



Mammoth Lakes Tourism Monthly Board Meeting
Wednesday, January 6, 2016
Call in # (310) 372-7549 - Participant Code 934985 - Host Code 3838
1:00 – 3:00pm MLT Conference Room

Meeting Agenda

- a) **Call Meeting to Order** – John Morris, Board Chair
- b) **Roll Call** – Erik Forsell, Matthew Lehman, John Morris, Michael Raimondo, Sean Turner, Brent Truax, Paul Rudder, Kirk Schaubmayer, Michael Ledesma
- c) **Board Member Comments/Reports/Agenda Additions**
- d) **Public Comment** – Please limit to three minutes or less
- e) **Minutes** – Approval of past meeting minutes
- f) **MLT Team Presentation Schedule – 30 minutes including Q&A time**
 - 1. January 6 SMARI research (Whitney Lennon)
 - 2. February 3 New Website (Christie Osborne)
 - 3. March 2 International Update (Michael Vanderhurst)
 - 4. April 6 Chamber of Commerce (Craig Schmidt)
 - 5. May 4 Media + PR (Lara Kaylor)
- g) **Department Updates** – A brief recap of past, current and future efforts of each department
 - 1. Marketing
 - 2. International
 - 3. Communications
 - 4. Air Service
- h) **Financial Reports** – An update regarding the financial health of the organization
 - 1. TOT & TBID – review previous months results
 - 2. Cash Flow – discussion of current bank balances
 - 3. Line of Credit – Update on the process of securing a business line of credit from ESCB
 - 4. P&L Reports
- i) **MMSA Update**
- j) **New Business** – Town Council Strategy (review of latest documents)
- k) **Key Takeaways**
 - TOT Growth 22% ahead of Budget July - November
 - Air Service summer 2015 Subsidy down from \$900,000 LY to roughly \$625,000
 - SMARI Data as presented

Future Meeting Dates

Strategic Planning Session #6 TBD

Next scheduled Board of Directors Meeting Wednesday, February 3rd 1-3pm @ MLT Conference Room