



Mammoth Lakes Tourism
Board Meeting
Wednesday, January 7, 2015
Call in # (209) 647-1000
Participant Code 473716#

2:00 pm -4:00 pm
Mammoth Lakes Tourism Conference Room

Meeting Minutes

1. **Call Meeting to Order 2:07pm** – Brent Truax, Board Chair
2. **Roll Call** – Present: Matthew Lehman, John Morris, Michael Raimondo, Sean Turner (called in), Brent Truax, Kirk Schaubmayer, Michael Ledesma Absent: Paul Rudder, Erik Forsell
3. **Public Comment** – Patty Manning came to represent the Old Mammoth Restaurant Association.
 - a. Who does the Trolley signs? Answer: The Town.
 - b. Who organizes town cleanup? Answer: Stu Brown at the Town. The Restaurant Association wants to make it more of an event and feed the volunteers who clean.
 - c. Who does the Mammoth Half Marathon because the restaurant association wants to get involved? Answer: John Urdi to connect them with the organizers in San Diego.
 - d. Do you have an update on the Jazz Jubilee or know how we can be of help because the Restaurant Association wants to contribute money, time and food if it is happening? Answer: Cathleen Calderon would be the contact. She is considering taking the event over if she gets funding.
 - e. What is the Chamber of Commerce's role versus MLT's role? Answer: MLT's job is to get people to town, and the Chamber focuses on B-to-B and business development.
 - f. John will have a meeting with Joani Schaler, the head of the Old Mammoth Restaurant Association, Stu from the Town and Craig from the Chamber to see how they can all work together.
 - g. Michael Ledesma mentioned that he talked to Joani about a Town Restaurant Association in addition to separate groups like the Village and Old Mammoth and she is interested. The Mammoth Lakes Restaurant Association would be for a larger scope including purchasing, promotions and political advocacy.
4. **Minutes** – Michael Raimondo motioned to approve the December minutes and John Morris seconded. Passes unanimously.
5. **Marketing**
 - a. Holiday weeks
 - Businesses reported strong business levels and MMSA was busy.
 - b. Snow blitz efforts

- MLT made sure that the “more than 5 feet of snow in December” message was out in the market in order to drive momentum.
 - John added \$126,000 on top of the existing budget, mostly in radio and online advertising.
 - MMSA also did a great job of getting the snow message out there.
 - We will need more snow to keep the momentum.
- c. Flight service
- The LA flight is doing great this year, with 1241 more seats YTD.
 - The San Diego flight is also doing well with 29 more seats YTD, even with three fewer flights a week (roughly \$40,000 less risk per week).
 - The San Francisco flight is down 1400 seats YTD. John thinks the lack of snow in Tahoe is hurting us in the San Francisco market because of the perception.
 - The Las Vegas and Denver flights still have small numbers, but Las Vegas is up 50% in bookings for January and 60% in bookings for February. This is a huge jump from what we have seen so that is positive.
 - MLT is putting a lot of effort into the Vegas flight including a radio blitz in the next two weeks.
 - John and Whitney have a meeting next week with the MLT air consultant and United to talk about inconsistencies and future service.
 - Our airport has the highest percentage of on time arrivals in our competitive set of mountain airports, but our canceled flight percentage was not very good, only Aspen cancelled more flights in December.
- d. Summer and budget planning
- Mering Carson is starting their summer planning.
 - We are holding off on finalizing the budget until TOT numbers come in to see where we are.
 - We are going to budget flat for the year to \$2.1 million and see if we can put any money into a contingency in the end.
 - Summer promotions start next week, with the Travel & Adventure shows, but the summer ad campaign will not start until early May.

6. Financial Report

- a. Cash Flow
- \$200,000 in the Measure A account.
 - We have been able to retain our reserve savings account of \$50,000. We will reload this account as TOT comes in, but probably not until March since we have high accounts payable until then.
 - The TBID account is just shy of \$900,000.
- b. TOT & TBID Update
- Waiting for November numbers that we should see by Monday.
- c. July - September True-up
- \$25,000 ahead in TOT for the first quarter.
 - TBID is up \$261,000 to forecast.
- d. 2013-14 Financial Audit

- The financial audit is 99% done, with just a few things missing that are still being worked on.
- It was a smoother process this year and the auditors were happy we implemented their suggestions.

7. New Business

a. TBID Appeals

- A TBID panel needs to form a sub-committee to study the Management Action Plan, and figure out how to handle ongoing appeals.
- The formal ad-hoc committee to review the TBID appeals process will be Brent Truax, Paul Rudder (as long as he agrees), and Michael Ledesma. They will report on their findings at the next meeting.

b. MLR board

- It is very important that we do have a voting seat on the MLR Board.
- Brent has volunteered to go to the meetings in the interim, but he feels he cannot officially take the seat because he has a conflict of interest with his wife being a liaison to the Board as part of the Recreation Commission.
- It is undecided who will fill MLT's seat on the MLR Board in the long-term.

c. Leases

- The MLT lease on the office is up in June. John U is asking for a five-year lease for the future from the Town.
- The Forest Service Lease in the MLT office is up February 28.
- We might be able to use the space more than the money.
- Since the Forest Service Lease is so cumbersome, and we need the space there is a general consensus to not reply to the Forest Service Lease unless they change it significantly.

8. MMSA Update

- a. We don't have any actual numbers, but Brent heard anecdotally that MMSA had exceptional skier visit numbers throughout the holidays, close to what they saw four years ago.

9. Board Member Comments/Report/Agenda Additions

- a. John Morris commented that he did ask the question and plant the seed of 'What can MLT do for you?' at the Lodging Association meeting.
- b. John Urdi commented that MLT is conducting a survey about how the Internet worked for people during the holidays, because there were mixed reviews.
- c. Brent Truax commented that Red Lantern will become a nightclub on Saturdays and possibly Fridays during the weekend due to the success and positive feedback from the New Years Eve party there.

10. Next Meeting Date –February 4, 2015 2-4pm