

**Mammoth Lakes Tourism**  
DMO Board Meeting  
Wednesday, July 28, 2010  
Board Meeting 3:00 p.m. – 5 p.m.  
Tourism Conference Room

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, Stuart Need, Howard Pickett, Matthew Lehman,  
Absent: John Morris, Eric Wasserman. Also attending: John Urdi, ED of MLT
3. A motion was made to approve the minutes from the July 14<sup>th</sup>, 2010 meeting. This was postponed for the next meeting as not all members had their copy present for discussion.
4. New Business:
  - a. Report from Executive Committee: Balance sheet and Register to be distributed at first meeting of each month. John U. and John M. will review these documents and report to the Board. John U. will need to be added to checking account signature card.
  - b. MLT Budget Review for FY 2010-2011
    - i. Budget meeting tomorrow July 29<sup>th</sup>, 2010.
    - ii. MLT has received the fish stocking invoice which should go back to town for discussion.
    - iii. Once Budget is approved, John U. will detail the budget and report back to the Board.
    - iv. Reported that Council “directed” staff to find funding elsewhere for four items: Fireworks, fish stocking, air subsidy, and strategic marketing.
    - v. Air Service Funding: It was discussed that there could be a surplus in TOT filings as well in a few other areas. It will be very important that the MLT get involved in setting up negotiations around summer air for 2011. MTL or Air Board needs to be set up by October 1<sup>st</sup>. MLT should take the lead on a support Board down the road. There will be a need for future funding opportunities to support air service down the road.
  - c. Staffing: John U. is looking at two core positions: Marketing and Sales. He is also thinking about an Interactive Marketing Manager (website, interactive media, Simpleview, etc) down the road.

John U. discussed using the “sign holders” at the Visitor’s Bureau. It was discussed that these are to be used for MLTPA and the Forest Service and that signs are in development. John Wentworth would be a great person to talk to in regards to this project.

John U. requested an update on the Welcome Center signage for HWY 395. This would need need to be researched for the next meeting.
- c. Board Member Comments/Discussion:
  - MLT will introduce John at Council during public comment tomorrow 6pm in Suite Z.

- We will need to make a formal introduction of John U. to the Community after John is back in the office. He will be back in town from the conference in Savannah and from picking up his family on August 16<sup>th</sup>. It was discussed that we will hold a “Meet and Greet” at Lakanuki at 5:30pm on Wednesday, August 25<sup>th</sup>, 2010.
- John U. will need to purchase a lap top; Howard had some connections if need be.
- Announcement of Royce Gracie Camp in Mammoth the last week of September.
- Howard discussed bidding of Amgen Tour of CA. Opportunity May 15-22<sup>nd</sup> “Tour of CA” – one of the biggest races in CA. This would be a race held here before Tour de France. Cost is about \$350k to host a stage. Would have to be something that the town does together (police, etc). Tahoe has already submitted. Bid must be in by Aug 13<sup>th</sup>. It was discussed that this would require a “town wide effort”. Is it sponsorable? Howard can check on this. Need LOTS of rooms. Venue space, 2000 sq feet of venue space, lunches, dinners, etc. If the stage “ends” here, how do we get the racers down the MTN. There would need to be a plane charter to Fresno, 400-500 volunteers, etc. Still a lot of questions that would need to be answered.
- Crime Insurance Update: \$500k policy for a dishonesty bond required. John U. working on bids.
- CBT: monthly monitoring of server and back up of two work stations for \$50/month. We can move forward on hourly projects. John U. would like to move forward on this with CBT. Board supported this direction.
- Danna will be here a couple hours a day every other day to answer questions.
- Proposition 21 – discussion. Vote “Yes for state parks.com”. Should there be a policy? Challenge is that it opens up a new issue as a new organization, we discussed that people can support this individually. MLT would pass on support as a group for now.

Note: Future meeting agenda items:

- Once contract is in place, we will want to discuss a reserve.
- USFS/MLT Welcome Center Contract

Next meeting date Wednesday, Aug 25th at 3pm with reception at Lakanuki to follow.

Meeting adjourned at 5:10