

Mammoth Lakes Tourism

DMO Board Meeting

Wednesday, December 7, 2011

2-4 PM

Tourism Conference Room

1. Call Meeting to Order – Teri Stehlik called the meeting to order at 2:40pm after Executive Session.
2. Roll Call –Matthew Lehman, John Morris, Michael Raimondo, Teri Stehlik, Brent Truax and Cheryl Witherill. John Urdi was also in attendance. Howard Pickett was unable to attend today's meeting.
3. Approval of Minutes from November 2nd, 2011. Brent made a motion to approve the minutes from 11/2. Seconded by Matthew. Approved 5-0. John abstained as he was not here.
4. Financial Report
 - a. P&L –sent out prior to meeting. John discussed that expenses are up due to winter season and planning.
5. New Business
 - a. Staffing: Mark Rudyk is no longer with MLT. John U. has interviewed three very strong individuals for the Interactive Marketing position. He feels he can offer one of these candidates the position. Mark will be allowed to keep his ski-pass; in return he will help with transition of his position. All of our online “buys” are complete so the website will be the key focus. Staff will do second interviews with the candidates so an offer can be made at the holidays to begin January 1st.
 - b. Research Reporting: AMEX reporting will be presented to Board of Supervisors for Mono County; the hope is to show them the importance of what MLT is doing that benefits Mono County. The survey information will be included in this reporting as there were specific air questions included. John and Whitney have RFPs to some companies down south to look at some specific information (ROI's, etc.). MLT is looking at a “winter “survey for lodging.
 - c. Collateral Update: Visitor Guides are out. Phone inquiries are being mailed copies with matching envelopes. The letter head also matches so they can include a thank you and some updates. They are working on the air service rack card and a cancelled flight rack card that shows some options. The cancelled flight deals will list restaurants, lodging, etc. that will offer 50% off if their flight gets cancelled.

- d. Air update: November was up 16% over last year. These numbers are impressive. It was discussed to do another survey in the airport of who our flyers are – 2nd homeowners, locals, visitors, etc. Since last week, 1,400 flights have been booked. December 15th begins new flight schedule. 9am on the 15th is the 1st flight from SD. There are 4 flights that day. Grand opening for sprung structure Dec 14th, at 2pm. TVs are going up now. Flight View is going to add a ton of service for online following of flight status as well as on the website. Jacksonhole.com will show you an example of how this works. This should be on the visit mammoth site by the 15th. This may be on the town page, the mountain page and the visit mammoth page.
- e. PR: Simpleview is on “auto-pilot” and is migrating to the new site.
- f. International Update: CTTC is now Visit CA. They had a FAM come through last week. There is a Brazilian group here next week.
- g. Other: Fishing Derby; good first year. Winners were picked. There is a press release coming out this week. John U. will be out of town until Monday. Branding and Trade issue was discussed. The town attorney gave John a contact for an attorney. Whitney also has a contact down south. John feels we should move on this now and then transfer to the town down the road. Matthew will bring this up in closed session when appropriate. John U. presented running socks with the logo that will be used with our Olympic runners and promotion.

Teri, made a motion to have John U. move forward with the licensing of the logo. Brent seconded, all in favor; 5-0. Matthew abstained. Matthew will inform Council.

John U. recommended a subcommittee be put together for alternate funding.

6. Board Member Comments/Report

- a. John M. reported that Ski Dazzle was last week. Mammoth was unique and stood out. It was a great show. It was slower than last year but still a worth while show.
- b. Michael R. talked about the “ticket tax” as a measure to raise money. It was discussed that this could be an air subsidy back up. Matthew thinks the purpose would be for the lawsuit short term, but perhaps subsidy down the road. This brought discussion to the fact that we need to be prepared for the message that no matter what happens, we are still open.
- c. Brent discussed “snow levels” and promotion. Challenging times is when we all need to keep promoting.
- d. Bylaws – nothing to report. Cheryl and John M. will attempt to get together before next meeting; depends on how holidays go. Brent has also asked to communicate on some wording on a few areas of this document that will come back to the Board for approval.

e. Service Appreciation Lunch – Looking at 2-4 meeting on Jan 4th with a meeting after to include Stu and Eric. Cheryl will confirm with group.

7. Next Meeting Date on Wednesday, January 4th, at the MLT offices from 2-4.

Meeting was adjourned at 3:35pm.