

## Mammoth Lakes Tourism

DMO Board Meeting  
Monday, November 29, 2010  
3-5pm  
Tourism Conference Room

1. Call Meeting to Order – Teri Stehlik called the meeting to order at 3:05 pm.
2. Roll Call –John Morris, Howard Pickett, Teri Stehlik, Cheryl Witherill. John Urdi was also in attendance. Matthew Lehman, Stuart Need, and Eric Wasserman were not present for this meeting.
3. Approval of Minutes: We have two minutes up for approval at this meeting: 10-11-10 and 10-29-10. There was a motion to approve the minutes from the meeting on 10-11-10. Motion passed 4-0. We did not have a quorum present of those attending the 10-29 meeting to pass these minutes. The 10-29-10 minutes will be moved to the next meeting.
4. Financial Report
  - a. P&L: John U. emailed the TYD and P&L Reports to the Board prior to the meeting. Reports provided will be dated the 1<sup>st</sup> to the 16<sup>th</sup> and then the 16<sup>th</sup> to the end of the month. We have not yet provided an actual budget to plug in numbers for comparison. John U. feels he is very close to being able to have this as a comparison moving forward.
  - b. We are in good shape with cash flow in lieu of expenses at the moment. Current reports are only a couple weeks behind.
  - c. MLT has a credit card and a debit card which has helped with shows and travel.
  - d. Teri reported that she has been trying to meet with Sarah from Porter & O'Dell in regards to the town reporting on “leave time”. She was told by the town that they would have to go back 10 years to research this detail. There are definitely still has some questions on this section. The amount we are questioning is approximately \$35k to \$40k. The group decided that it was worth having one more meeting with Sarah but that we may receive some resistance from Brad at the town level. Sarah feels that if we do not have the back up from the town, we will not be able to resolve this issue. If we continue to push at the town level, it will need to go beyond Brad to get what we need. Porter & O'Dell can only review the entries with no detail to back up numbers. Without this detail, an audit is impossible.
  - e. Lawsuit: We discussed the additional 2-1/2% TOT and how this lawsuit could affect MLT. If this percent was voted in by the people, could they choose to vote it out and turn it into a BID of some sort? The question would be is this “legal” and how the ballot was written for the vote. We

discussed the need for legal council on this subject. The town is still discussing their options as of now.

## 5. New Business

- a. Introduction of Mark Rudyk, Interactive Marketing Manager.
- b. Game Plan: John has presented his power point to many local groups so far with others on the calendar.
- c. PR Agency: Chris Lyman is in town this week. John U. will be meeting with Chris tomorrow and they will both be at The Lodging Association Meeting.
- d. Air: The Commission meeting is this Wednesday. John U. will be at this meeting to present the marketing side of things. Howard and Pam Murphy have been reviewing the presentation for input this week. John U. also met with Pat from the Hotcreek Aviation last week to get some input. Part of this presentation will be discussion on the "Air Board". It was also discussed that John U. will begin attending the meetings with the airlines so that he has an idea of how these meetings work.
- e. Collateral: The Visitor Guide (previously the "Insider") should be here shortly. They should be in the racks by the 15<sup>th</sup> of December. John U. also reported on an Air Rack Card. These were distributed at the shows and they look great.
- f. Branding: Hornall and Anderson reported more than double for picking up the Branding Project in their bid. John U. went back for a second bid and adjusted the scope. Their price came down considerably and we will be moving forward with this company. Projected completion will be end of January. John U. also mentioned that we need an Airport Logo which he will put on his list during this process.
- g. Event Group: MLT is working with Stu from the town on a list of what has been done in the past. John U. has touched base with almost all people who have received funds in the past to explain the new concept. Most understand the benefits of this new plan. The next step will be to look at what has worked and come up with a new marketing plan. Howard asked if "venue" was discussed. There have been many rumors about Sam's Site not being available. A new location will be affordable if all events use the location (example: Canyon Lodge). The Master Calendar for events will be held by MLT so that they become the clearing house for dates.
- h. NY Marathon: John U. feels that this is one of the most productive trips so far. He was introduced to many essential players. There were numerous contacts for summer programs around gifted athletes as well as "at risk" athletes. Months focused on were June and September. There will be the need for a marketing plan. It was a phenomenal trip. The Mammoth athletes were very well presented.

- i. Social Media Training: The training was very well received. There were representatives from all lodging, retail, restaurant, etc. There were about 60 people that attended over two classes.
  - j. Shows: The next show is Ski Dazzle in LA this weekend. John U. will be attending as well as Whitney, Mark and Laurie. Summer shows are now being discussed. John U. has talked to Steve Searles about his attendance and the possibility of promoting the "Bear Whisperer". Steve may be willing to go to the Fred Hall show and sign autographs, etc. It was discussed that there could be a poster branded with Steve for the show.
6. Board Member Comments/Report
- Note: There is not a "lodging" square on the new sign on 395. John U. will contact Caltrans on this issue.
  - John U. mentioned that there are a few expenses on vehicles that were unplanned but necessary.
  - June Mountain: 50-years.
  - Lift /Snow Report: can this be emailed vs. fax? Howard to look into this subject.
  - Simpleview: Now that we have Mark on Board, will he be dealing with Simpleview and evaluating this program? Yes, he has already been on the phone with them and looking at options.
  - The Ellen Show: Can John U. resend the link to the Board? We had two winter give-a-ways, the summer packet did not get given away as the Yosemite piece was not confirmed. The show was good, the timing was perfect.
  - Stuart Need has some family issues that must become his priority. He talked to Teri about a possible resignation. The group discussed the process per our Bylaws so that we can fill this position timely. This will be an agenda item for the next meeting. It was discussed that each Board member bring one to two suggestions to the next meeting that would represent either restaurant or retail.
  - John U. is out of the office December 23<sup>rd</sup> to the 28<sup>th</sup> for the holiday.
  - Welcome Center will be open on January 1<sup>st</sup>, 2010 for NY's.
7. Next Meeting Date: With the holidays, we will email dates to see when everyone can be available. Monday, December 20<sup>th</sup> from 3-5.

Meeting was adjourned at 4:35pm.