

# Mammoth Lakes Tourism

DMO Board Meeting

Wednesday, February 23rd, 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, Howard Pickett, Michael Raimondo, John Morris, Teri Stehlik, Eric Wasserman and Cheryl Witherill. John Urdi was also in attendance.
3. Approval of Minutes from 1-26-11. John M. made a motion to approve the minutes from January 26<sup>th</sup>, 2011. Approved 4-0 (Eric and Michael abstain as they were not present for the 1-26-11 meeting).
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. is scheduling a meeting with Porter & O’Dell to load budget numbers into the spreadsheet for tracking. MLT is still focused on winter but will begin summer planning/spending soon.
  - c. MLT spoke at the Lodging Association yesterday to talk about the successes and what is working as far as advertising. MLT is spending in some traditional venues but trying a lot of new ideas that have been very successful.
  - d. Overhead and expenses seem to be in line with beginning estimates. One item that John is looking at now is the “travel” line. John feels that he may have under budgeted this line item but will have money elsewhere to cover expenses. Next year’s budget will be much more exact.
5. New Business
  - a. Welcome Michael Raimondo to MLT.
  - b. Monthly Reporting Process: John U. sent out the monthly reporting and had very positive reviews from this group and council on the amount of information. This will be the basic template that they will continue to plug numbers into on a monthly basis. This also went to the Lodging Association and will go to the media to pull what they would like to get to the public. The town manager will also get this information. Marketing and TOT collection both on the radar for Council which is very positive for MLT. Paul Payne has agreed to give John U. a monthly spot on air to share what is happening and where things are going.

- c. Branding: John U. had a call this morning with the Branding Team. They are working on comments from the meeting a few weeks back. The meeting was well attended with great input. John U. is excited about the work being done. John U. shared the newest version of the development with the group. He is thinking 6 months to get the town to turn over the new look on all signage, etc. The goal would be to get this done by the fall. John feels that we can have a public launch in April. This will need to be trade marked and licensed so that MLT benefits from use.
- d. Social Media: This detail is included in the monthly report. MLT continues to grow in this venue. The Mountain has been “tagging” MLT which helps get messages out to more people. The Lodging Community is also “tagging” posts to their contacts which helps get the message to new people and gain new fans. MLT continues to do advertising on these venues which are getting a ton of clicks and impressions.
- e. PR: MLT had an Australia FAM last week and there are a few in March that are very qualified for MLT. Both the Lodging Community and the Mountain have assisted in taking care of these FAM guests while here
- f. Air Update: There is a commission meeting this evening which John U. will attend. There are consultants coming April 13 and 14<sup>th</sup>. They will meet with the air commission, service groups, chamber, Lodging, etc. and will hold an open house while here. Consultants can help answer questions that people have about where we want to be in the next 10-years. As soon as John U. knows the dates, he will get a “save the date” out to the group so we can spread the word. There is a meeting in Chicago with United about existing and future service.
- g. Travel Shows: Fred Hall Fishing Show is in Long Beach in March. They will be pushing air fare at this show. Western Outdoor News is also doing an opening day push where we will promote air. LA Travel show is right after the Fred Hall Show. The POWOW show is next where MLT will be provided 15 minutes to talk in front of all international representatives.
- h. Interactive: Website is still being worked on and they are beginning the process of the redesign.
- i. John U. is working with the Village to do a BMW test drive event. John has a relationship with this team which could be a larger partnership down the road.
- j. Event Group: This group is looking at doing a sport poster, a music poster, a fishing poster, etc. along with one brochure that would include all events and activities to distribute. There will be a general marketing plan for all events across the board. There could be an option of a sponsorship for all summer events or all summer sports.

#### 6. Board Member Comments/Report

- a. Teri asked about the new website and what process MLT is taking. They are just beginning the thought process. They may rebuild just the home page so that it has the feel of the new branding. The changes they are

talking about now are very basic. MLT agreed that this should be a priority.

- b. Matthew asked if the log will be done before they begin making signs for MLTPA; John U. is doing what he can to hold them off until this is finalized. Anyone using the branding logo must use the guidelines set by MLT.
- c. March 12<sup>th</sup>: Mammoth will premier a new film called the “Legend of OZ” based on clips from past ski movies. Posters were distributed at Lodging yesterday. It was also just posted on Facebook. If response is good they may add another night. This event benefits Disabled Sports.
- d. There is a fund raiser for “Buck” McKeon on March 4<sup>th</sup> at the mountain. Howard handed out a flyer about this event.
- e. Press Release went out today about Michael joining the Board.

- 7. Next Meeting Date: Thursday March 24th, 2011. John U. and Matthew are out of town on the 23<sup>rd</sup>.

Meeting was adjourned at 4:40pm