

# Mammoth Lakes Tourism

Board of Directors Meeting Minutes

Wednesday, September 22<sup>nd</sup>, 2010

3-5pm at the MLT Office

1. Call to Meeting – Teri Stehlik, Board Chair. Meeting called to order at 3:10pm.
2. Roll Call: Matthew Lehman, John Morris, Stuart Need, Howard Pickett, Teri Stehlik, Cheryl Witherill. Eric Wasserman did not attend this meeting. John Urdi was also present at this meeting. Whitney Lennon joined us for an introduction only.
3. Approval of Minutes from 9-8-10. A motion was made by John Morris to approve the minutes from the 9-8-10 meeting. The motion was seconded by Stuart Need, approved 6-0.
4. Financial Report
  - a. Board reviewed a draft P& L report provided by Porter & O’Dell. This report from June 1 to Sept 21<sup>st</sup>, 2010. Moving forward we will have the budget numbers inserted for tracking, so we’ll be able to see budget vs actual. All entries have been reviewed by John M. and John U. The Marketing section includes prior commitments and a few new opportunities under MLT. This is a draft layout and is open for discussion. It was discussed that it would be ideal to show a monthly and YTD on the draft presented.
  - b. The Agreement with the Town was signed this morning with Rob Clark. The town will be invoiced for July, August and September this week.
  - c. Profit and Loss Report from Porter & O’Dell Discussion on entries:
    - i. Certified Folder expense is for a full page ad.
    - ii. John U. to look over the break down of moving expenses/travel to ensure they are reported on the correct line item.
    - iii. If there are any questions or changes, John U. will work on categories, etc. with Porter & O’Dell.
    - iv. The budget numbers for staff and office expenses are fairly set as of now.
    - v. Currently there are 7 staff members supporting MLT.
    - vi. The Budget and tracking will be accrual based.
  - d. Snowcreek Invoice. The Board approved the payment of this invoice under the classification of Moving Expenses. The invoice should be paid by MLT and we can adjust the category if needed prior to the fiscal year end.

## New Business:

- A. Introduction of Whitney Lennon, Marketing Manager; Whitney joined the team last Thursday, September 16<sup>th</sup>, 2010.
- B. Funding Agreement: reported above. This agreement was signed by MLT and the Town today as presented to the Board. John U. did discuss the agreement, subleasing, etc. with Rob today so that he understands the process moving forward. There are still some outstanding issues that will need to be settled which John U. will work on with the town. For example; there was one invoice that was paid by MLT as well as the town. This was for Certified Folder. Teri reported that she will be meeting with Danna Stroud at 10am on Friday morning to review the accounting of reserves to verify information.
- C. Leasing Update: John U. used the Chamber Lease as a template for the Devils' Post Pile lease for the end of this month. It will be a 3-1/2 month lease for the amount of \$2,490.00. Once they have funding approval, the lease will be updated on an annual basis for \$700/month. The Chamber lease will be for \$150/month as that is the amount currently.
- D. Collateral: John U. reported that a major goal of MLT is to sell winter/summer consecutively. This goal resulted in combining the Insider to include both in this next print. It does add to the size of the Insider but can be done nicely in a pocket piece. Whitney has been working on this project. This is on the agenda for Lodging on the 28<sup>th</sup> of this month. This planner will come out by November 1<sup>st</sup> so we have it for all trade shows. The planner is factual, not advertising. The Insider would be out the 20<sup>th</sup> prior to Thanksgiving so it is a cross selling piece prior to the Mountain Opening. Goal next year would be to have both completed by November 1<sup>st</sup>.
  - a. John U. was contacted by three people last week that were looking for applications for strategic planning for next year. These people were informed that the funds have been absorbed into the Marketing funds so that we can globally market all events in the future. The Board agreed that this was a good response. MLT needs to gather past recipients so that we can brainstorm the best way to handle this moving forward and to get their input. MLT will create a deadline for winter/summer events so that people know when information is due.
- E. Staffing Direction: John U. has been talking to a candidate for the interactive side of his team. He has two strong candidates in mind. There is a gentleman from out of town that may be able to work this position remotely. He is a "Guru" in this area and has already given John U. some great input. On the Sales side of the team, John U. is questioning the value of a sales person at this time. It may be that this is not a "key position".

- F. Postings of Meetings: Jim Reed agrees that we do need to post our meeting per the Brown Act. John U. believes that the website is a good place for that. It is required as we receive public funding and that we have a public council member on the Board. John U. will research the Brown Act and report back. It was suggested that John U. ask what other DMO's are required to do. Matthew will ask Peter Tracey about this subject.
- G. The MLT "Game Plan" was distributed by John U. as a second draft of his "100 day plan". This document reflects the time frame of July 26 to Dec 15, 2010. John U. is the speaker of the Chamber lunch next Tuesday the 28<sup>th</sup> of September and may present this document. John is also attending a meeting with the Marketing Group at the Mountain where he will use this tool. It was suggested that it be distributed to Lodging as well. Down the road, it can be a tool to use for Rotary, Lions Club, etc. This is a work in progress that John U. will edit as he moves forward. He would love input from the Board.

#### Board Member Comments/Reports:

- Matthew asked if there are Marketing Grants available. John U. will be looking into this as part of his "game plan". There are funds available, not sure what the current status is with the State of CA.
- Branding: John U. met with a gentleman on the branding status and the research that was done for the Mountain. They have information to send that includes all prior research. It sounded like they have enough to move forward on the branding for Mammoth Lakes as a destination. It would not be for "Mammoth lakes Tourism" it would be for the area in general. Howard reported that the progression of this was that *Segal and Gale* did all the research and it was turned over to another company to do the branding for the mountain. All new signage can be updated as far as the logo moving forward, MLT will work in conjunction with the Town and Forest Service. John U. has this on his priority list as it is a very important piece moving forward.
- Crime Insurance will be on the agenda at this evening's council meeting. Teri will report to the town that we have security controls in place and that the Board would like to avoid this \$2,000 annual fee and use this for marketing money.
- John U. reported that he has met with the Terrance and some of the athletes with Mammoth Track Club in town. This is a contract that MLT has inherited and has been under utilized but offers huge opportunity for Mammoth. The Mammoth Track Club event is high on the task list for Marketing as it can tie us into so many other events outside CA. It was discussed that we should have a "send off" party for our athletes locally.

- The Royce Gracie Snowcreek workshop has been postponed until the Spring. There is however a meet and greet at Snowcreek for the public to meet Royce on Wednesday, September 29<sup>th</sup>, 2010 at 7:30pm.
- John U. has been meeting with a vendor for a “touch screen” TV for the Visitor Bureau, possibly the airport, and the village,. This would be a tool for use by travelers that shows events, lodging, a map, etc. There are outdoor TV’s and indoor models. John U. to keep us posted on options.
- The Village Oktoberfest is Friday, October 1<sup>st</sup> from 5-10 and Saturday from 12-6.
- Fall Colors: It was discussed that it would be beneficial to get the word out to the LA crowd about the colors in Mammoth.
- John M. mentioned that he is on the Recreation Steering Committee. This committee will be creating a 10 year outline for Recreation. They will be doing a presentation to Tourism and Recreation as well as Council.

Next meetings: There is a change in next month’s meeting dates due to staff availability. Dates are set for October 11th and 27<sup>th</sup>.

Meeting adjourned at 4:55pm.