



Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, March 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

1. **Call Meeting to Order – Brent Truax, Board Chairman 1:04pm**
2. **Roll Call** – Brent Truax, John Morris, Kirk Schaubmayer, Michael Ledesma, Sean Turner, Eric Clark, Scott McGuire
Absent - Paul Rudder and Colin Fernie
3. **Board Member Comments/Reports/Agenda Additions:**
 - a. Scott McGuire - Attend MLR meeting last night; Board has voted to support Proposition 68, which MLT will be discussing later today.
 - b. John Morris - Season passes for Snowcreek golf course go on sale next week. Doing a combined deal with Sierra Star this year; Passholders at each course will get some extra benefits going both ways, more details to be released next week.
 - c. Brent Truax - wanted to acknowledge a great response during last Saturday's avalanche. Everyone on the mountain and in Town did a great job responding.
4. **Public Comment** – None.
5. **Minutes** – Approval of past meeting minutes from February 7th
 - a. Sean Turner - On item number 7c where I ask if it is legal to use TBID funds on the airport, I would like to clarify that I meant on the Bishop Airport.
 - b. Eric Clark motioned to approve the minutes as amended. John Morris seconded the motion. Unanimously approved.
6. **Presentation** – Proposition 68 “The CA Clean Water & Safe Parks Act” - John Wentworth, MLTPA
 - a. <https://yes68ca.com/>
 - b. John Wentworth, representing the Board of MLTPA, gave a presentation to the Board on two propositions that will be coming before the California voters - Proposition 68 (on the ballot June 2018), a \$4 billion bond, of which 142 million would come to the Sierra Nevada; The second is a water bond (November 2018), an 8.8 billion bond with about \$350 million directed at the Sierra Nevada. In total \$492 million in funding that could be used to assist our area. Really good return, with more funding than ever seen before in the Sierra Nevada, and provides a lot of opportunity for outdoor resource investment and improvement. Because the Mammoth area is a water shed area, any improvements we can make to improve amenities, facilities, sediment, those kinds of thing contribute to California's water quality and would make us eligible to apply for this money for those projects. With time in mind, I urge you to support Proposition 68 and look forward to talking to you more when the next bond comes forward, probably summer/fall.
7. **New Business**
 1. Prop 68 discussion and vote for MLT to sign endorsement –
 - a. Proposition 68 would authorize \$4 billion in general obligation bonds for state and local parks, environmental protection and restoration projects, water infrastructure projects, and flood protection projects. Assuming a 3.5 percent interest rate over a 30-year period, the bond issue would generate \$2.53 billion in interest, meaning the state would spend \$6.53 billion to pay off the bond issue.
 - b. The measure would require that between 15 and 20 percent of the bond's funds, depending on the type of project, be dedicated to projects in communities with median household incomes less than 60 percent of the statewide average; that 60 percent threshold amounted to about \$39,980 in 2016. The largest amount of bond revenue—\$725 million—would go toward neighborhood parks in park-poor neighborhoods in accordance with the Statewide Park Development and Community Revitalization Act of 2008's competitive grant program. The measure would also reallocate \$100 million in unissued bonds that voters approved via Proposition 1 (2014), Proposition 84 (2006), and Proposition 40 (2002).
 - c. Scott McGuire made a motion for MLT to support Proposition 68. Sean Turner seconded the motion. Unanimously approved.

