

# Goals of the Mono Lake Committee Information Center & Bookstore

Lee Vining, California

The goals of the *Mono Lake Committee Information Center* are to:

- 1) Educate the public about Mono Lake and the impacts on the environment of excessive water use. We strive to make friends of all visitors, and hope that when they leave they take with them a new appreciation for Mono Lake and the Mono Lake Committee.
- 2) Provide accurate, up-to-date and year-round tourist information about Lee Vining, the Mono Basin and the Eastern Sierra. This is our goal as personal representatives of the Lee Vining Chamber of Commerce.
- 3) Promote the Committee's education, membership, and policy programs through personally interacting with visitors.

The goals of the *Mono Lake Committee Bookstore* are to:

- 1) Produce sales revenue to fund the Committee's programs. All profits made in our bookstore fund our efforts to protect and restore Mono Lake and fund our environmental education programs.
- 2) Carry a wide range of products that emphasize the Mono Basin and the Eastern Sierra, and promote sustainable outdoor recreation and visitor enjoyment.
- 3) Emphasize environmentally sound products in our purchasing, and promote them in our store. We carry clothing made of organic cotton and soy-based inks, water conservation products, and products made of recycled materials.

In addition to the separate goals of the *Information Center* and the *Bookstore*, the Mono Lake Committee works hard to be an upstanding member of the local community and the environment. We participate in local issues and Lee Vining events, and we care greatly about our community. We promote the use of environmentally sound products and practices in all of our operations, and we care greatly about the Mono Basin and the global environment.

We strive to provide a fun and informative visitor experience at the *Mono Lake Information Center & Bookstore*, whether visitors are simply inquiring about road conditions, purchasing a map, or talking to Committee staff about our programs. Our staff endeavors to provide friendly, courteous service to all visitors.

We hope you will help us meet some of our goals today and in the future. Mostly, we hope you enjoy your experience at the *Mono Lake Information Center & Bookstore!*

***Come back soon!***