

# Mammoth Lakes Tourism

DMO Board Meeting  
Wednesday, January 05, 2011  
3-5pm  
Tourism Conference Room

1. Call Meeting to Order – Teri Stehlik called the meeting to order at 3:07 pm.
2. Roll Call –Matthew Lehman, John Morris, Teri Stehlik, Eric Wasserman, and Cheryl Witherill. John Urdi was also in attendance. Howard Pickett was not available for this meeting. Stuart Need resigned from the Board due to a family issue on December 20<sup>th</sup>, 2011.
3. Approval of Minutes: We have two minutes up for approval at this meeting. Minutes are from past meetings on 10-29-10 and 11-29-10. There was a motion to approve the minutes from both meetings listed above. A motion was made by Cheryl Witherill, seconded by John M. The 10-29<sup>th</sup> minutes were approved 4-1 (note: Matthew abstained as he was not at either meeting and Howard is absent). We did not have a quorum present to approve the 11-29-10 minutes based on the attendees on 11-29. We will add these minutes to the next agenda.
4. Financial Report
  - a. P&L: John U. emailed the Board prior to the meeting, the monthly and YTD P&L reports for review.
  - b. John U. reported that with the holidays, he is meeting with his key staff to work out budget numbers, assign numbers for tracking, and get things finalized with the accounting office using a budget of \$2.0 million.
  - c. MLT received two additional checks from the town last week which put them in good shape.
  - d. Porter & O’Dell will do invoicing from this point forward so that they can report on outstanding invoices.
  - e. It was discussed that when we get a reimbursement or overage check from the town that we request a detail analysis of what it covers. MLT received a check from the town for reimbursement of an advertising expense and TOT differences. It did not come with back up.
5. New Business
  - a. MLTPA has asked John U. to be on their Board. John is looking for approval from the Board. It is a once a month meeting commitment. The Board agreed this is a good partnership.
  - b. Geothermal Plant has asked John U. to assist in writing a business plan for their Visitor Center. The plan would be for an educational site for the Geothermal Plant. Is this something that John can do on his own time or could it be income for MLT? The question is “is it marketable?” It could

be \$8-10k for income for MLT. A lot will be based on time frame and what John U. can fit into the rest of his tasking. John U. will report back on how he best fits this into his schedule and how big of a project it will be.

- c. The LA Ski Show was very productive. John Morris participated. Recent snow fall added much excitement. Horizon air deals were very well received.
- d. PR - John U. had a good meeting with Chris Lyman. They are putting together a list of the "top 5" hikes, biking trails, etc. He has also met with Steve Searles. John U. would like to have Steve attend the next few trade shows. They are working on Devil's Postpile 100 Year Logo to start using for promotion.
- e. Air Update: John U is flying to Seattle next Monday with Howard Pickett and Kent Meyers (air organizers). John U. will attend this meeting as an introduction to the process.
- f. Visitor's Guide: these were distributed before Christmas. There are dedicated racks that are coming so they can be displayed correctly. This guide has been very well received.
- g. Branding: There is a meeting tomorrow with Hornel and Anderson via video conference that includes a small group from the community. John Morris, Connie Black and Teri Stehlik will be attending.
- h. Interactive: Mark R. has been working with Simpleview diligently reviewing our agreement, etc. They are working with him on each suggestion that has been put on the table. John U. spoke about Facebook advertising. MLT did a promotion to get "fans" before the holiday. They spent \$3,000 on advertising and jumped from 1,400 to 2,200 fans. Over 4 million impressions and over 2,500 clicks on the ad. Total amount spent was under \$1,200. The campaign ran from 12/20-12/26 and drove our fan base from 1,200 to 2,200. This venue will be so important for our event calendar down the road.
- i. Presentations: John U. continues to show his presentation for organizations in town. He presented at the Lyons Club which was very well received.
- j. Replacement of Stuart Need as a board member was discussed. Stuart gave his resignation on December 20<sup>th</sup> due to a family matter that has taken priority. The Board discussed the process and potential replacement suggestions from the Restaurant and Retail side. Some names that came up were: Michael Raimondo from NY Deli, Ed Hurley of Bergers, Andy Colasardo from Footloose and the Shaymeyer family from Petras. The discussion was to approach these individuals to see if there is interest and set up an interview meeting or add it to the agenda. Interested parties could also submit a letter of interest to the Board for review at the next meeting. The Board decided to approach Michael Raimondo. If he is interested, we would welcome him to fill this position. If he turns it down, we would then go to Ed Hurley to see if he may be interested. John U. and Matthew will take Michael to lunch. If he is interested, we would ask

him to put together an interest letter for the Board to review prior to the next meeting.

6. Board Member Comments/Report

- a. TOT meeting update. Matthew, Teri and Tom Smith met last week.
- b. Snow Removal on Main Street and snow build up that is hiding retail shops from view.
- c. Main Street Configuration and the idea of having a median down the center of Main Street. This would have been a big problem with this storm.
- d. Teri reported that she is still working with Porter & O'Dell and the town on the town financial reporting.
- e. John U. and Stu would like to get on the next Lodging Association Meeting agenda (January 25)
- f. Hot Creek: Teri was looking into Measure A vs. a B.I.D. Does the Board feel that it is worth spending some funds on what our options are on this issue? It was discussed as to whether we could legally repeal Measure A and replace it with a B.I.D. so that the funds are guaranteed. Matthew had some concern that it may be viewed as a "smoke and mirror" tactic and that it may hurt the overall case with the court. There was also some discussion of what Hot Creek will settle for and what it would cost to take this issue to the Supreme Court. This issue will be discussed by Council this evening in closed session. Teri is going to talk to Karl Lobato to see if he has a referral for someone that she can talk to. John U. also knows Karl and can try to reach him. Matthew suggested talking to the town attorney on this issue.

7. Next Meeting Date: January 26<sup>th</sup>, 2011. Cheryl explained that she is out of town and is not sure if she will be able to make it. She will try to get a morning flight out of LA on the 26<sup>th</sup>. If she is unavailable, someone else will need to take minutes if possible.

Meeting was adjourned at 4:50pm.