



**Mammoth Lakes Tourism Monthly Board Meeting  
Wednesday, September 7, 2016**

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

**NEW TIME 12:30 – 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), **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. September 7<sup>th</sup> ROI ad Advertising Effectiveness Study (Whitney Lennon)
  2. October 5<sup>th</sup> Chamber Update (Craig Schmidt)
  3. November 2<sup>nd</sup> TBD
- 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. CDARS
- 9. MMSA Update**
- 10. New Business**
  1. Events discussion (Sam’s Wood Site and Event Position)
  2. Town Council workshop and deliverables discussion – November 16<sup>th</sup> Council meeting?
  3. TBID Renewal Process
- 11. Key Takeaways**
  1. FYE TOT ended at \$15,733,340 (July 2016 so far is in at \$1.68m which is 19% ahead of last year’s record)
  2. FYE TOT finished over budget by \$4,433,340 Million which is 39.2%
  3. To achieve \$4.4m in **additional** TOT, that means \$34.1 million was spent in Mammoth Lakes lodging
- 12. Executive Session**

**Future Meeting Dates** Next scheduled Board Meeting is Wednesday, October 5<sup>th</sup> 1-3pm @ MLT Conference Room