

Mammoth Lakes Tourism

Board Meeting

Monday, July 2nd, 2012

MLT Board Meeting Minutes

Call to order , 2pm.

Roll Call: Matthew, John, Howard, Michael Teri, Brent, Cheryl. John Urdi also attended.

Approval of Minutes from June 6th, 2012. Motion; Brent, Howard, 2nd, all in favor, approved.

Financial Report:

- P&L's emailed. John will give a final wrap up from the annual AP. We have two outstanding receivables as of today.
- Bank account: balance is strong due to up front payment from the town, roughly \$650k in the bank. Moving forward, Dave W. would like us to move to "status quo". Dave is not interested in a contract "month to month", he would rather move to a month to month payment without a clause or contract. Matthew to look into this issue and report back to John. It was a discussion that due to the amount of money we receive, there should be some sort of contract. Matthew thought perhaps it was due to bankruptcy filing and how that affects contracts.
- TOT forecast; John feels that we may have been better off in May and June. July and August is looking good.
- Defending Tourism; MLT has cut \$800k out of budget. Talking to town and to Dave, Tourism is the story. As of today there is not a PR firm involved. IT is the opinion that we need a Crisis PR person. We need to continue to push the "this is what to do in Mammoth" story.

Budget: On file with John Urdi

- Very conservative budget, too many unknowns. Not budgeting true ups, budgeting lower.
- Revenue: about \$2.m, hoping true ups help to bring this number up.
- Expenses went from \$2.5 to \$1.8m this year.
- Some of the things they have cut: reduction of buys, Whitney's budget went down from \$1.1 to \$550k, print ads took a big cut, some travel shows also cut, wages (\$100k in staff) with addition of one new \$30k person/coordinator position.

There is an intern on Friday's; he is up to speed but only here through July. Timing is the question. Board agreed that John should bring someone in now that the phones are busy. Other

Revenue generation opportunities: retail is new, website advertising,....MLT is feeling comfortable with the dollars in this budget being conservative.

Staffing; both positions signed off on separation paperwork. Their last day was last Thursday.

Air Service:

- Not having fall air service; do we need to promote a fall ad? Howard on the phone today again, still asking for them to work with us for the fall. Looking for assistance on the subsidy side. Michael said that they are looking to use Measure U, no legal issues, looking at what is available to avoid total cancellation. Talking to United about taking over Horizon flights....they want a proposal. Skywest is looking at ground operations. We could have a proposal by end of next week from United. Howard not worried about complete cancellation, but the competitive edge is working in our favor.
- Measure U option is not public yet, just discussion between Michael and Dave as "conversation".
- Air Service: we are 188 seats behind last year, June looks like 49% which is just below last year. July is 2pts ahead of last year; August is 4 pts ahead of last year, Sept 1 also ahead. 188 seats behind, we gained 45 last week.
- R&P: capability, Mammoth would work through FAA, a year could be complete. No cost through FAA. They would install it in the winter. Howard was not sure that United could use this, created by Alaska. United may be able to be compatible with the Q400 planes. Right now, they use these planes on east coast, trying to move them west. Cost of fuel is going down which is helping as well. ...so far 10% reduction on costs.
- We did apply for a small airport community grant for "flex pass" program, also for a second LA flight peak time with Alaska. We cancelled the flex pass; Alaska was not willing to work with us on this issue, "not enough control".

PR: 4th of July Parade: sticker post card with "CA", two offers from Alaska Air, \$20 each way or 20% off coupons for the "best summer ever"

3,000 post cards for parade, the remainder will be mailed, ½ are \$20/off, ½ are 20% off....

John's team will be dragging boat in parade

Banners today will go on trolley

Interactive:

- Outdoor writers association of CA in September. Ties into Fly Fishing Fair.
- Matthew asked about a Photography group for fall. Challenge is setting it up.
- Ad sales going well for website; Simpleview were having some issues with transition.
- Booking widget is being built
- Mobile website almost ready to go live

MLTrails – needs to be on site. This website is amazing. Forest Service needs to approve before live; can live on individual sites. Great resource “family friendly”, tells elevation, what is friendly, how difficult, time available for hike, etc.

Event Promotion: brochures, posters, are here. From SD to Bay Area to locally, posters are up! Ads in local papers, tear off map looks amazing. Maps are so much easier to read, very clear.

Continue to talk about the “best summer ever”.

Other:

- Brent; July 4th PARADE!
- June Lake!
- Matthew met with Gold Wing Group – 400 riders coming up, possibly more in Sept. over Labor Day. Well organized, police is working with them. What can we do for a “commemorative” item? Is there any way to get a “welcome” sign in all businesses?
- Mountain Bike riding, staff was great! Matthew reporting to Howard.

Next meeting, Wed August 1st, 2012 from 2-4pm.

