



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

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

**2:00-4:00pm Suite Z FOLLOWED immediately by 4:00-6:00pm MLT Town Council workshop**  
[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, 2:20 pm
2. **Roll Call – Present:** John Morris, Brent Truax, Colin Fernie, Sean Turner, Paul Rudder, Scott McGuire  
**Absent:** Kirk Schaubmayer, Brent Truax, Michael Ledesma
3. **Board Member Comments/Reports/Agenda Additions – none**
4. **Public Comment** – Please limit to three minutes or less
  - Shira DuBrovner and Kevin Lian – Mammoth Lakes Foundation
    - Mammoth Lakes Film Festival in its 3<sup>rd</sup> year, big growth each year, named one of the top 50 film festivals worth the entry fee, 1300 tickets sold last year with goal of 1800 sold this year, goal to get at least 90% of the filmmakers here for the festival this year
    - Asking MLT for funding and support for marketing/PR – MLT support will expand the reach of the Mammoth Lakes Film Festival
    - Kevin Lian will connect with John Morris in the coming weeks to discuss
    - Sean Turner – has MLT contributed to the Film Festival before?
    - John Urdi – MLT has not contributed to individual events in the past, but MLT does help promote events on owned/earned channels. Events that advertise on street poles pay for the banners themselves through the town.
  - Sam Walker – Sam’s Woodsite
    - Process selling Sam’s Woodsite has been going on for nearly a year with many hurdles – seeking support from MLT and other local agencies to expedite the sale/plan for the woodsite
    - Dirk Winter – hopeful purchaser of the woodsite – there are issues with transfer of density and phasing improvements on the site – asking for MLT to support this issue to expedite the process with Town Council
    - John Morris – an events location is one of MLT’s top 3 strategic initiatives. Board is supportive of helping push this issue.
    - Dirk Winter read letter from Jo Bacon encouraging the town to take advantage of this opportunity to partner with a private party to benefit the community with this venue
    - Paul Rudder – MLT is supportive of Dirk Winter’s proposal and continued use of Sam’s Woodsite as an events center.
    - Rich Boccia – the events center is one of Mammoth Lakes Recreation’s priority phase projects. MLR is pushing MLT/town as much as they can.
5. **Minutes** – Approval of past meeting minutes  
  
Paul Rudder moves to accept minutes, Brent Truax seconds, passes unanimously.
6. **MLT Team Presentation Schedule** – 30 minutes including Q&A time
  1. January 4<sup>th</sup> Communications Update (Lara Kaylor)
    - Tim Leroy from Lyman Agency PR firm on the phone
    - 2016 year-end report (for the calendar year)
      - 133 placements, 1.07 billion estimated impressions – ML is in the news year-round

- Really good fall numbers in 2016 thanks to Outside on the Eastside and MLT's partnership with CaliforniaFallColor.com for fall color reports around the state – Lyman also did internal pitches to help push the fall season
- List of placements doesn't include Mammoth Mountain placements – even more media interest from MMSA PR department than what's reported here
- Monthly reports have been published for 3 years – all on MLTIndustryInsider.com
  - Will start sending reports each month to the MLT board
  - Reports include placement numbers, coverage by topic, estimated impressions, links to articles, prominent social media shout-outs/tags for Visit Mammoth/The Crib
- Scott McGuire – how can we get the local business community to share this info?
  - Lara – Chamber can include this in weekly newsletter; all reports can be accessed on MLTIndustryInsider.com at any time. MLT has sent out snowfall updates to business community, could use that as a model to share media coverage.
- The pitching cycle – used year-round
  - Already talking about spring/summer now, print publications have long lead times
  - Monster snowstorms cause everything else to get dropped for “what do you do with 20 feet of snow” type media inquiries
  - Food, lodging and events are pitched throughout the year
  - Cohesive messaging with MMSA
    - MLT messages flights, off-hill activities/F&B/lodging, content, features/profiles
    - MMSA messages on-hill snow, on-hill activities/F&B/lodging, content, features/profiles
    - Collaborate on what's new, FAM trips, off-hill snow
  - Past couple years having off-hill topics like Mammoth Brewing Co or Bleu Handcrafted Foods keeps Mammoth at top awareness with media even in slower drought years
    - PR program has expanded MLT's partnerships with local businesses – helps bring visitors here and businesses see the value of PR
- The Crib
  - 2016 was its most successful year – hosted 30 athletes from April to October
    - Several athletes went to Rio Olympics, good coverage for Mammoth Lakes
  - Look at professional athlete status but also if they have a social media presence/following that MLT can take advantage of while they're here
  - Separate social media channels for the Crib – setting goals for those now
  - Scott McGuire – push higher goals for Crib channels, get local athletes involved tagging the crib and talking about their home in ML, opportunity to grow channel locally
  - Meghan Miranda – MLT plans to incorporate Crib website into VisitMammoth.com to grow awareness and impressions
  - Colin Fernie – is there potential to have the Crib open year round?
  - Lara Kaylor – hard to find a condo to rent through the winter – MMSA houses many winter athletes, but MLT still has to turn down winter requests
  - John Morris – will approach current Crib homeowner and see about winter use
- Mammoth Times columns – running an MLT update on TOT/TBID/etc. once a month
  - PR piece for MLT, not paid
- Working on getting more digital influencers here to have “the Mammoth experience” – require a certain number of posts and must have certain numbers of followers/post engagement
- Mammoth Lakes is now getting into higher caliber publications – also more impressions
- Recent media visits – Fox 5 with live snow shots and focus on JetSuiteX, Fox 26 from Fresno, Ryan TV, A Taste of Koko from Austin TX, digital influencers

