



Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, October 5, 2016

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

1:00 – 3:00 pm MLT Conference Room

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Meeting Agenda

1. **Call Meeting to Order at 1:05 pm** – John Morris, Board Chair
2. **Roll Call** – Erik Forsell (phone), Scott McGuire, John Morris, Sean Turner, Kirk Schaubmayer, Michael Ledesma
Absent: Colin Fernie, Brent Truax, Paul Rudder
3. **Board Member Comments/Reports/Agenda Additions**
 - John Morris – Events Director search
 - John Morris, Brent Truax, Stu Brown and Dan Holler interviewed a couple people for the position, hoping to have a 2nd interview soon
 - John Urdi – MLT is waiting to see about financial contributions until there's more information
 - John Morris – LeisureLink/Market Span/Vacation Roost issue with unpaid reservations
 - Company went out of business a few weeks ago, lodging partners in town are missing about 250k of revenue for stays already completed but not paid for, working with the town to check on amnesty for TOT on those reservations – not a good time of year for cash flow issues
 - Michael Ledesma – TBID Renewal Steering Committee meeting October 6
 - Whitney Lennon – MLT will have final draft of Tourism Economics study and summary of TBID survey sent to the community
 - John Urdi – goal is to petition end of October, then go to the town, public hearings, aiming for final approval by early February (18 months before expiration of current TBID)
 - Scott McGuire – The Mountain Lab and partners are participating in an event in Colorado about mountain towns and business incubation – Scott can send info to anyone interested
4. **Public Comment** – Please limit to three minutes or less
 - Gary Morgan, Mammoth Lakes Recreation
 - Danna Stroud resigned as MLR board chair; Tom Johnson will succeed her as chair of the board
 - MLR can't use funds to raise money, but they've been asked to raise money
 - Three distinct program areas:
 - Partnering with rec commission for a donor catalogue for sponsoring trail benches, etc.
 - Working on ambassador program to get second home-owners and Mammoth Lakes lovers afar involved in sharing campaigns and donating
 - Program/event sponsorship – pull together all events happening and get umbrella funding
 - Long term – figure out what makes Mammoth Lakes unique and how to shape the future
5. **Minutes** – Approval of past meeting minutes
 - Motion to approve minutes from September 7 meeting – Kirk Schaubmayer motions, Sean Turner seconds, passes unanimously
6. **MLT Team Presentation Schedule** – 30 minutes including Q&A time

Chamber Update – Craig Schmidt

- Initial focus was on traditional Chamber programs – networking, education, training
- Expanded in the past year to offer unique programs

- Peak Performance Program online customer service training – Chamber has put about 125 people through the program, launching revised version in mid-October, takes just 30 minutes to complete and is free for all Mono County employers/employees
- Business Assistance Program – consultants are paid through grant funding from UC Bakersfield and a USDA rural development grant, businesses can take advantage of consulting for free on many different topics, 25 businesses have taken advantage of it so far
- Fresno Community Development Financial Institution – Fresno CDFI received a grant from the federal government to expand its offerings to Mono County; Chamber will serve as the administrative arm for this area; provides gap financing/start-up funding up to \$300k
- Chamber sponsoring Spirit of Giving Week again this year in conjunction with town festivities
- Working with Michael Ledesma to create a restaurant association
- Moving toward starting a green business program – waiting on resources
- Hosting first Business Excellence Awards – nomination survey will go out mid-October, winners will be announced at Holiday Party on Dec. 8 at The Westin
- John Morris – Is the Chamber revitalizing the ambassador program?
 - Craig – Chamber starting Host Program to welcome new businesses and visitors during peak seasons
 - John Urdi – Chamber is also setting up a business-town liaison committee to help current and potential businesses through the permit process and red tape; Chamber is focused on helping the business community navigate that currently difficult process
- Sean Turner – continued talk of how hard it is to live here and make it work
 - John Urdi – Town Council’s strategic plan is to make it livable here through a multi-organizational effort (housing, employment, Chamber, MLR, etc. all working together)
 - Craig – Chamber is involved in all of these conversations, either leading or participating

