

MLT Board Meeting

November 7, 2012

2-4pm

Tourism Conference Room

1. Call to Order at 2pm
2. Roll Call: Matthew Lehman, John Morris, Howard Pickett, Michael Raimondo, Teri Stehlik, Brent Truax, Cheryl Witherill. John Urdi was also at the meeting.
3. Minutes – Approval of meeting minutes from 10/3/12. Motion made by Matthew, seconded by Michael, approved 6-0. (Brent was not at meeting for this vote, he joined after)
4. Financial Report:
  - a. TOT forecast – numbers are down, mountain opens this weekend, bottom line, we need snow
  - b. Update on Town budgeting & BID –John U had another BID meeting. They are going to focus on lodging and restaurants. It was reported that it will be difficult to include retail as there are some “smaller” entities that may not apply. Goal is 1% county wide, could be \$1.5 annually. Focus is for marketing, not just air subsidy. This would be a secured piece that town cannot touch. The hope is that it would be a \$25k-50k swing to the budget relieving the air subsidy obligation. Question was asked; could there be a vote on three different BID’s? This group is discussing goals. John U. feels that tourism funding is “off the table” for restructuring discussion at town level. Timing will be after the first of the year.
  - c. P&L has the comparison to budget; John has been tweaking with Porter Odell. The next report will be very detailed.
  - d. John opened a Savings account and deposited \$100k last week. Goal is to move funds into savings for a reserve.
5. New Business
  - a. Air Service: There is a meeting today 4pm today on Air Pack. MMSA has figured out an Air Pack with Horizon Airlines. Flexibility on use time is a bit different; however, pricing is based on \$59 tickets. There will be a winter packet, with a goal that there could then a summer packet. Tickets will be transferrable and booked through the mountain. The mountain is trying to figure out how to manage detail. Time frame for launch will be November 13<sup>th</sup>. Flights begin 12/19, Alaska flights 12/14.
  - b. PR: John went to NY, to find that the Marathon was cancelled. News; Meb is moving to SD and leaving the club. John U feels like he will be associated with Mammoth Lakes moving forward. Press was great on club. Dena is a great ambassador for Mammoth Lakes. Rack cards were handed out along with flash drives of track progress.
  - c. Interactive: Mobile app is in construction. MLT is working on building an Itinerary builder tied into Mammoth Trails site. Ad sales are very similar to bookings, we need snow.
  - d. Partnerships: John had a great meeting with Chrysler Group. This meeting was to tie them into events and activities in this area. John sent an asset list and a mock up of how we could use their vehicles. He received an immediate response from Jeep brand who said they want to pursue. John should send specifics to Howard to ensure that they are not overlapping with Ford.

- e. Retail Sales: MLT has received a second shipment. The Visitor Center doing well with merchandise. We are represented at almost every retail place in town. Offering wholesale to lodging, etc. We are making a small amount of money in sales. Looking at marketing component so trying to make it affordable.
- 6. Board Member Comments/Reports/Agenda Additions:
  - a. MLT has a temp working to enter all event survey info into the system.
  - b. Files have been sent for Visitor Guide; holding the release until just before holiday to get rid of last year's book/supply. All extra books are being put in trade show bags for people to take.
  - c. El Campo – opening Dec 21<sup>st</sup>.
  - d. Old Dubliner may end up being a DJ or Live music club in place of Hyde.
  - e. John Morris reported on Lodging Association; discussion on SFH. Lodging will stay neutral on this topic.
  - f. Appointment of Officers:
    - i. Cheryl was re-appointed as the Lodging position at the last lodging.
    - ii. Appointment of Officers for this Board
      - 1. Brent reported that he has been asked to focus on revenue and take a step back. He will have to step down from President of Chamber. He is currently the President Elect and will step down. Brent is unsure of his longevity on this Board. Technically, the Chamber could appoint another appointed person for MLT Board position.
      - 2. Council reappoints in June.
      - 3. John will continue as Treasurer. Cheryl and Teri willing to give up their seats.
      - 4. Motion, Teri is renamed as Chair, Howard as Vice Chairman, Cheryl as Secretary, John as Treasurer.
  - g. Agenda and minutes blog; Cheryl to send out email link for review and would love input.
  - h. Bylaws: Please review Bylaws and give input as this will be on the agenda for next meeting. Cheryl will resend to the group.
  - i. Matthew discussed items at this evening's Council meeting including cuts. Would Chamber be willing to work on formalizing Restaurant Association? Brent will be there.
  - j. Executive Session- John's review.

Regular meeting adjourned at 3:20pm.

Next Meeting: December 6th, 2012.