule, FAQs, and more are also available on our website.

If you can't make it in person but still want to participate in this process, please take the Winter and Summer Trail Surveys, prepared by CAMP consultants, at www.mltpa.org/CAMP_winter/CAMP_surveys/. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **CAMP: WINTER**
Date: February 5, 2008 10:29:30 pm PST
To: info@sierrarockclimbingschool.com
1 Attachment, 50.5 KB



Hello, Zeke!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to your employees (and perhaps your clients, if you like) on MLTPA's behalf, to help us get the word out and make sure that the backcountry community is well represented at these trails-planning sessions. There are a couple of workshops that are BC-specific, identified below, that I think you guys would be particularly interested in -- and for which your community's input is crucial.

Please let me know if you have any questions -- happy to answer! MLTPA email to club follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

>>>

Dear Sierra Rock Climbing School staff and friends:

As backcountry enthusiasts, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, skiing and snowboarding and climbing are the reasons why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your rides and hikes safer, more efficient, and more enjoyable!

As an affiliate of Sierra Rock Climbing School, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

* Thursday, February 7, through Tuesday, February 12: EXHIBIT HALL/BASE CAMP

* Thursday, February 7: OPENING RECEPTION

* Friday, February 8, OR Saturday, February 9: PORTAL TOUR

* Friday, February 8: LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY; FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

* Saturday, February 9: TRAILS NETWORK WORKSHOP: RECREATION

* Monday, February 11: NEXT STEPS PRESENTATION

Session descriptions, a complete event schedule, FAQs, and more are also available on our website.

If you can't make it in person but still want to participate in this process, please take the Winter and Summer Trail Surveys, prepared by CAMP consultants, at www.mltpa.org/CAMP_winter/CAMP_surveys/. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org

From: Kim Stravers <kimstravers@mltpa.org>
Subject: **CAMP: WINTER**
Date: February 5, 2008 11:01:24 pm PST
To: rmoyer@mammoth-mtn.com
1 Attachment, 50.5 KB



Hello, Roy!

Hope you are well! I just wanted to make sure you had all the info you needed for CAMP: WINTER, which starts this Thursday night. I'm hoping you might be interested in sending a CAMP: WINTER e-mail blast to Tamarack employees on MLTPA's behalf, to help us get the word out and make sure that the Nordic skiing community is well represented at these trails-planning sessions. There are a couple of workshops that I think you guys would be particularly interested in - and for which your community's input is crucial.

Please let me know if you have any questions -- happy to answer! MLTPA email to your staff follows; please let me know also if you can/will send it.

THANKS SO MUCH, and we hope to see you this week!

k.

>>>

Dear Tamarack Cross-Country Ski Center staff:

As Nordic skiers, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, skiing is the reason why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your skiing safer, more efficient, and more enjoyable!

As an affiliate of the Tamarack Cross-Country Ski Center, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

* Thursday, February 7, through Tuesday, February 12: EXHIBIT HALL/BASE CAMP

* Thursday, February 7: OPENING RECEPTION

* Friday, February 8, OR Saturday, February 9: PORTAL TOUR; WALKING TOUR

* Friday, February 8: LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED; LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY; LISTENING SESSION: WINTER MOBILITY; FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

* Saturday, February 9: TRAILS NETWORK WORKSHOP: RECREATION; TRAILS NETWORK WORKSHOP: MOBILITY; FEATURED PRESENTATION: "THE TOURISM AND RECREATION ECONOMY"

* Monday, February 11: NEXT STEPS PRESENTATION

Session descriptions, a complete event schedule, FAQs, and more are also available on our website.

If you can't make it in person but still want to participate in this process, please take the Winter and Summer Trail Surveys, prepared by CAMP consultants, at www.mltpa.org/CAMP_winter/CAMP_surveys/. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access

Chapter 6I: Hard mailings

MLTPA also sent CAMP: WINTER information via U.S. Mail. Information regarding returned or undeliverable mail is available upon request.

- **Postcards**

MLTPA designed, produced, and mailed more than 6,000 postcards advertising CAMP: WINTER, which, in addition to the CAMP: WINTER poster, was the first organized announcement of the event. Postcards were mailed to second homeowners (shipped directly from the print house) and to Mammoth Lakes PO Box-holders (via a non-profit stamp supplied by Gaye Mueller, executive director of the Mono Council for the Arts). The second-homeowner mailing list was obtained from MLTPA, who had acquired it for its own November 2006 Public Meeting.



2800 7th Street
Berkeley, CA 94710
510-898-0000
www.greenerprinter.com

RECEIPTORDER NUMBER: **280235**RECEIPT DATE: **2008-01-09 21:31:15.0****SOLD TO:****John Wentworth**

Mammoth Lakes Trails - Public Access
PO Box 100 PMB #432
Mammoth Lakes, CA 93546

SHIP DATE:

Thu Jan 17, 2008

SHIPPING DETAILS:**SHIP
TO:**

John Wentworth
MLTPA
1934 Meridian Blvd
Mammoth Lakes, CA 93546
quantity: 5300
UPS Second Day Air A.M.
\$75.00

ORDER INFO	PRICE
JOB NAME: CAMP Winter PO BOX Drop Cards	
SPECIFICATIONS	\$682.00
Quantity: 5300	
Colors: Full Color Both Sides (4/4)	
Paper Type: 95# Reincarnation Matte Cover	
Flat Size: 4 x 6	
Final Size: 4 x 6	

We appreciate your business and thank you for your order! If you have a billing question, please contact us within 10 days. Our office hours are 9:00 AM - 6:00 PM PST, Monday through Friday.

©2007 GreenerPrinter, A Tulip Graphics, Inc.
Company

SUBTOTAL	\$682.00
SALES TAX	\$59.68
FREIGHT	\$75.00
TOTAL	\$816.68
AMOUNT RECEIVED	\$816.68
TOTAL DUE	\$0.00

Chapter 6m: In-person presentations

MLTPA staff members were invited to speak about the CAMP process and the CAMP: WINTER event during meetings of the organizations listed below.

- **Public Commission and Council meetings**
MLTPA staff members attended at least one meeting of each public commission, as well as Town Council, to announce CAMP: WINTER information during the public comment period.
- **Service and other organizations**
 - Chamber of Commerce (speaker: John Wentworth)
 - Rotary Club, Noon (speaker: John Wentworth)
 - Rotary Club, Sunrise (speaker: Kim Stravers)
- **User groups/clubs**
 - High Sierra Striders Board meeting (speaker: Kim Stravers)
 - Mammoth Nordic/Eastern Sierra Nordic Ski Association joint Board meeting (speaker: Kim Stravers)
 - Mammoth Dog Teams staff (speaker: Kim Stravers)
 - Sierra Mountain Guides staff (speaker: Kim Stravers)
 - Village Championships participants (speaker: Kim Stravers)

Chapter 6n: Media alerts

Prior to and during the event, MLTPA invited the local and regional press to attend CAMP: WINTER and encouraged original editorial coverage. An information packet containing a collection of available takeaways was available on-site. A final media alert was distributed the day before the event to help facilitate interviews and to provide critical event information.



MEDIA ALERT

February 7, 2008

Local media invited to attend CAMP: WINTER, February 7–12, 2008; interview opportunities available

Local media is encouraged to register for and attend all open, public events of CAMP: WINTER, presented by the Mammoth Lakes Trails and Public Access Foundation. Additional media opportunities will be available by request.

CAMP: WINTER is a free, multi-day public workshop on winter trails, mobility, and recreation in Mammoth Lakes and is an opportunity for the community to participate in the Concept and Master Planning (CAMP) process via interactive exhibits, tours, workshops, and special presentations.

Upon request, interviews may be scheduled with the following persons. **Please contact Kim Stravers, MLTPA Communications Manager, directly at (949) 632-7882 to set up all interviews:**

MLTPA

Kim Stravers, Communications Manager
John Wentworth, President/Acting Executive Director

Town of Mammoth Lakes

Steve Speidel, Principal Planner
Danna Stroud, Director of Tourism & Recreation

Mammoth Mountain Ski Area

Rebecca Paranick, Government Relations Manager

Alta Planning + Design

Jeff Olson, Principal
Matt Benjamin, Planner

Trail Solutions

Cimarron Chacon, ASLA
Joey Klein, IMBA Trail Specialist

Please note that the Walking Tours and Portal Tours, as well as the Trails Network Workshops, will be the most interactive of our planned activities and may offer some great photo or video opportunities. The Exhibit Hall will be open for viewing beginning at noon on Thursday, February 7th, and closing at 3:30 p.m. on Tuesday, February 12th; please check with MLTPA if you would like to participate in a scheduled Exhibit Hall Tour, or if you would like to request a special session.

