



Mammoth Lakes Tourism
Monthly Board Meeting

Wednesday, December 2, 2015

NEWEST Call in # (310) 372-7549 or
(800) 356-8278

Participant Code 934985

Host Code 3838

1:00 – 3:00pm

Mammoth Lakes Tourism Conference Room

Meeting Agenda

- a) **Call Meeting to Order at 1:05pm** – 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**
 - John Morris – Announced the quality of life ordinance that has language that could potentially have a negative affect on TOT. This is specifically towards what lofts are considered to be legally rentable and the maximum occupancy of properties. Depending on what happens, this could potentially limit the number of people that will be allowed at existing properties, which will also limit the amount that can be charged for those properties. John and the lodging association will work on this ordinance with the town council.
- d) **Public Comment**
 - Rich Boccia with MLR – The Turkey Trot went really well. 47 people were in attendance.
- e) **Minutes** – Sean Turner motioned to approve, Michael Ledesma seconds, passes unanimously.
- f) **Updates** – A brief recap of recent, present and future efforts of each department
 - a. Marketing
 - Would like to carve out 30mins (15mins for presentation and 15mins for Q&A) to do an executive summary on what MLT is doing once a month on big projects, wins, etc. Staff members will also start giving their own reports that they'll start next month.
 - The Visitor Guides came in last week and Certified is out replacing all the old ones. The guide continues to grow with content, suggestive itineraries, and focusing more on 365 Days of Adventures. New in the lodging section is what languages are spoken for each property and will add this to restaurants and retail in next year's guide.

- 365 Days of Awesome event posters are out and are also being put up around town and at the airport. They've moved away from the three seasonal event posters. Town Trolleys are being updated as well with the 365 Days of Awesome message focusing on air service.
 - Air Pack Rack Cards
 - Providing the board with boxes of rack cards and would like to have them included in check presenters, check-in packets etc.
 - Air packs are on sale till January 16th, 2016.
 - Posters were created and will be distributed around town.
 - John Morris asked about the Cancelled Flight Rack card
 - John Urdi – Those are being worked on and the goal is to have them in-house before December 17th.
 - Erik Forsell included the air pack message in confirmation emails and sent to all MMSA employees.
 - Digital marketing ads – Have been doing ok but not great and the plan is to readjust the ads and try something different for the next couple weeks and see how it goes.
- b. International
- Last year Michael Vanderhurst hosted a writer from Italy and he's written four articles on Mammoth Lakes.
 - Michael is preparing a couple of big FAM trips that will be coming up this winter.
 - Working on a half-page ad in the Brand USA inspiration guide that's printed in 23 languages.
 - Working with international tour operator partners to extend their itineraries from a 1-night stay to 2-nights. Currently has an itinerary that starts from SF into Yosemite, stays 2-nights in Mammoth Lakes and then continues south with one of their big French tour operators.
 - John Urdi has been working with US Travel on the VISA Waiver Program that is now called the Travel Promotion Act. This has been delayed with the recent Paris attacks.
- c. Communications
- Media is coming in this week from C-Suite Quarterly, which is a high end CEO level magazine down in LA.
 - A writer with Teton Gravity Research is coming in mid-December and doing a backcountry story.
 - MLT is hosting the Bay Area Travel Writers (BATW) holiday party in SF on December 8th.
- d. Air Service – Winter season
- LA is ahead 112 over last year. November-January is pacing 588 seats ahead. November was 54 seats behind last year with two cancelled flights.
 - San Diego is pacing 735 seats ahead for the season.
 - SF is still low and behind 825 seats.
 - Denver is behind 63 seats.

- g) Financial Reports** – An update regarding the financial health of the organization
- a. TOT & TBID – review previous months results

- TOT – Preliminary October numbers, up \$454k, 20% growth year-over-year. September continues to grow, \$775k, 25+% growth. November will be approaching \$400k if not better. Year to date, \$466k ahead of budget, 13.5% ahead.
- TBID – Up \$289k to projection, well above budget.
- b. Cash Flow – discussion of current bank balances
 - TOT – ½ million and \$300k in reserve.
 - TBID – \$900k
- c. Line of Credit – Update on the process of securing a business line of credit from ESCB
 - Working on getting a \$100k line of credit.
- d. P&L Reports
 - The report shows December revenue for TOT and October TBID

h) New Business

i) MMSA Update

- Gave away 2k free lift tickets to the Turkey Trot in Phoenix through Lifetime Fitness and they'll be doing a marketing campaign with them in Vegas.
- Just launched a 'buy-it' program for January. Buy any multi-day ticket (front-line only) in December and spend \$100 more and it will cover your whole ski trip in January.
- Thanksgiving was the best they've had in 10 years. 33k visitors for the weekend.
- Take 4 lessons and get a free season pass.
- First early-ups for pass holders is this weekend.
- Launched the Stand Up for Cancer program, when you purchase a Mammoth beanie the mountain will donate \$1.
- Sent out a mailer to 60k guests who haven't been in a year or more with a special offer on lodging and lift tickets.
- Working on a new navigation system for their website. There's a lot of new comers so they're working on a first timers guide for their website.

Future Meeting Dates

Strategic Planning Session #5 Monday, December 14th 8-10am – MLT Conference Room

Next scheduled Board of Directors Meeting Wednesday, January 6th 1-3pm @ MLT Conf. Room