

# Mammoth Lakes Tourism

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

1. Call Meeting to Order – Teri Stehlik called the meeting to order at 2:05pm.
2. Roll Call –Matthew Lehman, Brent Truax, Michael Raimondo, John Morris, Teri Stehlik, and Howard Pickett joining at 3pm. John Urdi was also in attendance. Cheryl Witherill was unable to attend.
3. Approval of Minutes from December 7, 2011. A motion was made by John M to approve the minutes from, 12/7/2011. Seconded by Michael. Approved 5-0.
4. Christie Osborne was introduced as the new Interactive Marketing Manager; she brings great energy and a background that will be a great asset to MLT, we welcome her addition.
5. Financial Report
  - a. P&L – emailed prior.
  - b. The last quarter true up is being reviewed due to discrepancies John U. noticed, this is being discussed with Cyndi Myrold with Town Finance and will be rectified.
  - c. Game plane due to snow conditions: Marketing Mammoth as having the most snow in California. Heavenly only has 190 acres; Mammoth Mountain has the snow park open, events and the most terrain, kudos to Mammoth Mountain and the snow making crews.
  - d. Mammoth Lakes is more than a ski area, how do we capitalize on the other activities available during a dry season start. Market alternative activities, while boasting the great conditions with the incredible snowmaking.
  - e. We need to stop thinking of Mammoth Lakes as a weekend ski area, look to a discounted ski week. Concern about the ticket pricing and lift and lodging program. John M. with SnowCreek has committed to a 25% discount to mirror the discount of the Mountains January 8 – February 9 special ski/board pass. The second package is a 50% discount off mid-week special, arriving on Sunday and leaving Friday, looking for lodging partners, restaurant and retail participation as well. Promoting a Mammoth Lakes ski week instead of going to Colorado.
  - f. Air seats – purchase seats for promotion instead of paying a subsidy to offset and package for slower time periods.
  - g. Invite writers here now to showcase other things to do in Mammoth Lakes, John U. will speak to Lyman.
  - h. Fly page within visitmammoth.com and mammothmountain.com need to advertise connecting flights, will look into a widget for visitmammoth.com to book a connecting flight.

## 6. New Business

- a. Staffing: Christie was introduced at the start of the meeting.
- b. Research Reporting: There are 3 RFP's out to obtain visitor profile, awareness and ROI.
- c. Track Project: The track has been issued a permit to start construction this spring. During John U's trip to Houston he will help increase awareness about the new track. Financial support is on hold at this point, still talking about a match with donations up to \$50k in hopes to encourage outside donations. The track will add one more element to promote the high altitude training. There needs to be a discussion as to who is going to market and program the track. MLT would be appropriate to market the track but programming will need to come from outside MLT. Could house the program within MLT but would require additional funding. The athletes have been valuable speakers, increasing the awareness of Mammoth Lakes and the track club has been very supportive as well. The track will just increase our exposure.

1, John M. made a motion to set aside \$50,000.00 to go towards a match of donated monies to the track project. Matthew L. seconded the motion and it carried 5-0.

- d. Air Update: Flightview is up and running, there have been some bugs that needed to be worked out. The program is running well at this point with the bugs cleaned up. A link will be sent out to lodging so it may be add to their web sites. The link will be a wireframe to be scalable for all sites, it's a great tool.

The load factor has been good from Los Angeles, a little below last year. San Francisco has been very good through the holiday time period. San Diego is pretty good for a new flight, expected to be a very popular flight. San Jose is not doing well and MMSA is negotiating that flight. MMSA is looking at packaging flight seats instead of paying subsidy; get people on the plane, MLT will consider the same options in the shoulder seasons when we're responsible for the subsidy. Summer flight schedule is being looked at with the air steering committee to consider all options; negotiation with Alaska Air starts in February for summer service. Need additional commitment for the air subsidy.

- e. PR: John U. is traveling to Houston for the Olympic trials and marathon, MLT is hosting an event from 4 pm – 6 pm on Saturday. It's an invite only event. The event organizers have been very supportive and helpful; they will send the invitations out to attendees, the cost is minimal, catering costs only. We'll have our pictures up with scenic photos as well as pictures of the runners in Mammoth Track Club. Looking to change the name to Mammoth Lakes Track Club. We will promote the area, track project and the summer running crib. Olympic trials are on Saturday with the marathon on Sunday. Mammoth Track \$25,000.00 grant from US Running.

Continue to promote track and recap the Mammoth runner's accomplishments for the year. Five members of the world team, 30% that made the finals in the world came from Mammoth.

- f. Interactive: MLT will launch the new visitmammoth.com web site at the end of January. Another addition will be a button "as seen on TV" added as well as Mammoth Lakes characters. Christie's primary task coming on is getting the web site finalized and running.
- g. Fishing Coalition: The fishing coalition is focusing on opening weekend, extending past the weekend, creating an event and doing a matching fund program. The matching fund program would be a raffle with tickets being sold and the lakes selling the tickets receiving the monetary benefit from the tickets purchased. This will go towards the purchase of fish for the lake they represent. Collaboration has been great. Also working on a brochure and posters for next summer.

- h. Other: The event coalition is looking at the motocross as an opportunity to add an event or events.

MMSA is hosting a concert at Canyon Lodge on 1/18 as well as the first night of President's weekend.

John M is looking for someone from MLT to meet with Paul Payne at KMMT for an interview about the mid-week promotion, John U. will join him.

30K stickers were handed out prior to the holiday and second homeowner postcards will be mailed out shortly.

Advertising pieces were discussed, Planner vs. Visitor Guide, would it best to go to one piece? Don't want to take away from the Planner, too much advertising takes away from the purpose, should just showcase the area. Visitor Guide needs to be a pocket size, will do some research as to which is picked up more often through Certified.

The goal is always to bring more people to Mammoth Lakes which benefits all.

No additional Board member comments.

- 7. Next Meeting Date will be Wednesday, 2/1/12, 2 pm – 4 pm at the MLT offices.

Meeting was adjourned at 4pm and went into Executive Session.