

Mammoth Lakes Tourism

DMO Board Meeting
Monday, January 30, 2012
2-4 PM
Tourism Conference Room

1. Call Meeting to Order – Teri Stehlik called the meeting to order at 2:05 pm.
2. Roll Call –Matthew Lehman, John Morris, Michael Raimondo, Teri Stehlik, Brent Truax and Cheryl Witherill. John Urdi was also in attendance. Howard Pickett was unable to attend today's meeting.
3. Approval of Minutes from January 4th, 2012 Mathew made a motion to approve the minutes as corrected from 11/2. Seconded by John M. Approved 6-0. Cheryl abstained as she was not at this meeting
4. Financial Report
 - a. P&L –sent out prior to meeting. John feels that as TOT will be short due to lack of snow, we will need a contingency in place. He is working on this now and is not sure it will impact us greatly as all winter planning winter is in place.
 - b. MLT has built a 20-30% contingency going into this budget. John U. is just unsure how things will fall with TOT this season.
 - c. MLT inherited the town's \$215k airport subsidy. The numbers came in last week at \$100k over what we budgeted with the split. John will be talking to Dave W about waiving the \$75k for the sprung structure to assist. There is no guarantee on this issue.
 - d. It was discussed that we could poll the Lodging community on where things are for TOT/income. We will talk to Lodging about this at tomorrow's meeting.
 - e. John has a lead on renting some office space to the Forest Service.
 - f. Brent looked at "open invoice" lists – John is following up on these. Some are simply late billing dates and staff is working on contacting individuals.
 - g. Matthew asked about beginning to think summer and promoting events.
5. New Business
 - a. Research Reporting: John U. is still talking to a couple companies. Goal is to have a system at the airport for IPOD surveys.
 - b. Track Project: rendering of track project in office. We have two posters to show off. Met with PR agency on promoting this project and keep it in the news. MLT will need to be involved in Marketing and promoting as well as some fund raising on this project. Houston event was great; John was hoping for more support from the event.

- c. Air Update: Cancelled flight rack card is very close. This is an offer for lodging and restaurants to give deals to those that are stuck here due to cancelled flight. John has tried to work with rental cars folks and is not able to get their buy in. Town will offer \$25 off one way delivery charge. We will need airport to “issue” these cards. MLT will need to meet with participants to share how this will work on how to prove cancellations. Eastern Sierra Air Alliance: meeting in February 8th. John will ask for a liaison from Town Council. One topic of discussion will be subsidy. There is a possibility to grade levels of funding with ski or golf passes at a high end.
- d. Interactive: New website should be up today. Email went out today to “onthesnow.com” for an email blast.
- e. Fishing Coalition: Coalition has three officers, looking to set up 501C3 status so they can begin collecting money. We are working on opening weekend kick off for food and a band. Saturday will be a Fishmas Festival; owner booths, t shirts, etc. There are plans to have a kid’s activity area. Working with the Lion’s Club and Rotary as well as Mammoth Brewery; some proceeds to go directly to fish stocking. Manzanar Fishing Club movie will be shown. 50 (May and June) days of Fishman – passport type book with a promotion to kick off season. There will be a website www.merryfishmas.org to promote different specials on lodging, etc. At the last Chamber meeting, there was discussion on “adopt a big ass trout program”. This has hit a snag. They are not able to find large fish available. This program would have a great social media affect.
- f. 501C6 status: John is not finding our certificate. Teri will look back on emails to see is she has a copy on file.

6. Board Member Comments/Report

- a. Ski midweek Promotions: John M. and John U met with Mammoth Marketing for packaging for midweek promotions. \$60/person/day 4 of 5 day all midweek (arrival Sunday or Monday) 4 of 5 with 4 days of lodging; to equal \$99/day or \$125/day, etc. Time frame would be a start of Feb through March. Ticket price has to be buried in the amount and not disclosed. The goal is to fill rooms with a promo (Sunday through Thursday).
Idea: Ski week for \$399 per person so that MLT and Mammoth can promote. One bedroom may be higher, a larger unit less per person. The package would be taxable as it is condition of the rate.
- b. Lodging: education of owners and reality of what is happening in town. The idea of a letter from Lodging or MLT to support donations for marketing and the need.
- c. Geothermal Visitor Center Update: John looking for support for geothermal. John would like Dave Harvey to attend the next meeting to share with the Board. Michael distributed a letter and resume of Christina Thomure. Dave is looking to gain some early supporters. They have a couple grants that could expire if they do not make some progress. They

are asking for \$8,500 to get grants confirmed. This would pay for Christina to manage the progress of these grants. MLT would definitely notice a marketing component to this project. Geothermal Institute of Mammoth is about the Visitor Center and educational component. There is a local component for a local green house to supply local market as well. This would start off small and grow. There has been discussion to have MLT staff the desk so we can point people into Mammoth. Motion: Michael made a motion to grant GIM \$8,500 to support the coordination of the 2012 Geothermal Forum and the writing of two grants totaling \$900k; in exchange, we would ask to have continued involvement in the progress of this project as MLT realizes the importance and potential of a new customer base. Cheryl seconded motion, vote: 5-0.

- d. Restaurant Association discussion: This conversation was for discussion of the importance of an association with help of the Chamber or MLT. This is on the agenda at the Chamber level now.
- e. 4th of July celebrations discussion: looking at a Wed to Sunday event. Spread it out around town but close enough to keep everyone in town. Conversation was around what this holiday could be and what it could bring to town. This year would be a Chamber/town event.
- f. Bylaws: Moved to next meeting.

7. Next Meeting Date on Wednesday, at the MLT offices.

Meeting was adjourned at 4:30 pm.