



**Mammoth Lakes Tourism  
Board Meeting  
Wednesday, September 3, 2014**

**2:00pm – 4:00pm  
Mammoth Lakes Tourism Conference Room**

**Meeting Agenda**

- 1. Call Meeting to Order** – at 2:02pm Brent Truax, Board Chair
- 2. Roll Call** – Erik Forsell, Matthew Lehman, John Morris, Michael Raimondo, Sean Turner, Brent Truax, Paul Rudder, Kirk Schaubmayer, Michael Ledesma (John Urdi and Natalie Post, MLT Staff)
- 3. Minutes** – Michael Raimondo motioned and John Morris seconded to approve April, May, June, July, and August minutes. Passed unanimously.
- 4. Marketing**
  - a. Agency Update – Fall Open House**
    - This is a chance to present a tourism vision workshop and it will be held in the auditorium on either November 10 or 11.
    - We will provide a summer recap and winter launch.
    - Everyone is encouraged to come.
  - b. Public Relations**
    - We have had a busy summer with writers including the LA Times, and great exposure in Australia.
    - Lara went to Australia to represent the High Sierra Visitor’s Council and connected with people who we will have good future opportunities with.
    - More in market desk side visits are coming to promote the Denver flight.
  - c. MLTIndustryInsider.com**
    - All PR posted on website
    - We are going to add more financial information to highlight traditional and digital marketing and break out Measure A and TBID
  - d. Year-end Town Council Wrap-up October 15**
    - Annual power point presentation
    - Highlight that even with the drought and a bad ski year we are only 10% behind last year in TOT

- Because we receive public funds, we have to try and quantify job creation numbers from our efforts
- We want as much representation as possible between the MLT team and board

## **5. Financial Report**

### **a. Cash Flow, TOT & TBID Update**

- Town re-budgeted halfway through the year from \$11.6 million to \$10.375 million. They are now 1% ahead of forecast.
- June up 33% for the month year over year
- Since June 2010 TOT grew 81%
- July beat last year and was the third million dollar July
- There was mixed feedback from the community if August was a good month and school starting earlier definitely played a part in that
- Focus on starting summer events earlier and extending them into September and October to keep numbers up
- Since MMSA canceled the Mud Run they have added the Kids Adventure Games and are talking to companies like Tough Mudder to bring a race here, but are getting the response that we are too far away from large markets to do an event here
- Any overages on TOT go back to the reserve
- TBID down 16% from what was expected in June, but July looks like it will be up

### **b. Outstanding 2013-14 AP**

- \$7500 due from Tallus and \$11,000 due from Mammoth Outdoor Sports who both say they are recapitalizing
- We have never had an interest penalty, but we will go forward to try and avoid these situations
- We will wait a little longer to see if they pay, will look at going to small claims court and to develop a long term policy for delinquent accounts.

### **c. Audit timeframe for fiscal 2013-14**

- Talk to Sarah about closing books
- Last year was a 3 year audit and this will be a 1 year audit, so it should go smoother

### **d. Edward Jones Change**

- Eric Wasserman moved to Wells Fargo Advisors and we have moved to stay with him
- We will decide if we need a contingency by mid December, when we should have an idea how the winter season looks
- If July and August continue to stay strong we will put money back in the reserve

## **6. New Business**

### **a. Air Service Update**

- All flights are loaded and 18% of the Denver flight got booked right away by ski clubs
- Denver flight starts on December 20<sup>th</sup> and will be Saturdays only, but it is easy to go through San Francisco for more flexible days

- Denver flight was originally expensive because they were not releasing seats, but the problem has been solved
  - The SF flight was moved to 1pm, but now it has been moved back to 3:30pm which is more convenient
  - Working on attractive 6 and 10 packs that should be finalized by mid October
  - Want to explore a friends of flight program where businesses support flights with marketing and airlines give back airline credit
  - Airport layout plan conditionally approved by FAA, so a new terminal should be here by winter 19/20
  - Working on plane diversion plan where a bus would be on call to pick up diverted passengers in Reno
  - Questions that came up were: Would there be an option to take the bus to Reno if the plane can't fly out of Mammoth? Can we split the cost of the bus with the airline? How does the subsidy work if a plane goes home empty? Should we look at a bus plan to/from Vegas?
  - We scaled back to be conservative on how late into the season the flights run. Vegas flight ending March 31
  - Big story this year is that Mammoth is more accessible.
- b. MLR Board Position and Office Space Lease**
- Two appointed seats on the MLR board. One is from Town Council and one is from MLT
  - MLT to discuss a nomination
  - Offer the back office to MLR for \$150 per month plus copies and postage
- c. Office Space Construction**
- Building more offices in the old retail space to accommodate more employees in the building
  - Because construction will be over \$5,000 we will have to get bids
  - Need to figure out if it fits for MLR to have their board meetings in MLT conference room
- d. Chamber Updates**
- Since March the Chamber has gone dark, but will be coming back fresh in October
  - The board has been active working on committees include service, membership, finance, and community
  - The Chamber has been rebranded by Robert Zwiebel with a new logo that ties in with the town
  - Will be making an offer for the Chamber Director to Craig Schmidt who has 25 years of experience
- e. Community Outreach**
- MLT has a very highly visible profile and we need to work on community outreach to educate people about who we are and how we are working for the good of businesses and the Town as a whole
- f. TOML Challenges**

- The Town finance department reclassified Community Skis as a manufacturer, undermining the appeals board, even though they sell directly to the customer
- This is a problem because it is precedent setting
- The Station is exempt because they are a 501c3, but the Town was requesting money from them anyway

**g. Past Board Member Appreciation**

- We want to hold an appreciation event at the end of October for MLT board members who were involved before the organization was in place and past board members who are no longer on the board
- Will present them with artwork from Vern Clevenger
- Will send out a doodle invite to see what day works best for everyone

**h. Other Business**

- There are still real markets that we are ignoring like the Asian market, so considering doing an Asian market acclimation training

**7. MMSA Update**

- 110 million impressions from Cam Zink flip coverage
- ESPN was happy with what we did when they gave us more control than usual
- First time offering an early bird ticket
- MVP lodging deal
- Land trade decision on September 30<sup>th</sup>
- USSA likes working with us and wants to bring more events
- Best labor day in 4 years with the highest guest satisfaction
- Adding new small events for teens
- Capital investment in HD satellite
- Comeback programs

**8. Board Member Comments/Report/Agenda Additions**

- Don't battle Ted at The Sheet because it is a losing battle
- When discussing items with the press we need to remember content discussion points and how to come across.
- Board members should speak out more to remind the public that MLT is more than John Urdi
- We should all have a consistent message
- Attend more Mammoth Forward meetings

**9. Next Meeting Date**

- We can't do our regular time, so we will do 9am – 11am on Wednesday, October 1<sup>st</sup>

**10. Meeting Adjourned-4:12pm**