DATES: February 7–12, 2008
LOCATION: Mountainside Conference Center, Main Lodge
ON-SITE CONTACT: Kim Stravers, (949) 632-7882
MEDIA KIT: FAQs, Session Descriptions, Event Schedule, Consultant Bios; available at the Registration Table in the Mountain Conference Center on the 3rd Floor of MMSA Main Lodge, or via e-mail by request.

Registration information and further detail is available at www.mltpa.org or by calling (760) 934-3154.

Chapter 6o: Personal phone calls

MLTPA staff and Board members reached out to representatives of all segments of the community via telephone, inviting them to attend special sessions such as the Trails Network Workshops, group functions such as the Opening Reception, and private sessions such as the Listening Sessions, and requesting that these parties pass CAMP: WINTER information to fellow club members, employees, co-workers, and others as appropriate. Please see the “CAMP: WINTER Communications Overview” in the “Outreach” section for a detailed record of these communications.

Chapter 6p: Spanish-Language Outreach

MLTPA made repeated attempts to engage the Hispanic segment of the community. Ads run in the *El Sol* newspaper were translated into Spanish by the *El Sol* staff. Community member Brandon Russell translated both the CAMP FAQs document and the CAMP: WINTER poster into Spanish, which MLTPA duplicated and delivered to local Hispanic-owned and -frequented businesses, as well as to central community locations such as Vons and area Laundromats. The CAMP: WINTER event and the CAMP process were explained to contacts at these establishments when communication in English was possible. Additionally, MLTPA contacted a number of local native Spanish speakers regarding translation accuracy.



La Fundación de MLTPA presenta

CAMP: WINTER

(Campamento de Invierno)

Recreación y Senderos del Invierno
el Taller para la Planeación

PARTICIPA EN ESTE CAMPAMENTO:

El Concepto y el proceso para
la Planeación Maestra de los senderos
en Mammoth Lakes

¡Pon de tu parte en esta visión!

7-12 de Febrero, 2008

En Main Lodge, Mammoth Mountain Ski Area

¡Habrá: Pasillo de Exhibición, Excursiones y Tours,
Talleres, Presentaciones Especiales, y Más!

El itinerario completo del programa,
la registración del evento, las encuestas
para los senderos están disponibles en www.mltpa.org

Todos los eventos son gratuitos y abiertos a todo el público.

Llamar al (760) 934-3154 o visitar www.mltpa.org por más información.



the Developers' Forum



El Mammoth Lakes Trails and Public Access Foundation (MLTPA) es una 501(c)(3) corporación por el beneficio público.
Foto: John Wentworth. Todos los derechos reservados.

From: Kim Stravers <kimstravers@mltpa.org>

Subject: Spanish translation

Date: January 16, 2008 2:08:28 pm PST

To: akarla30@yahoo.com

Cc: Kristy Williams <kristy@opposingmotion.com>, John Wentworth <johnwentworth@mltpa.org>, Dana Taussig <danataussig@mltpa.org>

3 Attachments, 253 KB



Hello, America!

Mammoth Lakes Trail and Public Access is looking for a Spanish native speaker to proofread our CAMP:WINTER event poster, which we've had translated. Stu Brown at the Town mentioned that you would be an excellent resource for this, if you have a spare moment.

I've attached the poster here, as well as the English version from which it was translated; if you are able to help us out, please let me know.

Thanks much!

MLTPA
MAMMOTH LAKES TRAILS · PUBLIC ACCESS

La Fundación de MLTPA presenta

CAMP: WINTER

Un reunión de planeamiento para
aguantar el desarrollo de un sistema
de senderos utilizados en el invierno y
recreación que se pertenece a ellos.

PARTICIPE EN CAMP:

El proceso de desarrollar
el concepto y planeamiento
principal por los senderos
y acceso público a ellos

y acceso público a ellos

¡Sea un parte del futuro!

7–12 de Febrero, 2008

Main Lodge, Mammoth Mountain Ski Area

¡Exposiciones interiores y afueras que puede ser visto por viajes a pie, reuniones de planeamiento, presentaciones importantes y mas!

Un horario completo, información de registro y un examen de los senderos son disponibles a www.mltpa.org

Todos los eventos son gratis y abiertos al publico.

Llame (760) 934-3154 o visite www.mltpa.org por mas información.

MAMMOTH

the **Developers' Forum**

MLTPA MAMMOTH LAKES TRAILS & PUBLIC ACCESS



El Mammoth Lakes Trails and Public Access Foundation (MLTPA) es un 501(c)(3) corporación por el beneficio publico.
Foto: John Wentworth. Todos los derechos reservados.



[poster for tr...doc \(50.5 KB\)](#)

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]
(866) 760-0285 [f]

MLTPA

MAMMOTH LAKES TRAILS • PUBLIC ACCESS

PO Box 100 PMB# 432
Mammoth Lakes, CA 93546
760 934 3154
mltpa.org

From: Brandon Russell <brskier@hotmail.com>
Subject: RE: Poster distribution
Date: January 30, 2008 3:49:50 pm PST
To: Kim Stravers <kimstravers@mltpa.org>

Hey,
Let me know when and I'll stop by and grab them and find out what's happening. I'm crazy busy now (trying to get back to Mammoth from Reno as 395N is still closed) until Wednesday of next week but I bet I can squeeze it in. Let me know what works for you all.
Brandon

From: kimstravers@mltpa.org
To: brskier@hotmail.com
Subject: Poster distribution
Date: Wed, 30 Jan 2008 14:26:01 -0800
CC: johnwentworth@mltpa.org; kristy@opposingmotion.com

Hey there!

We have finalized our poster and can have copies ready for you to distribute to Spanish-speaking businesses this weekend. Will you have time? Here's the list of places where the poster, and the Spanish FAQs, should be dropped:

Poster List: Mammoth Area (Spanish language)

- Salsa's
- El Espazio 2
- Supply Uno
- Vons
- All three Laundromats in town
- MMSA Employee area

Let me know when you're available; we can chat on the phone to set you up with the info you need to provide to these nice people. You will be able to pick the posters up at the office on Davison/

Thanks!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]
(866) 760-0285 [f]

Need to know the score, the latest news, or you need your Hotmail®-get your "fix".
<http://www.msnmobilefix.com/Default.aspx>

Chapter 6q: Web, external

A CAMP: WINTER bug (small clickable image) was developed by MLTPA for use as an advertising tool on websites other than its own. The bug, which linked directly to the CAMP: WINTER mini-site, was distributed to a number of sources with Calendar information, but was not fully implemented. The Town of Mammoth Lakes Tourism & Recreation Department website, www.visitmammoth.com, however, ensured prominent placement of this image on a special MLTPA page they had developed. Additionally, the Town of Mammoth Lakes website, www.ci.mammoth-lakes.ca.us, featured a CAMP: WINTER announcement on its homepage scroll. CAMP: WINTER information also was posted on the esavalanche.org discussion board, inviting ESAC members to the event.

From: Kim Stravers <kimstravers@mltpa.org>
Subject: trail survey bug
Date: January 21, 2008 1:53:20 pm PST
To: Stuart Brown <sbrown@visitmammoth.com>
1 Attachment, 50.5 KB



Hey, Stu!

Checked out the MLTPA page on the visitmammoth.com site -- thanks for putting the bugs up there! However, the trail surveys bug is distorted -- looks like your web team tried to make the image taller, but didn't constrain the proportions.

Could they give it another shot with the original file? Thanks!

Here's the code they should use:

Thanks!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]
(866) 760-0285 [f]





CAMP: WINTER

February 7-12, 2008

CAMP: WINTER web bug



Backcountry Conditions, Observations and Discussions

You must register before you can post on this forum

[FAQ](#) [Search](#) [Memberlist](#) [Usergroups](#) [Register](#)
[Profile](#) [Log in to check your private messages](#) [Log in](#)

MLTPA CAMP : Winter



[Backcountry Conditions, Observations and Discussions Forum Index](#)
[-> ESAC Event Information](#)

[View previous topic](#) :: [View next topic](#)

Author

Message

Nate

Site Admin

Joined: 15 Dec 2005
Posts: 38

Posted: Thu Feb 07, 2008 5:07 pm Post subject: MLTPA CAMP : Winter



Dear Eastern Sierra Avalanche Center members:

As backcountry enthusiasts, you know Mammoth's trail system and our surrounding public lands like the back of your hand. After all, skiing and snowboarding and climbing (and sometimes sledding!) is the reason why you call this place home! But to keep our amenities accessible and in tip-top shape, we need your help.

