



**Mammoth Lakes Tourism Monthly Board Meeting
Wednesday, July 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), **Scott McGuire** (At-Large June 2018), **John Morris** (Lodging June 2018 3-year term), **Town Council Rep TBD** (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. **Board Executive Committee Elections**
7. **MLT Team Presentation Schedule – 30 minutes including Q&A time**
 1. July 6 No presentation scheduled
 2. August 1 International Update (Michael Vanderhurst)
 3. September 7 ROI ad Advertising Effectiveness Study (Whitney Lennon)
8. **Department Updates** – A brief recap of past, current and future efforts of each department
 1. International
 2. Marketing
 3. Communications
 4. Chamber Update
9. **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. FDIC insured option of CDARS
10. **MMSA Update**
11. **New Business**
 1. MLT funding discussion
 2. TBID renewal panel
11. **Key Takeaways**
 1. YTD TOT at \$14,589,564 Million –TOT will easily finish the fiscal year above \$15 million
 2. YTD TOT is over budget by \$3.9 Million which is 37%
 3. To achieve \$3.9m in additional TOT, that means \$30 million in direct lodging spending in town

Future Meeting Dates

Looking to adjust next scheduled Board of Directors Meeting to Monday, August 1st 1-3pm @ MLT Conference Room