



Mammoth Lakes Tourism  
Board Meeting  
**Monday, September 7, 2015**  
Call in # (712) 432-1212  
Participant Code 562-451-761#

1:00 – 3:00pm  
Mammoth Lakes Tourism Conference Room

### Meeting Agenda

- a) **Call Meeting to Order 1:10pm** – John Morris, Board Chair
- b) **Roll Call** – Matthew Lehman, John Morris, Michael Raimondo, Brent Truax, Kirk Schaubmayer, Michael Ledesma
- c) **Public Comment**
- d) **Minutes** – Approval of past meeting minutes
  - Will approve at Strategic Planning Session.
- e) **Financial Report**
  - a. TOT & TBID Updates
    - Final numbers for June’s year-end came in at \$771k, almost 100k over last June, which put them at \$11,281,000 for the year.
    - Up over last year \$918k, almost 9%.
    - June came in almost 15% ahead of last year and 25% of budget. The town budgeted \$607k, which budget was beat by \$164k.
    - Only 2.7% behind budget for the fiscal year.
    - July looks to be 11% ahead of last year and ahead of budget. This is their fourth million-dollar July and fifth million-dollar August.
    - Comparing over the years, revenue is trending up.
  - b. Cash Flow
    - \$277k in checking and has been able to keep \$301k in reserve.
    - In mid-February, \$800k will go to the summer Air Subsidy.
    - TBID checking has \$162k
    - TBID for June is at \$171k when forecasted at \$118
  - c. Line of Credit
    - John has applied for a half million in a line of credit with the bank. The purpose for this is to be able to use that credit to float for a couple of months if need be.
  - d. P&L Reports
    - Will have a final P&L Report next week.

**f) New Business**

- a. Air Service Ad Hoc Committee
  - John Urdi would like to get a group of people together to share ideas on how they can use unsold seats and get the community involved.
  - April-June, LAX will go down to 4 flights a week.
  - John Urdi will send the board the pacing report (bookings, cancellations, etc.) he does for the year on air.
  - Committee will consist of John Urdi, Kirk Schaubmayer, Michael Ledesma, Matthew Lehman, Michael Raimondo, John Morris and Eric Clark.
- b. Strategic Planning Session Date
  - Wednesday, September 16<sup>th</sup>, 8-10am.
- c. Josh Wray is the new Digital Marketing Coordinator.
- d. Whitney Lennon's brother passed away and will be off the month of September.
- e. The Chamber a \$50k received a grant for the Peak Performance Program. The Chamber has also brought in \$25k of revenue. They will be working with a company called IT Solutions which is an online service program which they will customize the questions with standard training questions for lodging and restaurants. The hope is to have people go through this program and to use that on their resume and have taken the time to do the training.

**g) MMSA Update – No update**

**h) Board Member Comments/Report/Agenda Additions**

- a. Michael Raimondo announced that 8 Tesla super charging stations will be put in at one of the park & rides once Council approves. There will be a big PR push with Tesla and a ribbon cutting. Construction date is TBD.
- b. Michael Raimondo has expressed that MLT should discuss possibly working with Steve Searles as he feels Steve has PR value for the town. More discussion will continue at the Strategic Planning Session.
- c. Brent Truax announced Mary King's passing.
- d. Executive Session – Executive Director Performance Review

**i) Next Meeting Date – October 7<sup>th</sup>, 2-4pm @ Mammoth Lakes Tourism Conference Room**

**j) Meeting Adjourned: 3:03pm**