



**Mammoth Lakes Tourism  
Board Meeting  
Wednesday, January 8th, 2014**

2pm to 4pm  
Mammoth Lakes Tourism Conference Room

Meeting Agenda

1. **Call Meeting to Order** – Brent Truax, Board Chair
2. **Roll Call** – Erik Forsell, Matthew Lehman, John Morris, Michael Raimondo, Teri Stehlik, Brent Truax, Paul Rudder, Tom Cage, Kirk Schaubmayer  
(John Urdi and Laura Brinker MLT Staff)  
**Introduction of Lara Kaylor and Laura Brinker to the MLT team**
3. **Minutes** - Approve Minutes from December meeting
4. **Board Positions** – Welcome Kirk Schaubmayer
5. **Mammoth Track Club**
5. **Financial Report**
  - a. TOT Update
  - b. P&L
  - c. Budget Assumptions/Actions
  - d. Capitalization discussion with Sarah Ward from Porter and O'Dell
6. **TBID**
  - a. Update on appeal decisions from 12/19 meeting
  - b. Latest Appeal Panel rulings
  - c. Cash flow projections
  - d. Payments from TOML
7. **New Business**
  - a. Advertising and Promotions plan
  - b. Olympic Promotion
  - c. Air Service
  - d. Local marketing effort (events, advertising, app)
8. **Committees**
  - a. Review of existing and additional board committees
9. **Board Member Comments/Report/Agenda Additions**
  - a. Executive Session – if necessary
10. Next Meeting Date– Confirm Calendars  
(Wednesday, February 12th - 2- 4pm) –MLT staff at Visit CA Outlook Forum Feb 4-6