

Mammoth Lakes Tourism
DMO Board Meeting
Wednesday, July 14, 2010
2:30 Executive Committee Meeting
Board Meeting 3:00 p.m. – 5 p.m.
Tourism Conference Room

Executive Committee Meeting:

Meeting attended by Teri Stehlik, Cheryl Witherill, John Morris, and Danna Stroud.

Financials presented (ie: bank statement).

Invoices to approve: Danna will be pushing many invoices back to the town if the date is prior to July 1st. It is the same “budget”, however, anything that happened prior to July 1st is town responsibility. Invoices paid by the town should come out of the previous town T&R budget (prior to July 1st, 2010).

Danna will provide a list to the MLT Board of what will be paid by the town vs. the MLT.

Danna will update the CalTIA annual agreement to reflect the MLT, contact info, and new budget. Cost to MLT is \$860.00 with our current MLT budget.

Executive Committee will request approval of the MLT Board to pay current invoices. Cheryl will get a check register to go with these minutes for the record. John Morris made a motion to approve the amount of \$6,040.07 brought forth by the Executive Committee for invoices due by the MLT. Seconded by Cheryl Witherill

Board Meeting Minutes

1. Call to Order: Teri Stehlik Board Chair-Meeting called to order at 3:10pm.
2. In Attendance: Teri Stehlik, Cheryl Witherill, John Morris, Eric Wasserman, Matthew Lehman. Also in attendance: Danna Stroud Absent: Howard Pickett, Stuart Need.
3. Approval of Minutes: Motion was made by John Morris to approve minutes of June 23rd, 2010 and June 30th, 2010. Eric Wasserman made one change in the June 23rd minutes in regards to 401k plan. Minutes approved with amended change. Seconded by Eric Wasserman. Approved: 4 0 Matthew abstained as he was not there.
4. New Business:
 - A. Executive Committee approved \$6,040.07 in invoices that will be paid by MLT. Other invoices that were the result of business done in June will be sent to town to pay out of last years T&R budget. There was one bill for fish stocking that will be taken to Brad as this issue has been tabled by the town for further discussion and negotiation. Motion to pay these invoices made by John Morris, Seconded by Cheryl, approved 5-0.
 - B. MLT Health Insurance Coverage: We received communication from Beach that Anthem Blue Cross is requiring 6 weeks of payroll before they can put MLT on the books. This gives a start date of

coverage August 15th, 2010. It was originally anticipated that insurance will start July 1st, 2010. Premium for COBRA to cover the two existing MLT employees for the one month would be researched. We will need to check with John about his COBRA coverage and when his cut off date would be. We will need to cover one month COBRA premiums for two to three individuals. Cheryl will email John to find out what his situation is. A motion was made by John Morris to cover the first month (August) COBRA premium expenses until the MLT insurance is in place with a clarification that we will cover the employee only. Seconded by Eric Wasserman. Approved 5-0.

C. Budget Review:

We have dates for all future Council meetings as the agenda items. Cheryl will distribute this via email. There were some items that were “tabled” from the contract with the town for further discussion. This will be discussed in a workshop setting. Anything that comes out of the workshop on the 19th, will be discussed on the 21st.

Items that are on the table: Fireworks, fish stocking, special events, Mammoth track, Chamber, Strategic Marketing.

The items that need to be clarified on the 19th are: Starting figure for budget, clarify the true-up process, Existing Measure A Reserve balance, Vehicle Replacement Funds, early payoff of building discussion, ordinance to change the TOT remittance for all (It was discussed that this should come from Lodging and DMO for an August meeting), clarify the strategic marketing along with other budget policies on table.

D. MLT Policy

The meeting room at the tourism offices is currently used by other entities. It was discussed that we should have some sort of release of liability for this space. The concern is that some meetings are held after business hours. It was discussed that meetings take place during business hours only and that meetings are Tourism based or affiliated and attended by staff (ie: Lodging Association, Chamber, Committees, etc). This policy will be reviewed by the Board at the next meeting.

Use of Copier has also been discussed. In the past, there have been other entities using the copier, sometimes for a fee of 10 cents a copy. As we are no longer affiliated with the town, some of this use is not appropriate. It was discussed that only MLT will have use of this copier. A motion was made by John Morris that the copier located in the MLT Building if for use by MLT staff and tenants only. Seconded by Eric, approved 5-0.

Complaint Form: A form has been used for guests that have a negative experience. If a business gets three complaints, they are not eligible to be on website for a period of time, etc. It was discussed to have John Urdi look at this issue for further discussion.

E. USFS/MLT Welcome Center Agreement: It is in our contract with the town that MLT is taking over the welcome center. Forest Service staff has the responsibility to bring something forward which has not yet happened. Current staff has requested this from administration. We want to have input on hours of operation and staffing. We will let John Urdi have input in this arrangement.

F. Update Summer Marketing and Industry Events

- a. ESTO attendance: US Travel Association which is for DMO Executives. It is Aug 8 – 10th in Savannah GA. Cheryl will email John on this subject. Registration is open now.
- b. U.S. Travel Association Marketing Outlook Forum: October 26 and 27th in Las Vegas. Danna recommends that John U. go to this conference. You can register now. This event is trends, forecasting, air info...this is an industry event. Cheryl will email John on this subject. Deadline for registration is September.
- c. CTTC Participation in Portable Airstream Trailer. We were to participate in Gilroy at the Garlic Festival. We can get out of this if needed; however, we can still participate. This would have been a Jamie or Jimmy show. The event is August 24th and 25th. We could send an existing staff member. It would be at a cost of lodging and hourly (perhaps OT). Danna recommends that we can miss this one this time around. The Board agrees.
- d. Marketing commitments: there are a few items that we committed to as far as print ads that are hitting now. There is a new pile of future commitments being put in a folder for John U. If there are items of urgency, we will send to John U. electronically.

G. YARTS Long Term Planning Meeting – July 26th, 2010 (meeting is from 3-5pm). This is a workshop to hear input on what the community would like to see as far as transportation.

- a. MLT Attendance – Stuart mentioned he could attend this meeting. Cheryl will check her schedule.
- b. Teri suggested that we could put this out to the Lodging Association. Current staff will send this out to the Lodging Community

5. Board Member Comments

Formatted Minutes: Board is ok with action minutes only.

Today is Danna's last MLT Board Meeting. It will be up to John moving forward if he would like staff to attend future meetings.

Note: Future meeting; once contract is in place, we will want to discuss a reserve.