



**Mammoth Lakes Tourism Monthly Board Meeting
Wednesday November 7, 2018 - 1:00-3:00pm in Suite Z**

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

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

Meeting Agenda

- a. **Call Meeting to Order** – Scott McGuire, Board Chairman, called the meeting to order at 1:03pm
- b. **Roll Call** –Chairman Scott McGuire, Secretary Sean Turner, and Board members Michael Ledesma, Mayor Cleland Hoff, Eric Clark and Paul Rudder were in attendance.
Vice Chair Brent Truax, Treasurer John Morris and Board member Kirk Schaubmayer were absent.
- c. **Board Member Comments/Board External Committee Reports/Agenda Additions** –
 - a. Secretary Turner stated again that he wanted an annual survey to be given to TBID contributing businesses regarding their opinion about how the TBID is serving them.
- d. **Public Comment** – None
- e. **Minutes** – Approval of meeting minutes from September 26th (Special Meeting), October 3rd (Regular Meeting) and October 18th (Closed Session)

ACTION: It was moved by Mayor Cleland Hoff, seconded by Paul Rudder, and carried by a 6-0 voice vote with Vice Chair Brent Truax, Treasurer John Morris and Kirk Schaubmayer absent, to approve the minutes of September 26th, 2018 special meeting.

ACTION: It was moved by Paul Rudder, seconded by Michael Ledesma, and carried by a 5-0 voice vote with Mayor Cleland Hoff abstaining and Vice Chair Brent Truax, Treasurer John Morris and Kirk Schaubmayer absent, to approve the minutes of October 3rd, 2018 regular meeting.

ACTION: It was moved by Eric Clark, seconded by Michael Ledesma, and carried by a 6-0 voice vote with Vice Chair Brent Truax, Treasurer John Morris and Kirk Schaubmayer absent, to approve the minutes of October 18th, 2018 closed session.
- f. **New Business**
 1. Assign leadership, board reps and scheduling for AdHoc committee meetings:
 - a. MLT By Laws (Chair Scott McGuire, Vice Chair Brent Truax, Mayor Cleland Hoff and Paul Rudder)
 - b. MLT & TOML Contract (Chair Scott McGuire, Paul Rudder and Eric Clark)
 - c. TBID Appeals Panel #2 (Need three MLT board members to meet week of November 12th)
 - d. Executive Director 2017-18 Performance Review (Treasurer John Morris, Secretary Sean Turner, Eric Clark & Paul Rudder)
 - e. Executive Director Contract Renewal (Vice Chair Brent Truax and Michael Ledesma)

Chair Scott McGuire reviewed the current ad-hoc committees and who is on them.

Chair McGuire stated that on TBID appeals, three new volunteers were needed to hear the appeals that have come since the last meeting. Secretary Sean Turner, Michael Ledesma and Paul Rudder heard the

last set of appeals. John Urdi clarified that they could serve again. Chair Scott McGuire, Eric Clark, and Paul Rudder volunteered to hear this round of appeals.

Chair McGuire proposed combining the committees for Executive Director 2017-18 performance review with Executive Director contract renewal, for efficiency purposes. There was agreement among the Board. The Board had a discussion about how many members were needed and who would take the lead on scheduling meetings for these committees. It was agreed that Treasurer John Morris, Secretary Sean Turner, Eric Clark and Paul Rudder would take over the Executive Director contract renewal, with Treasurer Morris spearheading the coordination of meetings for this particular committee.

John Urdi will take the lead of coordinating meetings for the TBID appeals committee. Chair McGuire stated he would take the lead in coordinating the Town Contract committee. Paul Rudder will take the lead in coordinating the Bylaw committee.

John Urdi stated that the Chamber contract expired June 30th; has not been renewed due to the fact that the Town contract has not been renewed. Vice Chair Brent Truax, as the Chamber representative to the Board, will be reviewing with the Chamber at their next Board meeting, with anticipated presentation to the Mammoth Lakes Tourism Board at the December meeting.

2. TBID Appeals

- a. Ad hoc group met to finalize TBID appeal process and reviewed 12 appealing businesses. Some were asked to provide more information; others were approved for Tiers 2 and 3.
 - i. Exempt business from 2013-18 TBID will again be exempt (non-profits, service etc.)
 - ii. P&L reports will be admissible for Tier 2 and 3 appealing based on gross revenues
 - iii. "Service" businesses with minimal retail (hair salons) will be considered service not retail
 - iv. Those businesses who collected data to show majority from 93546 will need to collect data in January and May of 2019 and again in 2021 to appeal.

