



Mammoth Lakes Tourism
Board Meeting
Wednesday, August 12, 2015
Call in # (641) 715-3274
Participant Code 473716#

1:00 – 4:00pm
Mammoth Lakes Tourism Conference Room

Meeting Minutes

1. **Call Meeting to Order 1:10pm** – John Morris, Board Chair
2. **Roll Call – Present:** Erik Forsell (called in), Matthew Lehman, John Morris, Michael Raimondo (called in), Sean Turner, Brent Truax, Paul Rudder, Kirk Schaubmayer, Michael Ledesma
3. **Public Comment**
4. **Minutes** – Approval of past meeting minutes
 - Brent Truax motioned to approve the July minutes, John Morris and Michael Ledesma seconded and Matthew Lehman recused. Passes unanimously.
5. **Marketing**
 - a. Winter 2015-16
 - MLT is in the process of winter planning and is heading to San Diego on Tuesday and Wednesday (August 18-19) for a joint session with MeringCarson, MLT, MMSA's agency and MMSA's team to make sure MLT is being as effective as possible.
 - MLT would like to focus their paid efforts on spring, summer and fall and all of their earned and owned media (PR, websites, social, emails) on winter.
 - After the joint session, John will have a report for the board to look over and talk more in-depth about it since it will be a departure from where they've been. But based on research and the ability to impact the market, the mountain is spending more money than MLT on the winter side and the money MLT is spending is not as effective in the winter as it is in the spring, summer and fall.
6. **Financial Report**
 - a. Cash Flow
 - MLT has paid most of their big summer bills and was able to maintain a couple hundred thousand dollars in the reserve and is floating around 300k in the reserve account.
 - The TBID picked up most of the summer expenditures and they're in pretty good shape there.

- The June numbers came in from the Town and June knocked it out of the park. A total of \$769,407; last year was \$672,104. Up 14.5% year over year.
 - June has been that poster child month they've been throwing out there as far as growth and comparing June 2015 to June 2009, there's been a \$404,000 increase, which is a 111% growth in those years.
- b. 2015-16 Budget Update
- TBID Budget: Last year was 4.5 million, this year they'll come in just shy of 4 million. John had his team budget with a 4 million budget but was originally at 4.2 million but has been cut down to 400k. The marketing line is at 2.58 and 2 million of that goes directly to air subsidy. Sales is 44k, PR is 46k, and Interactive is the majority of the funds. The TBID account also has no overhead or wages, it's all operational.
 - Some tradeshow have been removed. MLT hasn't found a huge return from them but MMSA will continue to attend the shows that MLT will not be attending in the winter. MLT will continue to attend summer shows.
 - Brent had a question on credits on the TBID budget under MeringCarson. John says: when they buy all their keywords on the digital side, they're paying for it but there's not always a placement. So funds are being returned when ads aren't being placed.
 - TBID projected revenue is around 4 million and 7.5% behind budget.
 - TOT is 2.7% behind budget this year
 - Brent Truax motioned to approve the budget as distributed, Matthew Lehman seconds. Passes unanimously.

7. New Business

- a. Building Lease with TOML
- MLT secured a 5-year lease with the building even though the contract with the Town ends in June 2018.
 - Office construction up front is done and cost was \$4,999.
 - The Forest Service is pleased with their new location and has signed another lease for another 5 years.
- b. Katie from The Sheet writing an article on Community Skis and the TBID
- Katie reached out to John Urdi asking a series of questions as to why Community Skis is being subjected to paying the TBID when they've been reclassified as a manufacturer by the town.
 - After discussing the questions from Katie, John Morris on behalf of the MLT Board will reply back to her.
- c. Town Hall Strategic Alignment Goal Setting Workshop Series
- John Urdi would like to have a group from the MLT Board attend those meetings.
 - These meetings will be about strategic alignment between the Town and non-governmental organizations they support and other partners.

8. MMSA Update

- It's been a really strong summer and up substantially in every single category from last summer.

- The USA Cycling Mountain Bike National Championships brought in a lot of room nights. The event will fall during the same week next year.
- MMSA is deep in winter planning and focusing more on acquisition. They saw a lot of new people in town last winter. Lessons were up and had more guests asking questions on where to go.
- They will be working on rebuilding their website and make a first timers guide.
- They're going to make a big college push and will be visiting a lot of different campuses to try and sell passes.
- Finishing up stories for another Mammoth Magazine edition.
- Working on a winter and summer guide where before they had them separate and will be working on more cross promotion.
- NPS (guest satisfaction score) scores are well above last's years.
- Upcoming events, Mammoth Wine Weekend and Kids Adventure Games.
- Up 18% this summer for Scenic Gondola rides.

9. Executive Session

- a. Executive Director annual performance review
- b. MLT at Large Seat discussion – Nominating Committee

10. At Large Seat Vote

- The nominating committee voted for the at Large Seat. They had 3 candidates for the open seat. Candidates were Paul Rudder, John Rea (Mammoth Times) and Jeff Guillory (The Westin).
- Michael Raimondo made a motion to reappoint Paul Rudder to the at large seat, Matthew Lehman seconds. Passes unanimously.

11. Strategic Planning Session II

- Has been pushed back till the next MLT Board meeting. This will allow more time to focus on the strategic planning.
- John and Rich Boccia will possibly supply a short list of the top priorities and projects going on in town so those can be looked over and discuss what they would want to support and what direction they'd want to go in.

12. Board Member Comments/Report/Agenda Additions

- Brent would like to suggest using "One more day in Mammoth" which is his slogan for the rest of the summer and is currently working on a page on the SNR website based on what could you do if you had one more day in Mammoth.
- With such an increase in foreign visitors just staying for 1-night, a lot of guests don't know what they can do in the area. The goal is to get guests to book a second night.
- Thoughts around the room are to continue the discussion at the strategic planning session.

13. Next Meeting Date – September 2nd 1-3pm

14. Meeting Adjourned: 3:30pm