



Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, November 1, 2017

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

1:00-3:00pm in Suite Z

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

Meeting Agenda

1. **Call Meeting to Order – Brent Truax, Board Chairman 1:05 pm**
2. **Roll Call – Present:** Brent Truax, John Morris, Kirk Schaubmayer, Michael Ledesma, Colin Fernie, Sean Turner, Eric Clark, Paul Rudder
Absent: Scott McGuire
3. **Board Member Comments/Reports/Agenda Additions**
 - a. Brent Truax – addition to the agenda, new business, add discussion on MLT involvement with Jet Suite X.
 - b. John Morris – Tomorrow night at 7pm the high school volleyball team has their second round of playoffs at home. Seeded third with an undefeated season.
 - c. Colin Fernie- Business After Hours being hosted in new Black Tie Ski location (501 Old Mammoth Road) this month, 5pm to 7pm on November 14th.
 - d. Kirk Schaubmayer - Thank you to those who attended Business After Hours at Clocktower.
 - e. Michael Ledesma- Recognize and thank Trails neighborhood for a very well done Halloween event.
4. **Public Comment – None**
5. **Minutes – Approval of past meeting minutes from October 4th and special meeting of October 23rd**
 - a. Colin Fernie motioned to approve the meeting minutes from October 4th with no changes; Paul Rudder seconds; Kirk Schaubmayer abstained from voting; approved unanimously.
 - b. Colin Fernie motioned to approve the minutes from October 23rd; Eric Clark seconds; approved unanimously.
6. **New Business**
 1. Jet Suite X discussion -added to the agenda at the beginning of the meeting by Brent Truax. Couple minute discussion following up to conversation from last meeting, and for a possible action item in December. Last meeting Board had discussion about taking on Jet Suite X subsidy this year, and determined it was too late to make a decision to take on the full contract. After talking with MMSA, it seems there could be an option for MLT to pay just the deposit for the subsidy; we subsidize anyways on the backside, this would just be fronting payment ahead of time and helping to fund transportation model. Because it is already budgeted, it would not affect the bottom line further. Brent wanted to get feelings on adding this to the December meeting Agenda.
 - a. Eric Clark: Depending on the direction of the Board, there is already a cost sharing agreement between MMSA and MLT, a quick addendum could be added, bring to Board in December. Allow MMSA to sign agreement with Jet Suite X and start booking flights. One year contract only.
 - b. John Urdi: The deposit would be \$100,000 up front, take out subsidy as they go, when the account hits \$50,000 they require another deposit, so it may be two deposits but MLT would get a rebate at the end of the year. Last year's subsidy totaled \$154,000 so there was a rebate of \$46,000 at end of the year. Mountain would still maintain contract and Insurance.
 - c. Colin Fernie: Comfortable with at least having a conversation on it but think there is some merit to the concern about the TBID not renewing. For us to continue to pursue contracts without certainty in that area gives me concern. Feel better that it would only be a one year agreement.
 - d. John Urdi: Last year the Mountain covered the deposit for the subsidy and we reimbursed them for the actual amount at the end of the year (April).
 - e. Brent Truax: So we will add that to next month's agenda for discussion and vote.
 2. Event discussion update – John Urdi reported back on most recent event meeting and progress; have received feedback from group regarding department and overall goals of program; Next meeting will review consensus from that feedback and start to look at job descriptions for two positions: Director

and coordinator; Very similar to Chamber set up. Also, determined that Town will maintain equipment inventory; but talked about possibility of assisting in storage and facilitation of loaning out the items. Town would also maintain permitting but coordinator would assist to make processing quicker once it gets to the Town. Plan would be to come back December 6th with recommendations to the Board.

