



Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, February 3, 2016

Call in # (310) 372-7549 - Participant Code 934985 - Host Code 3838

1:00 – 3:00pm MLT Conference Room

Meeting Minutes

1. **Call Meeting to Order at 1:05pm** – John Morris, Board Chair
2. **Roll Call** – Erik Forsell, Matthew Lehman, John Morris, Michael Raimondo, Sean Turner, Brent Truax, Kirk Schaubmayer, Michael Ledesma
3. **Board Member Comments/Reports/Agenda Additions**
4. **Public Comment**
 - Rich Boccia with MLR – Is working on a Winter/Summer conference for March 17th-19th and will have guest keynote speaker, Luis Benitez, Director of the Colorado Outdoor Recreation Industry. His presentation will be on sustainable recreation. Rich is asking for \$1k from the MLT Board for support in bringing Luis here.
 - Sean Turner – Asks why wouldn't the board support this?
 - John Urdi – Feels this doesn't fit in their wheelhouse and is not a marketing expense.
 - John Morris – He could donate room nights for Luis.
 - John Urdi – Will look into flying him in and supporting in another way rather than taking money out of their budget.
 - Kirk Schaubmayer – Could possibly help and offset meal costs.
5. **Minutes** – Michael Raimondo motions, Kirk Schaubmayer seconds, passes unanimously.
6. **MLT Team Presentation Schedule – 30 minutes including Q&A time**

Media + PR (Lara Kaylor) – Covering on what they do, how they do it and big projects.

- **What They Do** – Works on getting third party endorsements, they attract the journalist by sending pictures, ideas and assist them in telling their story. Common themes are on lodging, services, activities, food and beverage, events and more. Works with local partners to focus on a fuller story on Mammoth Lakes as a year-round destination and not just on skiing.
- **How They Do It** – Bring Mammoth to them with media visits, hosting by bringing them here and create sharable content with blog posts, images and videos. A big focus right now is on the summer Olympics. There are 10 athletes, which 7 of them are Mammoth Track Club members and the 3 others train here. The Olympic marathon trails are on February 13th. Shows the board a video of some of the athletes. The goal is to have publications share this video. Each one of the athletes has their own following on social media so the goal is to have them share the video. The Crib – Bringing in athletes to stay during the summer. This past fall, they had a runner who has a huge following which she's been sharing a lot of content. Hosting writers' conferences. In 2014, they hosted the Western Chapter of the Society American Travel Writers and that conference yielded more than \$700k in publicity value. This year, they'll be hosting the Central States Chapter in June.
- **Highlights** – Mountain Getaway did a story on the area with winter athletes but on summer messaging. CSQ Magazine did a piece on a fuller story of Mammoth with local businesses in town. Teton Gravity was in last month and did an article on splitboarding in the backcountry.

- Does it Work – Yes. Last year there were 118 placements, which has an advertising equivalency of \$2.3mil. In 2014 with the Winter Olympics, they had 121 placements.
- Local Efforts – Stays on top of what's new and going on in town, every winter and summer they send out press releases on the wire for national and international. Writes local press releases and is currently working on one right now for an event on Feb 18th for a free, special movie screening of Eddie The Eagle. Feb 26th is when the rest of the public can see it. They work with KMMT on on-air radio interviews and will now start having a monthly column in the Mammoth Times that MLT will write sharing information TOT, TBID etc.
- John Morris/Sean Turner – Would like to see the community sharing more and getting the word out about things happening locally i.e. a local snowboarder winning the Grand Prix or Chloe Kim winning at the X Games. Would like MLT to send the community an email with shareable content.
- John Urdi – Will have a bigger conversation when Christie gets back in town and will include Josh for the Interactive side of things.

7. Department Updates – A brief recap of past, current and future efforts of each department

1. Marketing

- The campaign display ads are back in market this month and are doing well with a 690% improvement and are 1% over their target. Impressions is at 5.6mil. Sessions went down but the creative engagement went up. Search – Has been improved. Cost per click was \$1.10 and is now \$0.95.
- Tradeshows – San Diego Travel and Adventure Show was a couple weekends ago and the media coverage has been great with the new PR Firm. The heaviest media presence that's she's seen yet. The big fish prop has been a big hit and had over 500 pictures taken with guests. Was included in a 30sec interview on Friday and 1min on Saturday on KUSI news station. Over 300 participants for the giveaways and 156 opt-ins to receive the newsletters.
- Vacation Planner is going on press at the end of this month. This is mainly a bigger picture/article piece on Mammoth Lakes as a year-round destination so it doesn't have all the information as the Visitor Guide.
- Owes the board a 1-sheet from last month's marketing presentation and will include a 1-sheet on all the details that was just listed.

