



## Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, March 8, 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](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. Marketing Update – Whitney, Josh and Meghan
  2. April 5<sup>th</sup> – TBD
  3. May 3<sup>rd</sup> – Preliminary 2017-18 Budget Review
  4. June 7<sup>th</sup> – TBD
7. **Department Updates** – A brief recap of past, current and future efforts of each department
  1. Sales and International
  2. Communications/PR
  3. Chamber Update & discussion
  4. Air Update & spring, summer and fall service discussion
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
9. **MMSA Update**
10. **New Business**
  1. Event venue update
11. **Key Takeaways**
  1. FY 2016-17 TOT currently \$2,615,051 ahead of budget which is +45.7%
  2. January preliminary is at \$2,622,760 up from the previous record by \$250,934 which is +10.6%
  3. January 2017 has set a new ALL-TIME record for highest ever TOT month (beating January LY)
  4. FY 2016-17 TOT currently \$1,105,384 ahead of previous RECORD July – January (LY) which is 12%
  5. FY 2016-17 TOT currently \$2,615,051 ahead of budget at +34% (+\$1,856,686 to TOML general fund)

**Future Meeting Dates:** Next scheduled Board Meeting is Wednesday, April 5<sup>th</sup> from 1-3pm in Suite Z