



MLT Board Meeting  
August 7<sup>th</sup>, 2014  
2-4pm  
Tourism Conference Room

1. Call to Order at 2:02pm.
2. Roll Call: Matthew Lehmann (arrived late), John Morris, Michael Raimondo, Teri Stehlik, Brent Truax, Cheryl Witherill. John Urdi was also at the meeting. Howard's position is being filled by Erik Forsell who was unable to attend today's meeting.
3. Minutes: (Matthew not present so a 5-0 is unanimous for these motions)
  - a. May 1<sup>st</sup>, 2013; motion made by John Morris, 2<sup>nd</sup> by Brent, 5-0
  - b. June 6<sup>th</sup>, 2013; motion made by John Morris, 2<sup>nd</sup> by Brent, 5-0
  - c. July 3<sup>rd</sup>, 2013; motion made by John Morris, 2<sup>nd</sup> by Brent, 5-0
  - d. July 25<sup>th</sup>, 2013 (Exec Session Review Meeting); motion made by John Morris, 2<sup>nd</sup> by Brent, 5-0 – approved with change to title of Executive Session meeting rather than “special” meeting.
4. Financial Report
  - a. Year End P&L will be next report, should be here shortly.
  - b. Bank Status: \$250k in savings, \$650k in checking, goal is to move approx \$300k to savings for Reserve. John anticipates a true up for end of year from town.
  - c. Budget – first pass of TOT is done, the challenge is that there are some things that overlap with the TBID. How does the board want to view this? It was agreed that we would want to see where things are now, with an update after TBID is configured into budget.
  - d. John is looking at a 25% reserve. It is hard to prepare for “no snow”, John feels comfortable with the 25% and looking into the fall.
  - e. Audit: we have two options. Full audit is \$10k /year. Review would be a second accounting agency review our accounting records on a deeper level. Review is \$3-4k/year. We are not mandated to do an Audit. Suggestion was to do a Review for three years, then look at an audit for transparency. John M. made a motion to do a review of finances, 2<sup>nd</sup> by Michael, approved unanimously.
  - f. Board discussed an increase to Fish Stocking in budget to \$5,000 – approved unanimously.
5. TBID
  - a. A press release went out yesterday for announcement of TBID. A copy will go out to mailing list so we can share with owners, etc.
  - b. John talked to Nate this week in regards to option of paying the TBID online. They will meet this week. Nate feels confident that he can get this done by October 1<sup>st</sup>.

- c. TBID and fish stocking: Board agreed that fish stocking should be increased by MLT in addition to Eastern Sierra Fishing Coalition.
- d. Appeal Process: we need to solidify three people to be on the appeal panel. Legal for town feels like it is fine, it is important due to the Restaurant & Retail component. John U's recommendation for the panel would be John M, Brent T, and Michael Raimondo on the panel. That covers us for Chamber, Lodging and Restaurant/Retail.
  - i. John M. suggests anyone appealing would mail in details for review prior.
  - ii. People can request an appeal, if it is mailed in, some issues may be able to be solved prior to appeal board.
  - iii. John U. is involved in hiring the TBID town position; job description, interviewing, etc.
  - iv. It will be the burden of the individual appealing to provide the evidence for appeal.
  - v. Schedule will be on Google calendar through John U staff.
  - vi. Criteria is very simply.
  - vii. There was discussion on how this should appear on the customer receipt and if it can be consistent in text "Tourism Assmt".
- e. Communication:
  - i. Two letters will need to be mailed.
    1. Phase I communication will be that it has passed, reiterate %, explain appeal process, wording and collection will be explained, online remittance will follow once ready, include: by the 20<sup>th</sup> of the following month it will be due (soon all TOT will be due on the 20<sup>th</sup> so on the same form), also will explain on all sales/reservations 9/1 forward. If an agreement is in place prior to 9/1, those are exempt.
    2. John talked to Nate about doing a video tutorial of the process "how to pay online".
    3. Will include all income; all subject to TOT will be subject to TBID.
    4. Second Letter will include and explain remittance process –mid September time frame.
- f. Board Positions
  - i. It has been discussed to increase the number of board members to include all participating categories of TBID.
  - ii. We have talked about adding a dedicated retail position and a truly "at large" position that would be a member of the public.
  - iii. At Large would be any category, resident of Mammoth Lakes or holds a business license in Mammoth Lakes, member of the community, business owner that would need to apply to the full board for a seat.
  - iv. This would break down to 2 lodging, 1 mountain, 1 chamber, 1 council, 1 restaurant, 1 retail, 1 arts/culture/events, and 1 appointed or at large.
  - v. Bylaws will need to be updated to include the above.
  - vi. It was discussed what the process should be and how soon:
    1. We should do this now, submit by Aug 15<sup>th</sup> to MLT info email
    2. Publicize for bios at town council this evening that there are two openings on MLT Board, do a press release, submit bios to Edina for review at next meeting. With passing of TBID, we are expanding board by two positions. Michael will announce at tonight's meeting.
    3. Suggestion of an interview panel together before we begin screening process.

## 6. MLT Contract Update

- a. Final draft is done, final will go to council on Sept 4<sup>th</sup> for approval of 5 year contract , will show final year end power point, etc.

## 7. New Business

- a. Board member positions: Unanimous discussion on placing Brent in the Chairperson position, Teri will be Vice-chair, Cheryl will remain Secretary, and John will remain Treasurer. It was also discussed that John U. will provide support for the Secretary position moving forward.
- b. Bylaws- Brent, Cheryl, Teri as a subcommittee to review. (Timing of seats, terms, remove membership...) This item will be on agenda next meeting and subcommittee will meet prior to present to Board.
- c. Code of ethics – sample from town, commissions, council, etc. Teri will bring a sample for Sept meeting fully edited.
- d. Air Service-set on schedule, this was distributed through MLT. It does not include Denver or Vegas. Vegas may still be realistic with United moving forward. Switching SD to Alaska, still working on radar navigation piece to get it done for this winter. Looks like we will get a night approach flight for arrivals. Finished July 1-1/2% in load factor, moving forward looks good.
- e. PR-Will forward the link to the TBID release. Talks about the fact that we are moving forward from bankruptcy.
- f. Interactive – ad space campaign
- g. Sales – ad sales deadline 8/16<sup>th</sup> for Visitor Guide, League of Cities hosted here last week, and great feedback.
- h. Strong attendance for events, tents, etc. A lot of help working the events. Presence is there.

## 8. Board Member comments/Report/Agenda Additions

- a. John had first CAL Travel meeting, very important group for MLT
- b. John will be at the US Travel annual board meeting 8/17-21
- c. John fighting the “yellow legged frog” fight to save fish stocking
- d. With TBID moving forward, John will wait out the 23<sup>rd</sup> date and then getting out position descriptions for PR Coordinator.
- e. Matthew met with Fall Century group, goal was 800 participants, pacing towards 1200- shutting down Canyon, will go down Main Street, starting in town.
- f. Presentation for facility event location last night – Teri was very disappointed in presentation. Speaker came across as very unsure about product he was presenting, he could not answer questions. One facility would be “foundation” by college, number two was “village”, third was “Canyon”. Study was expensive and the results were not superior.

Meeting adjourned at 4pm.

Next meeting, Wednesday, September 4<sup>th</sup> at 2pm. (Michael R. out of town on the 4<sup>th</sup>).