



Mammoth Lakes Tourism  
Board Meeting  
Wednesday, November 5, 2014

2:00 pm -4:00 pm  
Mammoth Lakes Tourism Conference Room

**Meeting Minutes**

1. **Call Meeting to Order 2:12pm** – Brent Truax, Board Chair
2. **Roll Call** – Erik Forsell, Matthew Lehman (called in), John Morris, Sean Turner, Brent Truax, Paul Rudder, Kirk Schaubmayer, Michael Ledesma, John Urdi, Natalie Post (MLT representatives), Absent: Michael Raimondo
3. **Minutes** – Paul moved to approve the October minutes, Michael L seconded as long as typo corrections were fixed. Passed unanimously.
4. **Chamber Presentation** - Craig Schmidt presented and shared his plan for the Chamber of Commerce.
  - a. He wants the Chamber's core goals to be promoting business growth and creating a strong vibrant economy, providing networking opportunities, being an advocate for business, and promoting the community.
  - b. The pillars of economic development are business retention and expansion, new business recruitment, entrepreneurial development, community development, and consensus building.
  - c. The organizational aspects of his 100 day plan are to finalize the strategic plan, develop the website, establish a membership database, develop membership investment structure, engage in coalition building through partnerships, and develop the 2015 budget.
  - d. The strategic aspects of his 100 Day Plan are conducting membership surveys, develop the Peak Performance Program, partner with the Town on Mammoth Market, facilitate discussion on Digital 395 next steps, establish system for scam alerts, explore role in establishing a Mammoth Lakes Restaurant Association, and work on meeting everyone on Craig's List.
5. **Marketing**
  - a. Year-end Town Council Wrap-up recap and feedback
    - The presentation was well received and Kirk commented the Council had nice comments
    - Council is supportive
    - We need to put more time on the agenda for next year's presentation
    - The presentation helped people understand our professionalism in the tourism industry and showed the scope of what we do
    - Moving forward, MLT will have a representative at 1 out of 2 council meetings every month to give updates
  - b. Fall Open House outline

- Board members will be introduced and the Board gives an overview of the organization before the team gets granular
  - The presentation will start with a recap of the summer, then SMARI will share the visitor profile, an air service profile, and ad effectiveness research, next we will give an outlook for the winter and finish with a Q&A session
  - There will be breaks with an opportunity for one on one chats
  - Each department will start with a budget pie chart and then they will break it down
  - The whole presentation will be on the Industry website and it will be filmed
  - The general consensus of the Board is that the presentation is a lot of information. Brent thinks it is too long, Michael L commented that we might not want to advertise how long it is going to be, but Paul says it is our due diligence to put the time and all of the information in there.
- c. Air Packs
- Going on sale next week as well as the marketing starting next week
  - 10 packs are \$780, and 6 packs are \$480 (including taxes and fees)
  - Alaska Airlines will send an email on Wednesdays with last minute flight pack availability for a flash sale
  - There is more availability this year and the tickets are valid until 10/31/15
  - 7,666 seats were taken out to optimize the flight schedule (Paul wants this to be added to the presentation)
  - Erik Forsell mentioned that MMSA is co-sponsoring with Alaska Airlines a snow day at Petco Park

## 6. Financial Report

- a. Cash Flow
- Cash flow is strong
  - The next couple of months are a big spending time with AP being around \$300,000+
- b. TOT & TBID Update
- TOT is ahead of budget by 4.4% and last year 11.1% year to date
  - TBID is \$110,000 ahead of forecast

## 7. New Business

- a. TBID Appeals
- There were two appeals, one from Spike with Mammoth Liquor and one from Lyn with Tailwaggers (neither had any back up originally)
  - Spike recorded everything and proved 60% of his sales were local; Lyn recorded every transaction as well and proved her percentage of local sales were in the high sixties. They both need to be reclassified as tier 2.
  - To maintain this classification for a second year they will need to record every transaction for two months (one busy, one slow) and have more than 50% of transactions be local. They can pick either January or August for the busy month and May or October for the slow month.
  - Spike has already received final approval and will be getting an \$8100 full refund check; Lyn has not received final approval yet.
  - Sean motioned to give Lyn final approval. Erik seconded. Passes unanimously.
  - Brent commented that we should remind businesses they can come back each year to appeal.
  - All businesses will have to be in good standing (with TBID and business license) to be promoted by MLT on the app, website and Visitor's Guide.
  - When the letter from the Town goes out about renewing business licenses, John can add a paragraph about this policy

- TBID will work on a calendar year
  - Brent does not think we should allow businesses to appeal past years
  - With all of the TBID issues and questions John recommended a TBID sub committee
  - Kirk mentioned that Lynn Need read the TBID management district plan and thinks that MLT should help fund getting a roof on the ice rink, but he said we promote not create. Civitas (TBID attorneys) also agreed this is not an appropriate use of TBID funds.
  - John commented that our role is to create visitation. Lynn contacted him as well and he suggested to her to try and get a sponsorship from a local with powerful connections. This is not MLT's responsibility because TBID dollars need to benefit the people who pay into it. Therefore this would be MLR's realm.
- b. MLT response to Grand Jury (through TOML)
- We don't have to respond, but we want to and in a timely manner
  - In regards to the highly recommended fraud policy, we should submit that we do sign a Form 700 (conflict of interest)
  - Michael L suggested we still put a fraud policy in place
  - A sub committee should work on this as part of a governance handbook
- c. Air Service - Reno diversion plan
- Finalizing diversion plans

## 8. MMSA Update

- a. Rusty's forum was well received
- b. The mountain is still going to open as planned on November 13
- c. Ad budget went up, and there are more media placements
- 3 digital billboards in southern California
  - Bigger radio campaign
  - MMSA/Woolly will be a part of 5 big events in southern California with the goal of being more present
  - Distributing MMSA posters to market in southern California store windows
- d. Participating in London tradeshow
- e. Offering Costco lift ticket deals
- f. Huge push for wedding business
- g. Joining with Mono county for huge filming push
- h. New Mammoth Magazine
- i. Pass sales are strong (Big Bear is helping). Outpacing last two years.
- j. February Kids Ski Free Week
- Michael L thinks there should be substance behind kids week if the Town and businesses get involved and offer something as well
  - Kirk commented what are other theme weeks we should have?
- k. National Bike Championships
- l. PR has double earned media
- m. Go-pro is a new partner

## 9. Board Member Comments/Report/Agenda Additions

- a. Executive Session
- Michael L said Rusty's event was well received and he would like to see that twice a year
  - Kirk said Petra's is opening on Friday

- Brent reminded that Veteran's Day Flag Raising event at the Fire Station is November 11
- Erik mentioned that MMSA had gotten some feedback from a veteran that they need to have more respect to the American flag (regarding weather)
- Sean said that Mammoth Lakes needs an event location

**10. Next Meeting Date** – December 3rd 2-4pm

**11. Adjourned 4:15pm**