



## Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, July 6, 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 at 1:03 p.m.** – John Morris, Board Chair
2. **Roll Call** – Present: Scott McGuire, John Morris, Michael Raimondo, Sean Turner, Brent Truax, Paul Rudder, Kirk Schaubmayer, Michael Ledesma  
  
Absent: Erik Forsell
3. **Board Member Comments/Reports/Agenda Additions**
  - Scott McGuire introduction – lived in Mammoth Lakes off and on for the past 20 years, primarily worked in the outdoor industry with companies including The North Face, now runs The Mountain Lab – a brand strategy and product development company
  - Michael Raimondo – appointment of board member from town council will happen at July 20 meeting
  - John Morris – lodging association met last month with town revenue staff to discuss plans for TOT audit/enforcement; town has plans to audit TOT but not staff or resources
    - Michael Raimondo – there has been talk of cleaning up that ordinance that requires audit every 3 years
    - John Morris – town keeps eliminating staff, need more staffing to collect missing TOT revenue
  - Sean Turner – Bluesapalooza ticket sales are down, is occupancy down? Trend of people waiting to buy tickets
    - John Morris – changed policies at Snowcreek for that weekend, guests are used to getting last minute deals and postponing making plans
    - John Urdi – lodging partners should make sure their guests know there are tickets available
4. **Public Comment** – Please limit to three minutes or less
  - Rich Boccia – thanks to the Chamber staff for planning and presenting the Annual 4<sup>th</sup> of July Parade
5. **Minutes** – Approval of past meeting minutes from June 8 meeting  
  
Kirk Schaubmayer moves to approve, Brent Truax seconds, passes unanimously
6. **Board Executive Committee Elections**
  - **Treasurer:** Paul Rudder moves to re-elect **Brent Truax**, Michael Raimondo seconds, passes unanimously
  - **Secretary:** Paul Rudder moves to nominate **Michael Ledesma**, Michael Raimondo seconds, passes unanimously
  - **Vice chair:** Michael Ledesma moves to nominate **Kirk Schaubmayer**, Paul Rudder seconds, passes unanimously
  - **Chair:** Paul Rudder moves to re-elect **John Morris**, Brent Truax seconds, passes unanimously
7. **MLT Team Presentation Schedule – 30 minutes including Q&A time**  
  
No presentation scheduled
8. **Department Updates** – A brief recap of past, current and future efforts of each department
  1. International – John Urdi presenting for Michael Vanderhurst

- a. IPW show – 88 appointments this year, moving from destination awareness to now focusing on extending length of stay; longevity of Michael’s position goes a long way in building relationships; goal is to have tour operators extend Mammoth Lakes portions of the itineraries
  - b. Kirk Schaubmayer – would like to figure out a way to add materialistic/tangible value for people who visit – free gondola ride, etc.
2. Marketing – Whitney Lennon
    - a. Will give full report on visitor profile study and paid campaign results at September meeting; will also have SMARI (insights company) on the phone during meeting
    - b. Fall campaign starts July 25 and runs through third week in September
    - c. Still doing awareness videos on Hulu and BrightRoll and inspiration pieces (interactive banners) on Lonely Planet and Outside Magazine
    - d. Continuing paid social campaigns on Facebook and Instagram (stories of local people)
    - e. Expanding to billboards on roadsides in key locations in southern CA to reach different market
    - f. Will discuss first two months of website performance at August meeting, but traffic has been increasing and more people are requesting visitor guides and subscribing to email newsletters
    - g. Fall campaign will tie in with Outside on the Eastside Fall Colors Celebration by MLR
      - i. Rich Boccia – working on marketing the fall offerings in Mammoth Lakes as a comprehensive seasonal celebration – will update MLT board at August meeting
    - h. Sean Turner – should we have a department update for events? What’s the board’s strategy with that?
      - i. John Urdi – group is meeting to talk about future of events, will update board after that
      - ii. Rich Boccia – Dan Holler is putting together a document to share with town council, \$125k allocated, who owns it
    - i. Scott McGuire – regarding events, is there a brand document/guide of who MLT is targeting so that events can stick with MLT brand?
      - i. Whitney Lennon – brand documents are on MLTIndustryInsider.com
    - j. John Morris – status of fact checkers?
      - i. Going through listings now, encouraging people to hold off on updating listings right now, lodging is done and they’re working on dining section now
    - k. MLT hired new content marketing manager – Meghan Miranda
      - i. Has experience on the agency and client side, visited Mammoth Lakes, starting in September
  3. Communications – Lara Kaylor
    - a. Pushing ML as a mountain bike destination instead of just the MMSA bike park – stay longer, base camp idea, ride in surrounding areas
    - b. Article just came out from press trip in May – inspirational mountain biking photo gallery
    - c. Working with MMSA to host Road Bike Action Magazine in August with 6-8 page spread on the region’s best bike climbs; partnership with MMSA is beneficial with MLT’s crib program
    - d. Olympics are approaching, Outside Magazine working on a story about Meb, interest in Alexi Pappas, waiting to hear if Sarah Attar will be appointed to represent Saudi Arabia
    - e. Local PR: working on next Mammoth Times column, reporting good May numbers, mentioning international progress, working on what’s new for fall/winter
  4. Chamber Update – Craig Schmidt
    - a. Continuing to grow membership – at 164 members currently
    - b. Peak Performance Program customer service training has been done by over 100 people so far
    - c. 4<sup>th</sup> of July Parade went well – 52 floats, gathering feedback for next year
  5. Air Service
    - a. April/May numbers down compared to last year, but on a 4-day schedule from April to June
    - b. July numbers are behind last year, working on finding target market and encouraging them to fly
    - c. Scott McGuire – mid-week conferences/events are difficult with 4-day schedule
    - d. Sean Turner – charter services sound promising – would like to consider that for 2017 Bluesapalooza
    - e. John Urdi – saving on subsidy vs. bringing in half-full flights – still a question

