

DRAFT
Mammoth Lakes Tourism
DMO Board Meeting
Wednesday, April 4th, 2012
Tourism Conference Room

1. Call Meeting to Order – Teri Stehlik called the meeting to order at 2:02pm.
2. Roll Call –Matthew Lehman, John Morris, Howard Pickett, Teri Stehlik, Brent Truax and Cheryl Witherill. John Urdi was also in attendance. Michael Raimondo was unable to attend today’s meeting.
3. Motion by John M. to approval of Minutes from March 6th, 2012. Seconded by Matthew Lehman. Approved 5-0.
4. Financial Report
 - a. P& L: as long as town payments keep coming in, MLT is fine.
 - b. TOT forecasts:
 - \$146k loss for January (Down from \$200k)
 - March and April will not be as devastating
 - April is below pace for the Mountain and others
 - Report is that they are beginning to clear the pass now for Yosemite
 - Golf will be open for Memorial day or prior
 - TOT could be better off than anticipated
 - MLT is building budget now
 - John U’s team is focused on mediation
 - c. Mediation: John U. is sitting in on all meetings. He has met with his staff to focus on case studies, research, etc. Chris Lyman has offered ideas. John U. has met with local newspapers and shared a draft “letter to editor” with the Board which was discussed. The defense of MLT will be as follows:
 - i. Community understanding of Tourism importance
 - ii. Town Officials
 - iii. Mediator/bankruptcy court
 - d. The focus of any communication should empathize “emotional focus”
 - e. Strategy of MMLA? Measure A. If things move to Chapter 9, Judge will ask for an “essential service” plan. We will need to demonstrate importance of tourism as essential. The court cannot touch earmarked money such as measure R or U.
 - f. John U. has met with Dave W who understands the big picture.
 - g. Matthew feels council is behind tourism as well. Might be worth having a one on one with each.
 - h. Marianna has done a good job on research and has saved the town from paying the attorney’s for this service. It was asked if she was involved in negotiations. All felt as long as Town Manager is leading, we are ok.

- i. The Board was asked to review and brainstorm the letter and get back to John.
- j. Any decisions will be long term, not just one year.
- k. John U. made the point that by saving 10% from MLT budget, they are losing \$1.5m in revenue (tax, TOT, business licenses, etc).
- l. Marketing = Tourism= Local Tax= services people are expecting
- m. 10-20 years if cuts would be “killing the future”
- n. Would the mountain marketing dept be able to supply details of \$’s spent on marketing for that entity? Howard stated “yes”. This to show how small our budget is comparative.
- o. Jeff Freeman; CEO of US Travel Association can provide Colorado examples
- p. US Travel has a link to “defend your budget” which will be helpful
- q. Mammoth still has to campaign to get people here over our competition.
- r. Studies/Research:
 - i. ROI
 - ii. Economic Impact on Cuts
 - iii. Jobs 42-49% work force based on tourism alone, however all affected
 - iv. Job Correlation to tourism
 - v. Tax Revenue vs. total budget vs. TOT and Tourism % compared to CBB Funding across the board.
- s. Importance of a Recovery Plan-PR Campaign
- t. Crisis Communication Training? Who, What, How, etc.
- u. Talking points “owner meeting” at town website
- v. Locally – everyone still needs to continue their marketing efforts
- w. It was discussed to have a Q&A sheet for Board and community discussions
- x. John U. and or Board to go in front of council, chamber, rotary, gym, hospital, school...and divide community into areas to reach everyone in some sort of open forum discussion about importance

5. New Business

- a. Air: Howard and John going to Seattle for meeting. Looking at annual contracts rather than seasonal. They are having same conversation with Alaska as United on flights, cost savings, etc.
- b. PR: Great Twitter activity around high altitude athletes promoting Mammoth. We have confirmed the “crib” for April. Article running in LA Times about running and training in Mammoth was a \$300k value/benefit.
- c. Interactive: Plugging along with new website working out all kinks
- d. Fishing Coalition- summer promotions: Boat will get logo this week “win me”! Raffle will kick off soon; all proceeds to go to add to fish stocking, not replace budget line. Boat prize is \$15k value, cost was \$3.5k. Posters going out today. Opening weekend promotions going well
- e. Event Promotion: Brochure to be confirmed after fishing opening.

- f. Partnerships: Josh Cox and John will be meeting with Power Bar on training center.
 - g. Other: NTR

- 6. Board Member Comments/Report
 - a. Bylaws- move to next meeting.
 - b. Summer Bookings: early calendar has helped promotions around events
 - c. Economic Stimulus/recovery plan – Matthew holding a meeting

- 7. Next Meeting Date on Wednesday, 5-2-12 at the MLT offices.

Meeting was adjourned at 4:15 pm.