



## Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, June 7, 2017

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

1:00-3:30pm in Suite Z (PLEASE NOTE THE EXTENDED TIME)

[https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79\\_hRJa?dl=0](https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79_hRJa?dl=0)

### Meeting Minutes

1. **Call Meeting to Order** – John Morris, Board Chair, 1:08 pm
2. **Roll Call – Present:** John Morris, Brent Truax, Michael Ledesma, Colin Fernie, Sean Turner, Paul Rudder  
**Absent:** Kirk Schaubmayer, Erik Forsell, Scott McGuire
3. **Board Member Comments/Reports/Agenda Additions**
  - Sean Turner – comments on street post banner project
    - Recreation Commission is concerned with design/message of the banners as proposed by MLT
    - Too much information/hard to see line drawings/need more bold font or color
    - Banners will get weathered over time (2-3 year life span is too long)
    - Street names are not needed on the banners
    - Would like to see message aimed more at in-market guests (more community-centric)
    - Budget for banners should come from MLT instead of Town's general fund
  - Brent Truax – board agreed to move New Business to top of agenda, address those issues first
  - John Morris – Snowcreek Golf Course opening by June 23
4. **Public Comment** – Please limit to three minutes or less
  - Grady Dutton – Lakes Basin Road access and safety
    - Not safe for visitors or locals to be up in the Lakes Basin – not advisable to bike up, walk off road, etc. – lakes still frozen, lots of risk, make sure people know they shouldn't up there
5. **Minutes** – Approval of past meeting minutes including special meeting April 24<sup>th</sup>

Motion to approve minutes with the following changes

- Sean Turner was *frustrated with lack of support for marketing specific events* rather than just lack of support; Sean Turner requested information on what other resort towns do regarding event marketing
- Sean Turner suggested *needing to be able to support community and non-profit events* but did not specify funds should come from Measure R and U – funding source TBD
- Sean Turner mentioned rising expenses for both *non-profit and for-profit events*

Sean Turner moves to approve the minutes with changes, Colin Fernie seconds, passes unanimously

Approval of May 24 special meeting minutes tabled until the July board meeting

### 6. **New Business (moved up on agenda per board direction)**

1. Event Position MLT Direction Update – John Urdi
  - MLT board voted to explore options for MLT to take events position in house
  - Brent Truax – recommend to discuss at July board meeting
    - John Urdi – MLT can't commit to anything yet based on uncertainty of Measure A funding being reallocated – if budget shrinks, difficult to add a position
2. Measure A Recommendation to Town Council – John Urdi
  - MLT's portion of TOT (Measure A) would be reduced from 2.5 points to 2.35 points
  - Town recommends that MLT relinquishes access to business license tax (roughly \$260k goes back to town) and relieve payment of \$215k related to the lawsuit/settlement

- Colin Fernie – the political commitments were 2.5 points to tourism (MLT), 1 point to transit (Eastern Sierra Transit Authority) and 1 point to housing (MLH) – allocations since been adjusted due to the settlement in 2012
    - Housing now a flat allocation, transit and tourism reduced at time of the settlement
  - Additional funds collected would go to specific accounts for MLT, Transit and Housing; accounts would operate on a two key system with approval from Town and MLT to utilize funds in MLT account. The funds would not disappear if we don't both agree – funds are for mutually agreed upon projects.
    - Colin Fernie – want to add stricter language in program areas to address past concerns of community members
    - Paul Rudder – new account shouldn't be a piggy bank that can be raided
    - Colin Fernie – make sure future councils are clear down the line
    - John Morris – housing and transit aid in the guest experience, some other items don't, so approval from both town and MLT is good
    - John Urdi – MLT would be going from 2.5 points to 2.35 points; if reduction in funding, difficult to add expenses to bring on an events position
    - John Urdi – can set up a workshop to meet with council on specific funding initiatives twice a year or more often if needed
    - John Morris – a strong effort in TOT enforcement will bring in fines/fees, will push people to rent in legal units, will bring in Measure A funding, will encourage people to move away from illegal rentals and may encourage them to put their houses up for rent for long term workforce housing – if \$500,000 TOT collected, helps housing issue
    - Colin Fernie – town is working on this housing issue
    - John Urdi – two years ago MLT offered to pay for another position for the town to get TOT enforcement going better
  - Paul Rudder – motion to have a discussion on proposed funding of earmarks with current reserve; Not to make specific dollar commitment but have a clear intention for the money of administrative purposes – second by John Morris.
    - John Urdi – review of document and proposed allocations for reserve funds.
  - John Urdi – do we have consensus to move forward with the document?
    - Sean Turner and Colin Fernie abstain from the vote
    - Brent Truax motions, John Morris seconds, all in favor (2 abstain)
  - Sean Turner – board and staff will make sure any action items will be agendized
  - Michael Ledesma – is there a job description for the events position?
    - John Urdi – not yet
    - Sean Turner – info from peer resorts is very important – salary, funding sources, etc.
3. Board Seat Recommendations - Nominating Committee – executive session
- Recommend that Michael Ledesma (unopposed) retain his seat on the board for restaurant representation
    - Brent Truax motions for a 3 year term, Colin Fernie seconds, passes unanimously – Michael Ledesma re-elected
  - Recommend that Sean Turner (unopposed) retain his seat on the board for retail representation
    - Paul Rudder motions for a 3 year term, Michael Ledesma seconds, passes unanimously – Sean Turner re-elected
  - Recommend that Paul Rudder (opposed) retain his seat for at-large representation
    - Colin Fernie motions for a 2-year term, Brent Truax seconds, passes unanimously – Paul Rudder re-elected
  - Officers will be elected at July board meeting
4. Executive Director Annual Performance Review Committee – John Morris
- Need group of 3 board members to discuss John Urdi's review
  - John Morris volunteers, Brent Truax volunteers
  - John Morris will ask Kirk Schaubmayer, Scott McGuire and Erik Forsell if interested
  - Needs to be done soon

