

MLT Board Meeting

December 6, 2012

2-4pm

Tourism Conference Room

1. Call to Order at 2pm
2. Roll Call: Matthew Lehman, Howard Pickett, Michael Raimondo, Teri Stehlik, Brent Truax, Cheryl Witherill. John Urdi was also at the meeting. John Morris and Matthew Lehman were unable to attend the meeting.
3. Minutes – Approval of meeting minutes from 11/7/12. Approved 4-0
4. Financial Report:
 - a. TOT Forecast: The town is reporting that TOT numbers are up. John U has been able to clarify that she was referring to what they budgeted. The town has been very conservative on their budgets.
 - b. There needs to be a push to move the TOT payment due date up from the 30th of the month to the 20th of the month for TOT. With this, we need to see if we can expedite the issue of everyone reporting monthly rather than quarterly. The proposed new system (BasicGov) will save the town on staff time and funds.
 - c. The goal of the proposed BID will be for midweek, shoulder and summer.
 - d. The BID will have a business plan, not a detailed budget. It will cover marketing, Air and Events as well as PR.
 - e. John will plan a meeting with Rusty to see what they can do to build confidence in the community.
 - f. It was suggested to get some updated comparisons of what is spent in media/marketing to share with this communication.
 - g. The BID will be one umbrella rather than sectioned by type of business. This way, it keeps all parties involved. The vote will be as one as well. The mountain will be 40% of that vote; we need 51% for approval.
 - h. We need the Board and the exploratory group to be able to answer questions and put some consistency in place.
 - i. Pay in: ticket piece will be the most, retail #2, then Lodging, then restaurants. At a 3-4 million possibility. There will be an appeal process for those that feel they do not “live off tourism”. If a business can show that they are 55% local business, they could be exempt. Perhaps there is an appeal process. This will be built into the business plan.
 - j. Education and timing is essential for the proposed BID.

5. New Business

- a. Air Service: pushing as a Christmas gift, still selling. All flights are up except Orange County. LA flight is pretty even. Flights increase on 12/14.
- b. PR: Lonely Planet is listing Eastern Sierra as top vacation destination. PR team is doing an ad equivalent analysis for MLT. This will be a quarterly report moving forward.
- c. Interactive: New mobile act is ready to launch. Next step will be a group called Your Tour. (Visit Orlando is a good sample), this is an itinerary builder that can be customized.
- d. Partnerships: John has a call with Chrysler today. Meeting with Bart Hall today was in regards to fishing. The raffle boat was given away last week. The winner is coming up next week to pick it up. Chrysler willing to work with a "cross platform" so we can utilize their different products with a different use (fishing, skiing, etc)
- e. Retail Sales: Tree lighting tomorrow, selling sweatshirts at the event. Discount for Board members and family (30% off).
- f. Collateral: Visitor Guide coming on the 13th, Flight card on the 15th, cancelled flight card the 18th, year round event posters 13th. They will go up at the airport as soon as we get them.
- g. Winter Carnival; feasibility meeting last week for discussion. Snowboard, Fireman event, etc. Working with Business events. Snow sculpture event (first week of February)dog sleds, ski-a-thon, etc. skating rink, bank at village; snow maze

6. Board Member Comments/Reports/Agenda Addition

- a. Invite for party at Campo on Thursday 5-8pm next week.
- b. John out of town for Xmas (12/23rd, back on the 31st).

Next meeting: January 9th at 2pm.

Adjourned 3:45pm