

Mammoth Lakes Tourism

DMO Board Meeting
Wednesday, September 8th, 2010
Tourism Conference Room

Meeting Minutes

1. Call Meeting to Order: Teri Stehlik, Board Chair, called the meeting to order at 3:10pm.
2. Roll Call- Matthew Lehmann, John Morris, Stuart Need, Howard Pickett, Teri Stehlik, Eric Wasserman, Cheryl Witherill. Also attending: John Urdi.
3. John Morris made the motion to approve the minutes of August 25th, 2010 with the notes made below. The motion was seconded by Howard Pickett. Minutes were approved 6-0. Stuart Need had not yet joined us.
 - Snowcreek will sell MLT unlimited golf passes at ½ price for high level MLT employees (add to minutes) (Exec Director's discretion).
 - John did not have a chance to talk with the HR Dept at Snowcreek in regards to staff classifications.
 - Bank signing card: There is currently nothing in the Bylaws about restrictions on signing checks. The Board will need to adopt a policy. There is a policy stated in John U's offer letter. We will add this to the next meeting agenda.
4. Financial Report:
 - John U. is waiting on monthly PL report from Porter Odell. Until we have reports timely from the accounting office, we have nothing to report. The Board is meeting twice a month, we will report on financials that last meeting of the month moving forward.
5. New Business
 - a. Financial Report Budget/Funding Agreement
 - John U. is meeting with Porter and Odell next week. They are working on the budget reporting format.
 - John U. clarified that we used 28% for payroll burden in our budget.
 - Funding agreement: John U. has some questions in regards to the vehicle allowance and will bring this up with Finance.
 - MLT is still unclear what the final number is for our budget.

- MLT reports that there were funds in the Reserves from 2008 (approx \$134k). MLT also is aware that there was an excess is TOT in 2009-2010 (approx \$350-370k). Once we invoice the town per our agreement for the months of July, August and September, we will need to verify if we need to subtract the initial \$250k payment made to MLT from the town. We are unsure if the \$250k is part of the overage or if we should take this off the top of the invoice amount. The TOT and Reserve dollar amounts need to be clarified. In addition, the funds from the proposed building pay-off should be available perhaps in the Reserve. In addition to these amounts, we will need to figure out the vehicle allowance amounts to bring over to MLT. Once we have the exact detail on each of these components, we should be able to determine our start up number. We then will invoice for July, Aug and Sept. We would like them itemized so we know where each dollar came from.
- John U will be meeting with Rob Clark on this subject.
- Crime Insurance Letter; Rob is willing to take this issue to Council to waive the crime insurance as the MLT has shown our policies protect the MLT.
- The Board discussed the “True-up” (Section 7) in the Interim Funding Agreement presented. It currently reads “May and August” of each year. MLT feels this is sufficient unless cash flow becomes an issue. It was discussed to leave this section as is now and see what happens after the first year. It is known that the Lodging Association will be approaching Council to change the ordinance for collecting TOT monthly rather than quarterly. The Agreement does not read what months or time line equals the stated “quarter”. It will be important to know what will be audited for a true up for the May and August adjustments. MLT would like clarification on this section of the agreement. It would be good for MLT to know the process behind the “true-up”; is it based on “actual vs. budget”?
- In Contractual services Draft A-1 presented: item 8 in the draft reads that “MLT will participate in financial obligation for air service as needed”. This should be removed per previous discussions.
- In Contractual Obligations/Funding Obligations Attachment B: the document reads “costs” which MLT recommends that we should remove so that we are not tied into an amount in the future.

b. Leasing Update

- John U. has sent a proposal to National Forest Service for the “center” part of the office starting at \$1.50 sq ft. This lease totaled approx \$700/month. NFS may be interested in a three month agreement based on their budget. NFS would supply their own computers, copier, etc. We may be able to provide phone service depending on their needs. Our overage would cover phones, internet, etc.

