



## Mammoth Lakes Tourism Monthly Board Meeting

Wednesday – February 6, 2019 - 1:00-3:00pm in Suite Z

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

### Meeting Agenda

- a. **Call Meeting to Order** – Scott McGuire, Board Chairman, called the meeting to order at 1:05 p.m.
- b. **Roll Call – Present** - Scott McGuire, Brent Truax, John Morris, Sean Turner, Kirk Schaubmayer, Michael Ledesma (arrived at 1:07 p.m.), Mayor Cleland Hoff (arrived at 2:34 p.m.), Eric Clark.  
**Absent** - Paul Rudder

- c. **Board Member Comments** –

- 1. Scott McGuire – Hope everyone is dug out from the storms. Weather made National news. (Michael Ledesma arrived) Nice to see the Ikon pass email about visiting Mammoth Lakes.

- d. **Public Comment** – None

- e. **Minutes** – Approval of board meeting minutes from January 10<sup>th</sup>

Kirk Schaubmayer stated that he would abstain from voting on the minutes as he had not had time to read them. Sean Turner noted that in item j. he is listed as the Treasurer when in fact he is the Secretary. Brent Truax noted that it should be clarified under item h. Department updates, that Matt Gebo is “looking to” replace Josh Wray. The line currently reads like he is the replacement for Josh Wray.

**ACTION: It was moved by Brent Truax, seconded by John Morris, and carried by a 6-0 voice vote with Board members Mayor Cleland Hoff and Paul Rudder absent and Board member Kirk Schaubmayer abstaining, to approve the minutes of January 10th, 2018 regular meeting.**

- f. **New Business**

- 1. Government Shutdown/Welcome Center Update – John Urdi provide the Board with an update on previous Government shutdown, as well as possible upcoming Government shutdown operations.
  - 2. Updates from Internal ad hoc committee meetings –
    - a. MLT By Laws – Paul (lead) Scott, Brent and Cleland – no update
    - b. MLT & TOML Contract - Scott (lead) Paul & Eric – no update
    - c. TBID Survey – Sean (lead), Michael & Kirk – met last Thursday and doing some additional research on how to frame the survey to get the best feedback in a neutral way.

- 3. Air Service Marketing Executive Summary – Matt Gebo gave the Board an update on air service marketing.  
**JetSuiteX**

- a. Exceeding or in line with benchmarks – total impressions from Facebook 6,053,000
    - b. CTR and CPC both well exceeded benchmarks
    - c. Continue co-op opportunities as they allow for real-time optimization and brand flexibility
    - d. Working with JetSuiteX to correlate ad spending with booking data

- United Airlines**

- a. Direct United placements falling slightly behind benchmarks when compared to MLT direct ad placements – total impressions from Facebook 6,062,000
    - b. CTR and Engagement Rate are above benchmark on awareness, but behind on conversion
    - c. Complete co-op cycle with United for 2018-19 winter routes while continuing to push United team to optimize the program

- d. Continue to work with United to develop a booking widget to integrate into [www.VisitMammoth.com](http://www.VisitMammoth.com) for better user experience with MLT placed ads, as well as work on integrating landing pages for air campaigns
- e. Per United team recommendation, update efforts to be 70% awareness and 30% direct response as new routes benefit more from awareness support.
- f. Consider lifting specific marketing budget allotments in turn for one fund for any qualified users across all markets

**Overall**

- a. Consider an air program specific video with partners for future awareness layer usage

The Board had a discussion about air marketing and various observances about the flights.

- 4. Event Site update – ***Due to Paul's absence this item was tabled until after the Department updates.*** Scott McGuire gave the Board an update on the Event Site litigation. The judge recused himself, and they are in the process of reassigning a judge. There will be a status conference on February 21<sup>st</sup>. Probably won't be looking at a hearing until March or April – will know more after the 21<sup>st</sup> meeting. Legal Counsel Tim Sanford arrived at 2:10 p.m. and provided the Board with further information about the timeline and process.

***The Board then returned to item h. Executive Director Performance Review and Contract.***

- 5. Board Seats –
  - a. Discussion of upcoming terms ending June 2019 and process for consideration
  - b. Paul Rudder's at-large seat (2 year term)
  - c. Appointed Chamber seat will change over from Brent Truax to Jeremy Goico at July board meeting

John Urdi reviewed process and timing for upcoming available Board seats with the Board. The open at large seat only requires the person in that seat has an active business license within the Town of Mammoth Lakes. Scott McGuire asked that a notification be sent to the local newspapers, informing the public of the seat opening and the application process. The Board agreed that a 30-day application window, followed by a 30-day window to interview applicants with a new member being decided at the June Board meeting would be sufficient for timing to allow all interested parties to apply and be interviewed. Applications will be accepted March 1 until April 1, with interviews to follow.

**g. Department Updates –**

Lara Kaylor – Communications update: another busy month for media visits; The Crib has the Argentinian Freestyle Snowboard Team coming for training next week and competing in the Grand Prix. The Crib is booked through May.

Ken Brengle – Chamber of Commerce update: The Chamber is in Anaheim at the Western Association for Chamber Executives and was not present for the meeting.

Caroline Casey – Special Events update: January had 10 events - mainly local, not many room nights. Event producers have been good about completing post event survey and providing data on events. Mammoth Film Festival starts on Thursday, runs through Monday. Tomorrow (Thursday) at 3 p.m. in Suite Z there will be a meeting on Special Event funding, recommendations go to council on February 20<sup>th</sup>. Event producer workshop on April 9<sup>th</sup>; educational sessions to help local event producers. Looking at a number of event opportunities for the summer/fall. Working with the Town on digital signage at the corner of Old Mammoth and Main Street – meeting with CalTrans went well, they had no issue with digital signage.