2. Los Angeles Kings update, discussion and vote on Letter Agreement w/ Mammoth Resorts—
 - a. MLT is recommending a Letter Agreement between our organization and Mammoth Mountain to join forces on a 6-year promotional deal with the Los Angeles Kings. The deal points include MLT paying one hundred thousand dollars towards the annual fee and receiving the final one-third of the home game promotion. MLT has developed the assets needed and can be ready to promote Spring, Summer and Fall as soon as the March 10th home game. Assets include 30-second video, 15-second PA announcements and logo presence on scoreboard and arena “halo” LED display boards. Fund for this project would come from the MLT and Town Council Joint fund and we would set aside the \$600,000 for the length of the deal into a reserve account in this fiscal year. Through January this fund has \$566,000 accumulated from TOT collections above and beyond budget. Town Council will be looking to approve this arrangement at tonight’s meeting.
 - b. John Urdi reviewed the letter of agreement most recently emailed out to the Board. Dan Holler and Stu Brown are here to answer questions from the Town side. John reviewed MLT assets would run roughly March 1 through the first week of April for the next six years; last meeting this was tabled because we were unsure of what might happen without the TBID. In discussions with the Town, it has been discussed that the opportunity is one that the Town Council would consider funding out of the joint bucket from Measure A if necessary - do not want to lose out on this opportunity. Town Council will be voting on this usage tonight. Joint Bucket already has \$566,00 for the \$600,000 commitment over six years, starting this spring with contribution of \$100,000 from MLT and \$75,000 from Town; \$100,000 for each subsequent year. Letter of agreement reviews specific details on assets, which are significant.
 - i. Scott McGuire: How does this measure up compared to some of our other cost impression marketing programs we do elsewhere? Have we done a specific assessment that says this is what we get cost per click digital with them versus this?
 - ii. John Urdi: We’ve run it through the agencies, and it may not perform as strong as some of our other digital components but from a branding standpoint it still speaks to a good demographic. Think this is more of a branding effort than an advertising opportunity, with specific ROI. Outside of online specific, its really about exposure
 - iii. Scott McGuire: Worth highlighting for the Board that the other component to this must remain in a separate bucket which is the Kings relationship with MLR, with any funding that might come in back in that might go to the Multi-Use Facility; the agreements must remain completely separate. So for the Board I would suggest seeing this as a completely separate branding and advertising effort and it has value itself.
 - iv. Sean Turner: As much as I understand that these agreements need to be separate, at the same time we need to make sure they are linked. We are buying this marketing because we are getting some investment back. Two points I have concerns on: naming rights but confident that is being addressed from the Town side; and make sure we are making an investment in the multi-use facility that reduces the O&M costs and assists in deploying the use of green technology as much as possible in the building. My only question is there any benefit to breaking the season apart with Mammoth Resorts getting the first two-thirds and MLT getting the last third, or would it be better to mix it up?
 - v. John Urdi explained how and why the games were divided the way they were, and that taking the last third allows us to promote spring, summer and fall. So we get a full season of exposure for the destination and not just all winter. We are still awaiting final word from Mammoth Resorts but if they return any significant changes to the agreement an Executive Committee would be called to approve. Motion today would be to approve this agreement as is. It has been run through by our attorney and the Town attorney. The funding will come from the Joint bucket right now in full, the bucket is currently at \$566,000, with current budgeting I see no problem at least hitting that mark. This would execute as soon as Saturday if approved by all parties.
 - vi. Dan Holler, Town Manager, reviewed the Town perspective and process. Highlighted some other key points to the agreement that are beneficial to the partnership. Dan

Holler also reviewed a separate agreement that the Town is looking at with American Sports Entertainment Company to provide some management and technical support at the Multi-Use Facility.

- vii. John Morris made a motion to accept the letter of agreement between MLT and Mammoth Resorts as it relates to the LA Kings Partnership. Sean Turner seconded the motion with an amendment including the Board be allowed a final proofing. **Brent Truax added that if there are any significant changes that significantly affect dollars, it would come back before the Board at a special meeting. Scott McGuire request that if an executive committee session is called that the rest of the Board be informed of that so that they can attend if they'd like.** Eric Clark recused himself from voting. The rest of the Board passed the motion unanimously.

3. TBID renewal update and discussion –

- a. At the February 21st Town Council meeting it was requested that MLT come back to the Town Council with a Resolution of Intent on or before the April 18th meeting which would begin the 60 day public hearing and approval process resulting in Resolution of Formation of the TBID at the June 20th Town Council meeting. Progress on the renewal is coming along well and it is anticipated that we should have all of the petitions needed for the Resolution of Intent to the Town Clerk by April 1st.
- b. John Urdi reviewed the February 21st Town Council meeting and process for renewing the TBID. Petition process has been going very smooth and believes we will not have a problem meeting the necessary deadlines for the Resolution of Formation meeting to take place on June 20th.

4. Airport update and discussion from recent meetings (report out Ledesma and Urdi) –

- a. The Board heard a brief update from the recent airport staff meeting that was attended by TOML staff, Inyo County Staff, MLT staff and board members and MMSA staff to discuss the future and direction for developing consistent, reliable and sustainable air service to the Eastern Sierra region. Attending for MLT was John Urdi, Michael Ledesma and Paul Rudder.
- b. Michael Ledesma updated the Board; first meeting was more of introductory format going over saline issues that will be drilled down on through subsequent meetings. Big take away is that Bishop, and Inyo County feel a part of the process and there is alignment between all of the stakeholders. Developing Bishop for commercial air service makes a lot of sense for bringing consistent air service to the area. Idea of Joint powers is received well on both sides.
- c. Scott McGuire: Airport Certification Manual (ACM) submitted - why has it not been shown to the other partners, like the Town, that have been through the process before?
- d. Eric Clark explained that it is not a public document and that once the FAA has looked at it and ruled on it then it can be released to the other partners and the public.
- e. John Urdi reviewed that this is just a start of the process and that after the FAA review of the ACM is done then they can discuss costs and funding, and the sharing of information can be put further into motion. This is just a beginning and the important part is that everyone sees this as a working partnership.
- f. Brent Truax: I want to make sure that moving forward as a body that we are open to looking at a regional format and solution that works for everyone to make air service work; that we as a Board agree in a regional solution.