- a. Brent Truax: In terms of funding, what do you think we are looking at in terms of timing on requests so that the Board can make a decision for what we want to take on?
 - i. John Urdi: Looking at bringing someone on by end of January. Then still have some conversation about going back to Town in regards to support for funding of operating budget and salaries. So that we don't have to carry the whole costs.
 - b. Sean Turner: like the idea of two positions, glad we are doing what we are doing; on a personal level trying to focus on Bluesa, couple of things I am really looking at – use of the site (specific to Woodsite users; second parcel doesn't want to sign agreement; Uller white stag lot does want to sign because things are moving); Realistically if we proceed on our current timeline, we won't have someone hired until January/February; think we could miss out on some great things for the next year but excited about the process.
 - c. Colin Fernie: productive set of meetings, definitely think it warrants two roles and have supported that from the beginning. Inclined to move in that direction.
3. MLT Board discussion on MLR – Brent Truax reported back on his conversation with John Urdi, Scott McGuire and Matt McClain from MLR yesterday; wanted to make sure there is clarity on who does what and what Scott's role is as a board member on both Boards. MLT's role is visitation and investments in areas that support visitation. As a general example, if MLR comes back and asks MLT to put \$1 million into a pool, we should already have an idea of where that falls into the goals of MLT/visitation. Want to make sure our representative at MLR has a clear vision for where MLT can and will support with funding. Think we should be very clear that certain things do not support visitation and so MLT will not be helping to fund.

7. MLT Team Presentation – Winter 2017-18 air service and beyond

- a. John Urdi gave an overview of the group that works on the air service; individuals from MLT, MMSA, and Airplanners work closely on scheduling as well as marketing.
 - i. Air quantitative study is done every two years; next air study will be next September. Air travellers spend on average 31% more than a drive visitor.
 - ii. Roughly 20% of all air traffic are Mono County residents; 21% are travellers coming to visit residents versus 12% of the drive traffic that is coming to visit residents. Local impact in air travel is actually 41%.
 1. Fernie: do we have any numbers that quantify local dollars spent? John: not in this data but we could probably get a rough number out of the other information that we have available on dollars spent.
 - iii. Summer Recap: Over the last few years we have grown available seats in the summer, but our paid seats have slipped behind. Load Factor is up from last year by a couple of points, but summer in general is down from the last few years. Cancellation rate of 6 to 8% is pretty typical for summer time; most are mechanical in the summer.
 - iv. Subsidy is a set cost that the airlines have to cover. In the summer there is a 20% profit margin that they charge; in the winter it is now 13% (up from 10 %); once we hit those numbers we start to add money back into the subsidy. Works like a debit account. Revenue guarantee: If we have a flight that is \$16,000 in cost and there is only \$10,000 worth of revenue on the plane that equals a debit of \$6,000 from the account. If the next day we have a plane come in with \$20,000 in revenue, that's \$4,000 to the positive. Based on daily revenue and flights.
 1. Reviewed slide of subsidy spend in the last few years v. visitor spend; anticipate that this year's summer subsidy will be higher than last years due to increases in fuel costs, and a lot more guests originating at airports outside of LA and then connecting through. Positive because these people are coming for longer stays and spending more.
 2. Discussion on partner carriers to attract visitors from other markets to come through LA to Mammoth Lakes. As we look at carriers to work with we have to make sure that they have the right aircraft in the right places to bring people to Mammoth Lakes. Southwest

for example only uses 737 which can't land at Mammoth-Yosemite Airport. Part of our air strategic plan.

3. In terms of how much we spend in subsidy to get someone here v. what they spend while they are here, there is almost a 10x return on dollars spent to get them here.
- v. Winter Routes: still have approximately 5 more years before the Q400 is retired completely (the best plane for Mammoth Lakes). Changes in the RNP allowed us to land 18% more Alaska Airlines flights than we would have been able to without those operational changes. The entire air industry is scrambling for pilots and that could cause some serious affects over the next 10 years. Yakima, Washington cancelled two routes due to not having crew for those routes. Because we are a revenue guarantee, that works to our benefit but crew shortages have and will continue to affect our flights.
 1. Same Schedule with Alaska as last year with LA and will have two flights, 7 days a week over the holidays. San Diego is 4 time a week but did get moved up to earlier which could affect how many people are on that flight. San Francisco is flying daily through Easter. JetSuiteX will fly 4 days a week from Burbank again. Tried to get them to add Orange County and San Jose. In Orange County they were unable to get a gate, and in San Jose they didn't have the aircraft.
 2. MMSA is planning on supporting the San Diego flight by offering a free lift ticket for arrival day of skiing.
- vi. Embark Aviation is working with us on an air service marketing program; review of phases with Embark. Really working to get load factors back up, engagement in the market place, filling seats year round.
- vii. 10 year strategic plan: working with Mead & Hunt to determine a strategy to provide more reliable, consistent and sustainable air service. Looking at economic impact, aircraft types, regional air service opportunities (what options do we have in Bishop), future routes, airline partners and address the pilot shortage; all a part of making service more consistent. First draft will be back on November 1 and they will be looking to present findings to the Inyo Mono air working group.

