



MLT Board Meeting

September 4, 2013

2-4pm

Tourism Conference Room

1. Call to Order at 2pm by Brent Truax, Chair Person
2. Roll Call: Erik Forsell, Matthew Lehman, John Morris, Teri Stehlik, Brent Truax, Cheryl Witherill. John Urdi was also present. Michael Raimondo was not present for this meeting.
3. Welcome to Erik Forsell who replacing Howard Picket on the MLT Board. Introductions of board and Erik's introduction.
4. Minutes: Motion to approve August 7<sup>th</sup> meeting minutes made by John Morris, seconded by Teri Stehlik, approved as modified. Motion unanimous. Matthew Lehman abstained.
5. Guest Speaker – John Wentworth –MLR
  - a. John Wentworth joined us today to discuss MLR. Mammoth Lakes Recreation is an idea that was started in 2009-2010. Idea is to engage recreational issues in the mammoth region and beyond. Effort came to an end in 2010. Some good things came out of original plan. MLT was formed. The idea came back around when town went into bankruptcy and innovative budgeting came about. They were able to get traction, key players became involved to bring this back to the table. Focus is back with council and community. Recently, a consultant was hired, public meetings were held, etc. Unanimous recommendations are now being presented. The idea is around funding, enhancement, etc. Now being referred to as Mammoth Recreation Trust.
  - b. Group is recommending that the consultants move to Phase II. Bylaws, scope, board, mission, etc.
  - c. Next Steps include working with MLT on marketing, etc. John wants us to know that this would be a partnership for final product. MLT cannot promote this until the project is complete.

- d. Important to know that this does not mean that current Recreation staff will be replaced.
- e. Steering committee has gone above and beyond the scope to publically support municipal recreation and this will enhance it.
- f. Short term issue is that the goals should be built from within the staff, not on the outside. There has been discussion on both sides of where MLR should sit – internal or external. Outside will help to build a business plan for each entity and assist to bring in other partnerships.
- g. Important questions to answer: How will measure U or R funds be used if everything sits outside the town? How would they be administered and what would the process be?

## 6. Financial Report

- a. Budget and Planning: John U moved \$250k into reserve which gives us a balance of approx. \$550k in reserve. MLT is in good shape in operating account. John U. will send the Measure A budget after this meeting. The TBID will change the budget as some line items will be “shared” with TBID and MLT.
- b. John U. is working with town on getting Basic Gov. up and running. John continues to request figures from the town – sales tax, etc. in order to have projections of cash flow. We are working off history as of now. As we begin to collect TBID funds Sept, we will not see income from TBID until December due to reporting guidelines. The TBID will be limited to spring/summer rather than winter support, again due to timing and implementation. Town should be able provide info and funds within 30 days which will help with budgeting. The good news is that TOT is up, visitor guide sales are up, website ad sales are up, etc.
- c. John has built a smaller reserve this year. This does not mean that as we get true ups that this account will not benefit, it is just difficult to budget the unknowns.
- d. John reported that outstanding debt is almost all caught up.

## 7. TBID

- a. Appeal Committee: Brent, John and Michael met via the phone. Guidelines set for appeal; categories, reasons, etc. We have a good base plan. John sent letters to the group for “exempt”, “declined”, under \$50k threshold, etc. Appeal process ends October 15<sup>th</sup>.
- b. Process – a business will not automatically be exempt. It may be that some may not realize that they need to appeal to get flat rate rather than percentage.
- c. Education- we are finding that some were not charging the correct sales tax and have not built the TBID in as of yet. John is working on assisting people with tools to prove “local only”. Education will still be important. John is watching receipts throughout town to see if people are listing it on receipts. He is following up with emails.
- d. There has been discussion to waive penalties if people miss the first payment due on October 20<sup>th</sup>. Basic Gov should be online to accept payments. Next week, letter for

remittance will go out. ACH (E-check) will also be an option. PayPal may also be an option. If payments are made on Oct 20<sup>th</sup>, MLT should have money by Nov 20<sup>th</sup>.

