



Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, September 6, 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 – Kirk Schaubmayer, Board Vice-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), **Erik 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 August 2nd and special meeting of August 7th
6. **New Business**
 1. Welcome to Eric Clark replacing Erik Forsell in Mammoth Resort’s standing board seat
 2. Board approval threshold for future for MLT contracts discussion and vote – **20 Minutes**
 3. Discussion and vote on MLT – MMSA Air Service Agreement 2017-18 – **10 Minutes**
 4. Discuss and vote to appoint two board members to TC/MLT financial strategy panel – **10 minutes**
 5. TBID Appeal Panel Recommendations – discussion and vote – **5 Minutes**
 6. Executive Director performance review, discussion and vote – **20 minutes**
 7. Executive Session if necessary for Executive director review. – **15 minutes**
 - a. Report from executive session if necessary
7. **MLT Team Presentation Schedule – 30 Minutes**

September 6	Marketing – Social Channel Highlights
October 4	Winter 2017-18 Air Service
8. **Department Updates –** A brief recap of past, current and future efforts of each department – **5 minutes each**
 1. Marketing – Whitney Lennon
 2. Sales and International – Michael Vanderhurst
 3. Communications/PR –Josh Wray – Lara back in the office September 18
 4. Chamber of Commerce Update – Ken Brengle
 5. Air Update – John Urdi
9. **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
10. **MMSA Update – Eric Clark**
11. **Key Takeaways**
 1. **July came in at \$1,749,465 up from the previous record (2016) by \$32,855 which is +2%**

Future Meeting Dates: Next scheduled Board Meeting for **Wednesday October 4, 2017** from 1-3:00pm Suite Z