

MAMMOTH LAKES TOURISM BOARD

MINUTES OF REGULAR MEETING

MAY 7, 2019

a. CALL MEETING TO ORDER

Chairman Scott McGuire called the meeting to order at 1:04 p.m.

b. ROLL CALL

Chairman Scott McGuire, Vice Chairman Brent Truax, Treasurer John Morris, and Board Members Kirk Schaubmayer, Michael Ledesma, Mayor Cleland Hoff and Paul Rudder were present. Secretary Sean Turner and Board Member Eric Clark were absent.

c. BOARD MEMBER COMMENTS

Board Member Kirk Schaubmayer said he was thankful for warm weather and was looking forward to summer.

Board Member John Morris announced that the Snowcreek Driving range would open on May 8th.

Board Member Michael Ledesma announced that Gomez's Sunday Brunch started at 10 a.m. every Sunday through Labor Day and featured a Bloody Mary Bar, DJ, and special menu.

d. PUBLIC COMMENTS

There were no public comments given at this time.

e. Minutes – Approval of Board meeting minutes from April 3rd

ACTION: It was moved by Vice Chairman Brent Truax, seconded by Treasurer John Morris, with Secretary Sean Turner and Board Member Eric Clark absent, and Board Member Kirk Schaubmayer abstaining, and carried by a 6 - 0 voice vote to approve the Board meeting minutes from April 3rd, 2019.

f. New Business

1. Committee Updates

a. MLT & TOML 2019-20 Contract - Scott (lead) Paul & Eric

Chairman Scott McGuire gave a committee update regarding the MLT & TOML 2019/20 Contract. There was discussion among members of the Board.

2. Board Seat Update

a. At-large seat (2-year term) – report and recommendation from nominating committee

Chairman Scott McGuire gave an update on the At Large Seat. Mr. McGuire said that the nominating committee interviewed current Board Member Paul Rudder and one new applicant, Rhonda Duggan. He announced that the recommendation from the nominating committee was to appoint Rhonda Duggan to the seat. There was discussion between members of the Board and Mr. Rudder. Mr. Rudder announced that he would resign effective immediately and let Rhonda Duggan take his seat now. There was discussion between Mr. Rudder and members of the Board.

Board Member Paul Rudder left the meeting at 1:16 p.m.

Board Member Brent Truax asked if he needed to recuse himself from the conversation for the at-large seat due to the business relationship he had with Ms. Duggan. Chair McGuire determined that Mr. Truax could participate as he had no personal gain, however, he noted that he could recuse himself from voting if he would be uncomfortable participating. There was discussion among members of the Board.

b. Board VOTE on at-large board seat (currently occupied by Paul Rudder)

ACTION: It was moved by Mayor Cleland Hoff, seconded by Board Member Kirk Schaubmayer, with Secretary Sean Turner and Board Members Eric Clark and Paul Rudder absent, and carried by a 6 - 0 voice vote to appoint Rhonda Duggan to the At-large seat.

SPEAKING FROM THE FLOOR:

Rhonda Duggan thanked the Board for awarding her the seat on the Board, and said that she valued the mentorship she had received from Paul Rudder in the past. Ms. Duggan said that she looked forward to working with the Board.

c. Retail seat – being vacated June 30, 2019 by Sean Turner deadline for interest is May 8th

Chair McGuire reported that there had only been one applicant for the open Retail seat at this time. He said that the application period would close on May 8th, and that he had encouraged community members to consider applying for the position.

d. Retail Interviews will be coordinated between May 9-20

Mr. McGuire said that the application period would close on May 8th, and the vote would be next month. There was discussion among members of the Board.

Board Member Schaubmayer voiced concerns about the Retail seat interviews and suggested adding another person to the ad hoc committee. There was discussion among members of the Board.

e. Nominating committee will make a recommendation at the June 5th board meeting

g. Executive Director Performance Review and Contract – John Morris

1. Update on MLT Executive Director contract renewal which is set to expire June 30, 2019

Board Member Morris gave an update on the Executive Director Performance Review and Contract.

h. Financial Reports - An update regarding the financial health of the Mammoth Lakes Tourism

1. TOT & TBID – review previous months results – TOT and TBID info Attached
 - a. TOT for March \$2,515,856 which is +\$876,856 and +53% to budget. +\$164,820 and +7% to LY
 - b. March 2019 set a new TOT record for the month
 - c. YTD TOT is +\$4,973,471 and +44% ahead of budget and +\$1,286,048 and +9% to LY YTD
 - d. TBID for March \$786,102 which is +\$172,640 and +32% to budget
 - e. YTD TBID is \$4,476,097 on a budget of \$3,908,000 so we are +\$568,097 and +14.5%
2. Cash Flow and CDARS info – discussion of current bank balances & reserve account activity
 - a. CDARS Balances Measure A \$800,376.68 & TBID \$2,001,588.86
 - b. Measure A Checking = \$444,082.45 and Measure A Savings = \$5,012.46
 - c. TBID Checking = \$2,077,890.75 and TBID Savings = \$5,007.90
3. Tourism Reserve Funds – estimated balance in the Town Council/MLT Joint Reserve Account
 - a. \$899,051 FY through March 2019 (plus carryover from FY17-18 \$114,924)
4. P&L Reports – Questions from the board regarding MLT financials

Executive Director John Urdi presented the financial reports. There was discussion between Mr. Urdi members of the Board.

i. Mammoth Resorts Update – Eric Clark

Executive Director John Urdi spoke on behalf of Board Member Clark in his absence, and reported that the Mountain had moved to their Spring/Summer hours, 7:30 a.m.-2:00 p.m., due to snow quality in the afternoon.