- e. John will give a reminder this evening at council of the website, etc. John will also create a basic appeal form to give examples of what is needed.

## 8. New Business

### a. Bylaws:

- i. Cheryl distributed an edited version of the BYLAWS to the full board for review. Teri, Brent, and Cheryl met to go over language, etc. in the Bylaws. Brent would like to get a review from Board as well as legal. Goal is to get feedback from full board to look at feedback from Board. Then take it to legal (Jim Reed). Committee is asking for comments by the 21<sup>st</sup> of September. The group will meet on the 25<sup>th</sup> to review once more before going to Legal.
- ii. We cannot assign new seats until the Bylaws are updated.
- iii. Cheryl will send a heads up via email to Jim Reed that this will be coming his way.

### b. Board member interviews:

- i. 10-12 people have applied. This is on hold until the Bylaws are reviewed. MLT could set up interviews knowing that the seats are not available for a couple months. MLT should send a letter to candidates to give them an update on our process. Letter will not go out until the 18<sup>th</sup> due to board member vacations. Letter should include request for bio and letter of interest. Interviews between the 19<sup>th</sup> and 26<sup>th</sup> (30 min interviews) Propose 2-3 days.
- ii. We need a committee to do pre-interviews with candidates to attend a meeting for introduction. Nominating committee should be 3 people (do not have to be board members, can use available resources). Recommend 3 board members plus John Urdi – Committee will be Brent as Chair, Matthew and Cheryl.
- iii. Recommendations of the committee will come to the Board in October. Those who are recommended will come to board meeting. We should have questions ahead of time.

### c. Chamber Agreement:

- i. Brent distributed an agreement for a two year term to take over day to day management for the Chamber with MLT running Day to Day. John U, Brent, and Jack Copeland will hire a chamber leader with background to run the show. The admin at MLT will roll into a marketing roll, they will hire an admin that will be shared between MLT and Chamber.
- ii. The daily direction will come from John U. The Chamber Board will stay intact in order to make direction decisions, etc. They will maintain board, bank accounts, 501C3 status, etc.
- iii. Benefits will be shared for employees.

- iv. MLT will make a payment to chamber from MLT budget to maintain services. Budget is TBD.
- v. John waiting for reporting on existing funding, event funds, etc. for discussion; his guess is that funding requirements will be \$100-150k.
- vi. Cheryl made a motion to approve the contract as presented. John M. 2<sup>nd</sup>.
  - 1. Discussion: none
  - 2. Vote: five to zero (Brent is on chamber, did not vote)
- d. Air Subsidy Agreement
  - i. Agreement signed with the mountain, one year agreement. Spring summer fall on MLT using TBID funds, winter on mountain. Unfortunately, the contract with Alaska has been completed. We could not set it up a full year contract. Structure moving forward will be year round. Contracting one LA flight as year round. Pacing is up, fuel is also up. We will have flights year round; will drop to four days a week in shoulder season.
  - ii. Mono County Supervisors cut our funding for air to \$50k – John was in front of their board yesterday. The final decision is that we are going to receive \$50k.

9. Board Member Comments/Report/Agenda Additions

- a. Pacing for flights this summer has been record breaking
- b. Matthew reported that Marianna has resigned (not official), looking at process for Town Manager and developing town vision moving forward. John U asked if he could be involved in the process due to Tourism as our industry.
- c. Brent talked to Diane Stillwell who wrote a letter to MLT about interview process and how to fill future and existing seats. Brent relayed that he was the point of contact from the Board. He spoke to Diane and then she resubmitted email that only one person responded. Brent will follow up.
- d. Brent asked if we can have executive session be on the agenda as a standing agenda item.
- e. It was suggested that we add Wi-Fi to MLT conference room

10. Next Meeting Date -Confirm Calendars : October 9th from 1-3pm