

# Mammoth Lakes Tourism

## Monthly Board Meeting, Thursday May 5, 2011

### MLT Conference Room

#### Meeting Agenda

1. **Call Meeting to Order** - Teri Stehlik, Board Chair, Meeting called to order at 2:00pm.
2. **Roll Call:** Teri Stehlik, John Morris, Eric Wasserman, Matthew Lehman were present, also present the Director: John Urdi. Not present: Cheryl Witherill and Michael Raimondo.
3. **Approve Minutes from March 24, 2011-** John Morris made the motion to approve the minutes from March 24, 2011 and Eric Wasserman seconded the motion which was approved 4-0.
4. **Financial Report**
  - a. Marianna the interim Town Manager has shown support and knowledge of the success of MLT's marketing efforts.
  - b. True up hasn't been received as originally intended, there was a misunderstanding with change in Town Finance staff and Cyndi is working on the reconciliation and will have the true up by the end of June 2011.
  - c. MLT is tracking well within its 2010/2011 budget, P&L from Porter and O'Dell to come next meeting.
  - d. John Urdi will set up a meeting with Carson Lambeth to discuss a BID or TID.
  - e. John Urdi, John Morris and Teri Stehlik will meet to go over current and proposed 2011/2012 budget.
5. **New Business**
  - a. **Staffing:**
    - Michael has just completed his 4<sup>th</sup> week at MLT, and has been a great addition to the team at MLT.
    - Rosemary Holt from Reno came out to work with staff concerning Pow Wow. 25 people will be coming to Mammoth Lakes following Pow Wow, this is a great chance to introduce them to everything Mammoth Lakes has to offer.
  - b. **Branding:** The Town Council approved the \$36K out of the general fund for the new brand logo.
  - c. **Air Update:**
    - Discussion is taking place to continue the flights from San Francisco with United and the possibility of adding an additional flight to John Wayne Airport. The next step would be securing year round service from San Francisco next year.
    - Guest service issues were brought up and discussed. A forum should be created to identify issues improving communication. Some problems identified were with rental car kiosk and information circulation.

- d. **Monthly Report:** MTrip information will be out by the 15<sup>th</sup>. Concern was brought up with the number of properties reporting and type of properties.
- e. **Travel Shows:** CTTC International, John M. and Howard P. spoke to travel agents from around the world as to who we are and what we have to offer. Pow Wow is in San Francisco 5/20-5/25, John U., Michael, Whitney, Kurt S., and Rhonda D. will be attending. Sunset June 3-5.
- f. **PR:** NYC Event didn't pan out and we probably won't do again next year. Lyman P/R doing well. Great exposure with the Bear Whisperer. SnowCreek high altitude crib, looking for a sponsor for 8K from Memorial weekend through the end of September.
- g. **Event Coalition:**
  - There will be 150K event brochures printed with 140K distributed through Certified throughout So. CA, LV, SF and 250 posters throughout Town.
  - Ad placed in the Sierra Heritage magazine, 10K magazines will have an event insert.
  - Radio 60 second spots promoting events at least 2 weeks prior to event.
  - Fishing radio show with Ronnie Kovak, visited all lakes over the opener.
- h. **Interactive:**
  - Mark traveled to Tucson last week for a meeting with SimpleView. CRM contract is for 2 years. New web site will be designed with Mark working with an outside contractor.
  - Booking engine was discussed will look into InnTopia.
  - Ronnie Kovak was hired as a consultant, he has many ideas to help with shoulder season and has connections with Sport Chalet and the Angels a conversation will take place next week.
  - Pad maps will be changed and encompass all lakes, fishing information, location and directions. This will improve our guest ability to find all lakes and what they have to offer. OHV will be produced by the Town.
  - Mammoth Lakes has a 10 page co-op in their air magazine.
  - John U. would like to get demographic information, beds, hotels, condos, and pillows etc., quality of experience. Will take this to Lodging Assoc. meeting.

6. **Board Member Comments:** No comments

7. **Meeting Adjourned:** Next meeting May 27, 2011, 9am MLT Conference Room