



Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, August 2, 2017

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

1:00-4:00pm in Suite Z (PLEASE NOTE THE EXTENDED TIME)

https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79_hRJa?dl=0

Meeting Agenda

1. **Call Meeting to Order – Brent Truax, Board Chair**
2. **Roll Call – Brent Truax – *Chairman*** (Chamber no term), **John Morris – *Treasurer*** (Lodging June 2018 3-year term), **Kirk Schaubmayer – *Vice Chairman*** (Lodging June 2018 2-year term), **Michael Ledesma – *Secretary*** (Restaurant June 2020 3-year term), **Colin Fernie** (Town Council no term), **Sean Turner** (Retail June 2020 3-year term), **Erik Forsell** (MMSA no term), **Paul Rudder** (At-Large June 2019 2-year term), **Scott McGuire** (At-Large June 2018 2-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 from July 11th meeting
6. **New Business**
 1. Appoint new MLR representative from MLT BOD, Discussion and Vote – **5 Minutes**
 2. Air Service Strategy – firm selection and timeline – **15 Minutes**
7. **MLT Team Presentation Schedule – 30 Minutes**

August 2	Marketing – Website Year 1 Review
September 6	Marketing – Social Channel Highlights
October 4	Winter Air Service
8. **Department Updates** – A brief recap of past, current and future efforts of each department – **5 minutes each**
 1. Marketing – Whitney Lennon
 2. Sales and International – Michael Vanderhurst
 3. Communications/PR – Josh Wray
 4. Chamber of Commerce Update – Ken Brengle
 5. Air Update – John Urdi
9. **Financial Reports** – An update regarding the financial health of the organization – **10 Minutes**
 1. TOT & TBID – review previous months results
 2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity
 3. P&L Reports
10. **Key Takeaways**
 1. FY 2016-17 TOT currently \$6,069,381 ahead of budget which is +55% means +\$4,309,260 to TOML GF
 2. May came in at \$667,704 up from the previous record (2016) by \$140,843 which is +26.7%
 3. FY 2016-17 TOT currently \$2,391,279 ahead of previous RECORD July – May (LY) which is 14%
 4. ***As of May we have exceed the year end TOT budget of \$11,650,000 by \$5,469,381 with one month left in the fiscal year (+47%)***

Future Meeting Dates: Next scheduled Board Meeting for **Wednesday September 6, 2017** from 1-4:00pm Suite Z