



Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, April 6, 2016

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

1:00 – 3:00pm MLT Conference Room

Meeting Agenda

1. **Call Meeting to Order** – John Morris, Board Chair
2. **Roll Call** – Erik Forsell (MMSA no term), **Matthew Lehman** (At-Large June 2016), **John Morris** (Lodging June 2018), **Michael Raimondo** (Town Council no term), **Sean Turner** (Retail June 2016), **Brent Truax** (Chamber no term), **Paul Rudder** (At-Large June 2017), **Kirk Schaubmayer** (Lodging June 2016), **Michael Ledesma** (Restaurant June 2016)
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. April 6 Chamber of Commerce (Craig Schmidt)
 2. May 4 Fiscal 2016-17 Draft Budget Review (John Urdi & MLT Team)
 3. June 1 Air Service (Whitney Lennon)
 4. July 6 International Update (Michael Vanderhurst)
7. **Department Updates** – A brief recap of past, current and future efforts of each department
 1. International
 2. Marketing
 3. Interactive (Website)
 4. 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
9. **MMSA Update**
10. **New Business**
 1. TBID Appeal Panel recommendations
 2. Town Council Strategic Priorities review
 3. Upcoming June Board Elections
11. **Key Takeaways**
 1. Three straight months of \$2.2m TOT collections (January record of \$2,340,520)
 2. Air Subsidy down, Load Factors up – cancellations at 17% for the year (83% completion rate)
 3. TOT is +32.4% budget YTD and we have exceeded the \$11.3m YE Budget by \$82,000 at \$13.82m

Future Meeting Dates

Next scheduled Board of Directors Meeting Wednesday, May 4th 1-3pm @ MLT Conference Room