



Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, December 7, 2016

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

1:00 – 3:00pm Suite Z

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. December 7th Winter business projections (John Urdi)
 2. January 4th Communications Update (Lara Kaylor)
 3. February 1st 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. Town Council workshop w/MLT BOD and deliverables discussion – January 4th Council meeting
11. **Key Takeaways**
 1. FYE 2016-17 TOT currently \$1,210,985 ahead of budget which is 34.4%
 2. September came in at \$971,699 and exceeded the previous record by \$189,669 which is 24.3%
 3. October preliminary is at \$515,697 up \$45,247 and 9.6% to the previous record

Future Meeting Dates: Next scheduled Board Meeting is Wednesday, January 4th from 1-3pm in Suite Z we will also have our MLT BID and Town Council workshop that night from 5-6pm in Suite Z to discuss our deliverables to TOML