



Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, August 2, 2017

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

1:00-4:00pm in Suite Z (PLEASE NOTE THE EXTENDED TIME)

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

Meeting Agenda

1. **Call Meeting to Order** – Brent Truax, Board Chair, 1:05pm
2. **Roll Call – Present:** Brent Truax, John Morris, Kirk Schaubmayer, Michael Ledesma, Colin Fernie, Sean Turner, Paul Rudder (arrived at 1:13pm), Scott McGuire (arrived at 1:25).
Absent: Erik Forsell was absent but Joani Lynch was present as the representative of MMSA
3. **Public Comment** – none
4. **Board Member Comments/Reports/Agenda Additions**
 - a. Michael Ledesma - Bluesapalooza starts tomorrow and tickets are still on sale!
 - b. John Morris - Lodging Association meeting yesterday; general feeling is there was a slow start to the summer but things are picking up July and August; September and October could be busier because those who couldn't come in the fall but things are good in the Lodging community. Thank you to all the event promoters for all your work.
 - c. Colin Fernie - Black Tie Skis will be opening a new space on Old Mammoth Road, former Mammoth Times space.
 - d. Sean Turner – read a statement and letter regarding Bluesapalooza, as well as concerns with new ownership of property.
 - e. Joani Lynch – The Mountain sale closed with Aspen/KSL – only changes so far are in leadership; Rusty Gregory sits on Board of new company and Mark Brownlie will take over as President/COO of Mammoth Mountain. Other than that Business as usual! Closing Sunday, 8/6, with some surprises. Conditions are great. Skier visits are in the hundreds every weekend even this late in the season. Bike Park opening chair 2 and chair 16 and will expand trails access.
 - i. Brent Truax – will there be a combined pass this year? Joani Lynch – Passes will stay as they are at this point.
 - ii. John Morris - Lodging community anxious to learn about marketing and infrastructure improvements to come and look forward to sharing with guests.
 - f. Brent Truax- public comment period on land exchange for main lodge is open until September 21, would like to put on agenda for September 6th meeting for review of a letter from MLT; participated in Sierra Cycle challenge to raise money for Disabled Sports- raised over \$100,000 for Disabled Sports.
 - g. John Urdi – WELCOME Avery June Kaylor born July 16 to Lara and Darren Kaylor! Congratulations!
5. **Minutes** – Approval of past meeting minutes from July 11
 - a. John Morris motions to approve the minutes, Scott McGuire seconds. Approved Unanimously
6. **New Business**
 1. Appoint new MLR representative from MLT BOD, Discussion and Vote –
 - a. Last meeting nominations were made for a new representative to the MLR Board. Sean Turner and Scott McGuire were both nominated at that time. Due to the fact that Scott was not present, the decision was postponed to this meeting.
 - b. Scott McGuire – my only concern is time commitment and my travel schedule.
 - c. Sean Turner – think that what is happening with MLR is very exciting. I would love to be involved but also concerned about time commitment.

- d. Scott McGuire – I agree this is an exciting time for outdoor recreation and excited to be involved with MLR at this important time.
 - e. Sean Turner motions to appoint Scott McGuire as the new MLT representative to the MLR Board; John Morris seconds nomination; Approved unanimously.
 - f. Brent Truax – would like to meet with Scott and discuss what is going on; Also, would like to set up quarterly reports back to the board and make sure MLT is supporting representative with direction as much as necessary so that when you are there you can communicate MLT's direction.
2. Air Service Strategy – firm selection and timeline
- a. Summary from John Urdi in regards to Board direction to look at 5 to 10 year strategic plan. RFQ was developed and sent to five different agencies: Embark Aviation, Arkstar Aviation, Boyd International, Mead and Hunt, Tailwind Engineering (who did not respond). RFQ looked at options between aircraft, facilities, weather and what the solutions could be to make air service more consistent. Steering Committee reviewed all of the RFQ responses; committee was made up of Eric Clark (MMSA), Grady Dutton (town) and John Urdi. Developed a rating system to review responses, individually rated and then reviewed ratings as a team; decision was made to move forward with Mead and Hunt. Three references from other destinations they had previously worked with that were comparable to size, scope and issues. Mead and Hunt is one of the firms who have presented an RFP for the new terminal at Mammoth-Yosemite airport. Last meeting we had talked about a budget of \$60,000 for the project, Mead & Hunt's estimate was closer to \$70,000.
 - i. Sean Turner – are we expected to vote on this contract today?
 - ii. John Urdi – No I put the item on the agenda as more of an update on where we are going with the Board's direction. The Board voted last week to earmark dollars towards a strategic plan for air service.
 - iii. Paul Rudder - I would like to the Board to have a conversations about limits in which the Board gets involved in approving contracts. All due respect to those that were involved in looking at this contract, but I think there should have been more involvement from this Board in the selection of a firm. And I think there should be oversight from our Board on contracts like this.
 - iv. Brent Truax – I agree that when it comes to these type of items we need to vote and be very transparent that we approve these dollars to be spent in this manner. Even if we have earmarked the dollars, we need to need very formal in our approval of how those dollars are spent. Objective moving forward is to put them on the agenda and vote, but my understanding with this was that we would be getting a recommendation back from our appointed experts, so that we can move forward.
 - v. Scott McGuire – I think it is good to have more involvement from the Board on these type of decision so that when the public does come to us with questions we can answer that the Board was involved in the selection. Not everyone has time to read the proposals but to have a few of us from the Board involved and reporting back is better for MLT. I think we also need to set a dollar level for when this is done.
 - vi. Brent Truax – Do we move ahead or do we bring this back at the next meeting for a vote on action?
 - vii. Scott McGuire – I think we need to assemble 2 or 3 Board members who can review proposals and the Executive scoring summary and make a recommendation back to the rest of the Board, maybe next week.
 - viii. Brent Truax – In summary, we will form an Ad Hoc committee to review proposals received and report back to the full board with recommendation. Who is available to review the documents in the next week? Scott McGuire volunteers. Paul Rudder volunteers. Both will come back to the Board within two weeks and make a recommendation that includes dollar amounts not to exceed.
 - ix. Special Board meeting will be set for later next week. An agenda item for the September 6 Board meeting will discuss guidelines and dollar amounts for contracts.