8. Department Updates –

1. Marketing – Meghan Miranda reviewed updates from paid media and owned channel world. Hit the 60k likes mark on Facebook. Snow update video from September was one of the highest viewed videos with 250,000 views. Instagram passed the 35k follower mark, with most liked photo 6,350 likes. On average getting 2,000 likes. Great success with the opening weekend sale, 21% lift compared to the same weekend in the previous year. Locals Air Discount is coming back on November 7th. Updating air service page with a focus to connecting through LA and other airports that fly here. New Visitor's Guide will be delivered at the end of November. New event posters will come out in December.
2. International – Michael Vanderhurst back from sales mission in Asia, but on his way to WTM conference in London.
3. Communications/PR –Lara Kaylor updated the Board on visit from Dave Roberts and the six-page spread in Outside Magazine. Crib Season ended October 31; will be coming back in December with options for a new Crib and statistics of ROI for The Crib. Sketchers is also interested in working with us to support Crib athletes and possible sponsorship. Also been working with MMSA on how to promote the various Olympic events and the Grand Prix events.
4. Chamber of Commerce Update – Ken Brengle started by recognizing Jessica Kennedy for great work on the Chamber newsletter; a couple will be submitted to Western Association of Chamber Executives communication awards. Reviewed activities of the last month; new bylaws approved; very successful turnout and events over the last month. Virtual Job Fair is ongoing through indeed.com; Looking at RSS feeds to populate mammothlakesjob.com page that the Chamber owns now. Update on committees. Really trying to drive membership. Community App coming out on the first of January, which will help visitors, navigates finding Chamber businesses when they get to town. Holiday party and business awards will be December 7th at The Westin.

9. Financial Reports –

1. TOT & TBID – September was \$40,000 ahead of last year (about 4%) and maintained it's million dollar month status; puts us 3% ahead of last year and 52% ahead of the current budget. October should also beat last year's record. TBID was 34k ahead of plan, 40k ahead of last year. Still about 6% behind (42k).

2. Cash Flow and CDARS info – reinvested \$1 million dollars from Measure A into CDs and about \$750,000 from TBID, as the Board had previously discussed.
 1. TOT checking balance is \$1,550,860.44; savings balance is \$5,010.17
 2. TBID checking balance is \$655,179.07; savings balance is \$5,005.64
3. P&L Reports – Most of the variances is due to timing; biggest check writing month is coming up so that will catch up as we go through the next month. We have saved some money on legal fees but that may catch up as we start TBID renewal.
4. 2016-17 Financial Audit update- boxes have been sent to the account and auditors have started working on the FY 2016-17 audit.
- 10. MMSA Update** – Eric Clark gave an update on opening day coming up, incoming storm looks very beneficial to us. Grand Prix will start on the Monday following Martin Luther King weekend. Possibility of 9 Mammoth athletes making the Olympic team.
- 11. Key Takeaways (plugged in prior to update – use TOT sheet attached to agenda)**
 1. **September came in at \$1,023,930 up from the previous record (2016) by \$19,115 which is 2%**
 2. **YTD TOT is +\$89,843 to the previous record (2016) and +\$1,470,638 to 2017-18 budget**

Future Meeting Dates: Next scheduled Board Meeting for **Wednesday December 6, 2017** from 1-3:00pm Suite Z

Meeting adjourned 3:01pm