



Mammoth Lakes Tourism
Minutes of Board Meeting
Thursday, May 1th, 2013

Minutes

Meeting called to Order by Teri Stehlik, Board Chair at 2:05pm

Roll Call – Matthew Lehman, John Morris, Michael Raimondo, Teri Stehlik, Brent Truax. Absent Cheryl Witherill, Howard Pickett

Approval of 4/13/2013 minutes-Minutes modified to reflect Paul and Phil left at 3:05pm. Unanimous approval with modification.

Financial reports- John received financial reports and will send out to the board later in the day.

The town has asked for MLT to pick up a number of expenses within their budget. There will be a meeting with the Town Manager to discuss these possible expenses. There was also an inquiry from the Town Manager to assist with the town PIO- (Public information Officer). John will be following up and have further discussion.

TBID- There were some questions as to the allocation of resources within the TBID expenditures to make sure funds correctly positioned. John is setting up an open house next Thursday May 9th, at rafters to have one on one conversation with businesses that will be assessed. There was general discussion about businesses having questions and making sure we are helping to answer these questions. Looking to finalize in July and start collections in August.

PR agencies- John and team met with three agencies. The meeting with Mary Carson agency was very strong. They have extensive experience in CA and gave a very solid presentation. There is potential for tie in with other clients they have. At this time will wait to move forward until TBID looks to be confirmed and plan accordingly.

Chamber - Looking at a two year agreement. John would sit on the board and would oversee the executive director for the Chamber. Will be looking for an executive director that has chamber experience. Will attend Chamber board meeting next week where the Chamber will be voting on moving forward.

Board composition. – The board is currently at 7 ppl representing stakeholders in the community, when the TBID passes there is a need to look at the adding two more positions to fully represent the parties involved. Board will need to look at modifying bylaws to reflect number of positions, membership and timing of positions.

Air Service- Ahead of last year. Bookings remain strong. Still working to finalize summer air pack. John give a brief overview at next council meeting. Looking at flight options for next winter that might include service to Colorado.

PR- Still bringing in a number of writers. Going to press for summer brochures . Fishing season opener a great success. Four ten pound fish were caught in the first weekend and a very strong start to the season. More than doubled locations for selling raffle tickets this year.

There was general discussion regarding the tot tax collection and the towns need for additional resources to meet a potential shortfall.

Meeting adjourned 3:25pm