The Mammoth Lakes Trails and Public Access Foundation (MLTPA) would like to extend to you a special invitation to participate in CAMP: WINTER, a free, week-long public event focused on winter recreation, trails, and mobility in Mammoth Lakes, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. A partnered effort between the Town, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA, the CAMP (Concept and Master Planning) process seeks to update and improve the recreation and mobility opportunities in Mammoth through informed, cooperative, and timely trails planning -- planning that can make your rides and hikes safer, more efficient, and more enjoyable!

As a member of ESAC, your input into the future of trails and public access is critical. Please visit www.mltpa.org today to register for one or more of the tours, workshops, listening sessions, and special presentations we've got planned. A few events are especially relevant to you:

* Thursday, February 7, through Tuesday, February 12: EXHIBIT HALL/BASE CAMP

* Thursday, February 7: OPENING RECEPTION

* Friday, February 8, OR Saturday, February 9: PORTAL TOUR

* Friday, February 8: LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY; FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

* Saturday, February 9: TRAILS NETWORK WORKSHOP: RECREATION

*Monday, February 11: NEXT STEPS PRESENTATION

Session descriptions, a complete event schedule, FAQs, and more are also available on our website.

If you can't make it in person but still want to participate in this process, please take the Winter and Summer Trail Surveys, prepared by CAMP consultants, at www.mltpa.org/CAMP_winter/CAMP_surveys/. You also can send your comments via e-mail to CAMP@mltpa.org, or call MLTPA directly at (760) 934-3154.

We're looking forward to your participation in this landmark event -- hope to see you at our Opening Reception, Thursday, February 7th, at 6:30 p.m. in Main Lodge!

Best,
Kim Stravers
Communications Manager
Mammoth Lakes Trails & Public Access
kimstravers@mltpa.org
(760) 934-3154 [o]
(866) 760-0285 [f]

Code:

[Back to top](#)



Display posts from previous:

All Posts

Oldest First

Go



**Backcountry Conditions, Observations and
Discussions Forum Index -> ESAC Event
Information**

All times are GMT - 8 Hours

Page 1 of 1

Jump to: ESAC Event Information

Go

You **cannot** post new topics in this forum
You **cannot** reply to topics in this forum
You **cannot** edit your posts in this forum

Chapter 6r: Web, MLTPA

MLTPA developed a comprehensive mini-site for CAMP: WINTER, which was immediately and clearly accessible from www.mltpa.org as well as by typing the specific URL into a browser address bar. The site featured complete event information, the opportunity to sign up for the CAMP: WINTER E-newsletter, event contact information, access to the CAMP: WINTER Online Trail Survey, and access to the online event registration, maintained by RegOnline.

In an effort to make the registration process easier for participants, MLTPA dedicated a web page to each of four user groups, and suggested specific sessions for each: Winter Recreation, Non-Motorized (frontcountry snowshoers and Nordic skiers, ice fishermen, on-lake ice skaters, in-town winter walkers/pet walkers, snowplayers); Winter Recreation, Motorized (snowmobilers); Winter Recreation, Non-Motorized Backcountry (winter campers, biathletes, dog sledders, ice climbers, backcountry skiers and snowboarders, backcountry snowshoers and Nordic skiers); and Winter Mobility (open to all, though in-town Nordic skiers, snowshoers, and walkers/pet walkers, as well as those in neighborhoods that interface with Mammoth Mountain Ski Area, were invited especially to participate). Visitors could link to these pages by clicking on one of the 15 recreation activities listed on the CAMP: WINTER mini-site homepage.

MLTPA Foundation Presents CAMP: WINTER

Web Page/Site Plan

CAMP: WINTER HOME PAGE

Copy: Brief intro. List of all winter activities that will link to relevant pages with event info and messaging.

Graphics: Banner photo with CAMP: WINTER logo superimposed; Trails Survey Button; E-newsletter subscription box in nav bar

Other: None

SUB PAGES

EVENT INFORMATION

Copy: Session descriptions with time, date, invitees, etc.

Graphics: Banner photo with CAMP: WINTER logo superimposed; Trails Survey Button; E-newsletter subscription box in nav bar; couple photos from CAMP: SUMMER?

Other: Downloadable PDF

EVENT REGISTRATION

Copy: TK, with link sending you to third-party reg service

Graphics: Banner photo with CAMP: WINTER logo superimposed; Trails Survey Button; E-newsletter subscription box in nav bar

Other: Downloadable PDF (MLTPA will create)

EVENT SCHEDULE

Copy: Written bullet-point schedule

Graphics: Banner photo with CAMP: WINTER logo superimposed; Trails Survey Button; E-newsletter subscription box in nav bar

Other: Downloadable PDF of Excel grid (MLTPA will create)

MAP/DIRECTIONS

Copy: Written driving directions to Main Lodge from L.A., Orange County, and San Francisco (can pull from MMSA or TOML and enhance if needed)

Graphics: Banner photo with CAMP: WINTER logo superimposed; Trails Survey Button; E-newsletter subscription box in nav bar; shrunken version of map that you can click to download

Other: Downloadable PDF

CAMP FAQs

Copy: FAQ document reprinted in English, link to Spanish PDF

Graphics: Banner photo with CAMP: WINTER logo superimposed; Trails Survey Button; E-newsletter subscription box in nav bar

Other: Downloadable PDF in English and in Spanish

VOLUNTEER

Copy: Description of tasks, with link to schedule and to Kim's email to coordinate

Graphics: Banner photo with CAMP: WINTER logo superimposed; Trails Survey

MLTPA Foundation Presents CAMP: WINTER

Web Page/Site Plan

Button; E-newsletter subscription box in nav bar; photos from CAMP: SUMMER reg desk
Other: None

CAMP CONSULTANTS

Copy: Brief bios on each consultant and firm
Graphics: Banner photo with CAMP: WINTER logo superimposed; Trails Survey
Button; E-newsletter subscription box in nav bar; consultant logos
Other: Downloadable PDFs of each firm's bio

CAMP PHOTO GALLERY

Copy: Brief intro about CAMP: SUMMER photos with link to external slide show (.Mac, etc.)
Graphics: Banner photo with CAMP: WINTER logo superimposed; Trails Survey
Button; E-newsletter subscription box in nav bar; Photo gallery from CAMP: SUMMER
Other: None

CAMP: NEXT STEPS

Copy: Wrap from consultants/takeaway document; how you can stay involved
Graphics: Banner photo with CAMP: WINTER logo superimposed; Trails Survey
Button; E-newsletter subscription box in nav bar
Other: Downloadable PDF of takeaway

Timeline

Phase 1

Live Date: December 14, 2007

Components: Homepage; FAQs; Volunteer; CAMP Consultants

Phase 2

Live Date: December 21, 2007

Components: Photo Gallery

Phase 3

Live Date: January 10, 2007

Components: Event Information; Event Registration; Event Schedule; Map/Directions; invisible event info pages for each activity (linked from homepage) that have specific messaging; there will be one page for each of the focus groups we've defined, but the viewer won't see that she's in any particular group.

Phase 4

Live Date: February 6, 2007

Components: Outstanding or updated info added; refresh homepage to indicate registration is on-site, etc.

MLTPA Foundation Presents CAMP: WINTER

Web Page/Site Plan

Phase 5

Live Date: February 13, 2007

Components: Pull/archive outdated info; add CAMP: Next Steps

STATUS REPORT:

December 14, 2007: All pages built. Volunteer, CAMP Consultants, and CAMP FAQs published.



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Welcome to CAMP: WINTER!



Photo © Christian Pondella

No matter what you love to do in the great snowy outdoors, CAMP: WINTER's got something for you! Click [HERE](#) to register online, or you may sign up on site in the Exhibit Hall. Click on your activity of choice below for a list of suggested sessions.

And when you're done, [TAKE THE TRAIL SURVEYS!](#)

[Backcountry Nordic skiing](#)

[Backcountry skiing/snowboarding](#)

[Backcountry snowshoeing](#)

[Biathlon](#)

[Dog sledding](#)

[Frontcountry Nordic skiing](#)

[Frontcountry snowshoeing](#)

[Ice climbing](#)

[Ice fishing](#)

[Ice skating](#)

[Pet walking/pet play](#)

[Snowmobiling](#)

[Snowplay \(tubing, sledding, etc.\)](#)

[Winter camping](#)

[Winter walking/hiking](#)

[Site map](#) [Contact Us](#) © 2008 MLTPA Foundation



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CAMP: WINTER Event Schedule

Download a PDF of the [CAMP: WINTER Schedule of Events](#).