5. MLT contract committee –

- a. Mammoth Lakes Tourism's agreement with the Town of Mammoth Lakes to provide marketing services is set to expire June 30, 2018. MLT would like to see the future agreement coincide with the 10 years of the new TBID so running July 1, 2018 through June 30, 2028. MLT board members who will be working with town staff to develop this agreement are Eric Clark and Paul Rudder.
- b. **Brent Truax issued direction to the sub-committee members to start meeting and having discussions with the Town. John Urdi also stated he can assist with getting meetings set up.**

8. **MLT Team Presentation Schedule** – Mammoth Lakes Chamber of Commerce

- a. Ken Brengle, Executive Director of the Chamber, gave a presentation to the board on the progress and New Year for the Chamber. Passed out plan of action and annual report for 2018, and Chamber App card. Would like to discuss ideas for the app and promoting membership.

- b. Ken Brengle reviewed mission, vision and value statement; want to be a leadership organization - nt to be a champion for the local business community. Reviewed recent change to fiscal year to match town and MLT - current officers will serve full 18-month term. Reviewed Board of Directors and current remaining lengths on terms. Current officers: Camille Miller (President), Rich Sanfillippo (President Elect), Andrea Walker (Vice President), Tina Garcia (Treasurer); immediate past president is currently vacant with the departure of Jeff Gillory. Reviewed chairs of the committees. Reviewed 2017 accomplishments: Board planning session - developed 3 organizational goal; Customer service training and Business consulting made possible through USDA grant and now through increased support from MLT; changes in staff - new Executive Director and promotion of Assistant Director; initiated group health insurance program; conducted first virtual job fair.
- c. Jessica Kennedy, Assistant Director, reviewed Business retention and expansion survey; growth in annual events like 4th of July parade and Wedding & Event Expo; growth in monthly community events; work on the Inyo Mono Broadband consortium expanding broadband service; membership survey done at the end of 2017 - 40% response rate; reviewed responses in more specific detail.
- d. Ken Brengle reviewed 2018 Plan of Action: grow governmental affairs committee; further promote Chamber App; continue involvement with workforce housing development & issues; redesign customer service training and business consulting program; activating 501c3 Mammoth Community Foundation for use in assisting with possible housing solutions. Jessica Kennedy, finished plan of action for 2018 - BR&E survey, redesign of the website, organizing and continued grown with annual and monthly events, continue to expand and grow communications platform.
- e. Sean Turner asked where we are at with events?
 - i. John Urdi responded that special events are not something that will fall under the Chamber; it is with MLT. And it is currently on hold until TBID has been resolved and the funding streams are clear. Brent Truax emphasized that as soon as the TBID is approved we will re-discuss the Special Events position, and stated its possible that will be at the April Board meeting if all the petitions are signed. Scott McGuire asked about specific timing for strategic plan for events, with concern expressed in regards to delayed activation for Special events. Sean Turner restated that he would like to keep this topic in the forefront of everyone's mind, even though he understands it has to be on hold until funding is determined. There was a conversation about whether or not the strategic plan for events will need to be revisited depending on what happens with the TBID. Brent Truax stated that would come back before the Board once a funding source has been determined. The Board then had a conversation about overall budgeting and strategy sessions, timing for budget/strategy decision making. Eric Clark suggested that it seemed a majority of the Board would like to have a strategy presentation in April with a budget presentation in May. Scott McGuire agreed that is what he would like to see. Brent Truax brought the Board conversation back to the agenda item of the Chamber update but stated he would also look at that for future agenda.

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

- 1. Marketing Update – John Urdi reviewed upcoming timeline for budget and strategy session originally set for May meeting. Were looking to run on a parallel path but can look to present the strategy first and then budget after. Need to make sure that involved partners can work on that same timeline and turn the strategy around in the next month.
 - a. Scott McGuire asked that this Board approve the strategy first and then staff comes back with budget against that strategy.
 - b. Brent Truax what I am hearing and can support, as long as staff has enough time to prepare the report, is to hear the strategy first in April and then come back with budget after.
 - c. Sean Turner also supportive of hearing strategy first. Not at the same time.
 - d. Brent Truax brought the conversation back to the agenda and stated that he would agendize this conversation topic for a future meeting. Scott McGuire asked when the Board could expect that meeting to take place. Brent Truax stated he would email the Board with follow up timing.
 - e. John Urdi reviewed Kings campaign - launching as soon as agreement finalized. Mountain Travel Symposium, in Lake Tahoe this year; MLT will be featured in a presentation on TBIDs, another presentation with our virtual reality video, and then finally in a presentation from Google street views where they are using data from trails to orient people and show them more detail on

specific outdoor recreation opportunities. Josh Wray was with them last week and did some really cool skiing with a 360 camera to show off street view on the mountains. Attending a number of trade shows over the next few months; great reception so far with the virtual reality video. Whitney will be in DC with US Travel second week of March and Michael is in Berlin with ITB - one of the largest trade shows in the world.

