



Mammoth Lakes Tourism Monthly Board Meeting  
Wednesday, February 1, 2017

1:00-3:00pm 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, 1:03 pm
2. **Roll Call – Present:** John Morris, Kirk Schaubmayer, Michael Ledesma, Colin Fernie, Sean Turner, Erik Forsell, John Urdi  
**Absent:** Paul Rudder, Scott McGuire, Brent Truax
3. **Board Member Comments/Reports/Agenda Additions**
  - Colin Fernie – attended industry ski show, Mammoth snow is being talked about a lot
  - Michael Ledesma – Jet Suite X passengers are very happy with service
  - Sean Turner – Bluesapalooza is 26 weeks away, on track with previous year's sales
  - John Morris – met with John Urdi, Colin Fernie and John Wentworth to discuss strategic initiatives and funding for MLT, will continue conversation with council
4. **Public Comment** – Please limit to three minutes or less – none
5. **Minutes** – Approval of past meeting minutes  
  
Sean Turner motions, Colin Fernie seconds, passes unanimously.
6. **MLT Team Presentation Schedule** – 30 minutes including Q&A time
  1. Asian Market Discussion (South Korea and China) – Michael Vanderhurst
    - Working with MMSA on contract services in both markets
    - South Korea
      - CA gets almost 30% of Korea's US visitation, forecast 17% growth this year, 59% growth by 2020, average length of stay is 13 days in destination
      - Current US political climate – filtering down to China and Korea
      - Hosting winter Olympics in 2018 – lots of money into developing infrastructure in Seoul
      - Majority coming to ML in spring, summer, fall
      - Koreans carry Visa much more than Chinese do – Korean VisaVue data more accurate
      - AviaReps contract (\$38k annually) – company also has Visit CA contract in Korea – leveraging VCA's much larger contract (ours is shared 50-50 with MMSA) – year round representation but 60% of resources are in winter messaging – travel trade, PR, social media
        - Includes social media translated into native language
    - China
      - Over 1 million visitors to CA in 2015, predicting more than 80% growth by 2020, \$4.5 billion spend, average 15 day stay – frequent visits with 10 year visa
      - Brand USA just completed big campaign on US national parks – Yellowstone and Yosemite were two main promotions
      - Competitors for this market – Japan, South Korea, New Zealand – CA is uniquely situated to get long-haul ski traveler
      - Following winter Olympics are in Beijing
      - Chinese government issued directive to grow winter sports
      - Hard to track – cash culture and own credit card (can't track with VisaVue)

- Contract with AviaReps – offices within China, same rep as Visit CA – split contract 50-50 with Mammoth Resorts
- Largest contract MLT has with an international agency - \$62,000 annually
- Dedicated social media channel – WeBo – translated into native language
- March 29 – Visit CA China Ready Seminar
  - Staff from AviaReps in China coming here with Visit CA officials – tell us what they’re doing with the Chinese market, why it’s important, how to get staff to welcome this market
  - Business owners, frontline staff, etc. should all attend
  - Co-hosting with Mono County and the Mammoth Lakes Chamber of Commerce

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

1. Communications/PR – Lara Kaylor
  - Social channel development for the Crib – Olympic runner Des Linden in town to do a video, tagging Mammoth Crib/Visit Mammoth channels (one of the top American marathoners)
    - Putting together a Crib opening party in mid-March for Crib guests and local athletes
  - Doing PR writing for “On the Snow” – downsized writing staff and now relying on third party output to save money
2. Marketing – John Urdi in Whitney Lennon’s absence
  - Digital display ads going well, winter display campaign 30% better than expected, SFO flight advertising going well (doubled expectations)
  - Winter SEM campaign very successful, cost per session 30% lower than goal (efficient)
  - 75% rise of time spent on VisitMammoth.com – more engagement
  - Facebook average weekly reach of about 1 million
  - Grand Prix filters on Snapchat, then another filter during Presidents Week
  - #PTOmg campaign – doing well – 1/31/17 was National Plan Your Vacation Day
  - Whitney is out working on virtual reality winter content
  - Planning stages for summer strategy – launching in April to allow time for planning
3. Chamber Update – John Urdi
  - Craig Schmidt’s last day was 1/31/17 – now director for South Shore Lake Tahoe Chamber
  - Searching for a director to start in April or May – using a head hunter
4. Air Update – John Urdi
  - Airport had to close two days in late January when 395 was closed
  - Some cancellations because planes could not get to LA or SD (back-up in system)
  - YTD 17 flights from SFO (1,500 passengers) and 18 from LAX (2,000) couldn’t land
  - Currently 12.2% cancellations if no more cancellations this year (Jan. over 30% cancellations)
  - RNP likely saved a dozen more flights from Alaska
  - Jet Suite X lost flights when airport closed and one when Bishop’s runway was icy

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

1. TOT & TBID – review previous months results
  - December was a new record
  - As of Jan. 15, TOT \$1.78m ahead of budget and 12% ahead of 2016 pace (previous record)
  - April likely to hit 1m TOT due to heavy snow load plus Easter/spring break schedules
  - May/June might suffer because of snow preventing mountain bike park, golf course, campgrounds, etc. from opening
    - Road to Lakes Basin is managed by town but US Forest Service gets final say in opening date – safety hazards, fallen trees, etc.
    - Need consistent communication from USFS, MLT, town businesses, etc.
2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity
  - Measure A checking \$1.549 million, Measure A savings \$5,738
  - TBID checking \$761k, TBID savings \$5,004
  - CDs – reserve/funding set aside for event venue, etc. - \$2.5 million
3. P&L Reports – emailed

4. TBID Renewal Process

- TBID renewal has about 62% support and is on temporary hold while MLT analyzes air service strategy and its relation to the budget

9. **MMSA Update** – Erik Forsell

- Record website visitation, record PR for most snow in the country
- Mountain officially announced July 4<sup>th</sup>, 2017 closing

**10. New Business**

1. Event venue/site discussion – specifically Sam’s Wood Site
  - a. Dirk Winter – buyer in escrow to buy half of Woods Site – requests \$300k from MLT
  - b. MLT willing to support construction of infrastructure on the site - \$300,000
  - c. Site must be committed to special event venue for at least 10 years (refund money if not)
  - d. Site must be available at no cost for current non-profit events (arts, Shakespeare, etc.)
  - e. 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
  - a. MLT does not fund events but rather markets events on a macro level

**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, March 8<sup>th</sup> from 1-3pm in Suite Z