Thursday, February 7

EXHIBIT HALL/BASE CAMP

12:00 p.m. to 8:00 p.m.
Mountainside Conference Center, Main Lodge
Suggested participants: Open to all
Capacity: No limit

LISTENING SESSION: WINTER RECREATION, MOTORIZED

11:00 a.m. to 11:45 a.m.
Suite Z
Suggested participants: Snowmobilers
Capacity: 16

OPENING RECEPTION

6:30 p.m. to 8:00 p.m.
Exhibit Hall, Mountainside Conference Center, Main Lodge
Suggested participants: Open to all
Capacity: No limit

Friday, February 8

EXHIBIT HALL/BASE CAMP

8:00 a.m. to 4:30 p.m.; 6:00 p.m. to 8:00 p.m.
Mountainside Conference Center, Main Lodge
Suggested participants: Open to all
Capacity: No limit

PORTAL TOUR

9:00 a.m. to 12:00 p.m.
Meet at the Visitors' Center
Suggested participants: Open to all
Capacity: 25

LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED

10:30 a.m. to 11:15 a.m.
Suite Z
Suggested participants: Frontcountry snowshoers and Nordic skiers, ice fishermen, on-lake ice skaters, in-town winter walkers/pet walkers, snowplayers (tubing, sledding, etc.)
Capacity: 16

LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY

11:30 a.m. to 12:15 p.m.
Suite Z
Suggested participants: Winter campers, biathletes, dog sledders, ice climbers, backcountry skiers and snowboarders, backcountry snowshoers and Nordic skiers
Capacity: 16

WALKING TOUR

1:00 p.m. to 3:00 p.m.
Meet at Visitors' Center
Suggested participants: Open to all
Capacity: No limit

LISTENING SESSION: WINTER MOBILITY

3:30 p.m. to 4:15 p.m.
Suite Z
Suggested participants: Open to all. In-town Nordic skiers, snowshoers, and walkers/pet walkers, as well as those in neighborhoods that interface with Mammoth Mountain Ski Area, may wish especially to participate.
Capacity: 16

FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

Presenter: Joey Klein, Trail Solutions

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

Suggested participants: Open to all

Capacity: No limit

Saturday, February 9**EXHIBIT HALL/BASE CAMP**

8:00 a.m. to 4:30 p.m.; 6:00 p.m. to 8:00 p.m.

Mountainside Conference Center, Main Lodge

Suggested participants: Open to all

Capacity: No limit

PORTAL TOUR

9:00 a.m. to 12:00 p.m.

Meet at the Visitors' Center

Suggested participants: Open to all

Capacity: 25

WALKING TOUR

1:00 p.m. to 3:00 p.m.

Meet at Visitors' Center

Suggested participants: Open to all

Capacity: No limit

TRAILS NETWORK WORKSHOP: RECREATION

2:00 p.m. to 5:00 p.m.

Suite Z

Suggested participants: Participants in all wintertime outdoor recreation activities

Capacity: 16

TRAILS NETWORK WORKSHOP: MOBILITY

2:00 p.m. to 5:00 p.m.

Suite Z

Suggested participants: Open to all. In-town Nordic skiers, snowshoers, and walkers/pet walkers, as well as those in neighborhoods that interface with Mammoth Mountain Ski Area, may wish especially to participate.

Capacity: 16

FEATURED PRESENTATION: "THE TOURISM AND RECREATION ECONOMY"

Presenter: Emilyn Sheffield

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

Suggested participants: Open to all

Capacity: No limit

Sunday, February 10**EXHIBIT HALL/BASE CAMP**

8:00 a.m. to 4:30 p.m.

Mountainside Conference Center, Main Lodge

Suggested participants: Open to all

Capacity: No limit

Monday, February 11**EXHIBIT HALL/BASE CAMP**

8:00 p.m. to 4:30 p.m.; 6:00 p.m. to 8:00 p.m.

Mountainside Conference Center, Main Lodge

Suggested participants: Open to all

Capacity: No limit

NEXT STEPS PRESENTATION

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

Suggested participants: Open to all

Capacity: No limit

Tuesday, February 12**EXHIBIT HALL/BASE CAMP**

8:30 a.m. to 3:30 p.m.

Mountainside Conference Center, Main Lodge

Suggested participants: Open to all

Capacity: No limit



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CAMP: WINTER Event Information

SESSION DESCRIPTIONS

Click [here](#) to register!

Thursday, February 7, through Tuesday, February 12

EXHIBIT HALL/BASE CAMP

See Schedule of Events for details

Mountainside Conference Center, Main Lodge

Informational and interactive exhibits will be on display throughout the event, and MLTPA staff will be on hand all week to field questions and receive feedback. Computer stations will be set up so that participants may take the CAMP: SUMMER and CAMP: WINTER trail surveys. Displays will include maps and planning exhibits, photos, and instructional materials related to winter trail types, GIS planning data, and winter travel/snow removal. Come to the Registration Desk to enjoy a guided tour of the Exhibit Hall, or pick up a copy of the Self-Guided Tour.

Suggested participants: Open to all

Capacity: No limit

Thursday, February 7

LISTENING SESSION: WINTER RECREATION, MOTORIZED

11:00 a.m. to 11:45 a.m.

Suite Z

Planning consultants from the Trail Solutions team will lead an informal focus group comprised of community members who are passionate about motorized winter recreation. The session is designed so that Trail Solutions can better comprehend the specific needs and challenges of this particular group as they relate to multi-use trails, staging areas, and recreation.

Suggested participants: Snowmobilers

Capacity: 16

OPENING RECEPTION

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

While enjoying cocoa and cookies, the public will have the opportunity to meet planning consultant team members from Alta Planning + Design and Trail Solutions, MLTPA staff and Board members, and other CAMP Partners. An overview of the week's activities will be provided, as well as introductions to the CAMP Team. Participants also may register for additional sessions, and take the CAMP: WINTER and CAMP: SUMMER trail surveys, at this time.

Suggested participants: Open to all

Capacity: No limit

Friday, February 8

PORTAL TOUR

9:00 a.m. to 12:00 p.m.

Meet at the Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a Town Trolley tour through Mammoth Lakes, identifying existing winter public-travel routes—both the Mammoth Lakes Trail System and public-transportation routes—and the recreation access points to which they connect.

Suggested participants: Open to all

Capacity: 25

LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED

10:30 a.m. to 11:15 a.m.

Suite Z

Planning consultants from the Trail Solutions team will lead an informal focus group comprised of

community members who are passionate about non-motorized winter recreation. The session is designed so that Trail Solutions can better comprehend the specific needs and challenges of this particular group as they relate to multi-use trails, access points to public lands, and recreation.
Suggested participants: Frontcountry snowshoers and Nordic skiers, ice fishermen, on-lake ice skaters, in-town winter walkers/pet walkers, snowplayers (tubing, sledding, etc.)

Capacity: 16

LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY
11:30 a.m. to 12:15 p.m.

Suite Z

Planning consultants from the Trail Solutions team will lead an informal focus group comprised of community members who are passionate about non-motorized winter recreation in the backcountry. The session is designed so that Trail Solutions can better comprehend the specific needs and challenges of this particular group as they relate to multi-use trails, access points to public lands, and recreation.

Suggested participants: Winter campers, biathletes, dog sledders, ice climbers, backcountry skiers and snowboarders, backcountry snowshoers and Nordic skiers

Capacity: 16

WALKING TOUR

1:00 p.m. to 3:00 p.m.

Meet at Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a walking tour through Mammoth Lakes, identifying existing winter public-travel routes—on the Mammoth Lakes Trail System and on sidewalks—and providing information about snow removal as it's related to Business Assessment Districts (BADs), Safe Routes to School, and grooming for non-motorized travel.

Suggested participants: Open to all

Capacity: No limit

LISTENING SESSION: WINTER MOBILITY

3:30 p.m. to 4:15 p.m.

Suite Z

Planning consultants from the Trail Solutions and Alta Planning + Design teams will lead an informal focus group comprised of community members who are interested in snow removal and feet-first winter mobility in town. The session is designed to collect and disburse, in a moderated environment, information about current grooming and snow maintenance, feet-first travel, and wintertime public transit.

Suggested participants: Open to all. In-town Nordic skiers, snowshoers, and walkers/pet walkers, as well as those in neighborhoods that interface with Mammoth Mountain Ski Area, may wish especially to participate.

Capacity: 16

FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

Presenter: Joey Klein, Trail Solutions

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

This presentation by world-renowned trails designer Joey Klein will take the audience on a tour of five continents, highlighting the history and meaning of why we love trails, how communities deal with their own unique geographies (balancing seasonal and geological challenges), and heroic tales of how citizen groups have come together to make their own dreams a reality—just as Mammoth is doing now.

