



Minutes
MLT Board Meeting
Wednesday, April 16, 2014

1. Meeting call to order at 8:32 am by Brent Truax, Board Chair.
2. Present-Erik Forsell, Matthew Lehman, John Morris, Michael Raimondo, Teri Stehlik, Brent Truax, Kirk Schaubmayer, Paul Rudder (John Urdi, Christie Osborne, Edina Ingram, Lara Kaylor and Laura Brinker-MLT Staff; Conferenced in-Whitney Lennon, MLT Staff and Sarah Mettee, MeringCarson). Absent-Tom Cage.
3. Minutes from last board meeting to be approved at next regular board meeting.
4. New Business
 - A. Marketing Plan Remarks
 - i. MeringCarson to format the marketing plan based on feedback from Board.
 - ii. Michael Raimondo suggested that we add a graph with enplanement numbers to show the growth and add how that translates into dollars spent in town.
 - iii. Paul Rudder recommended focusing more attention on our communication to the community about what we are doing. MLT will continue to utilize local press channels to communicate marketing plans and wins. MLT will launch an industry website to be the resource for questions regarding MLT. The website will also host a toolbox for community businesses to utilize.
 - iv. Erik Forsell recommended mentioning how we have modeled our air service off of other communities, how we have used an air planner service and how successful we have been in comparison to other communities.
 - B. April 29th Presentation Outline
 - i. A one-sheet summarizing the marketing plan will be provided to attendees instead of the entire marketing plan. Board has requested to review the one-sheet in advance to provide feedback.
 - ii. Industry site will be promoted on one-sheet and throughout the presentation to teach the community about the new resource.
 - iii. Summary of presentation plan
 - a) Three record summers-headed into the 4th

- b) John to kick off with key elements and overview of analytics. Erik Forsell recommends reviewing what MLT does with what MLT has compared to other communities. John Morris recommends starting with the charter and reminding the community why MLT is here-to compete with other markets and increase tourism to Mammoth Lakes.
 - c) Each director to present direction and plan for their department.
 - d) Recap and wrap-up
 - C. Anticipated Q & A- questions may cover such topics as the air service subsidy restructure with TBID and air service cancellation rates and comparisons.
- 5. Comments on MLT tax return
 - A. Inquiry as to whether line 22 was the amount in the accounts at the time of the return which John confirmed.
- 6. Next Meeting Date confirmed for Wednesday, May 7 from 2-4pm.