



**Mammoth Lakes Tourism Monthly Board Meeting  
Wednesday, May 4, 2016**

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

1:00 – 3:00pm MLT Conference Room

**Meeting Agenda**

1. **Call Meeting to Order** – John Morris, Board Chair
2. **Roll Call** – Erik Forsell (MMSA no term), **Matthew Lehman** (At-Large June 2016), **John Morris** (Lodging June 2018), **Michael Raimondo** (Town Council no term), **Sean Turner** (Retail June 2016), **Brent Truax** (Chamber no term), **Paul Rudder** (At-Large June 2017), **Kirk Schaubmayer** (Lodging June 2016), **Michael Ledesma** (Restaurant June 2016)
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. May 4 Fiscal 2016-17 Draft Budget Review (John Urdi & MLT Team)
  2. June 1 Air Service (Whitney Lennon)
  3. July 6 International Update (Michael Vanderhurst)
  4. August ROI ad Advertising Effectiveness Study (Whitney Lennon)
7. **Department Updates** – A brief recap of past, current and future efforts of each department
  1. International
  2. Marketing
  3. Communications
  4. Air Service
8. **Financial Reports** – An update regarding the financial health of the organization
  1. TOT & TBID – review previous months results
  2. Cash Flow – discussion of current bank balances
  3. P&L Reports
  4. Initial surplus discussion
9. **MMSA Update**
10. **New Business**
  1. Upcoming June Board Elections
  2. Adjust MLT Capitalization policy from \$1,000 to \$2,500 per IRS Small Business Guidelines
11. **Key Takeaways**
  1. YTD TOT at \$13.2 Million – very good chance TOT will finish the fiscal year at or above \$15 million
  2. YTD TOT is over budget by \$3.5 Million which is 35.9%
  3. Air Subsidy reduced in LA & San Diego from \$839,000 LY to just \$1,760 this winter (same # passengers)

**Future Meeting Dates**

Next scheduled Board of Directors Meeting Wednesday, June 1<sup>st</sup> 1-3pm @ MLT Conference Room