



Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, October 4, 2017

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

1:00-3:00pm in Suite Z – HARD STOP as Town Council starts at 3

https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79_hRJa?dl=0

Meeting Agenda

1. **Call Meeting to Order – Brent Truax, Board Chairman**
2. **Roll Call – Brent Truax – *Chairman*** (Chamber no term), **John Morris – *Treasurer*** (Lodging June 2018 3-year term), **Kirk Schaubmayer – *Vice Chairman*** (Lodging June 2018 2-year term), **Michael Ledesma – *Secretary*** (Restaurant June 2020 3-year term), **Colin Fernie** (Town Council no term), **Sean Turner** (Retail June 2020 3-year term), **Eric Clark** (MMSA no term), **Paul Rudder** (At-Large June 2019 2-year term), **Scott McGuire** (At-Large June 2018 2-year term)
3. **Board Member Comments/Reports/Agenda Additions**
4. **Public Comment** – Please limit to three minutes or less
5. **Minutes** – Approval of past meeting minutes from September 6th
6. **Presentation**
TOT Compliance Efforts – Quarterly Report for Q1 – Danny Earls – **10 Minutes**
7. **New Business**
 1. Event discussion update – **10 Minutes**
 2. Mammoth Lakes Recreation- Initial discussion and thoughts MLT desired results- **20 min**
 3. High Altitude Training Crib discussion – **10 minutes**
 4. MLT and TOML agreement – discuss and appoint (vote) task force to review – **5 minutes**
 5. Executive Session if necessary for Executive director review and compensation. – **15 minutes**
 - a. Report from executive session if necessary
8. **MLT Team Presentation Schedule – 30 Minutes**
October 4 Winter 2017-18 Air Service and beyond
9. **Department Updates** – A brief recap of past, current and future efforts of each department – **5 minutes each**
 1. Marketing – Whitney Lennon
 2. Communications/PR –Lara Kaylor
 3. Chamber of Commerce Update – Ken Brengle
10. **Financial Reports** – An update regarding the financial health of the organization – **10 Minutes**
 1. TOT & TBID – review previous months results
 2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity
 3. P&L Reports – still awaiting year end numbers
 4. 2016-17 Financial Audit will kick off in November 2017
11. **MMSA Update – Eric Clark**
12. **Key Takeaways**
 1. **August came in at \$1,545,807 up from the previous record (2016) by \$10,400 which is +1%**
 2. **YTD TOT is +\$46,000 to the previous record (2016) and +1,085,707 to 2017-18 budget**

Future Meeting Dates: Next scheduled Board Meeting for **Wednesday November 1, 2017** from 1-3:00pm Suite Z