



**Mammoth Lakes Tourism
Minutes of Board Meeting
Thursday, June 6th, 2013**

Minutes

Meeting called to Order by Teri Stehlik, Board Chair at 2:04pm

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

Guest Speaker: Jack Copeland, President Mammoth Lakes Chamber of Commerce discussed the moving of Mammoth Lakes Chamber of Commerce under the MLT umbrella. The repositioning of the Chamber will allow for greater synergy and add to their resources to make greater accomplishments in the future. The Chamber is looking to sign a joint management agreement for a period of time to make sure this works for both the Chamber and MLT. The objective would be to hire an executive director that has the necessary experience to step in and run the day to day operations. This person will report to John Urdi and to the Chamber Board.

There was the discussion about the benefit of having the chamber conduct hands on service training. Using the example of what the Alpenhof experienced recently, have qualified individuals assist business with more than customer service but with improving their operations. This might tie into a discounted mountain season ski pass program.

TBID discussion- There was discussion about how to handle businesses under \$34,000 per year. Maybe there is a way to do tiers or a smaller amount and a onetime yearly fee. Discussion was centered on making sure we can verify the amount businesses are submitting in the future. There is some confusion by local business understanding the cost is passed on to the customer in many cases. John is going to look to see if there is some technical support to assist business to help make changes to collect TBID monies. John is going to look at someone come in from Napa or other entity who have a current TBID and discuss at the July 3rd town council meeting the improved revenues they have seen.

Air Service- Alaska is having some challenges with Vegas flight. Mon, Wed, Sat flights are being worked on and the details hammered out. The Denver flight will start December 21st to the end of March as a Saturday flight. 6 and 10 packs will be sold through the 4th of July. Orange County flight will be cancelled for this year.

PR- Crib is filling up with several high end athletes. Working with several triathletes to be here this summer.

Sales- Michael on the road for the last three weeks. Very positive responses from these outreaches.

Interactive- App is being worked on and put into place and plan to launch by the Fourth of July. Program will give an altitude card and promote lodging, retail and restaurants.

Board Structure- For the future the board will need to visit the number of board members and add to a future agenda adding more at large positions.

Thanks to Howard for his work on the Board.

Future Agenda items

- Board structure
- Bylaws