



**Mammoth Lakes Tourism  
Board Meeting  
Wednesday, September 30, 2014**

**3:00pm – 5:00pm  
Mammoth Lakes Tourism Conference Room**

**Meeting Agenda**

- 1. Call Meeting to Order** – at 3:05pm Brent Truax, Board Chair
- 2. Roll Call** – Michael Raimondo, Brent Truax, Paul Rudder, Kirk Schaubmayer, Michael Ledesma, Matthew Lehman (John Urdi and Edina Ingram MLT Staff)
- 3. Minutes** – Michael Raimondo motioned and Paul Rudder seconded, Michael Ledesma approved with changes. Passed unanimously.
- 4. Marketing**
  - a. Fall Open House – request to BOD Members**
    - John would like to have all the board members attend if possible.
    - Fall Open House is Wednesday, November 12<sup>th</sup> from 5:30 p.m.- 7:30 p.m.
    - Will be held in the Forest Service Auditorium.
    - John would like to have Brent introduce the board then John. This will show that the board is involved on a regular basis.
    - At this open house the effectiveness of this summer’s campaigns that will be reported along with a Visitor Profile Research, an Air Service Research and Ad Effectiveness Awareness Study.
    - Michael Raimondo will not be able to attend the Fall Open House.
    - Paul Rudder – based on feedback the community wants to understand what MLT is doing and how it benefits them. Where is the advertising, how often does it appear and what is the outcome. The community wants more transparency.
    - John will have the first draft of the outline for the presentation to the Board for feedback by the third week of October.
    - John will address to MLT team on the flow and the change of direction for the presentation.
  - b. MLT Deliverables for TOML Contract**
    - With everyone not able to attend the meeting, John will send a copy of last years exhibit B (the agreement with the town) and

the deliverables that was worked out with the town on accomplishments.

- Most accomplishments were accomplished with the exception of the TOT and Air numbers with the bad winter.
- John will send the updated version of what he'd like to present to the Town for deliverables for this fiscal year.
- MLT has a 5-year contract with the town, the scope will not change but the deliverables will. Which the deliverables will need to be updated on an annual basis.

**c. Year-end Town Council Wrap-up October 15**

- The annual power point presentation, which will be the same as the last couple of years. Giving the people an idea of what the last year has held for MLT. This will be a recap of the season with our accomplishments on every department.
- Goes over the TOT by segment, which John will walk through with everyone.
- John is still waiting on the Town Finance Dept for TBID information.
- Will be shown at Town Council on October 15.
- We want as much representation as possible between the MLT team and board.
- Paul Rudder – Finds John presenting alone as an issue and would like to get him out of the line of fire.
- Plan is to have the MLT team present their own slides.
- The State Government issued a new law, AB 562, a report that needs to be filled out. This law is for anyone who receives government funding must fill out the report yearly. This bill is not directly geared towards organizations like ours but for organizations that are working on projects. Projects that show a finite timeline. Dan Holler will be presenting this information to the Town Council on October 15<sup>th</sup>.

**d. Research Completed**

- The Air Service Study, Visitor Profile and the Ad Effectiveness will be presented at the Fall Open House.
- After the presentation the studies will be posted on the MLT Industry Insider website in either an executive summary form or in full form.

**e. Budget Allocation Charts**

- This was done in response to Ted's comments in the paper.
- This is something John would like to put up on the MLT Industry Insider website.
- This will show the community exactly what we're doing.
- John's question to the board is if he's detailed enough or does there need to more details.
- The more information out there for the community the better.

**5. Financial Report**

**a. Cash Flow**

- Received \$110,000 from the town. This was for the true-up for last July-February.

- We are currently up-to-date with the town as far as payments for the TOT and TBID. There's a good cash flow between both accounts.
- Summer Air Subsidy: MLT signed a yearlong agreement with Alaska Airlines so the subsidy won't be due till next June.

**b. TOT & TBID Update**

- Receiving TBID on time.
- TOT is a little behind on providing correct numbers with some of the numbers put in the wrong category.
- Growth percentage was 8.5% up over last year for June.
- New Finance Director is heading in the right direction.
- TBID is up with strong retail, restaurant and lodging numbers.

**c. Pacing Reports BasicGov**

- Is in place but is not as productive as it should be.
- Trying to narrow the report down to a certain percentage of rooms for each category. So 30% of hotels giving us a report for the next 6 months, 30% of the condos so all segments can be shown.
- Currently 11 properties are reporting.
- Need more properties to commit to including in the pacing reporting. Perhaps offer an incentive to those lodging companies who have agreed to supply that information.
- Would like to compare apples to apples. If 50 properties agree to report their numbers and 1 company forgets 1 month, then they will be taken off for the month they missed for the previous year.
- BasicGov is replacing MTRiP

**6. New Business**

**a. TBID Appeals**

- Last week Michael and Brent had their TBID review panel with Mammoth Liquor to discuss they tight of business. They tied to appeal last year but didn't have the information to verify that their they received more local business than tourists.
- For 11 months they kept track of their business and clearly identified to the review panel that their source of business is from locals.
- This places them in the \$500 a year (tier 2) and the TBID funds that they paid last year (\$8,600) will be reimbursed minus \$500 for last year.
- One thing not included in the manager district plan was a caveat for the appeal after a year. If a business owner wins an appeal it will last for a year.
- An idea for a follow-up is to track the busiest and the slowest months. Board agrees to keep it at four months since the policy has been set at that timeframe already.
- A motion moving forward: A business that meets the local criteria by tracking zip codes will not need to maintain 4 months for a follow-up but will need to keep track of 2 months of records (1 slow and 1 busy month) and present each year to keep their tier 2 status. This will be further discussed at a later time.

**b. MLT response to Grand Jury (through MLT)**

- Need to respond to findings and recommendations.
- 90 days to respond.
- Dan Holler thinks the Town should respond. Since it's town money that it should be the town that should've been investigated.
- Brent and John will get together to go over the findings and answer.
- Once completed, the board will be able to look it over for approval.
- Response will be presented to the board on November 5<sup>th</sup> to get feedback.

**c. MLR Board Position**

- Paul Rudder and Michael Ledesma both applied for the MLR position to represent MLT.
- Paul Rudder decided to drop out and let Michael Ledesma take the open seat.
- Motioned: Seconded by Kirk. Passed unanimously.
- Next MLR meeting is on October 6<sup>th</sup> that John will attend.

**d. Board Member Appreciation – Monday 10/20**

- October 20<sup>th</sup> from 5:00-7:00 p.m. at Rafters.
- Most current ad past board members will be able to make it.

**e. Air Packs with Alaska Airlines**

- 6 and 10 packs will be available for sale somewhere from mid-October to November 1<sup>st</sup>.
- These will be good for San Diego, Los Angeles and Las Vegas.
- Working on getting more seat availability and to get some restrictions lifted on their side.
- MLT will get reports by Wednesday of each week to see what the availability looks like for Thursday and Friday. This will allow us to reach out to those who have purchased a 6 or 10 pack and let them know there are seats that are available.

**f. Chamber Director**

- Craig Schmidt starts on Monday, October 6<sup>th</sup>.
- There will be a lot of building for the chamber.
- John has a list of people that he needs to sit with that he'll be touching base with and working on setting up new systems that are not in place no.

**7. MMSA Update**

- Erik Forsell was not in attendance but if anyone has any questions on the most recent purchase to just contact him.

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

- Executive session

**9. Next Meeting Date**

- November 5<sup>th</sup> - 2pm-4pm

**10. Meeting Adjourned- 4:40 p.m.**