



Minutes  
MLT Board Meeting  
February 12, 2014

1. Meeting call to order at 2:03 pm by Brent Truax, Board Chair.
2. Present-Matthew Lehman, John Morris, Teri Stehlik, Brent Truax, Paul Rudder, Kirk Schaubmayer (John Urdi and Laura Brinker-MLT Staff). Absent-Erik Forsell, Tom Cage, Michael Raimondo.
3. Motion by John Morris and Seconded by Teri Stehlik to approve minutes from last meeting. Motion passed unanimously.

Action: Send your bio with photo to Laura Brinker by Friday.

4. Committees
  - a. Finance Committee-board determined that a finance committee is necessary to ensure transparency and accountability. John Morris will be a member by default. Motion by Paul Rudder and Seconded by John Morris to nominate Tom Cage to the Finance Committee. Motion unanimously approved.
  - b. Nominating Committee will be comprised of Teri Stehlik, Paul Rudder and Kirk Schaubmayer. Teri Stehlik will Chair.
    - i. Action: Need to add term dates to bios.
  - c. Review Committee-Teri Stehlik, John Morris and Brent Truax appointed to the Review Committee by consensus. Brent Truax to provide Board with criteria for John's review.
  - d. Marketing/Executive Committee
    - i. Discussion about whether a marketing committee is necessary.
    - ii. Determined that the purpose of a Marketing Committee is to be the liaison to the community for MLT and it should be able educate and inform the community about MLT strategies.
    - iii. Proposal from Brent Truax that the mission of all the Board members is to be the liaison to the community; therefore, it is not necessary to have a committee.
    - iv. Concern expressed by Paul Rudder that not enough information is provided to the board regarding marketing; therefore we may need a marketing committee.
    - v. Teri Stehlik reminds board members to be diligent in reading the monthly reports and that MLT Board meetings are open to the public. Suggested that a better use of resources would be

to improve existing communication process, not create a committee.

- vi. John Urdi noted that any board member who does not have the information they need should let John know as MLT can create process to provide that information.
- vii. Further discussion ensued and the group concluded that for now MLT Board does not need a Marketing Committee, it needs to improve communication from MLT to the board and the community. Four key initiatives for improved communication were identified:
  - 1. Post monthly reports online.
  - 2. Conduct Seasonal Open Houses.
  - 3. Post marketing plans online.
  - 4. Post updates to marketing plans online.

## 5. Financial Report

- a. TOT revenues are down and MLT may end up owing TOML.
- b. Continued issues with TOML reporting.
- c. John Urdi presented revenue forecast update and noted that MLT cash flow is extremely tight.

## 6. TBID

### 1. Appeals

- Appeal Committee recommends that Hot Creek Aviation be reclassified to Tier 3.
- TBID Appeal Committee recommends that Mammoth Gardening Essentials be reclassified to Tier 3.
- TBID Appeal Committee recommends that High Country Lumber be reclassified to Tier 2.
- TBID Appeal Committee recommends that Sierra Engine be reclassified contingent upon providing documentation.
- Motion by John Morris and Seconded by Matthew Lehman to approve all recommendations from the Appeals board was unanimously approved at 3:17 pm.

- 2. Cash flow limited with smaller than expected TBID revenues due to limited snowfall. Tabling all expenses other than essential marketing functions.
- 3. Continued challenges with TOML executing payments and providing accurate reporting.

4. Timing of spending – John reiterated that the comprehensive TBID marketing plan is being developed with Mering Carson for TBID spending to begin in April with focus on Summer 2014

## 7. Marketing

- a. Reviewed snow blitz 2014 campaign with detailed presentation from John Urdi
  - Kept powder dry until snow arrived
  - Hit hard as soon as it started snowing.
  - John Urdi's trip to VisitCA generated \$100,000 in support from VistCA.
  - Enhanced the plan when 2<sup>nd</sup> storm hit.
  - Major focus on media outreach with photos and video
- b. Olympic promotion set in place to rally community behind our athletes was met with overwhelming positive response.
  - Promotional materials popular with all businesses and MLT will likely request small fee from each business in the future to determine who receives materials.
  - Create a banner bank so we can move quickly.
- c. Working with the Bachelorette to possibly film 2-hour show in Mammoth. Originally looking at March, but now the show is considering fall. Will need 700 room nights and will likely work with the Village and the Westin. Working with Alaska to provide flights.
  - Create Partner offer bank so that MLT can move quickly when promotional opportunities arise.

## 8. New Business

- a. Air service will end for Orange County next year as it has not improved at all. San Diego and SFO were gaining momentum before the drought hit bookings in early January. Forward-looking plans are to continue to pursue service through Las Vegas and/or Denver.

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

- a. John has been officially appointed to the US Travel Board.
- b. Whitney has been appointed to 2nd VP of the Yosemite Gateway Partnership Board and Vice Chair for California Welcome Centers

10. Next Meeting Date confirmed for Tuesday, March 4 from 2-4pm.

11. Meeting adjourned at 4:00 pm.