



Minutes  
MLT Board Meeting  
January 10, 2014

1. Meeting call to order at 3:04pm by Brent Truax, Board Chair.
2. Present-Matthew Lehman, John Morris, Michael Raimondo, Teri Stehlik, Brent Truax, Tom Cage, Paul Rudder, (John Urdi and Laura Brinker-MLT Staff). Absent-Erik Forsell.
3. Introduction of Lara Kaylor (aka Kirkner), Media Relations and Laura Brinker, Marketing Assistant to the MLT team.
4. Deena and Andrew Kastor came to represent the Mammoth Lakes Track Club, the most accomplished distance running group in the US, which already has 5 athletes qualified for the Olympic Trials. The group is thankful for the support that Mammoth Lakes has provided thus far and there was discussion about how we can continue to support Mammoth Lakes Track Club while tapping into the growing market for high altitude training.
5. Motion by Tom Cage and Seconded by Matthew Lehman to approve minutes from last meeting. Motion passed unanimously.
6. Welcome Kirk Schaubmayer.
7. Financial Report
  - a. Budget Assumptions/Actions-Due to the lack of snowfall, we are expecting a shortage in revenue of \$300k. \$160k in expenses have been cut and plan to use the reserve to cover the remaining budget shortfall.
  - b. Audit is almost complete; working on final details with Porter
  - c. At 3:04 pm, conferenced in Sarah Ward with Porter and O'Dell to discuss creating a capitalization policy for MLT.

Motion by Tom Cage and Seconded by Teri Stehlik that "Purchases over \$1000 with an expected life of one or more years will be classified as capital." Motion passed unanimously at 3:12 pm.

8. TBID Appeal Committee recommends that Napa Auto Parts be reclassified to Tier II and that JR Tires be reclassified as a service.

Motion by Paul Rudder and Seconded by Tom Cage to reclassify Napa Auto Parts to Tier II was unanimously approved at 3:18 pm.

Motion by Matthew Lehman and Seconded by Paul Rudder to reclassify JR Tires as a service was unanimously approved at 3:19 pm with Tom Cage abstaining.

Motion by Teri Stehlik and Seconded by Tom Cage to approve sending out letters to retailers with TBID retail segment clarifications was unanimously approved at 3:33 pm.

9. New Business-review marketing messages and promotional opportunities related to the Olympics. Review of air service and local marketing.
10. Round-table discussion regarding what committees would be useful to retain/create for the MLT Board. Asked all board members to submit to John any requests for information that is needed to act effectively in role at MLT Board member.
11. Next Meeting Date confirmed for Wednesday, February 12.
12. Meeting adjourned at 4:26pm.