- j. **MLT 2019-20 Plan and Budget Presentation 2:00-4:15pm** - Presentation to discuss MLT draft three-year strategy as well as marketing plans and budgets for 2019/20 final approval to happen at MLT's June 5th Board meeting.

Executive Director John Urdi presented the outline for the 2019/20 MLT Budget Plan.

Mr. John Urdi discussed Mammoth Lakes Tourism's (MLT) Business Objectives and mission. There was discussion between Mr. Urdi and members of the Board.

Mr. Urdi reported on the Town's current TOT numbers and projected that the TOT would reach \$20,000,000 this year, and discussed plans to continue growing the TOT. He also described how the TOT funds were allocated. Mr. Urdi reported on the MLT Budget history and projections, and gave a breakdown of the year over year TBID revenues. There was discussion between Mr. Urdi and members of the Board.

Mr. Urdi reported that The Chamber of Commerce would possibly become independent of Mammoth Lakes Tourism.

SPEAKING FROM THE FLOOR:

Chamber of Commerce Executive Director Ken Brengle reported that the Chamber had been in discussions with the Town with regard to breaking away from MLT and creating a contract with the Town. Mr. Brengle also said that the Chamber was in the process of interviewing applicants for the new Workforce Housing Coordinator position. There was discussion between Mr. Brengle and members of the Board.

Mr. Urdi reported that he would like to request \$400,000 at the May 15th Town Council meeting to cover event funding for the next two fiscal years. He said that event funding had previously been paid for out of the General Fund, however, that fund had gone away. He discussed how he would like the funds allocated. He also said that the Destination Management Plan had been redirected to the Town Council. Mr. Urdi reported that Town Council had asked for an additional \$100,000 to complete Phase 1 of the Wayfinding Signage project, and that the request was approved by the Council at their last meeting. There was discussion among members of the Board.

Mr. Urdi requested consensus from the Board to move forward with asking the Town Council for \$400,000 for Event Funding for the next two fiscal years, \$250,000 towards the Destination Management Strategy and \$100,000 for the Wayfinding Signage for a total of \$750,000. He reminded the Board that the \$100,000 towards the Town's Wayfinding Signage project was per the Town's request, not for MLT's use.

CONSENSUS:

The Board agreed to Mr. Urdi presenting the request for funds totaling \$750,000 to the Town Council at the May 15, 2019 Council Meeting.

Mr. Urdi presented Mammoth Lakes Tourism's Three-year Plan Strategic Framework. There was discussion between Mr. Urdi and members of the Board.

Board Member Brent Truax left the meeting at 2:30 p.m.

Mr. Urdi presented information on the Fiscal Year 2019/2020 Events and Programs. He highlighted new programs such as No Small Adventure, No Small Backyard, Mammoth Cures! and "Swinter". There was discussion between Mr. Urdi and members of the Board.

At 2:46 p.m. Chairman Scott McGuire called a recess and the Board reconvened at 2:55 p.m.

Board Member Brent Truax returned to the meeting at 2:55 p.m.

Director of Special Events Caroline Casey presented highlights of Mammoth Lakes Tourism's previous and upcoming events, and how they would be promoted going forward. Ms. Casey outlined the plan for creating successful events for 2020 which included the following three strategies: California's Endurance Playground, Natural Beauty, and Healthy Mountain Lifestyle. She also discussed other Special Events goals including ongoing education for event producers, funding strategies, sponsorships, data collection, impact of events, and further communication and promotion of events. Ms. Casey also presented the Fiscal Year 2019/20 budget for the Events Program. There was discussion between Ms. Casey and members of the Board.

Director of Communications Lara Kaylor reported on year to date highlights for the 2108/2019 Fiscal Year and ongoing programming for the 2019/20 Fiscal Year. She also presented the past three-year budget placement numbers, as well as public relations Seasonal Waves. Ms. Kaylor outlined Mammoth Lakes Tourism's 2019 Story Pitches/Angles proposal which would be submitted on May 8th. Ms. Kaylor also discussed public relations support regarding moving into new markets, use of the Crib for the 2019/20 Fiscal Year, and the Mammoth Track Club Partnership. She also presented the Fiscal Year 2019/20 Communications Budget. There was discussion between Ms. Kaylor and members of the Board.

Director of Sales and International Marketing Michael Vanderhurst presented the Fiscal Year 2018/19 International Program highlights, and the Fiscal Year 2019/20 Consumer Program Plan, opportunities and budget. Mr. Vanderhurst reported on the potential negative considerations to prepare for, and International market opportunities. Chair McGuire had questions regarding the current reporting metrics and requested that a new reporting system be implemented. There was discussion between Mr. Vanderhurst and members of the Board.

Director of Marketing Matt Gebo presented the Fiscal Year 2018/19 Domestic Marketing highlights, Fiscal Year 2019/20 paid, and owned, advertising objectives, and planning parameters, and discussed the difference between using Active vs. Passive Engagement marketing. Mr. Gebo said MLT would move toward Active Engagement media. He also reported on MLT's long-term growth strategies, media mix advertising, expanded air service to Mammoth via United and Jet Suite X, MLT's Measurement Framework, budget items, and the design and functionality of MLT's website. He also discussed the Program Plans Fiscal Year 2019/20 Budget. There was discussion between Mr. Gebo and members of the Board.

Board Member Truax asked Mr. Urdi if the proposed new full-time Event Coordinator position was necessary. There was discussion between Mr. Urdi and members of the Board regarding the new position, its job duties, and related budget scenarios.

The Board discussed creating small group sessions to further discuss the budget and plan in more detail.

ADJOURNMENT

Chair McGuire adjourned the meeting at 4:39 p.m. to the next regular meeting on June 5, 2019.

Respectfully submitted,

Angela DeLisle
Asst. Clerk