



Mammoth LakesTM

CALIFORNIA

Mammoth Lakes Tourism

Board Meeting **Tuesday,**

June 2, 2015 Call in #

(209) 647-1000

Participant Code 473716#

9:00 am – 1:00 pm

Westin Monache Gallery Room

Meeting Agenda

1. **Call Meeting to Order** – Brent Truax, Board Chair
2. **Roll Call** – Erik Forsell, Matthew Lehman, John Morris, Michael Raimondo, Sean Turner, Brent Truax, Paul Rudder, Kirk Schaubmayer, Michael Ledesma, John Urdi
3. **Public Comment**
4. **Minutes** – Approval of past meeting minutes
5. **Board Election**
 - a. Selection and approval of executive committee for 2015
6. **Next Meeting Date** – July 1st 2-4pm
7. **Strategic Planning Session – Facilitator Michael Ward**
 - a. MLT Priorities for 2015-2016
 - b. Long Term MLT objectives
 - c. Role of MLT economic development

The facilitated meeting proceeded as indicated by the agenda, process/ findings columns below:

Agenda Item	Process and Findings
<p>Process Agenda as Posted for Board Deliberation:</p> <ol style="list-style-type: none"> 1. Intro- Debrief (Why do we exist? How did we get here?) 2. Practical Actions Exercise 3. Contradictions Discussion 4. Strategic Directions Exercise - 1 Year Priorities 	

Agenda Item		Process and Findings	
<p>1. Intro/Debrief Board Member Reflections on past experiences and successes of MLT</p> <p>Intention: <i>How have we fulfilled our mission and purpose?</i></p>		<p>O = What is one way we/MLT have fulfilled our purpose? R = What are you most proud of? I = What have you learned? I = What has been surprising? Troubling? D = What lessons should we carry forward to guide our/ MLT future plans?</p> <p>Note: Questions were posed and discussed but not recorded; the debrief was designed to spark dialogue and reflection as a prelude to the Practical Actions Exercise that followed.</p>	
<p>2. Practical Actions Exercise Intention - How should we fulfill our mission going forward?</p> <p>See 4 Headline Categories of Practical Actions below:</p>		<p>Board was reminded of the MLT “purpose statement” extracted from the MLT Incorporation By Laws: <i>“The principle purpose of MLT is to engage in such activities as are meant to improve the tourism industry in the town.”</i></p> <p>Exercise was facilitated with the following framing question building upon the purpose statement: <i>“What practical actions will be key to our success as a Tourism Promotion Organization?”</i></p>	
Opportunity Driver	Business Community Champions/ Congruence	Provide Leadership	12 months of Operations & Revenue (for TOML)
Identify what is missing in the community – actions/ events/ structures	UNITY = Mountain, Town, MLT – same message	Sponsor driven event schedule	Establish sales and marketing beach heads
Decide what MLT can do to facilitate highest priority items	Get business community on board and involved	Incentivize branded events	Extend longer stays
Identify/ prioritize legitimate shoulder opportunities	Engage community to think big	Secure events driving visitation	Growth to new air markets
Prioritize what is needed in Mammoth to promote tourism	Collaboration	Partnerships	Clear and concise research and reporting
Push community leader to embrace larger projects	Packaging – image, messaging	Offering education	Built infrastructure necessary to attract opportunities
Provide leadership (be the driver)	Partner more with Visit California	How to accomplish priorities without harming existing organization	Encourage improved TOT enforcement
Change “tourism” to “visitation”	Local businesses listening – using information	Retain key staff	Drive year round visitation
Be ROI Driven	Run efficient, intelligent ad campaigns	Build on success created	
Events focus – support with outreach	Relationship building (buy in)	Push forward despite opposition	
Develop Incentive marketing			

2015-2016 MLT Priorities for Leadership in Building the Mammoth Brand

