



## Mammoth Lakes Tourism

### Board Meeting

September 5, 2012

8-10am

Tourism Conference Room

1. Call to Order at 8:10pm.
2. Roll Call: Matthew Lehman, John Morris, Michael Raimondo, Teri Stehlik, Brent Truax, Cheryl Witherill. Howard Pickett was unable to attend today. John Urdi was also at the meeting.
3. Minutes – Approval of past meeting minutes
  - a. July 2<sup>nd</sup>, 2012-Matthew made a motion to approve, seconded by Brent, all in favor 5-0
  - b. July 25<sup>th</sup>, 2012-Matthew made a motion to approve, seconded by Cheryl, all in favor 5-0
  - c. August 1<sup>st</sup>, 2012 – Add Executive Session Special Meeting; Matthew made a motion to approve, seconded by Brent, 4-0 (Michael obtained, not here)
4. Financial report:
  - a. TOT Forecast: John has not received figures for TOT; nothing has been published. This info is not online past April. May would have been reported by participants and we would have figures 45 days out. Should have July by next week. We are expecting true up check by end of month; have not heard any numbers.
  - b. P&L: comparison to budget being added moving forward
  - c. Update on MLLA: John doing his presentation this evening on ROI, Yearend Review; John is hearing that they are doing best to protect MLT. Hopefully we will know more in the next couple weeks. Tonight's presentation is a yea end wrap up report.
  - d. BID Discussion: John had dinner in Boston in regards to BID. We would shoot for a County Wide BID. 51% of the participating partners need to petition and campaign for this. It needs to be voted in. Those that need to support this are those that bring in the money (top dollars). John Lambeth wrote the BID law; he has renewed many in the state of CA. This will still need to go through Councils and County Supervisors. John

feels this could take 6 months or less. 3 months for petitioning; this is a user fee, a pass through, not a tax. BID steering group with Lodging, Chamber, MLT, Economic Stimulus, etc. that can help steer this in the right direction. The BID is still TBD. The goal of the BID will be for air subsidy, excess would be marketing dollars for air promotion. A BID is the cleanest way to secure these funds. This could have a “pledge” component for retail, restaurants, real estate, etc. All of these secure options would have to go through the town; we could not collect. The committee would work with Lambeth on the planning stage.

5. New Business:

- a. Staffing: Adina Ingram, has joined MLT this week. Adina comes from the sales dept at Mtn. She will be upfront, marketing, etc. “welcome!”
- b. Year End Review (John U to Email for records)
  - i. Roller Coaster of TOT ; summer strong, winter has loss
  - ii. TOT Compliance Group: increase in certificates, collected \$202k in new revenue
- c. Air Service
  - i. 9246 people arrived at airport
  - ii. Enplanements up 16.7%, load factor up 10%
  - iii. Air Alliance was formed
  - iv. MLT paid in \$417k of unbudgeted funds in subsidy
- d. Research
  - i. AMEX reports
  - ii. Visa Vue
  - iii. ROI Study by Leisure Trends
  - iv. Economic Impact Report for MLT
- e. Increased Exposure for Mammoth Lakes
  - i. Value added contracts
  - ii. Joint promotions
  - iii. Branding
  - iv. Nine 2 minute segments that aired on Today Show in bay area
  - v. MLT on Yosemite committees
- f. Collateral and Ad Design
  - i. Visitor Guide to four season piece
  - ii. Posters and news paper event advertising
- g. Eastern Sierra Fishing Coalition
  - i. Boat Raffle
  - ii. Season Kick off
  - iii. Passport
- h. Interactive Marketing
  - i. New website
  - ii. Go.visitmammoth mobile
  - iii. Vacation Roost partnership
  - iv. Facebook audience has grown 69%

- v. Twitter followers has grown 65%
    - vi. New online store
    - vii. Educational seminars
  - i. Domestic Sales Efforts
    - i. Fam Trips
    - ii. Attended domestic trade shows
  - j. International Sales
    - i. Expand markets
  - k. Other Sales Efforts
    - i. ON line tore
    - ii. Doubled ad sales for Visitor Guide and Vacation Planner
  - l. Communications Efforts
    - i. Lyman PR
- 6. Air Service
  - a. John and Howard met with Alaska and brought back up the multi pass option which will be discussed in some form.
  - b. Winter finalized soon; potential that there could be only one SF flight this year; not confirmed
  - c. Load factors have done well this summer
- 7. PR
  - a. Planning for next season now
- 8. Interactive:
  - a. Store
- 9. Partnerships
  - a. John is meeting with Dodge this next week
  - b. Still working with Coca Cola
- 10. Retail
  - a. Seven locations and online components

Board member comments:

John Morris working with Athletic Club – January, Carina Schmirnoff from dancing with stars – dance seminar (weekend before super bowl)

Matthew working on bike event – 5 day event (similar to Crank works in Whistler). Bill Cockroft is working with them. This event to run end of Sept next year.

June 22<sup>nd</sup> – ½ marathon event next year “ San Diego ½ marathon”. Non profit fund raising event

Teri – Mammoth Lakes Trail System Logo piece

Review of contract for John Urdi; Brent motioned to approve with the changes mentioned (corrections). Seconded by Michael; approved 6-0.

Next Meeting:

Wednesday, Sept 19<sup>th</sup>, 2012, 8am. (Teri to send out meeting notice)

Next regular meeting, Wednesday, October 3<sup>rd</sup>, 2-4