

## Mammoth Lakes Tourism

DMO Board Meeting  
Wednesday, June 22<sup>nd</sup>, 2011  
9:30am to 11am  
Tourism Conference Room

1. Call Meeting to Order – Teri Stehlik called the meeting to order at 9:35am.
2. Roll Call –Matthew Lehman, John Morris, Howard Pickett, Michael Raimondo, John Morris, Teri Stehlik, Eric Wasserman and Cheryl Witherill. John Urdi was also in attendance.
3. Approval of Minutes from both 5-5-11 and 5-27-11. Matthew Lehman made a motion to approve the minutes from both May 5<sup>th</sup> and May 27<sup>th</sup>, 2011. May 5<sup>th</sup>, 2011 were approved 4-0 (two members had to abstain as they were not here for the meeting). May 27<sup>th</sup>, 2011 was approved 5-0 (one abstained as they were not at the meeting on the 27<sup>th</sup>).
4. Financial Report
  - a. MLT is holding a reserve of approximately \$500k and will try to maintain this with the issues around budget with the town. The proposed budget moving forward will be at \$2.5 million which includes TOT and Business license fees. This does not include partnerships, advertising income, etc.
  - b. P&L will be emailed to the group as we are off schedule with our meeting dates.
  - c. Monthly reports will also be emailed by John U.
  - d. The lease on the MLT Building was paid off as of this month, rent will be \$1/year from here on out.
5. New Business
  - a. John U. distributed an email from Marianna asking how members are elected, the makeup of the board, etc. John sent out his response.
  - b. Teri's Recreation Position is up next week. We need to look at our rotation and terms soon so that we are following our Bylaws. Per our Bylaws, we have 7 Board members. It was discussed in today's meeting that the following terms are attached to each position:
    - i. We shall have 7 members of the Board
      1. Two members from Lodging that are filled by Lodging and that serve as follows: (1) at 2 years and (1) at 3 years
      2. One Chamber position that is filled by the Chamber at a 2 year term
      3. One Mountain position that is filled by the Mountain at a 2 year term

4. One Cultural Arts position or “at large” position that if filled by MLT membership with a 3 year term
  5. One Restaurant position with a three year term
  6. One Town Council position filled by Council with a 2 year term.
- ii. The Chair position would have a limit of one year.
  - iii. Each current position will serve at least one more year.
  - iv. The above detail was made in a motion for approval by Howard Picket. Eric Wasserman seconded the motion; vote was approved 7-0.
- c. Branding: John U.’s vehicle now has the MLT Logo. All vehicles will be done by end of the week. John will be handing out 5,000 stickers at the 4<sup>th</sup> of July parade. There is talk about mailing a sticker to 2<sup>nd</sup> homeowners, having Steve Searle’s truck done as well. The Forest Service has requested a sign plan in order to implement new logo. Ray Jarvis was very excited about the new logo and getting the major street signs re-branded now. There was also discussion about a “mammoth local” decal/sticker.
- d. Air Update: The numbers are very strong since April. The Event coalition will push flights and winter detail will be included in the next ad/poster campaign. Howard reports that the contracts are in process and that the terms have been agreed to but contracts were not yet signed. It looks like there will be flights from San Jose, San Francisco, Orange County, San Diego and LA. There could be 7 flights a day during winter with earlier flights to avoid night time arrivals/departures. There would be 30 minutes between flights to try to avoid over crowding the terminal. There was discussion of building an “air update blog” or some sort of online weather tracker for flight information next winter.
- e. PR: Chris Lymen did some video on our area for use.
- f. High Altitude Crib:
- i. The triathlon connections have increased.
  - ii. There has been an increase in pro-cyclists in Mammoth for training as well.
  - iii. The June Lake Triathlon has grown and has sent out invites to elite athletes. The “Crib” is meant for VIPs, Athletes and Media.
  - iv. Terrance Mann is not working with John Urdi as well. The athletes understand the importance of “giving back” and promoting Mammoth Lakes.
  - v. The Ford Ironman grand prize this year is a trip to Mammoth which will come with great press at all six Ford events.
  - vi. Triathlon Magazine is doing an article on High Altitude Training.
  - vii. Runners World has some mention of Mammoth in almost every magazine recently; John Urdi suggested that this would be a great advertising venue.

viii. John U. is working with a “large agency” to set up an event or store front for August and September. This agency is a large shoe company that will work with groups and perhaps a sponsorship.

g. Events:

- i. MLT looking at purchasing a 10X10 tent to put at all events to be staffed by MLT volunteers to hand out brochure, answer questions, etc.
- ii. Discussion about purchasing some “tablets” for surveys at these events or have roaming volunteers to gather marketing data.
- iii. CBT is looking at option of a phone download for surveys as well.
- iv. The back page of the Mammoth Times will continue to run the events through Labor Day. There is also a full page ad in the sheet.

h. Interactive:

- i. The redesign goal for the website is September.
- ii. Mammothfestivals.com is doing very well.
- iii. 395.com is also doing well and continues to run all types of promotions.

i. Budget:

- i. 10% air subsidy will be \$215k (1/3 of subsidy) that will come out of MLT’s budget. The subsidy could go up or down due to fuel even if numbers do well. There was discussion that we should keep fighting this as it is “not marketing”.
- ii. Litigation is still an “unknown” and could affect MLT.
- iii. There was discussion about Fish Stocking and MLT support which is yet unknown.
- iv. There is a proposal to make all contracts (including MLT) monthly which will hopefully be short term. We simply cannot market “month to month”.

6. Board Member Comments/Report

- a. It was discussed to have as much presence as possible at town meetings as we work through the budget and future discussions around town issues.

7. Next Meeting Date: Wednesday, July 27<sup>th</sup> from 3-5 at the MLT office.

Meeting was adjourned at 11:30 am.