

# Mammoth Lakes Tourism

DMO Board Meeting  
Tuesday, March 06, 2012  
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. Motion by John M. to approval of Minutes from January 30th, 2012 Seconded by Michael R. Approved 3-0.
4. Financial Report
  - a. Working with Porter O’Dell on 501c(6) forms.
  - b. John U. had a meeting with Dave, Marianna and Jo about the “creditor” situation. We have the right to present our case in Mediation. John is working on a certified letter to go to attorneys to address tourism. If they are looking at a 10% reduction on top of TOT being down, we hope that they will reconsider.
  - c. Matthew reported that it is hard to cut 10% across the Board. We need the public to speak. They need to look at who is producing vs. who is not and evaluate individually.
  - d. John U is part of the senior staff meetings with the town.
  - e. John U suggests putting a list together of names to include influential people in town to support Tourism and get in front of Council.
  - f. Subsidy: John U. spoke about going back to the Mountain about subsidy amounts. John talked about looking at all options; reduced days, shoulder months, etc. MLT needs to continue support, just uncertain of budget.
  - g. John has been looking at staffing and cutbacks at both the VB and at MLT with all that is on the table. John does not have a time line, he needs to run numbers and evaluate value.
5. New Business
  - a. Air Update: winter is rebounding, bookings are up. Mountain will be over budget on subsidy. Mountain looking at dropping San Jose. It has been a tough season for the new markets. Eastern Sierra Air Alliance had first meeting and it went well. John U feels like there needs to be a subcommittee making things happen. How do we get people involved? Team flying to Seattle next week. John U. will be bringing an event sponsor application with him for ticket sponsorship. We talked about being able to buy up the empty seats for lodging packages or last minute deals, etc.

- b. PR: John had breakfast with Kevin Baxter a writer from The LA Times as a prelude article for Olympics. This gentleman met with some of the athletes as well. The article will be on high altitude training and a separate article on Meb – publication about a month out.
- c. Fred Hall fishing show begins tomorrow. MLT is doing a reception at the show to bring in more writers. “Big Ass Trout” program is being “worked on”. The challenge is finding the big fish. He is looking for Conway to host the fish for a small fee as the money is going back to them in the long run.
- d. Interactive: Web sales have begun. We had hoped to bring in \$90k, with late launch, we are hoping for \$30k. Store will be up by 15<sup>th</sup> of March online.
- e. Fishing Coalition: Eastern Sierra fishing logo was developed with shirts for Fred Hall show. Whitney will be at the show and John will join her. Ronnie Kovach will also be present for MLT. EasternSierraFishing.org is running 50 days of fishing passport promo. Opening day, Friday party at Village. MLT is looking at a band, food, etc. Lions Club and Rotary will be involved. It was discussed that perhaps lodging could sell tickets as well. All deals in town will be on website above. 50,000 rack cards were printed. They will be handed out at the door at Fred Hall. Lane and Beth Garrett are leaving Crowley, they will be missed. This coalition will be a sub account of MLT rather than completely separate.
- f. Event Coalition: Posters are up! Ad was in paper Friday before Presidents. John can send them in PDF format for lodging. We will also have banners. Brochures will be printed in May so we can add sponsors or headliners, additions, etc.
- g. Ski Weeks: launched and finalized! This is to drive Sunday through Thursday traffic. The goal was to get the mountain dialed in so we can approach it in the future. John M. felt that he is still getting traffic and inquiries. Goal will be to have this set up before the season last year.
- h. Partnerships: Josh Cox met with John about helping with Sponsorships. He is actually representing athletes now as well. John U. has offered him a 25% cash commission “cash only contributions”. No commission on in kind donations. John and Josh have a meeting with Power Bar next week as they are looking at building a training center. John also has a contact at Coke and is working on this partnership angle as well.

#### 6. Board Member Comments/Report

- a. Bylaws- move to next meeting. Brent was talking about staggered terms and how to word it moving forward. So far, no other comments or input has been emailed.
- b. Matthew talked about MLT being grass roots, separate from the mountain; and start meeting with people one on one. Would be a great time to do an open house or an outreach program.
- c. John Morris – driving range opening a week from Friday. Golf course rates for locals will be available, passes will be less expensive. A lot more

to offer this year! Goal is to get locals re-engaged. Jr. Golf program will be offered.

7. Next Meeting Date on Wednesday, 4-4-12 at the MLT offices.

Meeting was adjourned at 4:30 pm.