- John U. has also looked at the Chamber rental agreement. It is currently at \$125/month, we are looking to increase this to \$150/month.
- Once either party comes forward and agrees to pay these proposed amounts, we will take it to the town for an agreement to be written up.

c. Efficiency Update

- John U. is still looking at items that can save us budget funds.
- We currently have approx \$22k in the Simpleview account. They keep 40% of income which we may be able to accomplish in house with the right staff.
- MLT will begin building the Simpleview relationship so that we are pushing limits on what they can do for us on this account.
- John U. has also found that we should be raising our fees (agreement) with Mono County based on what we do for them currently. The Memo of Intent is being written now and John U. will be asking for additional postage on top of the work we are doing. John met with Mono County and they were fine relooking at the agreement. MLT will provide a monthly report tracking expenses and time.
- The new Pitney Bows machine arrived today which will save us money on the lease.
- Verizon ISDN line costs us approx \$600/year. John is looking on the agreement as to where we are in the 3 year contract.

d. Getting to know Council Members

- John U. has been meeting with each council member individually as far as an introduction. It is important for John to know where the support lies and what their goals are.

e. Staffing

- John U. has been talking to the Marketing Candidate who he made an offer to. They have been communicating in regards to discussions at our last meeting including the golf and ski package; this candidate is waiting for the proposal in writing.
- One item that has come up in the hiring process as well as with staff is the PTO policy. As we have discussed rolling the paid holidays into the PTO and the accrual, there is not enough time built for staff to take any of the big holidays coming up. (Thanksgiving, Christmas, etc.). The board agreed that the 3 days are automatic, that they do not need to accrue for those 3 days given.
- PTO Liability should be held in an account or line item so that there are funds there if someone should quit and we need to pay it off.
- It was asked if the Marketing Person is enough right now for staff levels. It was asked if it would it make sense to bring in someone on a

contract basis for Sales? John wants to fill the positions with the right person so that he is focused on training, etc. The Marketing position will help him get focused.

- Cheryl made the motion that if there is cost savings on the operating budget, John can use the excess funds for staffing to build his team. Eric seconded the motion. Motion was approved 7-0.
- John U. is looking at contracting or hiring a PR component for staff. This may be more important right now than a sales position. John has a person in mind and will be talking to him about this opportunity.

f. Advertising Update

- There are some advertising commitments that John U. may not consider moving forward. Rather, there have been some opportunities that have been offered that John U. may decide to move on.
- San Jose or SF, Los Angeles or SD are the locations that would be a good location to advertise in now.
- John U. will be meeting with the mountain to make sure that they are alternating areas or sharing success stories so that we are all working together.
- Vegas or Phoenix might be good areas in the summer as well as winter.
- Advertising message now is “CA beautiful” “Fall Foilage” “Fly to Mammoth”. John U. needs a “Call to Action” from Lodging. We cannot price the airline pricing; we need lodging to participate on “deals”.

g. Posting of Meetings

- There is a space on the website that reads “company info”. We have been told that we should be posting our agenda and meeting dates. John U. will be looking into this with Simpleview for future meetings. John U. to ask legal if we are required for a private company.

h. Review draft 100- day plan

- John U. emailed a draft of his 100-day plan to the group this week for review. The draft is a power point highlighting his objectives, priorities, action plan and long term goals. Once John U. has his key staff on board, he will be able to supply more detail on this plan. Howard had some input on how to detail the plan to fit the MLT long term goals. Once this draft is finalized, this can be a tool for media, council, lodging, etc. We will also need to reach out to the community, restaurant, retail, etc. We will need goal to get more of these individuals involved. We need to be able to answer the “how will it help me” question.

6. Board Member Comments/Report

- The Chamber did a “marketing plan” for the upcoming season and presented it to the Chamber. This could be an opportunity to have the mountain and MLT present something to the community to try to engage the local businesses. This was held in the auditorium previously. It could be a way to share co-op opportunities as well.
- All contracts for air have been signed. Howard has next summer’s contract for review. Summer projections were a little ahead of pace.

7. Next Meeting Date: September 22nd, 2010

Meeting adjourned at 4:50pm.