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

1. TOT & TBID – review previous month’s results
  - May was just shy of \$500k, April was the only record not hit
  - \$117k ahead of budget, well over last year for month of May, almost \$4 million ahead for the year
  - \$30 million more spent at lodging to get \$4 million in TOT over budget – big impact on businesses in town
  - Town keeps 71% of TOT, MLT at 19% gets about \$800,000
  - Missed April record because of lack of snow in March and Easter was in March this year (but April was still the 3<sup>rd</sup> biggest ever for TOT)
  - June in 2015 was \$772k, possibly over \$900k this year for June
  - June and September are the two months with a good chance to get over \$1 million in TOT in the next two years
  - This fiscal year will likely be \$15.4 million – speaks to year-round impact, not just snowy winter
  - Every month since last June (except April) beat records by an average of 20-25%
  - Paul Rudder – what’s the status of the two-for-one flight program?
    - John Urdi – Alaska won’t participate
  - June numbers will be out at end of July
2. Cash Flow – discussion of current bank balances
  - \$837,391 in Measure A checking, \$300,000 in Measure A savings
  - \$3,446,000 in TBID checking, \$5,000 in TBID savings
  - Three capital assets accounts - \$75,000
  - \$607,000 for winter air subsidy coming out of TBID, summer spending coming out now
  - \$1.51 million budgeted, only spent \$607,000 for winter 2015-16 air subsidy
3. P&L Reports – delayed, year end reports to follow shortly
4. FDIC insured option of CDARS
  - Can set up CDs with lengths from 4 weeks to 3 years to tie up money as long or short as needed; current funds only insured up to \$250k; goal to set up cash flow to have accounts turn over when needed; ESCB can farm out money to their other banks to keep it all on one statement

10. **MMSA Update** – none

11. **New Business**

1. MLT funding discussion
  - Idea to cap TOT that MLT receives – town would get anything above \$2 million annually
  - Goal is to renew TBID and MLT contract for 10 years
  - Michael Raimondo – could money given back to town be earmarked for certain projects? Or just into general fund?
  - John Urdi – not sure MLT can tell town what to do with the money, how do we enforce that?
2. TBID renewal panel
  - TBID renewal is not due until September 2018, but starting work in July to renew it; same time as working to renew MLT contract
  - MLT’s contract can always be reviewed or changed by council
  - Paul Rudder – giving funds back to town without specific uses won’t be beneficial, use TBID money to accomplish those goals; tangible projects will help MLT gain recognition in town
  - Michael Raimondo – MLT putting a large sum of money toward a specific project goes a long way

- John Urdi – many TBID assessments are put into place when areas lose other funding; goal is to be preemptive and figure out how to protect future funding
- Sean Turner – board should create list of top things MLT wants improved and keep control of money
- John Urdi – putting together a TBID renewal steering committee with members of each type of business in Mammoth Lakes; goal is to have 15-20 people with all categories represented; first meeting will be held July 28th
  - Goal is to have TBID renewed by February 2017 with parallel MLT contract renewal

#### **11. Key Takeaways**

1. YTD TOT at \$14,589,564 Million –TOT will easily finish the fiscal year above \$15 million
2. YTD TOT is over budget by \$3.9 Million which is 37%
3. To achieve \$3.9m in additional TOT, that means \$30 million in direct lodging spending in town

#### **Future Meeting Dates**

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