



*Mammoth Lakes*TM

CALIFORNIA

Mammoth Lakes Tourism

Board Meeting

Wednesday, May 6, 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 2:04pm** – Brent Truax, Board Chair
2. **Roll Call** – Present: Erik Forsell (called in), John Morris, Michael Raimondo, Sean Turner, Brent Truax, Paul Rudder, Kirk Schaubmayer, Michael Ledesma Absent: Matthew Lehman
3. **Public Comment**
4. **Minutes** – John Morris motioned to approve the minutes as is. Michael Raimondo seconded. Passes unanimously.
5. **Marketing**
 - a. China mission recap – Michael Vanderhurst
 - Michael was unable to report this month because he is hosting a FAM of high end travel agents from New Zealand.
 - He will also be heading out for a sales trip including ski shows to Australia to talk about next winter.
 - b. Summer 2015
 - Paid portion of the summer campaign started May 3 and is mostly digital with some print advertising
 - c. Spring Open House
 - The date is set for May 27.
 - MLT is unable to use the USFS Auditorium like usual because of the Mammoth Lakes Film Festival. In order not to compete with their popular opening night, the presentation has been moved to the morning from 9:30 – noon at the Westin.
 - The Westin can take care of all AV needs, will open parking for the presentation and has given the room as a comp for the presentation.
 - The format of the presentation will be the same as the past with a winter recap and summer preview including the ad effectiveness study.
 - d. Air Service Update
 - 7% cancellation rate for the winter. United was a little bit higher than Alaska.
 - This equaled 34.5 cancellations. 22 were due to weather, 6.5 were mechanical, and 6 were due to crew timing out.

- MLT does not have to pay the subsidy for a flight if the plane does not land.
 - John wants to get data on how many lodging reservations are cancelled when a flight is cancelled to use to convince the airlines that in a mechanical or crew cancellation we deserve a credit.
 - The Alaska summer schedule from LAX has started which is seven days a week and it goes to four days after Labor Day until winter service.
 - Load factors this spring have been very strong.
 - The strategy moving forward for next winter will be to continue to condense the days available for flights for all locations besides Los Angeles.
 - The Las Vegas flight will not continue next year, because Alaska is getting rid of the plane that was able to land here.
- e. Event marketing
- Posters and brochures went to press Saturday, so will be around town very soon.
 - 120,000 Event brochures are distributed between San Diego, Los Angeles, Las Vegas, San Francisco and locally in Mammoth Lakes.
- f. Synergy Summit
- Town Council held a Synergy Summit to talk about how to maximize non-snow activities.
 - A lot of the people there were unaware of what resources MLT provides.

6. Financial Report

- a. Cash Flow
- There is still a \$400,000 reserve.
 - The Measure A checking account has \$106,000 and the savings account has \$550,000.
- b. TOT & TBID Collections Update (projection thru March)
- The year-end budget for TOT is \$11.6 million and John Urdi thinks that the worse case scenario would be coming in at \$11.1 million. The impact to MLT of being \$500,000 short would be about \$100,000.
 - TBID is about 12% behind budget, which is \$435,000. This means that some of the reserve may need to be used for things this summer, but definitely not all of it.
 - TOT is 2.2% behind budget, which is \$215,000, but it is \$955,000 ahead of last year to date.
- c. Tax Return
- The tax return will be sent in next week.
 - MLT is going to contract with Kohn & Company again to do the annual audit for next year.

7. New Business

- a. Budget and Marketing Plan
- First draft of the budget is due to John Urdi by May 22 so he can go over it with each Director.
 - John Urdi will then have a budget to present to the board at the next meeting on June 3.

- The marketing plan will follow, but there is not a specific date yet. It will be influenced by the upcoming strategy sessions with Mering Carson.
- b. AB 1220 Update
 - The bill has been withdrawn after a lot of opposition from us, the Hotel Lodging Association and Cal Travel.
 - There is still no explanation or information as to why this bill was originally introduced.
- c. Building Lease with TOML
 - John Urdi started the process to renew the MLT building lease a couple of months ago and the Town just came back with a revised version of the lease.
 - John needs to go over it and come to an agreement with the town on the terms.
 - The service agreement with MLR to use space in this building will expire June 30.

8. MMSA Update

- May 10 will be the closing day for the mountain.
- Sierra Star will open May 15.
- Everything on the mountain will be open all of the time for summer activities starting June 12.
- MMSA is offering a hotel deal for the opening of Tioga Pass.
- Lift tickets at Costco was a success, so mountain bike park tickets will also be available at select Costcos in southern California.
- Cross-pollination will continue to happen with winter being promoted in the summer.
- June Lake will offer scenic gondola rides this summer.
- There is a record amount of weddings booked this summer.

9. Board Member Comments/Report/Agenda Additions

- a. Executive Session
 - John Urdi said that famous cyclist Levi Leipheimer will be coming to the Crib.
 - Michael Ledesma commented that the drought we are in has the potential to last a lot longer. He started a discussion about when is the time to adjust to a new normal and plan and invest in infrastructure that will help this town be less affected by droughts. The board decided that this discussion needs to be much more in depth, so they are going to schedule a strategy session with a facilitator about what MLT's priorities should be going forward.
 - John Morris said that the Snowcreek Golf Course is scheduled to open May 22.
 - Sean Turner commented that Mammoth Lakes is still in need of an event site.
 - Matthew Lehman said that we should look into how we can benefit from empty plane seats since we are paying a subsidy.
 - Brent Truax is going to the Amgen bike tour in Lake Tahoe.

10. Next Meeting Date – June 3rd 2-4pm

11. Meeting Adjourned 4:15pm