

MAMMOTH LAKES TOURISM BOARD

MINUTES OF REGULAR MEETING

APRIL 3, 2019

a. **CALL MEETING TO ORDER**

Chairman Scott McGuire called the meeting to order at 1:02 p.m.

b. **ROLL CALL**

Chairman Scott McGuire, Vice Chairman Brent Truax, Treasurer John Morris, Secretary Sean Turner, and Board Member Eric Clark were all present. Board Members Kirk Schaubmayer and Mayor Cleland Hoff were absent. Board Member Paul Rudder arrived at 1:14 p.m.

c. **BOARD MEMBER COMMENTS**

Board Member John Morris mentioned that Snowcreek Golf Course would not be open by May 1st as previously reported by one of the local newspapers. He said that they were hoping that the golf course would be open by Father's Day, and that the driving range would be open by the beginning of May, weather permitting.

Board Member Michael Ledesma announced that due to popular demand after the annual Elevation Sunday Brunch, Gomez's Mexican Restaurant would launch Sunday brunch starting this Sunday, April 7th and weekly through Labor Day weekend with a similar format as the Elevation Brunch.

Board Member Sean Turner announced his resignation effective July 31, 2019 and said it was due to other personal and professional opportunities. He also reported that Bluesapalooza would be at The Woods site covering two parcels, from August 1st through August 4th. Mr. Turner also noted that the 2020 event would be the 25th Anniversary of Bluesapalooza, and that it was scheduled to take place between July 31 and August 2, 2020. He said that he attended the Recreation Committee meeting yesterday and heard the recommended Youth Sports Funding allocations. He thanked those that supported the youth programs. He said he thought it was a great opportunity for Tourism to support youth sports programs because it draws in people from out of the area for tournaments. Mr. Turner commented on how quickly spots filled up for the Recreation Department's Summer Camp program and that many people were unable to sign up. He said that he thought they should expand the summer camp programs, not only for local families but for tourists that spend time in Mammoth and would like to enroll their kids in summer camp. He complimented the Recreation Department on the success of the Summer Expo and the great program they had developed. There was discussion among members of the Board.

d. **PUBLIC COMMENT**

There were no public comments given at this time.

e. Minutes – Approval of board meeting minutes from February 6th

ACTION: It was moved by Vice Chairman Brent Truax, seconded by Treasurer John Morris, with Board Members Kirk Schaubmayer and Mayor Cleland Hoff absent, and carried by a 7-0 voice vote to approve the board meeting minutes from February 6, 2019.

f. NEW BUSINESS

1. Updates

Chairman McGuire restated Board Member Turner's resignation announcement.

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

Chairman Scott McGuire reported that the 2018-2019 contract with the Town of Mammoth Lakes had been signed and that the next step was to meet and go through 2019-2020 and beyond to see what that contract looked like. He said he would like to keep the same group together to work on the contract.

Executive Director John Urdi announced that Administrative Services/Finance Director Rob Patterson would be acting as liaison between the Town of Mammoth Lakes and Mammoth Lakes Tourism.

Mr. Patterson explained what his duties would be as the liaison and noted that Town Manager Dan Holler would be the primary contact with regard to their contract. He said that he was looking forward to working with Mammoth Lakes Tourism.

2. Board Seat Update

Chairman Scott McGuire announced that there would be three seat changes. He said that Jeremy Goico from the Chamber of Commerce would be joining them, and that there would now be a Retail seat open due to Board Member Turner announcing his resignation, in addition to the At Large seat due to Board Member Paul Rudder's term expiring in June 2019.

a. Paul Rudder's at-large seat (2-year term) Paul has expressed that is interested in retaining his seat

Chair McGuire reported that Board Member Rudder was interested in maintaining his seat on the Board, and that they have had only one applicant.

b. Interviews will be coordinated between April 1-April 26th

Executive Director John Urdi stated that the window to turn in applications for the At Large seat had closed on April 1, 2019, and that the interviews would take place between April 3, 2019 and April 26, 2019. The plan was for the recommendations to be presented at the May meeting. Board Member Rudder said that he would be out of town from April 14th through April 26th and requested an interview prior to that time.

Chairman McGuire suggested that they set up the process for the upcoming Retail seat the same way that they had set up the At Large seat. He said that he and Director of Communications and Public Relations Lara Kaylor, would work on the press release. He said he would like to have applications in by May 1st, with interviews scheduled in May which would allow them to bring a recommendation to the Board at the June meeting and have the new Board Member in place on July 1, 2019.

3. Event Site update – Paul Rudder – 5 minutes Update on Thursday May 21 Lis Pendens court hearing and next steps including deposition of Dirk Winter

Board Member Paul Rudder gave an update on the Event site. There was discussion among members of the Board.

i. FINANCIAL REPORTS

This item was taken out of order.

Executive Director John Urdi presented the Financial Reports. There was discussion among members of the Board.

