

Mammoth Lakes Tourism

DMO Board Meeting
Wednesday, January 26, 2011
3-5pm
Tourism Conference Room

1. Call Meeting to Order – Teri Stehlik called the meeting to order at 3:03 pm.
2. Roll Call –Matthew Lehman, Howard Pickett, John Morris, Teri Stehlik, and Cheryl Witherill, John Urdi was also in attendance. Eric Wasserman was unable to attend this meeting.
3. Approval of Minutes: We have two minutes up for approval. Minutes are from 11-29-10 and 1-5-11. John made a motion to approve the minutes from both meetings listed above. Approved four to 0. Matthew abstained as he was not here for the 11-29 meeting. Howard abstained as he was not at the 1/5 meeting. Minutes for both meetings were approved 4-0.
4. Financial Report
 - a. P&L: John U. emailed the Board prior to the meeting, the monthly and YTD P&L reports.
 - b. John U. passed out a “summary” of the budget expense accounts that he developed in order to compare the budgeted numbers with expenses. John explained that he runs his budget like a “bank account”. They track their “opportunities” on this spreadsheet dollar to dollar. If they have an opportunity presented, and they do not have the budget for it under one line item, they must adjust in order to take it from somewhere else. MLT has been basing the budget on \$2.0 million. There is a separate page for salaries so that staff does not have access to these figures. 22% of total expenses are wages which the Board agreed is appropriate. There is not a line item for shortages which we cannot predict. This is a work in progress. John U. was told that the National Park Service is moving out of the office space today. This projected income is figured into these budget sheets as well and will need to be adjusted. Friends of the Inyo is considering this space moving forward. There is not a line item for Internet Revenue which John will track as well. There is approximately \$100k in our Simpleview account right now which we will use to renovate the Website.

*Excel file on file with minutes

5. New Business

- a. Marketing Update: John U. shared some of the coop pieces presented to Lodging over the last six months. He introduced “Stay 395.com” which is a new campaign through MLT. MLT also started a Google Ad Campaign which Mark R. is working on.
- b. Geothermal Plant Update: John U. talked to Tony Barrett this week. They do have funding to begin their process. John will meet with Tony on what his needs will be and timing for assistance with a business plan. The goal is to have their Visitors Bureau location up by July.
- c. PR: Rudy Maxa was here last week and they did interviews up at the main lodge. The interviews went very well. The interviews were taped for future shows. LA aired Sunday. Rudy is one of the largest syndicated travel show in the US. John U. believes we can get him back in the area in June for a summer focus. MLT continues to work with Chris Lyman and is introducing many of our local groups: running, bear issues, fishing, etc.
- d. Air Update: John and Howard flew to Seattle and met with Alaska Air. There was a big representation at this meeting from Alaska. They had a group of marketing people at this meeting and they were very open to working with us on Marketing and very open about our ideas. They will be meeting with United Air in Chicago in March. Alaska has a 20% off deal going on right now which is being used in current marketing efforts. The United SF flight is tracking great right now. San Jose is also much stronger than last year (80% compared to 40%).
- e. Branding: John U. met with Hornel and Anderson while in Seattle. He was able to witness some of their work. They have an impressive resume. They will be in Mammoth on Feb 8th to do a presentation of the direction that they see us going. John U. would like to have the Board attend. Time and place TBD.
- f. Interactive: MLT did pass the 4,000 mark for the Facebook page which is very exciting. The Facebook advertising efforts have been very successful.
- g. Replacement of Stuart Need on the Board- update of Michael Raimondo. Matthew Lehman met with Michael by Board direction from our last meeting. Michael is the owner of the New York Deli in the Village. Michael is very interested in being involved with MLT. He was unable to attend today’s meeting. Matthew reported that Michael is very involved in the community, the airport; he is very knowledgeable of what is going on in town. The motion was made by Cheryl Witherill to fill the empty Board position with Michael Raimondo. Seconded by Matthew. John U. will write a press release for local press. Matthew will take care of letting Michael know that we welcome him to the Board. John. U. and Matthew will have lunch with Michael to bring him up to speed.

6. Board Member Comments/Report

- a. Matthew attended a Chamber meeting yesterday and there was discussion on summer events. The idea of a shoulder season Marathon was discussed. John U. has talked to Mammoth Track Club around this idea in the past. There were some concerns about the Forest Land, high altitude, etc. The June Lake location has been discussed as a “friendlier” course. John U. will talk to Terrance and Andrew about this idea and the more realistic course.
- b. Golf Events have also been discussed for a shoulder season as a “celebrity golf event”.
- c. Royce Gracie Camp is back on the radar for middle to end of May. Snowcreek is involved and it is a week long training event.
- d. Teri asked about the Events group. John U. is meeting Friday morning with Stu and Joyce Turner. Joyce has volunteered to write the business plan, John U. will write the Marketing plan. They have had 4-5 meetings so far. John will forward the outline for his next meeting to the Board. This outlines how things will be marketing, how they will be promoted, etc. So far, the group has been good. He is hoping that the attendance will be better at Monday’s Suite Z meeting. Pieces of marketing will be Facebook, Google Ad words, radio campaigns, a marketing poster of events that includes it all...etc.
- e. John M. discussed Bluesapolooza headliners and event strategy.
- f. Stu Brown attended the Lodging meeting yesterday to discuss messaging from the town and how to develop a plan. There was discussion about an emergency contact list for Lodging in case of an emergency.
- g. TOT was also discussed at yesterday’s meeting and the VRBO issue and the “non managed” units and how it affects the visitor. John U. suggested a workshop for Lodging and TOT issues.

7. Next Meeting Date: Wednesday February 23rd, 2011.

Meeting was adjourned at 4:40pm