



Mammoth Lakes Tourism
Board Meeting
Wednesday, October 7, 2015
NEW Call in # (641) 715-3580
Participant Code 671-189#

1:00 – 3:00pm
Mammoth Lakes Tourism Conference Room

Meeting Agenda

- a) **Call Meeting to Order 1:07pm** – John Morris, Board Chair
- b) **Roll Call** – Erik Forsell, Matthew Lehman, John Morris, Michael Raimondo, Sean Turner, Brent Truax, Paul Rudder, Kirk Schaubmayer, Michael Ledesma
- c) **Board Member Comments/Reports/Agenda Additions**
 - Michael Ledesma heard about a new brewery in town and was wondering the status on that. Paul Rudder announced that Black Doubt and Great Basin Bakery are both scheduled to open November 1st.
- d) **Public Comment** – Rich Boccia with Mammoth Lakes Recreation presented the board with a handout sharing their goals, insight, vision, partnerships and their roles.
- e) **Minutes** – Approval of past meeting minutes
 - Michael Raimondo motioned to approve past meeting minutes, John Morris seconds. Passes unanimously.
- f) **Marketing Updates** – A brief recap of recent, present and future efforts of each department
 - a. Marketing
 - The new website will launch in the spring of next year with a soft launch in February. The summer push will start a little earlier as well to coincide with the launch of the website.
 - VacationRoost – booking widget on the website. Still determining if they'll keep a booking engine on the site. Currently booking \$300k of bookings a year. When looking at other DMO's around the country and what they're doing, they're seeing a lot of these organization that are moving away from having a booking widget on their site and focusing more on promoting direct bookings. Next step is to setup a meeting with the Lodging Association group for a roundtable discussion to get their insights on what they're looking for from MLT and the website.
 - Visitor Guide revenue for this year was \$84k and will be coming out for Thanksgiving.

- Winter display and search advertising will start November 2nd and ramp up from there.
- Air Packs are set to start selling on November 1st. The 6 and 10 packs are good from November 1st till October 31, 2016. Will also be advertising the air packs down in Bishop. \$490 for 6 pack and \$790 for 10 pack.
- After winter, the LA flight will go to 4 days a week (Thursday, Friday, Sunday & Monday) from tax day to Father's Day. This could save \$45k a week in subsidy.
- John Urdi and Michael Raimondo would like to see if MMSA could include the air packs with their presale of the season pass that will go on sale in March.
- John Urdi is the new Vice Chair of the Visit California Snow Committee.

a. International

- Michael Vanderhurst just came back from an event in France called Top RESA. France is a strong summer market for Mammoth Lakes.
- Mammoth Lakes has the inside back cover in Visit California's visitor guide that's published in 13 languages.
- Had highlights included in Brand USA's Discover America piece that's published in 17 languages.
- Had a 5 page spread on Mammoth Lakes in an Australian magazine.
- Next month Michael is off to WTM in London, it's the largest travel/trade show in the world. He'll be attending with Nico from MMSA. Will also be on sales mission with Visit California in Germany.
- MLT, MMSA, Mono County & The Westin recently hosted a 20-person group of German tour operators.

a. Communications

- Lara Kaylor attended the SATW annual meeting and has secured the annual meeting for next year. Around 40-60 writers attend these meetings.
- Chris Lyman, MLT's PR Agency attended the Visit California meeting in San Francisco on behalf of MLT.
- Lara will be hosting BATW's holiday party on December 8th in San Francisco.
- A lot of recent hits on fall color on YahooTravel. The LA Times published 3 photos by Josh Wray, MLT's new Digital Marketing Coordinator, which was great expose. The LA Times also featured photos from Mono County Tourism. Mammoth Lakes has also been getting a lot of exposure from CaliforniaFallColor.com.
- The New York Times had an article about the Denver flight to Mammoth Lakes.

g) **Financial Reports** – An update regarding the financial health of the organization

a. TOT & TBID

- TOT is 12% ahead of last year and ahead of budget for July. \$150k growth over last year. August has come in fairly flat, down 1% but Labor Day last year was at the end of August and this year was in September. So to be flat in August when a holiday weekend was lost is good. September numbers will not be in till early November.
- The town has changed their accounting system, which has been having issues. They're struggling on getting their numbers right when one report says MLT had \$300k for July and another one says they had \$370k.