Suggested participants: Open to all

Capacity: No limit

Saturday, February 9

PORTAL TOUR

9:00 a.m. to 12:00 p.m.

Meet at the Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a Town Trolley tour through Mammoth Lakes, identifying existing winter public-travel routes—both the Mammoth Lakes Trail System and public-transportation routes—and the recreation access points to which they connect.

Suggested participants: Open to all

Capacity: 25

WALKING TOUR

1:00 p.m. to 3:00 p.m.

Meet at Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a walking tour through Mammoth Lakes, identifying existing winter public-travel routes—on the Mammoth Lakes Trail System and on sidewalks—and providing information about snow removal as it's related to Business Assessment Districts (BADs), Safe Routes to School, and grooming for non-motorized travel.

Suggested participants: Open to all

Capacity: No limit

TRAILS NETWORK WORKSHOP: RECREATION**2:00 p.m. to 5:00 p.m.****Suite Z**

Using base maps of existing trails and play areas, participants will work closely with planning consultants from Trail Solutions to evaluate existing wintertime connections to recreation on public lands, discuss potential new links and other improvements to the current system, and brainstorm about trail amenities such as trailheads and signage within the frontcountry area adjacent to the community.

Suggested participants: Participants in all wintertime outdoor recreation activities

Capacity: 16

TRAILS NETWORK WORKSHOP: MOBILITY**2:00 p.m. to 5:00 p.m.****Suite Z**

Using base maps of existing trails and routes, participants will work closely with planning consultants from Alta Planning + Design to evaluate existing wintertime feet-first and public transit systems and how they connect to services and neighborhoods, to favorite recreation and leisure areas, and for safe routes to school and work. There will also be discussion of potential new links, enhanced amenities such as signage and wayfinding, bus stops, and other safety enhancements.

Suggested participants: Open to all. In-town Nordic skiers, snowshoers, and walkers/pet walkers, as well as those in neighborhoods that interface with Mammoth Mountain Ski Area, may wish especially to participate.

Capacity: 16

FEATURED PRESENTATION: "THE TOURISM AND RECREATION ECONOMY"**Presenter: Emilyn Sheffield**

Dr. Emilyn Sheffield is a professor of Parks, Tourism, and Recreation at CSU Chico. She will be discussing the opportunities and challenges of a tourism- and recreation-based economy, as opposed to more traditional models such as manufacturing or public sector.

6:30 p.m. to 8:00 p.m.**Exhibit Hall, Mountainside Conference Center, Main Lodge**

Suggested participants: Open to all

Capacity: No limit

Sunday, February 10**EXHIBIT HALL OPEN. NO SCHEDULED SESSIONS.****Monday, February 11****NEXT STEPS PRESENTATION****6:30 p.m. to 8:00 p.m.****Exhibit Hall, Mountainside Conference Center, Main Lodge**

A presentation and question-and-answer session focused on the lessons and information learned from the week's workshops and listening sessions, and how CAMP: WINTER connects to CAMP: SUMMER and the CAMP process as a whole. Information will be provided concerning how the public can stay informed and involved in the planning process, which planning steps are still to come, when citizens can expect a draft plan, and how to make that plan a reality.

Suggested participants: Open to all

Capacity: No limit



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CAMP FAQs

Click [here](#) to download a PDF of the CAMP FAQs

Para el español, chasque [aquí](#)

What is MLTPA? MLTPA—the Mammoth Lakes Trails and Public Access Foundation—is a 501(c)(3) nonprofit organization that was founded in 2006 to advocate for a comprehensive system of trails and public access in Mammoth Lakes.

What is CAMP? CAMP, which stands for Concept and Master Planning, is the partnered process by which the Town of Mammoth Lakes, Mammoth Mountain Ski Area, the USFS, and the community of Mammoth Lakes work together to plan a comprehensive trails and public access system. There are three types of partners in this effort: Jurisdictional Partners (Town, USFS), Funding Partners (Town, Mammoth Mountain Ski Area, and the Developers' Forum), and Planning Partners (MLTPA, Town, USFS, Mammoth Mountain Ski Area).

Why has MLTPA become involved in Town master planning? The group was formed after a successful campaign during the winter of 2005-2006, led by MLTPA Foundation President/Acting Executive Director John Wentworth, to protect backcountry skier and snowboarder egress from the Sherwins range back to town through Ranch Road. Having brought to light issues of public access and trail connectivity, MLTPA was awarded a contract from the Town of Mammoth Lakes in August 2006 to conduct a thorough inventory of points of public access to trails and outdoor recreation amenities within the Town's Planning Area (about 125 square miles), which now serves as a planning resource for the Town; the completed project was accepted by Town Council at their March 21, 2007, meeting. Today, our staff and seven-member Board of Directors are tasked with several important components of CAMP, including maintaining ongoing data collection coordination services and executing the public outreach. CAMP is the kind of project MLTPA looks forward to initiating and developing as we grow in our role as advocates and stewards for our community and the surrounding public lands.

What are the basic geographic parameters of CAMP? Which areas of Mammoth Lakes does CAMP affect? Land contained within the Town of Mammoth Lakes Urban Growth Boundary (UGB)—basically, where all the concrete is—will get an update to an adopted trails plan from 1991. Land outside the UGB but within the Town Boundary, which is public land owned and managed by the USFS, will be considered conceptually, exploring the opportunities for connectivity between the town and the surrounding public lands. The end result of this will be something like a blueprint that will set the stage for future planning efforts and strategies for implementation.

Is this just for hikers and bikers? Nope! The planning effort is a "big tent" venture that seeks to engage and accommodate the recreation needs of everyone in the community, whether your chosen activity is human-powered or runs on gas. MLTPA has identified more than 40 recreation activities in our area, and the planning process is open to each and every one of them. A key goal of this planning process is to improve the recreation experience for everyone.

Why are there two CAMPS (Summer and Winter)? Because Mammoth changes so significantly between seasons, CAMP: Summer will focus on summer recreation and trails. CAMP: Winter will take place in February 2008 and will address winter recreation and trails.

Why does anything have to be planned at all? If no adopted planning document that addresses multi-jurisdictional trails planning exists, the opportunity to build and experience a comprehensive, fully linked system of trails and public access is not guaranteed. CAMP's goal is to ensure that no matter who owns or manages the lands that make up this community, not only will the public be able to reach public lands from town, but that connections will be efficient, safe, and enjoyable. And it goes without saying that you need a good plan to ensure at least the possibility of good implementation.

Why do we have to do it now? What's the urgency? According to a recent memorandum from Town Manager Robert F. Clark (March 7, 2007), "... the ability to address environmental, economic, and social impacts and obtain a fair share contribution towards community benefits is a one time opportunity. If this opportunity is not attained now, it will be lost forever." The Town of Mammoth Lakes has processed a total of 11 Environmental Impact Reports (EIRs)—a necessary procedure in the process of approving any major development project—in the last 23 years. Today the TOML is potentially tasked with processing that same number of EIRs in the next 12 months. If a planning effort is not in process during this approval period, there is no guarantee that existing points of public access to and from Inyo National Forest through the Urban Growth Boundary will be protected or ensured...meaning that the trail you take to get out there today might be lost to private real estate development tomorrow.

Who's going to do all the work? The CAMP process will function via Jurisdictional, Funding, and

Planning Partnerships between the Town of Mammoth Lakes MLTPA, Mammoth Mountain Ski Area, and the USFS. Consultants have been engaged for trails master planning (Alta Planning + Design and Trail Solutions). Your participation in public meetings and in the entire CAMP process—giving suggestions, ideas, and feedback—is a major component of CAMP and an extremely important part of the project's workflow. At the end of the day, the consultants will provide recommendations in terms of a draft master plan that will need to be adopted by the individual jurisdictions through their own public processes.

What's in it for me? A thorough planning process benefits you by engaging individuals and groups in the development of a trails and public access plan that will update the existing Mammoth Lakes trails plan from 1991. Extensive community outreach will be conducted to ensure that the proposed plans and end products reflect the recreational needs and desires of the community.

Once the planning process is complete, the drafted planning documents have been adopted by relevant jurisdictional agencies, and implementation has begun, you—as a resident, second homeowner, or visitor—will be able to look forward to a well-planned, efficient, well-signed, and fun trails and public access system, no matter what your skill level or activity of choice.

