

## Mammoth Lakes Tourism

DMO Board Meeting  
Friday, October 29, 2010  
3-5pm  
Tourism Conference Room

1. Call Meeting to Order – Teri Stehlik called the meeting to order at 3:10 pm.
2. Roll Call – Matthew Lehman, Teri Stehlik, Eric Wasserman, Cheryl Witherill, Stuart Need, Howard Pickett and John Morris were absent from this meeting. John Urdi was also in attendance.
3. Approval of Minutes: Eric was not at the last meeting so he abstained from voting. Without his vote, we did not have a quorum to vote on the approval of the 10/11/10 minutes. This item will be moved to next meeting.
4. Financial Report
  - a. P&L: John U. sent out a monthly and YTD P&L report to all Board members via email for review prior to meeting. This report will continue to be provided the 3<sup>rd</sup> Monday of each month so that it can be discussed at each meeting. This allows the Board to review and ask questions prior to each meeting.
  - b. John U's moving expenses are being reported under travel; this should be re-classified to "moving expenses".
  - c. Funding update: John U., John M. and Teri met with Finance to clarify some questions. It was reported that all amounts are balanced other than "leave pay" which is still not clear. Brad sent Teri an email with further explanation. Teri used their figures and is unable to balance with a discrepancy of approximately \$40k.
  - d. It was discussed by the group that we hire an outside agency to complete a third party audit including the transfer of funds from the town. Eric Wasserman made a motion that we hire Porter & O'Dell to review the town fund documentation at a fee not to exceed \$3k. Cheryl Witherill seconded this motion. This motion passed 4-0.
5. New Business
  - a. South Bay Accents: John U. presented a high end publication that MLT has advertised in that has a large distribution. We have a full page ad near the table of contents. There is a very good article about Mammoth that discusses access from the South Bay.
  - b. NYC Marathon Reception: John U is leaving Thursday of next week for New York. Ryan and Sarah are no longer part of the Track Club but will still be living in Mammoth during the summer months. John U. has press passes for the NY event. He will attend the "Runners World" press

release party, and will be representing Mammoth at the event. Although we will not have our own reception, we will be making the connections needed to make this grow down the road.

- c. Measure R participants are looking for funding now. Will MLT have input on what is more marketable, etc? John U. has not been contacted as of yet so he is not involved. John is communicating with many of the entities individually discussing a marketing plan that will support these types of groups overall.
- d. PR Agency: We are signed on with Chris Lyman for future PR needs.
- e. Staffing: John U. interviewed a good candidate on Monday. This person is currently working at Heavenly Resort and brings developmental knowledge, SEO, SEM, banner projects, graphic design, etc. This gentleman also interviewed with the mountain. John hopes to know more on Monday. John also has a very strong candidate for the Sales side that could be a community/industry relations person as well.
- f. Leasing Update: National Park Service has been leasing office space since the 12<sup>th</sup> of November.
- g. Collateral Progress: Vacation planner is due to be delivered to MLT today. It will be distributed through Certified shortly. The Visitor's Guide has been delayed a bit. The initial goal was to have this delivered by Thanksgiving. The current goal is to have them in house by the 5<sup>th</sup>, distributed by certified by December 15<sup>th</sup>.
- h. Show Schedule: The following shows are being attended by Whitney or staff along with Lodging Association volunteers. The San Francisco show is November 6 and 7. The Santa Clara and San Diego are both scheduled for the weekend of November 12-14. John U. will be attending the San Diego show. The Las Vegas Show is November 19-20. The Los Angeles Ski Dazzle show is December 2-5.
- i. Social Media Training: an email went out early in the week to the Lodging Association and to the community through the Chamber for free Social Media training sponsored by MLT and 1849 Condos. The class is to be held at the college on Thursday, November 18<sup>th</sup>. There will be a class in the morning and one in the afternoon. John U. has over 30 people signed up already. Class times will be either 8-12 or 1-5.
- j. Branding: John U. received the bid from Hornal & Anderson. The cost was much higher than anticipated at \$126k even with the work that has already been completed. John U. will contact the company to see if there is an opportunity for negotiation. John U. has a contact that may be able to bid this as well.

#### 6. Board Member Comments/Report

- a. Las Vegas event John U. was well worth the time. The barometer of where we are and where we are going was interesting. The projections of where we are and where we should be in US Travelers from 9-11-01 events are down 63 million visitors from where we would have been

without the attack. They expect this number to get larger. The International statistics are up.

- b. Recreation has had a few people asking about the process for strategic Marketing funds in the future. This presentation is on John U's list. We need to let people know what the plan is moving forward.
- c. Air Commission/Air Board. Howard Picket and John U. are working on a presentation for next Wednesday's council meeting. This will be a report as to where we are going with Air service. Funding is the big question. The idea of a B.I.D. has been discussed.
- d. Partnerships and Relationships were discussed. We are currently working with the Mammoth Track Club, who else can we "partner" with? Steve Searles, etc. to promote the town.
- e. Lawsuit: how will this affect MLT? As we have a contract with the town, will this issue affect us? There was discussion about appealing some of what is being collected so that we can vote in a B.I.D in order to have future funding. It was discussed that we should get the language of each "measure" so that we know how things stand. It was discussed that we should more than likely need a committee to start looking at our options. Teri will look into the wording of the measures. We should each familiarize ourselves with Chapter 9 and what this means to MLT. Matthew expressed that the town is also looking at options and what direction they will go in lieu of this situation.

- 7. Next Meeting Date: TBD. With the holidays, we will email dates to see when everyone can be available.

Meeting was adjourned at 4:45pm