



Minutes  
MLT Board Meeting  
March 4, 2014

1. Meeting call to order at 2:05 pm by Brent Truax, Board Chair.
2. Present-Matthew Lehman, John Morris, Michael Raimondo, Teri Stehlik, Brent Truax, Kirk Schaubmayer (John Urdi and Laura Brinker-MLT Staff). Absent-Erik Forsell, Tom Cage, Paul Rudder.
3. Motion by Teri Stehlik and Seconded by Matthew Lehman to approve minutes from last meeting. Motion passed unanimously.
4. Marketing
  - a. Monthly Report
    - i. Snow Blitz Campaign-PR got 91 placements resulting in over 8M impressions. Seeing improvements to pace for the remainder of winter.
    - ii. Reached 100,000 views on YouTube.
    - iii. Lara Kaylor has increased Twitter followers by 32% since she joined the team 2 months ago.
    - iv. Starting to ramp up for summer.
  - b. Open House on April 29
    - i. Tentatively held at Edison Theater-considering larger venue-TBD.
    - ii. Chance to answer community questions
    - iii. Invite people via email and newspaper ads. MLT will need the help of the Board to invite people personally. Create a list of about 10 people each to call with personal invitations.
    - iv. Launch "No Small Adventure" campaign to the public.
    - v. Review the metrics and reporting that we will use to determine success.
    - vi. Approximate 40 minute presentation, followed by questions and networking. John to moderate and MLT team to present. MeringCarson on hand to answer questions.
  - c. Update FAQ page for TBID. Copy and paste as response in public dissent forums to keep energy focused on marketing goals instead of responding to negative commentary.
5. Board Representation and Decision Process-MLT Board has one voice and therefore individuals must use care to not speak on behalf of the board. MLT Board members should acknowledge receipt of messages and advise sender that the concern will be brought to the

board for review. Board to review and agree upon a response. President will reply with a unified Board message.

6. Financial Report

- a. TOT revenues down about 11% in December and 27% in January
- b. Cash flow remains very tight and will require careful timing to cover air subsidy.

7. TBID

- a. Appeals
  - i. Sierra Engine-pending clarification
  - ii. Sierra Jewelers request to be removed to Tier 3.
  - iii. GC Forest Products-exempt on firewood sales as this is an energy source like gas. Pending clarification if there is any retail business.
  - iv. Motion by Teri Stehlik and Seconded by Michael Raimondo to approve appeals. Motion passed unanimously.
- b. Monthly Update-Grand Jury request for information. Advised that this is a proactive move to ensure that MLT uses best practices entering into the use of the TBID.

8. New Business

- a. Air
  - i. Still expect to end Orange County service this spring.
  - ii. Expect to keep SAN 7 days/week and SFO will likely go to 4 days/week.
  - iii. Expect next year's winter flight schedules to start later in December and end March/early April.
  - iv. Still pursuing the possibility of 1 flight/week thru Denver which would open up numerous mid-west and eastern markets as well as tap the Denver market of skiers wanting to hit bucket list resorts like Mammoth.
  - v. Still pursuing possibilities in Vegas which would also help open mid-west and eastern markets and tap into the Vegas market.
  - vi. Phoenix is still being considered, but Vail failed there and that is something for Mammoth Lakes to consider.
- b. Other
  - i. US Travel Board allowed John Urdi to meet with the town's lobbyists in Washington to review issues with land exchange, sage grouse, and yellow-legged frog. Large CA contingent met with Boxer and Feinstein's aides. Urdi was able to secure one-on-one time with Cook who was supportive and plans to visit the area soon.

9. Board Member Comments/Report/Agenda Additions-none

- a. Executive Session

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

11. Meeting adjourned at 4:45 pm.