How is this going to benefit the community of Mammoth Lakes? The benefits to the Mammoth Lakes community of a comprehensive system of trails and public access are threefold: recreational, economic, and environmental. A trails system that is efficient, integrative, easy to use and navigate, and, above all, fun, will serve the outdoor recreation needs of both residents and visitors, increasing Mammoth's draw as a year-round destination resort. Increased visitors to the area will not only supplement the bottom line of the town's business sector in the winter and summer, but also will help to fill in the gaps created by the current "shoulder seasons." For year-round residents, access to Inyo National Forest for everything from birding to snowmobiling can be protected and stewarded—encouraging our community to freely experience the abundant beauty and resources of our public lands. Finally, the "feet first" vision that anchors the recently adopted Town of Mammoth Lakes 2007 General Plan will begin to be realized with safe connections that encourage alternative mobility. With a comprehensive system in place, our community literally can be linked, from the South Gateway to MMSA and beyond. It's good for our health—financially, physically, and mentally!

How much is it going to cost? MLTPA estimated an initial cost for just the planning effort at about \$485,000. All the Partners have worked together to refine the scope and needs of the project, and the current estimated cost of the planning effort is about \$350,000. The Funding Partners have \$225,000 committed to the planning process so far.

Who's going to pay for it? Currently, the Town of Mammoth Lakes has committed \$100,000, an amount that Mammoth Mountain Ski Area is matching. An additional \$25,000 has been committed by Cardinal Investments via the Developers' Forum, bringing total committed funds to \$225,000. MLTPA is actively pursuing grants and conducting other fundraising efforts to produce the project balance.

When will we get an actual plan out of this? The Planning Partners have structured the planning effort on a 12-month timeline, though the process may extend beyond this window. Consultants have been engaged and are gathering facts and making observations as you read this.

When will we see these improvements? After the planning process has been completed and the final trails plan for the area has been adopted by the Town and other necessary jurisdictional agencies, the establishment of implementation priorities can begin. It will be up to the Jurisdictional Partners to begin the implementation process based on their priorities and available funding. MLTPA will certainly look to play a helpful role at this stage.

What can I do to get involved? You'll have the chance to provide input as well as feedback on everything from the routes you travel by foot or bike to get to work, to the trailhead from which you stage your backpacking trip into the backcountry. No matter which activities you enjoy on our public lands—walking your dog, ripping around on your motorcycle, or heading out for a backcountry ski tour—your opinions are not only relevant, but critical. To make your voice heard, be on the lookout for announcements of public meetings and other events, and be part of the turnout! CAMP: Summer is set for November 1–4, 2007, at Canyon Lodge. If you'd rather not express your opinion in public, you'll have plenty of opportunities to complete surveys, post messages on our website forums, send MLTPA e-mails, or simply call us on the phone.

If you'd like to pitch in on a volunteer basis, send an e-mail to Communications Manager Kim Stravers at kimstravers@mltpa.org, or talk to her on the phone at (760) 934-3154. She'll add your name to the list and will send you more information about which tasks we currently need a hand with.

How can I get more information? Log on to MLTPA's website, www.mltpa.org, for timely reports on the status and progress of CAMP and to find out when and how you can get involved. Better yet, sign up for our e-newsletter by contacting MLTPA or looking for the orange sign-up box on www.mltpa.org.

Who is the MLTPA contact for CAMP? Kim Stravers is the communications manager of MLTPA and can be reached at (760) 934-3154 or kimstravers@mltpa.org. John Wentworth is the president of the MLTPA Foundation Board of Directors and the acting executive director of MLTPA; he can be reached at (760) 934-3154 or johnwentworth@mltpa.org. We look forward to hearing from you!



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Meet the CAMP Consultants!

Click on the links below to download PDFs about our CAMP consultants.

Both Alta Planning + Design and Trail Solutions will be working throughout the entire Concept and Master Planning process, and they'll be back for CAMP: Winter, too! Don't miss your chance to meet the teams at our Opening Reception, Thursday, February 7, 2008, 6:30 to 8:00 p.m. at the Mountainside Conference Center in Main Lodge.

Say hello to Alta Planning + Design.

Here's more about their staff:

Jeff Olson, Principal

Jeff is a registered architect who has been involved in greenways, open space, and alternative transportation projects for more than 20 years. Jeff's work includes the award-winning Grand Canyon Greenway, the 1,000-mile New York State Bicycle Route System, and numerous bicycle, pedestrian, and trail plans that he participated in from positions in both the private and public sectors. His diverse career experience provides him with unique and valued vision and leadership abilities.

Matt Benjamin, Planner

Through his work with the Los Angeles County Bicycle Coalition and the Los Angeles County Metropolitan Transportation Authority, Matt has accrued extensive experience in leading public outreach and planning efforts. Matt specializes in developing strategies to ensure that the needs and desires of both the public and the contracting organization are met.

Say hello to Trail Solutions.

Here's more about their staff:

Cimarron Chacon, ASLA

Cimarron is a renowned trail planner and designer. Prior to her time with Trail Solutions she developed multiple trail systems throughout the West as the Landscape Architect over Trails Policy for the Bureau of Land Management, influencing public policy and design criteria for recreation sites on public lands. She has dealt with design and development on lands in the urban interface of several rapidly growing communities in the West, and her most prized trail system, Utah's Gooseberry Mesa, was recently designated as a National Recreation Trail by the Secretary of the Interior.

Cimarron was a contributing author to IMBA's *Managing Mountain Biking* and other outdoor and professional publications. In addition, she developed and taught courses on trail management and visual resource management for the Bureau of Land Management, United States Forest Service, National Park Service, and Federal Highway Administration.

Joey Klein, IMBA Trail Specialist (CAMP: WINTER)

Joey has been on the trail for IMBA since 1999, traveling the globe to share his knowledge of and passion for multi-use trail systems in 45 states and 13 countries. He has recently returned from working on a project with National Parks Singapore in the design and construction of a mountain bike center on a small island near Malaysia. With a population of four million people, Singapore is linking all of their National Parks with shared-use pathways.

Formerly a ski patroller at Arapahoe Basin in Colorado, Joey built the initial mountain bike trails at neighboring Keystone Resort. He has spent the last five summers at Tamarack Resort in Idaho as the trail designer, working with planners to incorporate a brand-new system for residents and visitors who wish to hike, fish, rock climb, zip line, mountain bike, ski, snowshoe, and snowmobile.

Say hello to Peter Axelson, Founder and Director of Research and Development at Beneficial Designs.

As Founder and Director of Research and Development, Peter leads Beneficial Designs and spends much of his time traveling throughout the world to attend meetings and present the firm's work. After sustaining a spinal cord injury, Peter founded Beneficial Designs in 1981 to manufacture his Arroya Sit-Ski design. Many Beneficial Designs devices, including hand controls for manual transmission vehicles and a piano pedal pusher operated by the abdominal muscles, have been inspired by Peter's desire to reestablish the physical, intellectual, and spiritual balance in his own life.

Peter is an avid monoskier, and his zest for outdoor recreation has led Beneficial Designs to specialize in the development of a variety of adaptive recreation equipment, including monoskis, cross-country snow skis, a wave ski for surf kayaking, and ultra-light-aircraft modifications.



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CAMP: WINTER Recreation, Non-Motorized Backcountry



Photo © Christian Pondella

If you love to explore the far reaches of our public lands on foot, dog sled, or ski, this page is for you! Please see below for a list of CAMP: WINTER sessions that should be of most interest to you.

[CLICK HERE TO REGISTER!](#)

Thursday, February 7, through Tuesday, February 12

EXHIBIT HALL/BASE CAMP

See Schedule of Events for details

Mountainside Conference Center, Main Lodge

Informational and interactive exhibits will be on display throughout the event, and MLTPA staff will be on hand all week to field questions and receive feedback. Computer stations will be set up so that participants may take the CAMP: SUMMER and CAMP: WINTER trail surveys. Displays will include maps and planning exhibits, photos, and instructional materials related to winter trail types, GIS planning data, and winter travel/snow removal. Come to the Registration Desk to enjoy a guided tour of the Exhibit Hall, or pick up a copy of the Self-Guided Tour.

Capacity: No limit

Thursday, February 7

OPENING RECEPTION

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

While enjoying cocoa and cookies, the public will have the opportunity to meet planning consultant team members from Alta Planning + Design and Trail Solutions, MLTPA staff and Board members, and other CAMP Partners. An overview of the week's activities will be provided, as well as introductions to the CAMP Team. Participants also may register for additional sessions, and take the CAMP: WINTER and CAMP: SUMMER trail surveys, at this time.

Capacity: No limit

Friday, February 8, OR Saturday, February 9 (same tours run each day)

PORTAL TOUR

9:00 a.m. to 12:00 p.m.