Interactive

- On track for the new website launch in March.
- Instagram page is averaging 2k new followers per month.
- Facebook – Over half a million people were reached, 136k post engagement, over 12 hundred new likes and over 123k video views.
- Periscope has 528 followers and over 97k hearts.

2. International

- Michael Vanderhurst is currently on the hill with a writer from Australia and some people from the agency Black Diamond from the UK.
- VISA Tracking does a report for them on their quarterly numbers and they've seen a big growth from China, Italy, France and Germany. This mainly came from fall travel. Big numbers from the East Coast and mid-West.
- 6 international FAM groups and 2 travel trade FAMs will be coming in March.
- Working on a video series using Sandra Di Domizio talking about Mammoth Lakes as a year-round destination speaking in Italian. They're going to work on more videos doing them in Spanish and Portuguese.

3. Air Service

- United flight was cancelled yesterday based on traffic in their system and another one canceled on Monday due to mechanical issues. This past weekend, all flights were canceled due to weather and all were full going both ways.
- As of right now, the overall cancellation rate is 19% (since service starting in Nov). In 12/13 it was a 15% cancellation rate, 13/14 was 13% so there's a chance this will level out. Currently 204

operations (round-trips) and 39 ½ cancellations. The half was for a United flight that landed but couldn't take off due to weather.

- There's a workshop today at 4:30pm with the Town Council. John Urdi will be talking about air service in general. Which includes the airport, the terminal, marketing, subsidy, cancellation history etc.
- Cancellations: LA is 17%, SD is 29%, Den is 33% & SF is 19%.
- Will start sending out an air pacing report that tracks the number of cancellations, why they were cancelled and how full the planes were.
- The subsidy this year is \$641k when last year was \$900k. Currently at a 63% load factor for the season. Starting April 14th, LA will go to a 4-day a week schedule, which will be a huge savings of \$150-200k.
- Michael Raimondo – Clint with Alaska Airlines, feels that they're missing out on opportunities with Yosemite and Fresno is at a 90% load factor and they're considering themselves at the gateway to Yosemite and Clint feels that Mammoth Lakes should be the gateway. So Michael is wondering what opportunities are they missing and what else can they look at to become that gateway airport.
- John Urdi – They are pushing that Mammoth Lakes is the gateway to Yosemite and is included in all their marketing. Fresno is a challenge since it's a major city, which is more business travel than Yosemite travelers. Would like to get a group together to have a meeting to talk about the bigger picture on air.
- Michael Raimondo – Would like to see more messaging on air. The Town was able to secure FlyMammothLakes.com and it's currently being directed to the Town's website on air information.
- John Urdi – Would like to see that website redirected to the Visit Mammoth's webpage on air service.

8. **Financial Reports** – An update regarding the financial health of the organization

1. TOT & TBID – review previous months results
 - TOT: Is shattering records this year, from June '15 till now. First time breaking \$2mil in December. Jan, Feb & Mar are all projected to hit \$2mil per or get close to.
 - \$1.25mil ahead of budget, up 23% and up 21.3% of last year.
 - Up 20% in July, 4 ½ % in Aug, 27% in Sept, 24% in Oct, 80% in Nov.
 - TBID: \$527k ahead of projection
2. Cash Flow – discussion of current bank balances
 - \$723k in Measure A Checking, \$300k in savings
 - \$806k in TBID checking, \$5k in savings
 - Opened 3 new accounts. Event fund, Convention center fund & Airport fund and put \$25grand in each account.
3. P&L Reports – no comments on reports.

9. **MMSA Update**

- Will have a record year at \$1.3-1.4mil.
- Shaun White is a new investor and will be focusing on Bear and Snow Summit.
- Michael Raimondo – Asks what the status is on the zip line.
- Erik Forsell – Doesn't know at this time but the summer projects are being talked about this week.

10. **New Business**

- John Urdi - Edina Ingram's last day is Friday so she will have the minutes done by the end of the week. Craig & John are setting up meetings with some potential candidates and will hopefully have someone in the next couple weeks.
- The Cal Travel Board Meeting went really well. John has been on the board for 3years. 50 people were in attendance and the majority of them were new comers to Mammoth.

- John Morris – Would like to know if the Chamber could help with spreading the word on needing more staff.
- Michael Ledesma – The Olympic trials will be hiring on Feb 13th on NBC and thinks everyone should work on promoting the trials and put it on TVs where they can. There will be local athletes competing.

11. Key Takeaways

1. December 2015 being the first over \$2mil in TOT.
2. \$1,257,00 ahead of budget.
3. TBID ahead \$527k to plan through December.

Future Meeting Dates

Next scheduled Board of Directors Meeting Wednesday, March 2nd 1-3pm @ MLT Conference Room