



## Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, November 9, 2016

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

1:00 – 3:00pm MLT Conference Room

[https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79\\_hRJa?dl=0](https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79_hRJa?dl=0)

### 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. November 9<sup>th</sup> Air Service & Air Quantitative Study (John Urdi / Whitney Lennon)
  2. December 7<sup>th</sup> Winter business projections (John Urdi)
  3. January 4<sup>th</sup> Communications Update (Lara Kaylor)
  4. February 1<sup>st</sup> Asian Market Discussion (Michael Vanderhurst)
7. **Department Updates** – A brief recap of past, current and future efforts of each department
  1. Sales and International
  2. Marketing
  3. Communications
  4. Air Update
8. **Financial Reports** – An update regarding the financial health of the organization
  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
  4. TBID Renewal
9. **MMSA Update**
10. **New Business**
  1. Visitor Guide business inclusion discussion
  2. Athlete Sponsorships
  3. Event position revisit with MLR
  4. Town Council workshop w/MLT BOD and deliverables discussion – January 4<sup>th</sup> Council meeting
11. **Key Takeaways**
  1. FYE 2016-17 TOT currently \$1,059,548 ahead of budget which is 33.6%
  2. August exceeded budget by 17.7% which was \$229,796 and the previous record by \$205,892 or 15.6%
  3. September preliminary is at \$967,085 up \$185,055 and 23.7% to the previous record (last September)

**Future Meeting Dates:** Next scheduled Board Meeting is Wednesday, December 7<sup>th</sup> – 1-3pm in Suite Z