Michael Vanderhurst – International Sales update: FAM tour season – so far only one cancellation due to weather – Italian luxury FAM – working to reschedule. Last week had two days of sales call with SF travel; partnership with SF Travel allows us to support the San Francisco flight and also connect with more

international travelers. Primary focus on Chinese receptive community. Receptive help put together itineraries and then sells them to travel agents or wholesalers back in China.

Matt Gebo – Marketing update: Extended an offer to Dakota Snider to replace Josh Wray. United Fare sale launched yesterday through February 15<sup>th</sup>. YARTS deal: for Summer of 2019 if you fly to Mammoth Lakes you can get a free ride on YARTS to Yosemite with your boarding pass. Working on a stranded traveler rack card to offer discounts to travelers whose flights get canceled or are otherwise stranded in Mammoth Lakes due to weather impacts.

#### **h. Executive Director Performance Review and Contract –**

1. Annual performance review and bonus for MLT Executive Director
2. Recommendations for MLT Executive Director contract renewal
3. Discussion and **vote** by the Board of Directors

The Board heard an opinion from legal counsel Tim Sanford regarding the discretionary bonus for John Urdi, which was also sent to the Board and posted along with the agenda on the Mammoth Lakes Tourism website. The Board had a discussion regarding the legal opinion, the Executive Director's review and performance, and the possibility of a metric based bonus. (*Mayor Cleland Hoff arrived during the conversation at 2:34 p.m.*) The Board discussed that based on the metrics in John's existing contract he was due a metric based bonus, as stated in his contract.

**ACTION: It was moved by Eric Clark, seconded by Sean Turner, and carried by an 8-0 voice vote with Board member Paul Rudder absent, to approve a metric based bonus of \$2,922 for contractual metrics based on enplanements met during the 2017-2018 fiscal year.**

**ACTION: It was moved by Eric Clark, seconded by John Morris, and carried by an 8-0 voice vote with Board member Paul Rudder absent, to ask counsel to further research if the Board can retroactively create a contract dated to July 1, 2018, for Executive Director for the fiscal year 2018-19, with new metrics discussed by the Board at the start of the 2018-19 fiscal year.**

#### **i. Financial Reports – John Urdi gave an update to the Board on the financials of the organization.**

1. 2018 Summer Air Subsidy
  - a. Paid \$654,678 (\$523,742.40 from TBID and \$130,935.60 from Measure A)
  - b. We received \$50,000 in support from Mono County
  - c. We had \$640,000 budgeted in TBID and \$150,000 budgeted in Measure A
  - d. Savings of \$116,257.60 in TBID and \$19,064.40 in Measure A
  - e. Annual cap with Alaska Airlines of \$1,650,000 for year-round LAX flight  
The Board had a discussion about subsidy moving forward with United and possible summer subsidy amounts
2. Preliminary Budget Discussions and Timeline – John Urdi gave the Board a review of preliminary budget discussions
  - a. Preliminary internal budget meeting held with MLT directors Friday 2/1
  - b. Strategy meeting with MLT board, staff and agencies mid-March
  - c. First pass of 2019-20 budget for review – tentatively April 3<sup>rd</sup> board meeting
  - d. Final approval of 2019-20 budget – tentatively May 1 board meeting
3. TOT & TBID – review previous months results – **TOT and TBID info attached**
  - a. TOT December \$2,593,370 which is +\$698,370 and +37% to budget. +\$235,965 and 10% to LY
  - b. YTD TOT is +\$2,297,853 and 40% ahead of budget and +\$106,345 and +1% to LY YTD
  - c. TBID for December \$838,052 which is +\$143,052 and +21% to budget
  - d. YTD TBID is \$2,095,487 on a budget of \$1,963,000 so we are +\$132,487 and +6.7%
4. Cash Flow and CDARS info – discussion of current bank balances & reserve account activity
  - a. CDARS Balances Measure A \$800,348.40 & TBID \$2,001,539.43

- b. Measure A Checking = \$1,638,203.48 (includes Q3 TOT payment from TOML)
  - c. Measure A Savings = \$5,011.96
  - d. TBID Checking = \$747,583.04
  - e. TBID Savings = \$5,007.40
5. Joint Bucket Funds – estimated balance in the MLT/ Town Council Joint Reserve Account
- a. \$415,381 FY through November 2018 – none of this has been allocated.
6. P&L Reports – There were no questions from the Board regarding MLT financials (*Sean Turner left the meeting at 3:30 p.m.*)
- j. Mammoth Resorts Update – Eric Clark** – Total accumulation at the top of the mountain was 132 inches (11 feet). Mountain set a lodging record in December, that they then beat in January, so things are looking good for the winter. Blackout dates are still being evaluated but the spread of demand has been positive.
- k. Key Takeaways**
- a. TOT December \$2,593,370 which is +\$698,370 and +37% to budget. +\$235,965 and 10% to LY
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**Future Meeting Dates:**

Next scheduled Board Meeting for **Wednesday, March 6, 2019**

*(The meeting has been rescheduled to Tuesday, March 12 from 1 – 3 p.m. in Suite Z.)*

The meeting was adjourned at 3:33 p.m.