



Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, February 1, 2017

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

1:00-3:00pm in 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** – **John Morris** – *Chairman* (Lodging June 2018 3-year term), **Kirk Schaubmayer** – *Vice Chairman* (Lodging June 2018), **Brent Truax** – *Treasurer* (Chamber no term), **Michael Ledesma** – *Secretary* (Restaurant June 2017 3-year term), **Colin Fernie** (Town Council no term), **Sean Turner** (Retail June 2017 3-year term), **Erik Forsell** (MMSA no term), **Paul Rudder** (At-Large June 2017), **Scott McGuire** (At-Large June 2018)
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. February 1st Asian Market Discussion (Michael Vanderhurst)
 2. March 1st TBD
7. **Department Updates** – A brief recap of past, current and future efforts of each department
 1. Sales and International
 2. Marketing
 3. Chamber Update
 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 Process
9. **MMSA Update**
10. **New Business**
 1. Event venue/site discussion – specifically Sam’s Wood Site
 - a. MLT willing to support construction of infrastructure on the site - \$300,000
 - b. Site must be committed to special event venue for at least 10 years (refund money if not)
 - c. Site must be available at no cost for up to 5 non-profit events annually (arts, Shakespeare . . .)
 - d. Site must be available to anyone who would like to rent it (space available)
 2. Event support discussion – specifically addressing request from Mammoth Lakes Foundation
11. **Key Takeaways**
 1. FY 2016-17 TOT currently \$1,744,363 ahead of budget which is 29%
 2. December preliminary is at \$2,315,357 up from the previous record by \$33,040 which is +1.4%
 3. FY 2016-17 TOT currently \$806,522 ahead of previous record July – December (LY) which is 11.75%

Future Meeting Dates: Next scheduled Board Meeting is Wednesday, February 1st from 1-3pm in Suite Z