



**Mammoth Lakes Tourism Monthly Board Meeting
Wednesday, June 8, 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. June 8 Air Service (John Urdi)
 2. July 6 International Update (Michael Vanderhurst)
 3. August ROI ad Advertising Effectiveness Study (Whitney Lennon)
7. **Department Updates** – A brief recap of past, current and future efforts of each department
 1. International
 2. Marketing
 3. Communications
 4. Air Service
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. 2016-17 Budget - discussion and approval
9. **MMSA Update**
10. **New Business**
 1. Thanks to outgoing board members
 2. Board Elections
 3. Adjust MLT Capitalization policy from \$1,000 to \$2,500 per IRS Small Business Guidelines
11. **Key Takeaways**
 1. YTD TOT at \$14.1 Million –TOT should easily finish the fiscal year above \$15 million
 2. YTD TOT is over budget by \$3.8 Million which is 37%
 3. MLT expanding efforts to include Fall Colors paid marketing campaign

Future Meeting Dates

Next scheduled Board of Directors Meeting Wednesday, July 6th 1-3pm @ MLT Conference Room