



Mammoth Lakes Tourism

Board Meeting

Monday, September 16, 2015

Call in # (712) 432-1212

Participant Code 562-451-761#

8:00am – 10:00am

Mammoth Lakes Tourism Conference Room

Meeting Agenda

- **Called Meeting to Order 8:10am** John Morris, Board Chair
- **Roll Call – Present:** Erik Forsell, Matthew Lehman, John Morris, Michael Raimondo, Sean Turner, Brent Truax, Paul Rudder, Kirk Schaubmayer, Michael Ledesma
- **Public Comment - NONE**
- **Minutes** – Approval of past meeting minutes
 - **August 12th Minutes & September 7th Minutes**
 - Motion to approve both sets of minutes by Michael Raimondo, Second Matthew Lehman – Motion passed unanimously
- **New Business**
 - TBID Appeals
 - Appeal was heard for Garden of Eat'n requesting Tier 3 status based on doing more than \$50,000 but less than \$150,000 in annual gross revenues.
 - Based on the financial documents provided the appeal was granted and a letter will be sent approving Tier 3 status (\$500 annually)
 - Motion to approve Tier 3 status by Michael Ledesma, seconded by Erik Forsell – Motion passed unanimously
 - Staffing Discussion
 - The board approved a stipend be provided to the Director of Marketing who is dealing with family challenges (death of a sibling) so she can get some time away prior to returning from CA Disability leave on October 5th. MMSA to provide a United Airlines voucher for travel and MLT to provide up to \$500 for other expenses.
 - Motion to approve one-time stipend by Paul Rudder, seconded by Matthew Lehman – Motion passed unanimously

- **MLT Strategic Discussion**
 - **8:25 am** - Presentation on MLT strategic direction by Sarah Mettee of Mering Carson
 - **presentation attached**
 - Board discussion
 - Board would like to see more local partnerships
 - Year round focus but not taking eye of winter as a major contributor
 - Sell the dream – inspire visitation
 - A few things to clarify
 - i. NGO roles (MLT, Chamber and MLR)
 - ii. What does MLT take on?
 - iii. Community involvement and messaging
 - iv. MLT board to influence change
 - Expand annual opportunity form 6-7 months to 8-10 months of business
 - i. Shoulder Season
 - ii. Midweek stays
 - iii. Destination visitors
 - How aspirational (hard adventure) vs. Base Level (family/soft adventure larger pool)
 - MLT board to create a checklist and criteria for support to follow when decision making
 - What is Mammoth Lakes MISSING as a town that MLT can advocate for and influence visitation (look at competitive resorts)
 - Education for the community (local focus marketing effort)
 - What drives visitation versus provides animation for those already here
 - Air service sub-committee to meet soon to discuss opportunities
- **Board Member Comments/Report/Agenda Additions – NONE**

Meeting adjourned at 10:20am –

- Motion to adjourn by Matthew Lehman, seconded by Kirk Schaubmayer
Motion passed unanimously

Next Meeting Date – Regular MLT BOD meeting October 7th 2-4pm @ Mammoth Lakes Tourism Conference Room

Possible Strategic Session #3 meeting Friday, September 25th 8am-10am TBD