

MLT Board Meeting

March 6th, 2013

2-4pm

Tourism Conference Room

1. Call to Order at 2pm
2. Roll Call: Matthew Lehmann, John Morris, Michael Raimondo, Teri Stehlik, Cheryl Witherill. John Urdi was also at the meeting. Howard Pickett was unable to attend this meeting.
3. Minutes – Approval of meeting minutes from 2/6/13. John M. made the motion to approve minutes, Michael R. seconded, approved 4-0. (2 abstained -Matthew did not have time to review; Brent was not at the meeting).
4. Guest Speaker- Marianna Marysheva-Martinez
 - a. Introductions/Marianna's background
 - b. Town has created a great foundation, not stable yet. What Marianna sees as a need for town is stability in three areas; Finance, public safety, and Economic development.
 - c. They are recruiting an economic development lead that will work closely with MLT. We need someone with experience. This will be a nationwide search. Position would start new fiscal year. MLT could participate in this process.
 - d. What is lacking is business incentives, business retention, etc.
 - e. MLT has a contract now which is "a continuation" of our last contract. Scope of work is set, there is not a duration defined in a signed contract.
 - f. TOT: additional enforcement person on team? Still discussing funding through MLT, nothing concrete. If we added a third person, what would the return be?
 - g. Is town comfortable with info MLT provides? Marianna is comfortable; however, she would like to meet with John once every 6 months so the contract can be reviewed.
 - h. Five year plan is in place
 - i. We are bound by contracts in many areas through 2016
5. Financial Report:
 - a. TOT forecast –Still having issues getting "true ups". John is in on meetings, etc. He is providing staff to help with data entry. Hoping to get rid of MTriip. Projection is for a fully live system in June.

- b. John passed out the Profit/Loss as of February. There was \$290k deposited end of February.
- c. Update on BID –John has had multiple meetings with Town on projecting the Admin cost. The guess on John’s end would be 1-2%. Cindy will be looking at getting numbers next week. There could be 1st year set up costs; however, John believes we are looking at roughly \$70k/year. Marianna mentioned that down the road, we would look at cutting back on Measure A funds. John U. explained that this is not how it will work.
- d. TBID meeting next week so we are still on track for a July 1st date.
- e. John U. met with Rusty to discuss his concerns.

6. New Business

- a. Air Service: Numbers are looking good. We hope the snow will build the last few weeks as things have slowed down. Load factors are in the 60’s, low 70’s. Orange County is not doing as well as we would like. For the year, we are around 60%.
- b. PR: Hotel Impossible 3/11 – Travel Channel. Undercover Boss – Squaw this month. Team Cannondale will be here before the race- 8 riders, 4 coaches to train for a week. Meb is going to run the Boston Marathon this year. Matthew and John are running a 5k on Saturday. David Roberts, Key Note Speaker for the CA Writers Guild, has never really done much in Mammoth Lakes. He has been invited to spend some time this summer; he gets picked up by a ton of great publications.
- c. Alaska Air Magazine – 4 page article all about Mammoth Lakes.
- d. Interactive: Ad sales are going well.
- e. Partnerships: Jeep meeting is very interested in partnering with MLT.
- f. Retail Sales: Sales continue to do very well in shops and at Visitor Bureau.
 - g. Staffing: Whitney is at Fred Hall, on the show circuit for the next three weeks. She has relocated up north. So far, communication has been well.

Board member comments:

- John Morris talked about TOT issues. Bennett Kessler interviewed John M. yesterday in regards to this effort for KMMT. He is trying to keep things positive and a “history lesson”.
- Hopes that Marianna will continue to interact with community.

Next meeting: Wednesday, April 3rd. 2-4pm.

Phil Hertzog, Jim Dimetriatas, and Paul Rutter have asked to be at next meeting in April.

Meeting Adjourned at 3:35pm.