Meet at the Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a Town Trolley tour through Mammoth Lakes, identifying existing winter public-travel routes—both the Mammoth Lakes Trail System and public-transportation routes—and the recreation access points to which they connect.

Capacity: 25

WALKING TOUR

1:00 p.m. to 3:00 p.m.

Meet at Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a walking tour through Mammoth Lakes, identifying existing winter public-travel routes—on the Mammoth Lakes Trail System and on sidewalks—and providing information about snow removal as it's related to Business Assessment Districts (BADs), Safe Routes to School, and grooming for non-motorized travel.

Capacity: No limit

Friday, February 8

LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED BACKCOUNTRY

11:30 a.m. to 12:15 p.m.

Suite Z

Planning consultants from the Trail Solutions team will lead an informal focus group comprised of community members who are passionate about non-motorized winter recreation in the backcountry. The session is designed so that Trail Solutions can better comprehend the specific needs and challenges of this particular group as they relate to multi-use trails, access points to public lands, and recreation.

Capacity: 16

FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

Presenter: Joey Klein, Trail Solutions

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

This presentation by world-renowned trails designer Joey Klein will take the audience on a tour of five continents, highlighting the history and meaning of why we love trails, how communities deal with their own unique geographies (balancing seasonal and geological challenges), and heroic tales of how citizen groups have come together to make their own dreams a reality—just as Mammoth is doing now.

Capacity: No limit

Saturday, February 9

TRAILS NETWORK WORKSHOP: RECREATION

2:00 p.m. to 5:00 p.m.

Suite Z

Using base maps of existing trails and play areas, participants will work closely with planning consultants from Trail Solutions to evaluate existing wintertime connections to recreation on public lands, discuss potential new links and other improvements to the current system, and brainstorm about trail amenities such as trailheads and signage within the frontcountry area adjacent to the community.

Capacity: 16

Monday, February 11

NEXT STEPS PRESENTATION

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

A presentation and question-and-answer session focused on the lessons and information learned from the week's workshops and listening sessions, and how CAMP: WINTER connects to CAMP: SUMMER and the CAMP process as a whole. Information will be provided concerning how the public can stay informed and involved in the planning process, which planning steps are still to come, when citizens can expect a draft plan, and how to make that plan a reality.

Capacity: No limit



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CAMP: WINTER Recreation, Non-Motorized



Photo © John Wentworth

If you're into human-powered recreation in the frontcountry, this page is for you! Please see below for a list of CAMP: WINTER sessions that should be of most interest to you.

CLICK [HERE](#) TO REGISTER!

Thursday, February 7, through Tuesday, February 12

EXHIBIT HALL/BASE CAMP

See Schedule of Events for details

Mountainside Conference Center, Main Lodge

Informational and interactive exhibits will be on display throughout the event, and MLTPA staff will be on hand all week to field questions and receive feedback. Computer stations will be set up so that participants may take the CAMP: SUMMER and CAMP: WINTER trail surveys. Displays will include maps and planning exhibits, photos, and instructional materials related to winter trail types, GIS planning data, and winter travel/snow removal. Come to the Registration Desk to enjoy a guided tour of the Exhibit Hall, or pick up a copy of the Self-Guided Tour.

Capacity: No limit

Thursday, February 7

OPENING RECEPTION

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

While enjoying cocoa and cookies, the public will have the opportunity to meet planning consultant team members from Alta Planning + Design and Trail Solutions, MLTPA staff and Board members, and other CAMP Partners. An overview of the week's activities will be provided, as well as introductions to the CAMP Team. Participants also may register for additional sessions, and take the CAMP: WINTER and CAMP: SUMMER trail surveys, at this time.

Capacity: No limit

Friday, February 8, OR Saturday, February 9 (same tours run each day)

PORTAL TOUR

9:00 a.m. to 12:00 p.m.

Meet at the Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a Town Trolley tour through Mammoth Lakes, identifying existing winter public-travel routes—both the Mammoth Lakes Trail System and public-transportation routes—and the recreation access points to which they connect.

Capacity: 25

WALKING TOUR

1:00 p.m. to 3:00 p.m.

Meet at Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a walking tour through Mammoth Lakes, identifying existing winter public-travel routes—on the Mammoth Lakes Trail System and on sidewalks—and providing information about snow removal as it's related to Business Assessment Districts (BADs), Safe Routes to School, and grooming for non-motorized travel.

Capacity: No limit

Friday, February 8

LISTENING SESSION: WINTER RECREATION, NON-MOTORIZED

10:30 a.m. to 11:15 a.m.

Suite Z

Planning consultants from the Trail Solutions team will lead an informal focus group comprised of community members who are passionate about non-motorized winter recreation. The session is designed so that Trail Solutions can better comprehend the specific needs and challenges of this particular group as they relate to multi-use trails, access points to public lands, and recreation.

Capacity: 16

LISTENING SESSION: WINTER MOBILITY

3:30 p.m. to 4:15 p.m.

Suite Z

Planning consultants from the Trail Solutions and Alta Planning + Design teams will lead an informal focus group comprised of community members who are interested in snow removal and feet-first winter mobility in town. The session is designed to collect and disburse, in a moderated environment, information about current grooming and snow maintenance, feet-first travel, and wintertime public transit.

Capacity: 16

FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

Presenter: Joey Klein, Trail Solutions

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

This presentation by world-renowned trails designer Joey Klein will take the audience on a tour of five continents, highlighting the history and meaning of why we love trails, how communities deal with their own unique geographies (balancing seasonal and geological challenges), and heroic tales of how citizen groups have come together to make their own dreams a reality—just as Mammoth is doing now.

Capacity: No limit

Saturday, February 9

TRAILS NETWORK WORKSHOP: RECREATION

2:00 p.m. to 5:00 p.m.

Suite Z

Using base maps of existing trails and play areas, participants will work closely with planning consultants from Trail Solutions to evaluate existing wintertime connections to recreation on public lands, discuss potential new links and other improvements to the current system, and brainstorm about trail amenities such as trailheads and signage within the frontcountry area adjacent to the community.

Capacity: 16

TRAILS NETWORK WORKSHOP: MOBILITY

2:00 p.m. to 5:00 p.m.

Suite Z

Using base maps of existing trails and routes, participants will work closely with planning consultants from Alta Planning + Design to evaluate existing wintertime feet-first and public transit systems and how they connect to services and neighborhoods, to favorite recreation and leisure areas, and for safe routes to school and work. There will also be discussion of potential new links, enhanced amenities such as signage and wayfinding, bus stops, and other safety enhancements.

Capacity: 16

Monday, February 11

NEXT STEPS PRESENTATION

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

A presentation and question-and-answer session focused on the lessons and information learned from the week's workshops and listening sessions, and how CAMP: WINTER connects to CAMP: SUMMER and the CAMP process as a whole. Information will be provided concerning how the public can stay informed and involved in the planning process, which planning steps are still to come, when citizens can expect a draft plan, and how to make that plan a reality.

Capacity: No limit



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CAMP: WINTER Recreation, Motorized



Snowmobilers, this page is for you! Please see below for a list of which CAMP: WINTER sessions should be of most interest to you.

[CLICK HERE TO REGISTER!](#)

Thursday, February 7, through Tuesday, February 12

EXHIBIT HALL/BASE CAMP

See Schedule of Events for details

Mountainside Conference Center, Main Lodge

Informational and interactive exhibits will be on display throughout the event, and MLTPA staff will be on hand all week to field questions and receive feedback. Computer stations will be set up so that participants may take the CAMP: SUMMER and CAMP: WINTER trail surveys. Displays will include maps and planning exhibits, photos, and instructional materials related to winter trail types, GIS planning data, and winter travel/snow removal. Come to the Registration Desk to enjoy a guided tour of the Exhibit Hall, or pick up a copy of the Self-Guided Tour.

Capacity: No limit

REGISTER NOW!

Thursday, February 7

LISTENING SESSION: WINTER RECREATION, MOTORIZED

11:00 a.m. to 11:45 a.m.

Suite Z

Planning consultants from the Trail Solutions team will lead an informal focus group comprised of community members who are passionate about motorized winter recreation. The session is designed so that Trail Solutions can better comprehend the specific needs and challenges of this particular group as they relate to multi-use trails, staging areas, and recreation.

Capacity: 16

OPENING RECEPTION

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

While enjoying cocoa and cookies, the public will have the opportunity to meet planning consultant team

members from Alta Planning + Design and Trail Solutions, MLTPA staff and Board members, and other CAMP Partners. An overview of the week's activities will be provided, as well as introductions to the CAMP Team. Participants also may register for additional sessions, and take the CAMP: WINTER and CAMP: SUMMER trail surveys, at this time.

