



## Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, October 5, 2016

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

1:00 – 3:00pm MLT Conference Room

[https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79\\_hRJa?dl=0](https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79_hRJa?dl=0)

### Meeting Agenda

1. **Call Meeting to Order** – John Morris, Board Chair
2. **Roll Call** – Erik Forsell (MMSA no term), **Scott McGuire** (At-Large June 2018), **John Morris** (Lodging June 2018 3-year term), **Colin Fernie** (Town Council no term), **Sean Turner** (Retail June 2017 3-year term), **Brent Truax** (Chamber no term), **Paul Rudder** (At-Large June 2017), **Kirk Schaubmayer** (Lodging June 2018), **Michael Ledesma** (Restaurant June 2017 3-year term)
3. **Board Member Comments/Reports/Agenda Additions**
4. **Public Comment** – Please limit to three minutes or less
5. **Minutes** – Approval of past meeting minutes
6. **MLT Team Presentation Schedule** – 30 minutes including Q&A time
  1. October 5<sup>th</sup> Chamber Update (Craig Schmidt)
  2. November TBD Air Service Quantitative Study (Whitney Lennon)
  3. December 7<sup>th</sup> Winter business projections (John Urdi)
7. **Department Updates** – A brief recap of past, current and future efforts of each department
  1. Sales and International
  2. Marketing
  3. Communications
8. **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. P&L Reports
  4. Town finance requesting TOT for <\$10,000 annual accounts go back to quarterly remitting
9. **MMSA Update**
10. **New Business**
  1. Next MLT meeting in Suite Z
  2. November board meeting date – Urdi conflict on 11/2 with Cal Travel Board of Directors Meeting
  3. Town Council workshop w/MLT BOD and deliverables discussion – November 16<sup>th</sup> Council meeting?
11. **Key Takeaways**
  1. FYE 2016-17 TOT currently \$637,166 ahead of budget which is 25%
  2. July exceeded budget by 37% which was \$466,250 and the previous record by \$301,325 which is 21.3%
  3. August preliminary is up 13% to budget at \$1,470,916 and 11.1% to the previous record (last July)
12. **Executive Session**

**Future Meeting Dates** Next scheduled Board Meeting is Wednesday, November 2<sup>nd</sup> – 1-3pm Suite Z – Urdi Conflict  
Requesting meeting moves to Wednesday, November 9 1-3pm Suite Z