7. **MLT Team Presentation Schedule – Megan Miranda presents Website Year 1 Review**

April 2017 was 1-year anniversary of new website. Goal was to make it something that reflected the experience of our destination, the level of service we are trying to provide and be able to showcase what an amazing destination we are. Presentation was provided by our agency Miles Partnership who helped us redesign the website and they have some good information to see how we compared this year to last:

- Visitor Guide orders: Increased by 571% from the old website
- 50% improvement in User experience; Organic traffic is producing more than 600k visits; Improved user engagement as well as site speed.
- Flight page ranked #1 for airport related search terms
- Blog: doubled amount of content on blog (posting twice a week), 150k page views in ten months, seeing more engagement growing.
- Get Smart content: helps us present targeted content to people who have visited the site before. Able to focus on interests.
- In the spring launched a usability study, pulled in people travelling to similar destinations, did skype sessions walking through the website and gave us feedback. What confused them and what they love to optimize what is working, and clarifies what is not.
- Looking ahead we are looking to integrate 360-video and improve content display; flexible component based page type is something on the back end that will allow us to be a bit more agile when updating the website; optimizing content, focusing on interest and google analytics to make sure content is what people are interested in seeing.

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

1. **Marketing – Whitney Lennon:** no presentation this week in lieu of website presentation
2. **Sales and International – Michael Vanderhurst:** a couple of media visits in July; Italian film crew shooting ghost town and western heritage special; Second was UK media that was supposed to be in Mariposa but was relocated here due to Detwiller Fire. Visitor Guide progressing along nicely with ad reservations. August and September we have quite a few FAMs coming in and will be a very busy couple of months
3. **Communications/PR – Josh Wray:** July was a great month for the Crib with a lot of athletes in for training; Win for Robin Carpenter (cyclist) following his stay at The Crib; right now we are working with Lyman agency on Fall colors and hiking; Editor of Women’s Running will be staying in The Crib to write about that experience; What’s new in Mammoth – highlighting new stuff for the businesses here.
4. **Chamber of Commerce Update – Ken Brengle:** Planning session at the end of June; identified five committees we will be moving forward with – four of which already existed – new committee Government Affairs committee. Next board meeting we will be appointing our board members to the Ad Hoc committee for Special events.
5. **Air Update – John Urdi:** up slightly this summer; no cancellations in the month of July; some weight restrictions that were due to high summer temps; contracted with Embark to help with Fall promotion of flights.

9. **Financial Reports – Note that Key Takeaway numbers at bottom of agenda are incorrect, from last month’s agenda**

1. **TOT & TBID –** Surpassed \$18 million mark on TOT; 55% ahead of previous record; June was very strong given that Tioga Pass and Red’s Meadow closed – still only 7.8% off of last year’s record. Opportunity right now is October and the fall months. We will collect overages from this fiscal year. \$1.2 million will go into our reserve.
2. **Cash Flow and CDARS info –** Measure A checking has a balance of \$1, 044,244.99; Savings is \$5,009.74. TBID Checking has a balance of \$1,367,483.09; Savings is \$5,005.26. CDARS balances reaming the same: \$750,000 in Measure A and \$1 million in TBID.
3. **P&L Reports –** on hold because we have not received final TBID numbers from the Town for the month of June.

Motion to Adjourn Meeting – 2:45pm