Capacity: No limit

Friday, February 8, OR Saturday, February 9 (same tours run both days)

PORTAL TOUR

9:00 a.m. to 12:00 p.m.

Meet at the Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a Town Trolley tour through Mammoth Lakes, identifying existing winter public-travel routes—both the Mammoth Lakes Trail System and public-transportation routes—and the recreation access points to which they connect.

Suggested participants: Open to all

Capacity: 25

WALKING TOUR

1:00 p.m. to 3:00 p.m.

Meet at Visitors' Center

Consultants from Trail Solutions and Alta Planning + Design will host a walking tour through Mammoth Lakes, identifying existing winter public-travel routes—on the Mammoth Lakes Trail System and on sidewalks—and providing information about snow removal as it's related to Business Assessment Districts (BADs), Safe Routes to School, and grooming for non-motorized travel.

Suggested participants: Open to all

Capacity: No limit

Friday, February 8

LISTENING SESSION: WINTER MOBILITY

3:30 p.m. to 4:15 p.m.

Suite Z

Planning consultants from the Trail Solutions and Alta Planning + Design teams will lead an informal focus group comprised of community members who are interested in snow removal and feet-first winter mobility in town. The session is designed to collect and disburse, in a moderated environment, information about current grooming and snow maintenance, feet-first travel, and wintertime public transit.

Capacity: 16

FEATURED PRESENTATION: "FOUR-SEASON TRAILS: HOW COMMUNITIES AROUND THE WORLD GET IT DONE"

Presenter: Joey Klein, Trail Solutions

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

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Capacity: No limit

Saturday, February 10

TRAILS NETWORK WORKSHOP: RECREATION

2:00 p.m. to 5:00 p.m.

Suite Z

Using base maps of existing trails and play areas, participants will work closely with planning consultants from Trail Solutions to evaluate existing wintertime connections to recreation on public lands, discuss potential new links and other improvements to the current system, and brainstorm about trail amenities such as trailheads and signage within the frontcountry area adjacent to the community.

Capacity: 16

Monday, February 11

NEXT STEPS PRESENTATION

6:30 p.m. to 8:00 p.m.

Exhibit Hall, Mountainside Conference Center, Main Lodge

A presentation and question-and-answer session focused on the lessons and information learned from the week's workshops and listening sessions, and how CAMP: WINTER connects to CAMP: SUMMER and the CAMP process as a whole. Information will be provided concerning how the public can stay informed and involved in the planning process, which planning steps are still to come, when citizens can expect a draft plan, and how to make that plan a reality.

Capacity: No limit



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Getting to CAMP: WINTER

DRIVING DIRECTIONS TO MAMMOTH LAKES, CALIFORNIA

- From Los Angeles**

Driving from Southern California will take approximately 6 hours. Take the 405 freeway north to the 5 freeway north to Highway 14 north to Highway 395 north. Exit on Highway 203 to Mammoth Lakes.
- From San Diego/Orange County**

Driving from the San Diego area will take approximately 7.5 hours, and from the Orange County area will take approximately 6 hours. Take the 15 freeway north to Highway 395 north. Exit on Highway 203 to Mammoth Lakes.
- From Reno/Lake Tahoe**

Driving from the Reno/Tahoe area will take approximately 3 hours. Take Highway 395 south. Exit on Highway 203 to Mammoth Lakes.
- From Northern California/Bay Area**

Driving from the San Francisco/Sacramento areas will take approximately 5-7 hours. Depending on the season and road conditions, various routes may be taken. Please consult Caltrans at 800-427-7623, the California Highway Patrol, or your local Triple A (AAA) office for the best route from your area.

PUBLIC TRANSPORTATION



Click map to enlarge, or click [HERE](#) to download a PDF.

- Mountainside Conference Center at Main Lodge**

7:00 a.m. to 5:30 p.m.: The **Red Line** begins at Snowcreek Athletic Club (stop #21) and runs along Old Mammoth Road and Main Street, turning up Minaret Road at The Village and continuing up to Main Lodge (stop #1). It runs every 15 minutes.
- Suite Z**

7:00 a.m. to 5:30 p.m.: The **Red Line** begins at Snowcreek Athletic Club (stop #21) and runs along Old Mammoth Road and Main Street, turning up Minaret Road at The Village and continuing up to Main Lodge (stop #1). It runs every 15 minutes. Get off at the Vons plaza (stop #15) and walk through the parking lot toward Minaret Cinemas. The staircase outside the cinema will take you directly to Suite Z—look for the CAMP: WINTER signs!
- The **Green Line** also is available every 15 minutes between 7:00 a.m. and 5:30 p.m., and runs along Meridian Boulevard from Little Eagle Lodge to Old Mammoth Road. Get off at the intersection of Meridian Boulevard and Old Mammoth Road (stop #31), across from Starbucks, and cross the street to the Vons plaza. Walk through the parking lot toward Minaret Cinemas. The staircase outside the cinema will take you directly to Suite Z—look for the CAMP: WINTER signs!

TOML Visitors Center
7:00 a.m. to 5:30 p.m.: The **Red Line** begins at Snowcreek Athletic Club (stop #21) and runs along Old Mammoth Road and Main Street, turning up Minaret Road at The Village and continuing up to Main Lodge (stop #1). It runs every 15 minutes. Get off at the intersection of Old Mammoth Road and Main Street (stop #11) and walk one block east on Main Street. Turn left to head north on Sawmill Cutoff Road to where the road intersects with the Main Path. Head east on the trail and it will take you directly to the Visitors Center.



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Volunteer for CAMP: WINTER

In November 2007, a number of generous individuals donated their time to MLTPA and the CAMP: SUMMER event by volunteering on site. We're looking for a few committed folks to offer the same sort of help for CAMP: WINTER, February 7-12, 2008, at the Mountainside Conference Center in Main Lodge. Here's a sample of what you may be called on to do:

- Greet and check in guests at the registration table
- Lead guests on a tour of the Exhibit Hall
- Take photos of the event
- Help coordinate tour groups
- Assist with venue setup and breakdown

Please e-mail us at volunteer@mltpa.org or call (760) 934-3154 to toss your hat in the ring. Thanks!

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Take the CAMP Trail Surveys Here!

The CAMP Trail Surveys are your chance to send feedback on our trails and public access system straight to the trails planning consultants. They're anonymous and only take a few minutes to complete, so please share your local knowledge! CAMP: SUMMER info is still being collected and considered, so we encourage you to take both surveys.

(Oh, and when you're done, forward this page to a friend!)

Click [here](#) to take the **CAMP: SUMMER** Trail Survey.

And then

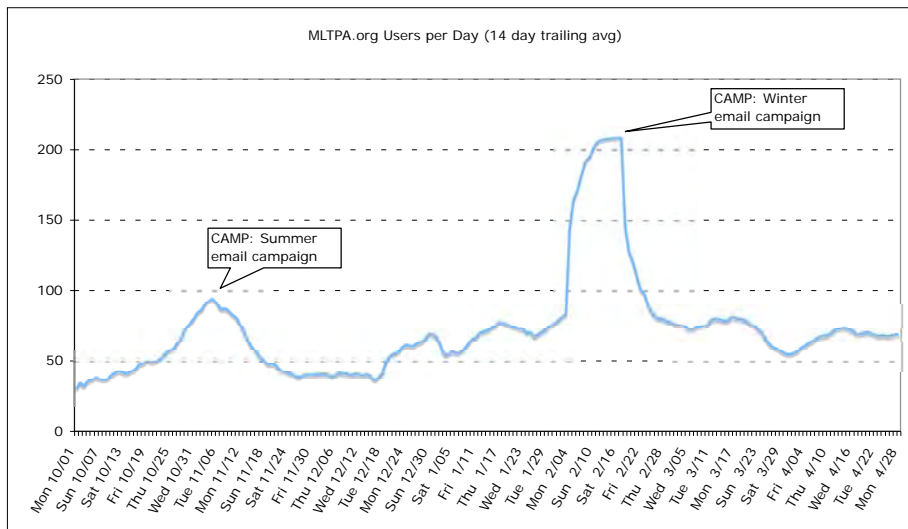
Click [here](#) to take the **CAMP: WINTER** Trail Survey.

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Report: Site7356
Report Name: Sessions Graph
Date Range: 10/01/2007 - 04/28/2008
#####

Date MLTPA.org Users per Day (14 day trailing avg)

Mon 10/01	30
Tue 10/02	35
Wed 10/03	32
Thu 10/04	36
Fri 10/05	36
Sat 10/06	38
Sun 10/07	37
Mon 10/08	36
Tue 10/09	37
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Mon 4/28	69

