



Mammoth Lakes Tourism
Monthly Board Meeting
Wednesday, November 4, 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 at 1:10pm** – John Morris, Board Chair
- b) **Roll Call** – Erik Forsell, Matthew Lehman, John Morris, Sean Turner, Brent Truax, Paul Rudder, Kirk Schaubmayer, Michael Ledesma
- c) **Board Member Comments/Reports/Agenda Additions**
- Brent Truax – Mentioned that Meb killed it at the NY Marathon.
 - John Urdi – He set the men’s masters record at 2:13 and came in 7th overall.
 - Michael Ledesma – KTLA featured Mammoth Lakes and NBC Nightly News featured Mammoth and only Mammoth as getting the huge storm. With 7.3 million impressions.
 - Brent Truax – Mentions the Murder Mystery dinner event.
 - John Morris – Asks Erik Forsell if they could get their snow updates on their website done earlier in the morning so he can be more accurate when sending out this information to his database. For the Air Packs, he had a guest say he couldn’t find any information on MMSA’s website. John Morris checked the site himself and checked the Air section and there was no word on the flight packs at all.
 - Erik Forsell – Will follow-up on why it hasn’t been put up on the site yet. They will also be adding the Air Pack sales in confirmation emails, snow reports etc.
 - Erik Forsell – Mentioned there will be a new flight service from San Diego to Reno/Tahoe and they say it’s direct to Squaw and starts March 16th.
- d) **Public Comment**
- Rich Boccia with MLR – Looking at a number of different places for an events venue and has been looking at parcels in and outside of town. Outside of town there are a number of parcels that he’d like to investigate but does not want to spend money on purchasing property that would cost half a million dollars an acre but would like to see about getting a special use permit or lease. He would like to know if there is anyone on the MLT Board that would like to join his committee and help investigate the pros and cons. The events center would be a great common project to work on.
 - Sean Turner will partake.
 - Top Tier projects for MLR – Multiuse facility, MAC center, trails & park. Breaking them up in two phases, implementation and development.

e) Minutes/Reports/Agenda Additions

- Sean Turner motions to approve past meeting minutes, Michael Ledesma seconds.
Passes unanimously.

f) Updates – A brief recap of recent, present and future efforts of each department

a. Marketing

- The 2015/2016 visitor guide is almost done. Whitney is going to a press check next week and will be out before Thanksgiving. The new guide will focus more on 365 day messaging (on activities) and has added the different languages spoken at hotels throughout town. The plan is to include a column for different languages spoken at restaurants and retail stores for next year's visitor guide.
- Has been working with Whitney on the Reservation Activity Report (new pacing report for occupancy). An email went out to the lodging group asking people to sign up they've already had about 30-35 lodging companies sign up. Will then have 1 on 1 meetings with those who signed up to go through the new program. This report will give you the projections for the coming weekend but now the properties will be able to go back and input the actuals from that weekend. All those numbers will go into a monthly report; the property will go in and input their gross revenue for the month and that will calculate the ADR and RevPar.

b. Interactive

- Approved designs for the website and now working on auditing and rewriting about 400 webpages. The new site will launch in late February early March and the new visitor guide will sync up to the website. The cost is around \$120k and that's rebuilding the website from the ground up.
- Christie has been cleaning up the consumer newsletter email list that has over 30k and migrating them over to MailChimp from Constant Contact. MailChimp is a lot less with a more efficient system.

c. Communications

- Sent the Board members a link to the Crib wrap-up which the Crib has seen a lot more exposure. Had Lara apply for a PR award for the Poppy Award done by Visit California. The Crib is starting to attract very high-end athletes.
 - Erik Forsell – Would like John Urdi and Chris Lyman to reach out to Oakley to let them know that the Crib could be another resource for their athletes. He would also like to have MMSA contribute this summer to the Crib and offer the athletes a bike pass or golf pass.
- Jennifer with the County is stepping down from her position in PIO (Public Information Officer) and Lara will be stepping in and is taking the lead for an exercise on November 17th. If there's a fire, an earthquake and there's closed roads, then Lara will be the communicator (getting word out to the papers, radio etc.) for the town and county.

