

Mammoth Lakes Tourism

MLT Board Meeting
Thursday, March 24, 2011
2-4pm
Tourism Conference Room

Meeting Agenda

1. Call Meeting to Order – Teri Stehlik, Board Chair. Meeting called to order at 2:07pm.
2. Roll Call: Teri Stehlik, Matthew Lehman, Michael Raimondo, John Morris, Cheryl Witherill. John Urdi was also present for this meeting. Eric Wasserman joined us at 2:15pm.
3. Approval of Minutes from February 23rd, 2011. John Morris made the motion to approve the minutes from the meeting on 2/23. This motion was seconded by Michael R. The minutes were approved 5-0.
4. Financial Report
 - a. The town has been very timely on the payments from TOML.
 - b. Town Finance has hired another full time finance person to help get things in order.
 - c. Questions on the financials sent by John U.
 - i. Teri asked about equipment lease and rentals. John U. has renegotiated all contracts.
 - d. MLT is gearing into summer mode.
5. New Business
 - a. Staffing
 - i. John made an offer yesterday to Michael Vanderhurst for the Sales Position. Michael is looking at day care and will give John an answer this week.
 - b. Branding
 - i. John U. emailed the final logo material. There were some changes on the color, the font, cleared up the writing, etc. The mountain was involved in the final as they were concerned that it was too close to the Mountain's logo. The Mountain is fine with this final presentation. This has been distributed to the MLT Board as well as council.

- ii. John is working on getting on the town agenda in order to give them the logo presentation. It would be great to have the board there. John U. is working with Mark Wardlaw to get a vehicle count, etc. to price out the changeover of the logo completely.
- iii. John U. is planning a “kick-off party” for the community with give-away items that are imprinted with the new logo.
- iv. The logo was released to Sean Turner to put on six packs. There are a few others in town that can begin using the logo.
- v. There was discussion about the new signage being discussed now and that they tie into the new logo look. The question was asked if Council back us on this issue. Even if signs being proposed use the materials that they want to keep it “art”, perhaps they can use the same font to tie it in.

c. Air Update

- i. They received an unfortunate email from Horizon last week that said that the San Jose may be pulled and the LA flight times will change next year. As we were hoping to expand, we are now worried that we will have to fight for our LA flights. United is still talking about a possible San Diego connection next year.
- ii. Airport Terminal architect is coming April 13 and 14th. There is an open house 13th in suite z from 6:30-7pm for the airport terminal. Also a RecStrat meeting that night. Thursday, the 14th will be a Chamber and MLT at 9am meeting with this same group. The day will also include service groups, lodging, council, Board of Supervisors, etc. We want to reach out to everyone for input. John U. will put the Wednesday meeting in the paper for an open house. The goal is to show the future expansion of the airport.
- iii. There is still a need to figure out an air board that can help raise money for the subsidy. The amount is approximately \$250k for just the summer portion
- iv. Promotions locally to have people fly out of Mammoth will be a new direction.
- v. There was discussion about bus service out of Mammoth to better the bus guest service.

d. Monthly Report

- i. There were no questions on the monthly report.

e. Travel Shows

- i. MLT attended the Fred Hall show in Long Beach and Whitney is in Del Mar now. The Fred Hall show has over 800 vendors. MLT shared a booth with Mono County. Mark is working on putting together a piece that will show a photo of each lake as we closer to the opening. Fishing opening is the last Saturday in April – April 30th.
 - ii. LA Travel Show last weekend was very well attended. John made a lot of good media contacts.
 - iii. Sea Otter Classic is April 14-17th for the Mountain Bike Show. This is a huge event. May not exhibit but will go check it out.
 - iv. CTTC is coming up which gives MLT the opportunity to be in front of the wholesale representatives.
 - v. POWOW is in SF this year with all the wholesale/travel agents. This is at end of May.
- f. PR
- i. John is going to NY this week. High Altitude Training condo “crib” to use to invite elite athletes for training. Their cost is to blog and tweet about how great it is here – this will be a huge opportunity to get the word out.
 - ii. The new Bear Whisperer coming out April 7th. There will be a party around this event – with a preview on April 2nd at the Art Center.
 - iii. It is Devils Postpile 100th Anniversary is this year. This will be the theme for the 4th of July Parade.
- g. Event Coalition
- i. John is trying to finalize the marquee events so that things can get finalized. John has some samples of the posters. Certified will distribute from San Diego to San Francisco. This includes the biggest events. The brochure will be a quad fold that has much more depth and will have a larger calendar to include everything. There will be a ton of web advertising. MLT is getting quotes for local papers to purchase the middle gate of both papers for an insert. There is an option to a “pull out” that can be kept. There will be a fishing poster, an events/festival poster and a sport poster.
- h. Interactive
- i. Still moving forward and response has been great. MLT is sponsoring a sweepstakes on Facebook for snow totals as of May 1st. MLT posted a video yesterday to show the snow.

i. Board Member Comments

- i. Matthew announced that the town was rejected for Superior Court. The town is looking at options and negotiation options. They are meeting tomorrow in closed session.
- ii. Will MLT be able to be funded with this lawsuit on the table? Teri mentioned that we should begin starting to look at options for where funding will come from in lieu of this lawsuit. We need to stay ahead of the game. It was discussed to committee a group to talk about some options.
- iii. Reminder that we need to get the Economic Statement Packets to Jamie Gray by April 18th.

Meeting was adjourned at 3:40pm. Next meeting is Thursday May 5th, 2011 from 2-4.