



Mammoth Lakes Tourism
Board Meeting
Wednesday, June 11, 2014

10:30am-12:30pm
Mammoth Lakes Tourism Conference Room

Meeting Minutes

1. **Call Meeting to Order** – Brent Truax, Board Chair
2. **Roll Call** – Present: Eric Forsell, Matthew Lehman, John Morris, Michael Raimondo (conference-in), Teri Stehlik, Brent Truax, Paul Rudder; MLT Staff: John Urdi, Laura Brinker. Absent: Kirk Schaubmayer
3. **Minutes** – May and April minutes will be approved at July Board meeting.
4. **Marketing**
 - a. John Urdi distributed information package which included the completed marketing plan from Mering Carson.
 - b. 30th Anniversary stickers to be distributed at the Parade. 30th Anniversary retail items have arrived. Town maps are available.
5. **Board Representation and Decision Process**
 - a. Restaurant Seat-Michael Ledesama
 - b. Retail Seat-Sean Turner
 - c. At-Large Seat-Michael Ledesma
6. **Financial Report**
 - a. Final Audit-Final copies of the audit included in the Board Package.
 - b. Cash Flow-included in Board package. Brent has requested that the document be updated to show cumulative numbers.
 - c. Proposed 2014-15 Budget-included in Board package broken out by Measure A and TBID. Goal is to create a 1.2M reserve over 3 years. After reserve is at \$500k, look at risk-adverse investments and discuss with investment counsel.
7. **New Business**
 - a. Air Service Update-Working on finalizing the Denver flight 1x/week and the Vegas flight 3-4x/wk to connect to San Diego via Mammoth.
8. **Board Member Comments**
 - a. **Eric Forsell presented updates from MMSA**
 - i. MMSA has new website
 - ii. Kid's Adventure Race in August

- iii. Moto-X packages
 - iv. Utopia is new partner
 - v. Longest point-to-point backflip attempt in August at Canyon
 - vi. Opening date for winter 2014-15 tentatively set for November 13
 - vii. Mountain collective added Banff
9. Next Meeting Date – July 2, 2-4pm
10. Adjourned 12:43