2. Communications/PR –Lara Kaylor updated the Board on PR coverage report from Grand Prix and the Olympics. Mammoth Lakes and Mammoth Mountain received 3.09 billion estimated impressions over that time; great coverage - translates into about \$44.5 million in ad value. The Mammoth Trampoline Club got a specific piece featured on NBC during the Olympics. In house we have street light banners, celebrating our athletes and their hard work. Also, celebratory proclamation will be issued by the Town Council at the March 21 meeting. Closed Escrow on The Crib location; will be heading there after the meeting for the Board to see the new space.
 - a. Scott McGuire: It would be interesting to see google search analytics for Mammoth Lakes globally during that period of time, excluding since the avalanche. It would be interesting to benchmark. Especially if we see people from a certain region, and we can leverage the ikon pass to drive visitation.
3. Air Service Update – John Urdi reviewed current statistics for air service. Pacing well ahead of last year in all markets. Tough week last week with cancellations Thursday and Friday; they did get San Francisco in. Service flies through April 2nd; we are seeing more numbers flying in but at a lower rate, so our subsidy has been higher. We haven't seen exact numbers yet past January for Alaska and December for United, so hard to judge exactly. Summer will still be set for one flight

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

1. TOT & TBID – review previous months results; For TOT- continue to be ok compared to last year- the month of December is now just .6% behind last year and January is currently only 7% to last year, it is currently the third largest month on record (the bottom agenda highlights are wrong). February, March and April probably will be slightly behind last year, but do think we will still pace ahead of budget. Looking at the 2004-2015 timeframe, the TOT average over those ten years was \$10.5 million; so far in the first seven months we are at \$10.4 million. For TBID, 3.86% behind plan; January was behind \$108,000; and just like TOT I would guess that February, March and April will be slightly behind as well.

2. Cash Flow and CDARS info –

1. Measure A checking account = \$1.7 million dollars; Summer subsidy came in at \$845,000 - County is pitching in \$35,000, \$500,000 will come from TBID and \$310,000 will come from Measure A, so these numbers will change.
2. TBID account = \$951,000; Both Savings accounts are still just over \$5,000
3. In CDs: Measure A = \$1.25 million; TBID = \$2.5 million; \$500,000 will go back into the general accounts from subsidy savings last year that we invested this year.

3. P&L Reports - sent to the Board; lateness continues to be due to the delay in getting TBID numbers from the Town

4. Financial Audit – John Morris gave a report to the Board from the Financial Audit. Basically, we received an A+ in how MLT's business is being conducted. In terms of difficulties, they encountered none; they found no misstatements or disagreements in information that was asked for. There were no transactions that were significant and unusual or transactions that lacked authoritative guidance or consensus. Successful job in record keeping and booking keeping.

5. Budget Timing - will be re-addressed and be back with the Board.

11. **MMSA Update – Eric Clark** – Ikon Pass has gone on sale as of Tuesday. Two products: full and base product. Mammoth has been added to the base product -unlimited days at Mammoth with blackout days. Avalanche response was a great community response. Within 15 minutes a full search effort was in place and all the community response teams were a great help.

12. Key Takeaways

1. **January came in at \$2,469,758 down from the previous record (2016) by -\$186,752 which is 7% (January 2018 is the second highest TOT collection month EVER – behind January last year)**
2. **YTD TOT is +\$28,009 to the previous record (2016) and +\$3,135,720 to 2017-18 TOT budget YTD**

Future Meeting Dates: Next scheduled Board Meeting for **Wednesday April 4, 2018** from 1-3:00pm Suite Z - John will be traveling to Mountain Ventures Summit on this day and so it was requested to move the meeting to the day before, Tuesday, April 3, 2018. Pending room availability. Both Eric Clark and Scott McGuire stated that if rescheduling is necessary that the strategy conversation be taken into account and tried to be worked in if possible. Dates will be looked at and Brent Truax or John Urdi will get back to the Board.

Meeting adjourned at 3:10pm