

## Mammoth Lakes Tourism

DMO Board Meeting  
Wednesday, May 27<sup>th</sup>, 2011  
9-11 AM  
Tourism Conference Room

1. Call Meeting to Order – Teri Stehlik called the meeting to order at 9:10am.
2. Roll Call –Howard Pickett, Michael Raimondo, John Morris, Teri Stehlik, and Cheryl Witherill. John Urdi was also in attendance. Eric Wasserman and Matthew Lehman were unable to attend.
3. Approval of Minutes from 5-5-11. John M. made a motion to approve the minutes from May 5th, 2011. Approved 4-0 (Cheryl had to abstain as she was not here for the meeting on the 5th). Approval moved to next meeting due to lack of quorum.
4. Financial Report
  - a. P&L's will go to Board prior to next meeting.
  - b. John met with Marianna from the town; it is being reported that there is a \$300k to \$400k increase in TOT that will come our way in the true up. Not sure when we will get these funds.
  - c. There has been some discussion to use this overage to cover things outside out original discussions; MLT hopes to get this money to use for marketing.
  - d. There have been some proposals to cut the budget in all areas by 10%, we believe that Marianna understands it cannot be a straight across the board cut, however, we will know until budget meeting commence.
  - e. John will be meeting with Marianna and Dave (new Town Manager) in regards to goals and deliverables moving forward.
  - f. Teri brought copies of Measure A, the resolution, the minutes that show how the funds will be distributed. Teri is looking for the original documents from 1986 from the town.
  - g. The Board discussed researching what other communities collect in business tax license fees and how we compare. Total fees are currently \$300k a year. Could the current fees be increased?
5. New Business
  - a. Branding Update: John U. received an email from Robin Picken that went out to all town offices to update the websites, online components, etc. with new branding. The email did say that to “use up all old envelopes, letter head, business cards, etc., before moving to the new brand. John is hoping to move this quickly so the impact is stronger. John also met with Dave

from Maverick Signs to look at cut vinyl for truck inventory. He has measured all the medallion signs so that these can get done quickly. John gave Dave the color charts. The goal is 4<sup>th</sup> of July. Trade Mark and Licensing is in the works so we can get logo wear in to retail.

- b. Air Update: Howard and John talking to United this week or next to figure out next winter. April and May had very good numbers. The next time frame to focus on is June and then October and November to avoid the subsidy. Howard talked about the importance of marketing efforts on the air line side. Alaska did a great job with us when we started, they are negotiating the contract with United to make sure they are committed to marketing the flights as well to help reduce the subsidy. Howard is still working on someone that could work with a Las Vegas market. US Air would be a great option for this market down the road.
- c. Travel Shows: John and his team attended Pow Wow last week in San Francisco. John says it was the first time he has attended this show and he was very positive about attending again in next year. They were excited about flights. MLT has approx. 50 set meetings with people at this show. They also had a lot of walk-ups at the show of people wanting to set up meetings. Michael did an amazing job of researching the needs of who they would see at this meeting. There were a ton of social events to get a chance to really talk to people.
- d. PR: Still working with Lymen and moving forward. John needs to put some time into the Snowcreek “crib”. There was an athlete in town before the Amgen race who has been twittering about how great Mammoth is and that is a great training ground.
- e. Event Coalition: Posters are done and being distributed! Certified will distribute to all locations where they are distributed. Brochures are available as well. There is a new “event” site: [www.MammothFestivals.com](http://www.MammothFestivals.com) where more detail can be found. Pdf’s of the posters will be distributed. A combination ad is in today’s local paper(s). MLT is also putting this same ad in the 4<sup>th</sup> of July inserts. Posters are formatted to do large posters. Teri mentioned that the she is hearing at the RECSTRATS meetings are that they are very happy with what is happening on the event side of things.
- f. Interactive: right now the main focus is the event site. The site is built so that it can migrate to the new site down the road. Mark went to Tucson last month to the SimpleView show and is continuing to work on the website.
- g. Research Discussion – AMEX. John had talked about his connection with AMEX when he first started. He believes there is a great opportunity for Mammoth Lakes. AMEX can track spending in Mammoth history to give us an idea of where people are spending money. They can “model” someone who uses their AMEX to fly here; they can then track what they spend as they were here. We can track this by vendor code to show “Mono County” that money was spent outside Mammoth Lakes. They can

normalize this so that it represents our market. This is a one year commitment with quarterly reports so we can track growth, etc.

- h. MLT Budget Opinions: John is working on MLT budget and will plan a meeting to sit down with John M. and Teri to review. He will use the same numbers for income as last year. John made the case at council two weeks ago that Marketing is to be spent on marketing. We have a large group of people that are fighting for marketing, but when the town looks at the big picture, we understand that we will have to give a little just as everyone else. It is very important to keep going to council and reminding them of the importance of marketing for our Tourism based town. John is encouraging his staff to get out there with their voices as well. John will do staff reviews as of July for those that were here when John started, all other employees will be on their hire dates.
- i. Council: John U. is doing a 5 minute comment section at the town council meetings in order to keep people in the loop as to what is being accomplished.

6. Board Member Comments/Report

- a. We talked about MTrip and the importance of more participation. John U. thinks that we need to do some education and possibly bring MTrip here to attend a meeting.
- b. It was discussed that the Lift and Lodging program could be moved to MLT for a money making opportunity down the road. This program could be participation by “participation” in MTrip, advertising of some way, etc.
- c. CTTC may be coming to do a “seminar” for Lodging to show people how participation is important and what you get in return.
- d. Teri pulled out the Bylaws. There was some discussion about members and what will happen in the next year. We also have terms that apply and need to be discussed. This Board was transitional. We voted to keep this Board for the official Board July 2010. Next meeting agenda: board terms and discussion of election, etc.

7. Next Meeting Date: June 29<sup>th</sup>, at MLT office at 3pm.

Meeting was adjourned at 10:45 am.

Board went into Executive Session Workshop to begin discussions on John Urdi's year anniversary.

Exec Director was to get a benefit and bonus structure. Teri printed out the contract.

There was a guaranteed bonus for housing for the first year (\$24k first year). We need to begin thinking about what metrics will drive that bonus moving into the second year. Howard will pull his file on this subject. It reads that in the second year, he may be eligible for up to 20% of annual salary based on metrics established by the Board.

Some ideas suggested would be:

Growth in TOT

Growth in Skier Visits

Growth in Occupied rooms

Growth in ADR

PR Value

Air seat load factor growth

Budget growth through non –TOT sources (sponsors, COOP, etc)

Web metric improvements – visits, time on site, revenue from site.

Community involvement

John will need to talk to the remainder of his staff as far as what his plans are moving forward.

There will be an executive session agenda item for the next meeting for further discussion.