



Mammoth Lakes Tourism

Board Meeting

Wednesday, April 1, 2015

Call in # (209) 647-1000

Participant Code 473716#

2:00 – 4:00pm

Mammoth Lakes Tourism Conference Room

Meeting Minutes

1. **Call Meeting to Order 2:05pm** – Brent Truax, Board Chair
2. **Roll Call** – Present: Erik Forsell, John Morris, Michael Raimondo, Sean Turner, Brent Truax, Paul Rudder, Kirk Schaubmayer, Michael Ledesma Absent: Matthew Lehman
3. **Public Comment**
4. **Minutes** – Brent will bring February and March minutes to the next meeting.
5. **Marketing**
 - a. China/Asia effort discussion Part 2
 - Visit California is doubling their efforts in the Chinese inbound market, and Michael Vanderhurst is joining their efforts because China has become the number one inbound market for the state of California and is growing around 25% annually.
 - Historically the Chinese traveler would only visit gateway cities like Los Angeles and San Francisco, but in the last year they have started to trickle further and have started to come to Mammoth Lakes.
 - The Chinese traveler in Mammoth Lakes is graduating faster than anticipated from a bus tour traveler who is typically here one night, to a FIT traveler that typically stays longer, explores more, and is more affluent.
 - Michael is traveling to China with Visit California and 27 other destinations as one of the smallest destinations on a sales mission.
 - He will also be interviewing two different Chinese agencies for representation.
 - b. Destination Capitol Hill
 - John and Whitney went to US Travel event in Washington DC where forty states are represented and have meetings set up with their Senators and Congressman to discuss national issues.
 - Visa waiver program was a huge issue (10 year Visa in China gives them easier access)

- Modernization of infrastructure like airports was another big push. FAA is up for reauthorization and US Travel is fighting for an increase in the passenger facility charge that has to go back in to infrastructure
 - The last two issues were a travel promotion authority that is still in the works through the trade promotion authority that wants to open up more trade avenues for the US, and making sure that the National Park Service gets funded.
 - Meeting with Congressman Cook was supposed to be 15 minutes long, but was actually about 45 minutes long. John was able to discuss national and local issues.
- c. Summer 2015
- Summer campaign starts May 4th, which is earlier than last year.
 - The website will be flipped to focus on summer before that as well.
- d. Road Update
- Tioga Pass will begin to be plowed on April 15.
 - MLT will be promoting this access heavily.
 - John Urdi trying to get the Town to put pressure on the Forest Service to get the Lakes Basin Road open as soon as possible and prior to Fishing Opener on April 25.
 - The road to Devils Postpile will probably open on Memorial Day like it typically has in recent years.
 - John Urdi will talk to a Forest Service contact to explore getting the road to Devils Postpile open even earlier if possible.
- e. Spring Open House
- The Spring Open House will be on Wednesday, May 27 and John Urdi will have more information to come.
 - MLT is working on a new ROI study that will be the first study since the recent summer and winter campaigns.
 - John Urdi is looking into getting a video of the presentation, so that people can hear the narrative to go along with the slides even if they can't make it to the presentation.

6. Financial Report

- a. Cash Flow
- \$203,000 in the Measure A checking account and \$552,000 in the Measure A savings account
 - \$1,087,000 in the TBID checking account and \$5,000 in the TBID savings account.
 - MLT is about 10% behind where John Urdi wants to be with TBID; About \$260,000 off of the pace he set. February was the month that dropped off and put the numbers that far behind.
- b. TOT & TBID Collections Update (projection thru February)
- TOT is up \$169,000 to budget through February
 - \$1.13 million (15.3%) ahead of last year

7. New Business

- a. AB 1220
 - MLT fought hard against AB 1220 with getting the word out to the community and sending them letter templates so that they could express their opposition.
 - MLT fought it, because nobody was opposing it and it would be devastating to the community.
 - There has been no information about who is actually behind the bill.
- b. BOD Nominating Committee Selection
 - John Morris, Matthew Lehman and Brent Truax are the nominating committee.
 - Brent Truax is going to put a notice in the paper about board seats that are up.
 - The seats that are up in June are lodging (John Morris) and at-large (Paul Rudder).
 - Anyone who is interested in the lodging seat needs to submit a letter of interest by the end of April and it will be voted on at the May Lodging Association meeting.
- c. Form 700
 - Form 700 is due today, April 1.
 - All board members must fill it out and turn it in.
- d. Events
 - Town Council is asking for a recommendation from MLT on where event money should come from.
 - MLT is currently marketing events with our posters and brochures upwards of \$100,000.

8. MMSA Update

- Passes are on sale for next year and are the same price as the last couple of years with a \$100 credit if you buy early.
- Mammoth Mountain originally joined Mountain Collective as a defensive move against Vail and the Epic Pass. Mountain Collective passes are selling well.
- Pulling back on seasonal staff
- More snowmaking with colder temps
- Dropping ticket prices
- No closing date for skiing yet. The brand is “ski until we can’t anymore”.
- Skier visits are dead on with last year, but spend per skier visit is up.
- Guest satisfaction is up from last year.
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9. Board Member Comments/Report/Agenda Additions

- a. Executive Session
 - John Morris asked what can we do that is not snow dependent?
 - John Urdi thinks we need a convention center.
 - Sean Turner thinks we need to embrace an event venue.

10. Next Meeting Date – May 6th 2-4pm