d. International

- Michael Vanderhurst is in London attending WTM, the largest travel show and working on selling Mammoth for the summer. After that show he'll be doing sales training in the UK working with the agencies and tour operators, and

making sure their staff understands why they should be sending people here. He will then head over to Germany for more sales training.

e. **Air Service**

- Summer subsidy is pacing \$100k better over last year.
- 74 guests flew in on a Friday and 72 flew out on Sunday in October.
- Subsidy for September 2014 was \$110k and this year was \$30k.
- LA is booking ahead for Nov/Dec/Jan, San Diego is pacing ahead of last year, Denver is slightly behind and SF is behind as well.
- Air Pack sells started Nov. 1. MMSA and MLT will include them in newsletter, digital ads, Facebook etc. Advertising locally in the Mammoth Times, Sierra Wave, KMMT, KHRV and the Inyo Register. 2x3 foot posters at the airport and 11x17 posters throughout town. A rack card is also going to be produced.
 - Paul Rudder – Would like to know how many air packs are sold locally.
 - John Urdi – Emily McCue with MMSA will put together a report on locally sold air packs. 18% of air traffic is locally.
 - Erik Forsell – Has there been discussing on where the next city they would launch a new air service? The Mountain Collective sales have done well and Seattle has seen tremendous growth and thinks that could be the next city to hit.
 - John Urdi – There has been talk with Kent Meyers and Eric Clark and Seattle was thrown out there and possibly flying from Seattle, Mammoth to Santa Barbara or Seattle, Mammoth to Palm Springs and those cities have shown interest on shared subsidy.
 - Matthew Lehman – If they do look at including Seattle as a flight, is there a way to look out 3 or 4 years to make sure there will be planes and won't be another Vegas flight.

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

- a. **TOT & TBID** – numbers for August and possibly September
 - TOT – September last year was \$614k and this year is \$730k. Up 18% on budget. August was a little behind at \$1.25m and last year was \$1.26m with a budget at \$1.27m and the numbers have come in at \$1.271m (ahead by \$10k) making this a new record. Last year Labor Day was in August and this year it fell in September. \$274k (9%) ahead of last year and \$256k (8.3%) ahead of budget.
 - TBID - \$222k ahead of projection and \$48k ahead of last year.
- b. **Cash Flow** – discussion of current bank balances
 - \$451k in Measure A checking. Maintained \$300k in savings. The town owes \$50k for TOT.
 - \$681k in TBID checking.
- c. **Line of Credit** – Update on the process of securing a business line of credit from ESCB
 - A line of credit was approved for \$250k. This is a backup for timing with bills.
- d. **P&L Reports**
 - Will see expenses and not revenue since they don't have the money for the TBID.

h) **New Business**

- a. **Town Council Strategic Discussion** – review and discuss homework from the October

meeting and how MLT Strategy fits in – next meeting November 17th 1-5pm Suite Z

- Next meeting will be November 16th 8-10am.
- Next steps are to talk about the 10-month viability and discuss what MLR has identified as their 4 goals and does they agree with them or should they focus on something different.

i) MMSA Update

- Internet traffic was 62k yesterday when normally they're about 4k a day.
- Went to New York for the Mountain Collective event and spoke with 200 pass holders, 60 media attended.
- Pass sales at \$799 + \$100 in resort credit ends November 6th. The pass will still sell for \$799 after the 6th.
- Radio ads are running and sent out 16k mailers to season pass holders to get everyone pumped for the season.
- Hammering out that MMSA is the first resort to open in California on all media sources. Chairs 1, 3 & 11 will open tomorrow.
- Re-launching the MMSA beanie and will be donating \$20k to Stand Up to Cancer.
- 25% of ticket sales for last year were new sales and people that have never been to the mountain.

j) Future Meeting Dates

- a. Strategic Planning Session #4 November 16th 8-10am @ MLT Conf. Room
- b. Next scheduled Board of Directors Meeting December 2nd 1-3pm @ MLT Conf. Room