1. TOT & TBID – review previous months results – TOT and TBID info Attached
 - a. TOT for February \$2,639,832 which is +\$789,832 and +43% to budget. +\$471,618 and +22% to LY
 - b. February 2019 is now our second biggest TOT month on record behind January 2019 @ \$3,013,486
 - c. YTD TOT is +\$4,069,334 and +42% ahead of budget and +\$1,093,947 and +10% to LY YTD
 - d. TBID for February \$783,907 which is +\$98,907 and +14.4% to budget
 - e. YTD TBID is \$3,759,481 on a budget of \$3,368,000 so we are +\$391,481 and +11.6%
2. Cash Flow and CDARS info – discussion of current bank balances & reserve account activity
 - a. CDARS Balances Measure A \$800,321.04 & TBID \$2,001,440.57m
 - b. Measure A Checking = \$679,565.57 and Measure A Savings = \$5,012.21
 - c. TBID Checking = \$1,520,934.66 and TBID Savings = \$5,007.65
3. Joint Bucket Funds – estimated balance in the MLT/ Town Council Joint Reserve Account
 - a. \$735,610 FY through February 2019 (carryover from FY17-18 \$114,924)

4. P&L Reports – Questions from the board regarding MLT financials

g. CLOSED SESSION

At 1:30 p.m. Chairman Scott McGuire announced that the Board would be entering into closed session for the purposes as stated in the agenda.

- a. CONFERENCE WITH LEGAL COUNSEL—POTENTIAL LITIGATION
Initiation of litigation pursuant to paragraph (4) of subdivision (d2) of Government Code Section 54956.9: (One case)
- b. Chairman to report out on closed session

At 2:20 p.m. the Board reconvened from closed session and Chairman McGuire announced that there was no reportable action taken.

h. EXECUTIVE DIRECTOR PERFORMANCE REVIEW AND CONTRACT

1. Board discussion regarding annual performance review and raise for MLT Executive Director
2. Update on MLT Executive Director contract renewal which is set to expire June 30, 2019

This item was tabled to the next meeting.

j. MAMMOTH RESORTS UPDATE

Board Member Eric Clark gave an update on Mammoth Resorts, including the amount of snow, and the success of the IKON pass. He reported that they planned to open the lower zip line as early as Memorial Day. He also said that the 2019-2020 IKON passes could be used as soon as April 8, 2019. Mr. Clark said they were hoping to open Sierra Star the weekend of June 9th so they would be open during the Husky Festival.

Chair McGuire stated that the Tamarack pass for next year could also be used this season. There was discussion between members of the Board and Mr. Clark.

k. 3-YEAR STRATEGY AND BUDGETING WORKSHOP

MLT Organization Vision & 3-Year Marketing Plan Objectives

Executive Director John Urdi presented Mammoth Lakes Tourism's Vision, 3 year marketing plan objectives, and past and projected earnings. There was discussion between Mr. Urdi and members of the Board.

Board Member Michael Ledesma left at 2:59 p.m.

Director of Marketing Matt Gebo answered questions from the Board and Mr. Urdi regarding marketing in Nevada, primarily in the cities of Reno and Las Vegas.

Mr. Urdi said the goal of this meeting was to get direction from the Board as to where they want to focus seasonally and in what areas.

Chairman Scott McGuire asked if staff was looking for Board approval for staff direction today based on today's presentation. He said that this should be more of staff direction and partner direction with advice from the Board based on the presentation that had been built and what they had heard so far from the Board and the community and as best as possible without any direction from Council what their intentions were going forward.

Mr. Urdi said they were looking for feedback and a buy-in from the Board and would come back with a full plan based on that information moving forward for an extended meeting in May. There was discussion between Mr. Urdi and members of the Board.

Paid Advertising Budget Scenarios

Mr. Urdi introduced guest speaker Amanda Moul, Group Account Director with MeringCarson and Denise Miller, Executive Vice President SMARInsights, who would be presenting via video conference.

Ms. Moul presented the data that their team would use when putting together strategic plans and recommendations for the budget. There was discussion between Ms. Moul and members of the Board.

MeringCarson Associate Media Director Chris Urquhart gave a presentation regarding paid advertising budget scenarios regarding new markets and programs for Mammoth Lakes Tourism to consider. There was discussion between members of the Board and Mr. Urquhart.

Ms. Moul presented additional marketing and budget information. Ms. Miller gave a presentation via video conference regarding Mammoth Lakes Tourism's past advertising and how she and her staff utilized that data and other research to create a tool to model multiple marketing scenarios to calculate return on investment. She presented several scenarios and said she thought it would be best to get direction from the Board to create more scenarios in addition to what she had presented. There was discussion between members of the Board, Ms. Moul, Mr. Urquhart, and Ms. Miller.

Destination Market Support

Executive Director John Urdi discussed strategies related to designated market area strategies (DMAs).

Director of Marketing Matt Gebo reported on conversations that he has had with Joanie Lynch, Vice President of Marketing and Sales for Mammoth Mountain Ski Area (MMSA), regarding how they would be spending their marketing dollars going forward. He said that MMSA's 2019/2020 focus would remain on Los Angeles, San Diego and Orange County markets for winter advertising, and that they would not be seeking new markets. Mr. Gebo spoke about the success of the IKON passes in California, and said that MMSA wanted to maintain its strong presence in that market area. He stated that MMSA would be willing to set aside some marketing dollars to support MLT's ski area messaging if they moved forward with marketing in spot markets in other destination areas. Mr. Gebo also reported on MMSA's past tourist spending habits. There was discussion between Mr. Gebo and members of the Board.

Recap, Next Steps & Timing

CONSENSUS – The Board gave staff direction and agreed that \$1.75-2 million was a tolerable goal to spend over the next three years, and that 10 month viability was important, fall and summer were important, and that they were comfortable with ramping up new markets, would more than likely be a winter focus.

There was discussion between members of the Board and staff regarding the marketing plan as it relates to seasonality.

ADJOURNMENT

Chair McGuire adjourned the meeting at 4:40 p.m. to the next meeting in May, with the exact date to be determined at a later time.

Respectfully submitted,



Angela DeLisle
Assr. Clerk