

## Mammoth Lakes Tourism

DMO Board Meeting  
Wednesday, July 27<sup>th</sup>, 2011  
3-5 PM  
Tourism Conference Room

1. Call Meeting to Order – Teri Stehlik called the meeting to order at 3:50 pm.
2. Roll Call –Matthew Lehman, John Morris, Howard Pickett, Teri Stehlik, Eric Wasserman and Cheryl Witherill. John Urdi was also in attendance. Michael Raimondo was unable to attend.
3. Approval of Minutes from June 22<sup>nd</sup>, 2-11. John Morris made a motion to approve the minutes from June 22<sup>nd</sup>, 2011 as amended. Seconded by Howard. Approved 5-0.
4. Financial Report
  - a. P&L – John U. emailed P&L to the group prior to the meeting. There was a significant amount listed under “other” in the financial reporting which he “re-classed”. This will be corrected in next month’s reporting. John U. has been communicating on budget issues and numerous email questions with Marianna from the town. The Board had discussion on our “Reserve” and what MLT may be able to pre-pay in marketing efforts now so that these funds do not look like “over funding” for future contracts. There was discussion of using some reserve funds as a donation to the a project such as the Mammoth Lakes Track Facility so that as we bring in money from the project, they are returned to MLT for marketing dollars. Another suggestion was to prepay the subsidy now to show that these dollars are ear-marked and not showing in a “reserve”. The Board made note that there are some items that should be “re-classified” to tie into “sales/communication or marketing”.
  - b. Scope of Work: John U. has been working on deliverables which he feels is manageable. John U. reported that the proposed contract has some “clauses” on key positions which would require town approval. John U. has been talking to Dave on some of these issues directly. There is concern by the MLT Board that the town has written too much town involvement into the new contract when the goal was to separate Marketing from the town. The MLT Board felt we should challenge some of the items in the proposed contract as it goes against some of the original goals of MLT. The Board discussed getting a legal opinion on the contract prior to signing.

## 5. New Business

- a. Branding Update: John U. is looking for a trade mark attorney to get moving on the MLT Logo. Suite Z should be done this week. Park and Ride sign is done; vehicles should be done soon as well. John ordered another 100,000 stickers and they have ordered the 4x6 box card for the local PO Box mailing. The card has 7-8 varieties of the sticker. John is also continuing to work with the town on airport signage (highway and airport signage).
- b. Air Update: Finalizing a grant for \$603,000 to help cover expenses such as summer subsidy for 2012-2013. This would be a DOT grant; it is due on Monday. Winter routes are close to being finalized. The final piece is the guarantee for United. Howard is working on that final piece; the schedule is ready to go. It has been finalized that there will be 4 flights three days a week, and 3 flights four days a week for winter service. Once this is finalized, MLT will be printing banners, brochures, etc. to get the word out.

The sprung structure update: build start is scheduled for September. There is a food and beverage opportunity; there will be some room outside for patio setup in the summer. The structure will be located to the right of the existing structure.

- c. PR: Film crew from NBC, another film crew that is filming activities-staff is currently out promoting activities as well. There may be some effort coordinating with the Mountain so that they can promote chair 5, etc. The “crib” is getting booked often right now with athletes which is great. There has been great coverage with athletes promoting high altitude training. US Rowing team will be here training in October for 12 days and will row on Crowley.
- d. Event Coalition: This is going very well. MLT purchased a 10 X 10 tent to put up at events to have a presence as well as conduct surveys. John U. is looking at Motorola Zooms for surveys. There are also some options that can be done on cell phones. Fishing Coalition has began, one meeting behind them, one tomorrow to talk about spiking October. They are talking about expansion of the group moving forward. There has been discussion with the Mountain and Village to push Octoberfest into a much larger event.
- e. Interactive: Working on web redesign, videographers are working on footage, etc. It was discussed that there should be an “event” listing with

everything on it (library, running groups, etc). Something “printable” one week out so that we can promote as guests arrive.

- f. International Update: Exploring Brazil as a market, resigning contracts with UK, will continue with New Zealand and Australia, etc. The Mountain will be hiring an International person as well to represent the “destination”.
- g. High Altitude Update: Runners are doing great in Europe. The World’s are next month and we could have someone here with World titles. Morgan Ucemy has a great shot at a World title. Josh Cox and Elaine Smith will be meeting with John next week to get involved. Putting MLT Logo on these runners will be a near future goal. John U. meeting with Chris Lymen this week so we have some event set up around Olympic Trials in Huston in January.

#### 6. Board Member Comments/Report

- a. Matthew was curious as to when surveys would begin-his question was answered above.
- b. It was discussed that local businesses were supposed to be posting the “posters” through Certified. This was not done as expected. They will be put at airport as well.
- c. Teri talked about a “street” festival in Gardnerville that may be something we could do to have a “social” night or day to the community.
- d. John Morris asked about the TV at the VB. John U is still working with the Forest Service on this issue. The TV will go into the airport this week. They are still working on possible locations at Vons or in the Village.
- e. The MLT Board was reminded that we need to have a big presence at next week’s council meeting 8/3.
- f. TOT Group is meeting Tuesday of next week to start asking for updates from the town.

7. Next Meeting Date will be Wednesday, August 24<sup>th</sup> at 3pm at the MLT offices.

Meeting was adjourned at 5:20 pm.

Executive Session not needed at this meeting today.