- TBID is \$80k ahead and they're only two months into the fiscal year.
- b. Cash Flow
 - \$350k in checking and has maintained \$300k in the reserve for TOT.
 - \$472k in checking and \$5k in savings for TBID.
- c. Line of Credit – Still waiting to hear from the bank for a \$500k line of credit.
- d. P&L Reports – Will send the reports again once the town figures out what their revenue number really are.

h) New Business

- a. Town Council Strategic Discussion – review and discuss homework from September meeting and how MLT fits
 - John Morris, John Urdi, and Rich Boccia (MLR) have been sitting through the process with the town on their strategic planning and MLT's role in it. The next town workshop is October 12th in Suite Z from 1-5pm.
 - 2025 Vision Elements:
 - Brett Truax – Only thing he finds contradicting is, 'a true your-round destination offers the best alpine recreation community in the country.' He thinks it should be two items instead of just one. 'A true your-round destination and offering the best alpine recreation in the country.'
 - Matthew Lehman – Would like to add (in the economic section) to strive to be more visually appealing.
 - John Urdi pointed out that could be what 'a beautiful town, to coexist with natural environment' could be meaning the same thing.
 - Paul Rudder – had a question on what the meaning was for 'sustainable integration of a unique place, a vibrant community and economic security.'
 - John Urdi explains that it goes back to the idea that we need to be something timeless, ongoing, and consistency on who we are and what we are.
 - Michael Raimondo – When they discuss their strategic plan on MLT's part, the events conversation keeps turning and turning and wonders if now is the time to take more of a bigger role with events.
 - John Urdi states he would like to have MLT's strategic session before finalizing the Town's plan.

Raimondo would like to figure out where the events will live and who's going to be the coordinator and take on the ultimate lead. Not that MLT is running events but have someone hired and run it underneath the Chamber. This would be a good time to include this in the plan if MLT will indeed take on a bigger role with events.
 - John Urdi – Would like focus on what he calls, 'going beyond the sticker.' You see a lot of Mammoth Lakes stickers on cars in town but would like the community to focus on the positive and not focus on the negative and be outwardly proud about living here.

- Sean Turner agrees on that outlook for a proud cohesive community with a clear direction and working together to achieve success.
- 5 Community Values:
 - Brett Truax – Needs clarification and defining on ‘enhanced memorable experiences to an active community dialogue’ and ‘working together as partners to make wise decisions.’
 - John Urdi – Per pages 5-9, taking the enhancing community activities and who’s buckets they fell into to. MLR fell in the enhancing slot and MLT’s role was in functional with a sense the more we can increase visitation the more the Measure R, U & T goes up and funds the enhance community activities. MLT was included in all sections across the board in the improve air service section. For the comprehensive community plan and parking problem, MLT doesn’t really have a role in either.
- Financial Resources:
 - Brent Truax – Thinks having a 22 million budget and paying off the lawsuit is a concrete goal.
 - Michael Raimondo agrees it’s a realistic goal.

i) MMSA Update

- Kamikaze was very successful and blew away the numbers from last year.
- Doing a lot of in-market reach. They took a keg of Mammoth Brew down to the Transworld Premier, Petco Park, the Burton Store and really trying to raise awareness.
- Talking about doing an Action Sports Week, December 6-13. Will be going to about 20 different action sports stores in Orange County and give away thousands of free tickets.
- Working on more fenced programs such as discounted tickets when you purchase in advance, if you take 4 lessons you get a free season pass for the rest of the year (even works with 2 lessons at Bear and 2 at MMSA), in December if you buy a ticket and just for \$100 more you can ski for the rest of January for free, will start using their ‘win back’ program at the front lines.
- Will be in New York the following week doing a big Mountain Collective event with media.

j) Future Meeting Dates

- a. Strategic Planning Session #3 set for October 20th, 1:30pm-3:30pm @ MLT Conference Room
- b. Next Board of Directors Meeting November 4th 1-3pm @ MLT Conference Room