## 7. Department Updates – A brief recap of past, current and future efforts of each department

### 1. Sales and International – Michael Vanderhurst

- More detailed report at February board meeting
- Pushing storm message internationally – getting traction in NZ, Australia, UK – CA has the best snow in the US right now

- Planning incoming FAM trips this winter – UK travel/trade, Australia travel/trade, media fam in Feb/March (Newscorp, Men’s Health, Women’s Lifestyle), Chinese FAM
  - Finalizing contract negotiations with prospective agencies in China/Korea (China will be MLT’s largest contract with 50/50 split with MMSA)
  - Starting to plan Visit California China Ready workshop in Mammoth Lakes on March 29
  - Difficult to track change in Chinese visitation because they don’t use Visa cards, which are tracked by Visa Vue – mostly cash transactions
2. Marketing – Whitney Lennon
    - Will give update via email – currently mid-campaign
  3. Chamber Update – John Urdi
    - Just passed 200 member mark
    - Year-end business awards gala was well received with potential to keep growing
    - Continued focus on Peak Performance Program to improve customer service town-wide
    - Executive Director Craig Schmidt accepted a job with the South Shore Lake Tahoe Chamber of Commerce – beginning search for new Chamber director
      - Craig built the Chamber and laid the groundwork, now seeking director to take it to the next level
  4. Air Update – John Urdi
    - Launching locals discount on Monday – 20% off Alaska Airlines, 15% off JetSuiteX, 10% off United Airlines (but off entire trip from Mammoth Lakes) – pushing info out locally
    - Air service is slightly behind, last year’s consistent snow through November helped
    - MLT is subsidizing JetSuiteX, falls within \$1.5 million subsidy
    - Paul Rudder – what happens if MLT owes airline more than \$1.5 million subsidy?
    - John Urdi – MMSA picks up the difference
    - John Morris – will plan extended board meeting session to discuss when board should get involved – high level strategic discussion and logistics of execution
- 8. Financial Reports** – An update regarding the financial health of the organization – John Urdi
1. TOT & TBID – review previous months results
    - November 10% behind last year (but last year was amazing), 61% ahead of 2 years ago
    - November YTD is 17% ahead of previous record, 33% ahead of budget
    - November likely won’t break record, December probably won’t either
  2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity
    - Measure A checking \$1,182,202.31, Measure A savings \$5,008.90
    - TBID checking \$950,006.63, TBID savings \$5,004.38
  3. P&L Reports – emailed
  4. TBID Renewal Process
    - Petitions going out today and running through Feb. 1
    - After petitions, submit to town, have public hearings, reach resolution
    - March 15 – goal to finalize TBID renewal with Town Council
    - Email going to business community today with links to Management District Plan
- 9. MMSA Update – none**
- 10. New Business**
1. Town Council workshop w/MLT BOD and deliverables discussion – January 4<sup>th</sup> Council meeting
- 11. Key Takeaways**
1. FY 2016-17 TOT currently \$1,226,901 ahead of budget which is 30.5%
  2. October came in at \$556,557 and exceeded the previous record by \$86,107 which is 18.3%
  3. November preliminary is at \$443,776 down from LY (previous record) by -\$145,439 which is -24.7%
  4. FY 2016-17 TOT currently \$671,377 ahead of previous record July – November (LY) which is 14.7%

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