John Urdi reviewed decisions made by TBID appeals committee during first round of TBID appeals. Those are listed above. There was discussion among members of the Board.

g. **Mering Carson Presentation** – John Urdi introduced Andrea from Smari Insights, Amanda Moul and Dave Mering from MeringCarson.

Andrea from Smari Insights started the presentation by reviewing the visitor profile information with the Board. The presentation can be viewed in full at:

http://mammothlakes.granicus.com/ViewPublisher.php?view_id=4

The visitor profile looks at the entire group of visitors, instead of ad-aware versus ad unaware. There was discussion among the Board members and the presenter.

Dave Mering and Amanda Moul for MeringCarson reviewed with the Board a presentation on Brand Program accomplishments. The presentation can be viewed in full at:

http://mammothlakes.granicus.com/ViewPublisher.php?view_id=4

There was discussion among the Board members and the presenters.

h. **Department Updates** –

Department updates were skipped due to time; Executive Director of the Chamber of Commerce, Ken Brengle introduced Emily Woods to the Board, the new Marketing and Membership manager for the Chamber of Commerce.

At 2:57pm the Chair announced that the Board would be entering into closed session for the purposes as stated in the agenda.

Secretary Sean Turner announced that he would be recused from closed session and waited in Suite Z as the Board went into closed session.

The Board returned from closed session at 3:25 pm and the Chair announced that there was no reportable action taken.

The Board then heard financial information updates from John Urdi. Paul Rudder left the meeting at 3:35pm.

i. Financial Reports – An update regarding the financial health of the organization –

1. TOT & TBID – review previous months results – **TOT info attached**
 - a. TOT for September \$977,424 which is +236,424 and +32% to budget. -\$72,613 and -6.9% to LY
 - b. YTD TOT is \$1,253,896 and 42% ahead of budget and -\$141,987 and 3% to LY YTD
 - c. TBID for September not available at posting time – will report numbers at 11-7 meeting
2. Cash Flow and CDARS info – discussion of current bank balances & reserve account activity (as of 10-29)
 - a. CDARS Balances Measure A \$800,321.04 & TBID \$2,001,440.57m
 - b. Measure A Checking = \$749,217.90
 - c. Measure A Savings = \$5,011.58
 - d. TBID Checking = \$810,457.08
 - e. TBID Savings = \$5,007.02
3. Joint Bucket Funds – estimated balance in the MLT/ Town Council Joint Reserve Bucket
 - a. \$226,666 FY through September 2018 - total available in this account is roughly \$596,927 including rollover of \$370,261 uncommitted 2017-18 funds. (To date MLT/TOML have earmarked and committed \$600,000 to the ongoing LA Kings Marketing Partnership which is excluded from the \$596,927)
4. P&L Reports – Questions from the board regarding MLT financials – not available at time of posting

John Urdi outlined TOT and TBID year to date numbers, the joint bucket funds, and the cash flow. John Urdi also stated that a draft of annual audit should be available next week. It will go to the Chair and Treasurer for review, and then will be presented at either the December or January Board meeting. There was discussion among members of the Board. Chair directed staff to look at a strategy in the case that we do not receive snow soon, and approved staff to ask for up to \$250,000 in funding from the joint bucket with Town.

ACTION: It was moved by Chair Scott McGuire, seconded by Michael Ledesma, to approve staff to allocate \$250,000 out of the joint bucket for emergency marketing around snow and to go request those funds from Town Council in a special session. The motion carried a 5-0 voice vote with Vice Chair Brent Truax, Treasurer John Morris, Paul Rudder and Kirk Schaubmayer absent,

- j. **Mammoth Resorts Update** – Eric Clark gave an update regarding Mammoth Resorts. There was discussion among members of the Board.
- k. **Closed Session – 30 minutes – MLT Legal Counsel Tim Sanford to attend at 2:30pm**
 - a. CONFERENCE WITH LEGAL COUNSEL—ANTICIPATED LITIGATION
Initiation of litigation pursuant to paragraph (4) of subdivision (d) of Government Code Section 54956.9: (One case)
 - b. Chairman to report out on closed session
- l. **Key Takeaways**
 1. **September \$977,424 which is +236,424 and +32% to budget. -\$72,613 and -6.9% to LY**
 2. **YTD TOT is \$1,253,896 and 42% ahead of budget and -\$141,987 and 3% to LY YTD**

John Urdi reviewed key takeaways and upcoming meeting dates. There was discussion among members of the Board. An email will be sent to the Board to reschedule December's Board meeting.

The Board adjourned the meeting at 3:45 pm.

Future Meeting Dates: Next scheduled Board Meeting for **Wednesday December 5, 2018** but Executive Director is out of town that week so we need to set a new date for the December meeting -