**7. MLT Team Presentation Schedule – 30 minutes including Q&A time**

1. June 7<sup>th</sup> - Preliminary 2017-18 Budget Review – John Urdi
  - High level comparison to past years' budgets
  - \$500k savings from air subsidy in this fiscal year
  - In drought years, reserve was used in the year it was acquired – didn't build a reserve until last year
  - TBID and Measure A budgets are separate – TBID dollars are tracked separately than Measure A (for example – Lara Kaylor uses Measure A money to take groups to Mono Lake, Convict Lake, etc.)
  - Budgets encompass overhead, marketing (includes interactive now), sales, communication and PR
  - Colin Fernie – is staffing of MLT where it needs to be?
    - John Urdi – support from MeringCarson and Miles Marketing is very helpful, otherwise staffing level is good
  - Paul Rudder – it's within the purview of the board to explore what MLT hasn't done/should be doing that might be beneficial
  - John Urdi – budget is all 0 based, so all departments come out with a new budget each year, every line item reviewed annually
  - Brent Truax – how will a new entity buying MMSA affect TBID income from season pass sales?
    - John Urdi – depending on pass details, get paid on actual uses of the passes at MMSA or if purchase is done here through MMSA, TBID collected
  - Budget will be on agenda for vote and approval at July board meeting
  - Sean Turner – let's focus on budget approval and events position discussion at July meeting – include minutes, financials, etc. but table all other things (presentations, department updates)
  - John Urdi – documents presented will change based on what Town Council decides about Measure A, waiting to see on that before decisions are made
  - Lara Kaylor – communications update – first TBID newsletter went out on June 6, feedback welcome, 5-in-5 newsletter will go out on Friday weekly with 5 things MLT did for you that week

**8. Department Updates – A brief recap of past, current and future efforts of each department – tabled**

1. Sales and International – Michael Travelling to IPW in Washington DC
2. Communications/PR – Lara
3. Chamber of Commerce Update – Ken
4. Marketing Update – Whitney
5. Air Update – John

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

1. TOT & TBID – review previous months results
  - April was amazing, last year was \$985k, this year \$1.55 million, beat by 57%
  - Anticipating \$17.5 million for the year – currently \$2.2 million ahead of last year's record
  - TBID is \$915k ahead of plan, total \$5.26 million, year end budget was \$4.6 million, will probably end up \$5.6 or 5.7 million
  - TBID CDARS? Two coming up July 27 – put a million dollars away for a year, need to figure out how much to invest/where to invest it and how far out to invest- another year, 6 months etc.
2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity  
Measure A checking = \$1,400,653.37, Savings = \$5,009.54  
TBID checking = \$2,173,638.96, Savings = \$5,005.01  
CDARS: \$750,081.10 in Measure A and \$1,750,112.21 in TBID
3. P&L Reports – sent out Tuesday, then got TBID numbers, 2<sup>nd</sup> email has all details

**10. MMSA Update – none**

**11. Key Takeaways**

1. FY 2016-17 TOT currently \$5,734,365 ahead of budget which is +54% means +\$4,014,055 to TOML GF
2. April preliminary is at \$1,550,870 up from the previous record (2011) by \$565,585 which is +57%
3. FY 2016-17 TOT currently \$2,208,123 ahead of previous RECORD July – April (LY) which is 13%
4. ***As of April we have exceed the year end TOT budget of \$11,650,000 by \$4,759,365 with 2 months left in the fiscal year (+41%)***

**Future Meeting Dates:** Next scheduled Board Meeting for **Tuesday, July 11<sup>th</sup>** from 1-4:00pm Suite Z