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

1. Sales and International – Michael Vanderhurst
 - Busy September and October with many FAM trips (travel trade and media)
 - Starting to see returns from the media FAMs this summer (UK, Germany, Latin America, Asia)
 - Outside on the Eastside getting good play from international media
 - Heading on a 2-week sales mission to Asia to interview agencies and figure out talking points/messaging to nail down that market (South Korea – get in front of Chloe Kim phenomenon)
 - Then heading to Western Europe for 3 weeks on a sales mission with established agencies; interviewing agency in Scandinavia
2. Marketing – Whitney Lennon
 - Doing air quant study in November (done every two years)
 - Currently looking at summer flight wrap-up
 - Partnering with new company Sojourn to give detailed insights – will present in Nov. or Dec.
 - Working on winter campaign now, will share concept at Nov. meeting – considering taking angle of US Travel’s Project Time Off encouraging people to use their vacation time
 - Good way to tie in with mid-week promotion in the winter
 - Working on TBID campaign, developing infographics for a mailing to community
 - October 15 is the Silver Lake Instameet
 - John Urdi – MLT is planning a meet and greet with the community in December: casual open house with presentations set up so people can learn more
3. Communications – no update, Lara Kaylor is at Outdoor Writers Association of CA meeting
4. Air Service – John Urdi
 - Had a call with Jet Suite X to talk about charter services; main issue is overloading of Hot Creek Aviation terminal, but probably able to use Sprung structure based on flight timing
 - Currently landing 3 planes a week here

- Surf Air wants to fly in a 6-8 passenger plane, Jet Smarter also looking at a smaller plane – both would go through regular general aviation terminal
- Benefit of charters – we get more say in the schedule
- Plan is to run charter discussion by Town Council before putting out a press release
- Working on getting a locals discount instead of an AirPack – 20% off coupon, could have a list of individual coupon numbers and have MLT staff be the distributor for those as people need them

8. Financial Reports – An update regarding the financial health of the organization

1. TOT & TBID – review previous months results
 - Budget is still conservative (sometimes too conservative) so comparing to records instead
 - July beat record by 21.2%, August beat record by 11.1%
 - Mountain towns in the west are all doing well, but ML was up 21% in July compared to Aspen being up 7% in July
 - If September breaks \$1 million, that's the 8th month at that threshold this year
2. Cash Flow – discussion of current bank balances
 - \$542,355 in Measure A checking, \$5,008 in Measure A savings
 - \$111,901 in TBID checking, \$5,004 in TBID savings
 - CDARS accounts: \$250k coming up in late October, will use to pay AP, goal is to have good timeline of what we owe when so the CDARS aren't disturbed
3. P&L Reports – August reports not sent because MLT is waiting on revenue numbers from the town; will send when revenue numbers are available
4. Town finance requesting TOT for <\$10,000 annual accounts go back to quarterly remitting
 - Monthly remitting avoids delays in reporting, quarterly remitting means MLT doesn't get the whole story of how town is doing – not able to forecast accurately
 - Working with Rob Patterson (CFO for the town) to push the monthly remitting vs. quarterly

9. MMSA Update – Erik Forsell – early look at lodging/passes/social media indicate a good season ahead; opening day is November 10

10. New Business

1. Next MLT meeting in Suite Z (*first meeting in Suite Z will be in December*)
 - Meetings no longer in conference room, will be held in Suite Z like MLR meetings are
 - Goal to increase transparency and access (based on Town Council's strategic plan)
2. November board meeting date – Urdi conflict on 11/2 with Cal Travel Board of Directors Meeting
 - Move meeting to November 9
3. Town Council workshop w/MLT BOD and deliverables discussion – November 16th Council meeting?
 - Town Council wants to meet with MLT board once or twice a year to discuss deliverables
 - Originally scheduled for Nov. 16, conflict for Urdi, other dates are Dec. 21 or Jan. 4

11. Key Takeaways

1. FYE 2016-17 TOT currently \$637,166 ahead of budget which is 25%
2. July exceeded budget by 37% which was \$466,250 and the previous record by \$301,325 which is 21.2%
3. August preliminary is up 13% to budget at \$1,470,916 and 11.1% to the previous record (last July)

12. Executive Session – none

Meeting adjourned at 2:24 pm

Future Meeting Dates Next scheduled Board Meeting is Wednesday, November 9, 1-3pm in MLT conference room (note change of date due to scheduling conflict)