



Mammoth Lakes Tourism
Board Meeting
Wednesday, July 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 2:03pm** – John Morris, Board Chair
2. **Roll Call – Present:** Erik Forsell (called in), John Morris, Michael Raimondo, Sean Turner (called in), Brent Truax, Kirk Schaubmayer, Michael Ledesma **Absent:** Paul Rudder, Matthew Lehman
3. **Public Comment**
4. **Minutes** – Approval of past meeting minutes
 - Michael Raimondo motioned to approve the June minutes and John Morris seconded. Passes unanimously.
5. **Marketing**
 - a. Winter 2015-16
 - MLT is in the planning stages for winter marketing.
 - In August, MMSA, MLT and their corresponding agencies will meet to have their most in-depth meeting to date about marketing plans in order to avoid duplicating efforts.
 - Winter air service is already loaded.
 - The second LA flight is going from 7 days a week to 4 days a week in winter to maximize the flight schedule when it is needed and getting rid of mostly unused flights.
 - There will be targeted marketing in Denver to help with the Denver flight, but there will not be targeted marketing in cities with other flight hubs that would connect through Denver.
 - Visit CA will help promote the snow message in state, which is very valuable to help keep Californians skiing in California, but not out of state.
6. **Financial Report**
 - a. Cash Flow
 - MLT is working to maintain cash flow, including moving some money around.
 - \$100,000 in the Measure A checking account and \$500,000 in the Measure A savings account, which is the reserve.

- MLT will have to give back about \$80,000-\$100,000 out of the \$500,000 reserve to the Town of Mammoth Lakes because we are going to fall short on budget for the year.
 - Some of the reserve may also have to be used to help with cash flow for the next couple of months, but the goal is to not let it go below \$300,000.
 - TBID is about \$400,000 or 10% behind budget. It was impacted the most by a decrease in lift ticket sales.
 - TOT is about \$352,000 or 5% behind budget, but it is up \$811,000 or 8.4% to last year.
- b. 2015-16 Budget Update
- Town Council was originally considering an \$11.6 million budget, but looks like they are going to go with \$11.2 million, which is the actual for this year.
 - If Town Council does go with a budget of \$11.2 million, the reserve built into MLT's budget would equal \$210,000. John Urdi wants to know if the board is comfortable with this.
 - The board would like to wait and see what Council decides, before making a decision on this.
 - The MLT budget will have a built in reserve as well as contingency plans.
 - John Urdi still has work to do on the TBID budget. He is looking to cut \$200,000-\$300,000 from it.
 - The timing of cash flow is difficult because when our large bills are due happens to be around the time that we do not have much money. This is because our payment from busy seasons is delayed a couple of months.
 - Due to this issue, MLT is going to look in to a line of credit to possibly use in December.
 - John is working with the Mono County IT office to build a pacing report that would be a combination of DestiMetrics and the weekly occupancy report that would be far more detailed, give better comparisons and give the actual numbers after the fact to compare to the projections.

7. New Business

- a. MLT Staffing Changes
- Natalie Post is leaving to work at Mammoth Hospital.
- b. Building Lease with TOML
- Office construction is about 90% done and Lara and Whitney will be moving in to their offices next week.
 - The terms of the lease with the Town of Mammoth Lakes are still in negotiations.
- c. MLT Board Seats
- Paul Rudder's at-large seat on the MLT board is up.
 - MLT will advertise in local papers that there is a seat available to get the word out. Michael Raimondo will also announce it at Town Council tonight.
 - The deadline for interest for the seat is July 22, 2015.
 - John Morris, Kirk Schaubmayer, and Brent Truax will serve as the nominating committee.
- d. Strategic Direction Session 2

- At the next strategic session the board wants to decide what projects out there should MLT choose as a priority and try to push forward.
- MLT wants to choose projects from a completely research driven process looking at what will bring the most visitation to Mammoth Lakes.
- John Urdi will bring a complete list of all proposed projects and the board will split up the work to do research on possible priority projects.

8. MMSA Update

- Planning for the winter is happening earlier than ever including pricing and promotions.
- Skier visits were down this winter, but there were 10,000 first-time visitors.
- MMSA is going to focus more on orienting guests.
- Erik Forsell has been having radio meetings and the radio stations are saying that they only need a 24-hour lead-time to get snow reports on the air.
- There are record lodging numbers.
- Gondola, bike and golf numbers are all up.
- International visitors are way up.
- Group business is slower, probably because groups don't want to risk bad snow with the drought.

9. Board Member Comments/Report/Agenda Additions

a. Executive Session

- Kirk Schaubmayer noticed that at IPW, other Mammoth Lakes representatives started promoting us as a great base of operations for Yosemite and the entire Eastern Sierra. He also wanted to spread the word that the scenic gondola will open at 7am for a couple of weeks trial period.
- Michael Ledesma noticed that both of his restaurants were busier than normal for Motocross week.
- John Urdi said that Bart Hall said the perception down south is that we have lots of water and big fish up here.

10. Next Meeting Date – August 12th 1-4pm

11. Meeting Adjourned: 3:45pm