

## MAMMOTH LAKES TOURISM BOARD

### MINUTES OF REGULAR MEETING

OCTOBER 3, 2018

a. Call Meeting to Order

The Vice Chair called the meeting to order at 1:03 p.m.

b. Roll Call

Vice Chairman Brent Truax, Treasurer John Morris, Secretary Sean Turner, and Board members Kirk Schaubmayer, Michael Ledesma, Eric Clark, and Paul Rudder were in attendance. Chairman Scott McGuire and Mayor Cleland Hoff were absent.

Chairman Scott McGuire and Mayor Cleland Hoff were absent.

c. Board Member Comments/Board External Committee Reports/Agenda Additions

Secretary Turner said that he wanted an annual survey to be given to TBID contributing businesses regarding their opinion about how the TBID was serving them.

Board member Rudder said that he supported Secretary Turner's proposal.

Board member Ledesma reported on two new restaurants that were recently opened in Town, Elixir and the Warming Hut.

Treasurer Morris announced that Snowcreek and Sierra Star Golf Courses would be closing this weekend.

Vice Chair Truax said that he was visiting rural Wyoming and several people had thanked him for being there; he noted that small things do matter.

Executive Director John Urdi said that there was an addition to the agenda due to the need to convene the Ad Hoc Committee for TBID Repeals. Treasurer Morris noted that the addition would be added as Item #7 under new business.

d. Public Comment

Kevin Green reported on data regarding paid ticketed events, specifically music festivals. He proposed components of the development of a plan between the Town, Mountain, and Mammoth Lakes Tourism. There was discussion among members of the Board and Mr. Green.

e. Minutes

Approval of meeting minutes from September 11th (regular BOD meeting) and executive session on August 29th  
two attachments

Secretary Turner noted that the August 29, 2018 minutes title needed to be changed to an executive committee meeting instead of a monthly Board meeting.

ACTION:

It was moved by Eric Clark, seconded by Paul Rudder, and carried by a 6 - 0 voice vote to with Chairman Scott McGuire and Mayor Cleland Hoff absent and Vice Chair Brent Truax abstaining, approve the August 29, 2018 minutes, as amended.

ACTION:

It was moved by Secretary Sean Turner, seconded by Eric Clark, and carried by a 7 - 0 voice vote to with Chairman Scott McGuire and Mayor Cleland Hoff absent, approve the minutes of September 11, 2018.

f. New Business

1. Air Service Incremental Budget Breakdown 30 minutes  
Amanda Moul, Mering Carson - attached

a. Review of proposed incremental winter air service advertising as approved at the September Board of Directors meeting. This will outline the incremental marketing efforts that will be done to promote winter air service in new markets as well as reinforcement of existing markets.

b. Incremental budget spend amount was approved at the September board meeting so this is just a follow up presentation to show budget allocations  
no vote needed but discussion welcome.

Executive Director John Urdi introduced Amanda Moul from MeringCarson.

Ms. Moul announced that Mammoth Lakes Tourism had won two more awards for their campaigns. She outlined the information in the Memo. There was discussion among members of the Board, Ms. Moul, and staff.

2. 2018-19 Winter Air Service Schedule 5 minutes  
two attachments

a. Chart of arrival and departure times from each market and airline serving MMH this winter.  
Please note that some markets have varying schedule times during the course of the winter.

Executive Director John Urdi outlined the information in the attachments. There was discussion among members of the Board and staff.

3. Contracts 10 minutes

a. LA Kings partnership - September BOD meeting request for Point of View from Mering Carson  
for discussion  
Handout at meeting  
to be attached to online packet digitally when possible

Executive Director John Urdi outlined the information in the handout. There was discussion among members of the Board, staff, and Ms. Moul.

- b. 2018 Mering Carson contract outlining marketing spending for the 2018-19 fiscal year for discussion and vote to accept attached

Executive Director John Urdi outlined the information in the attachment.

There was discussion among members of the Board and staff.

**ACTION:**

It was moved by Paul Rudder, seconded by Kirk Schaubmayer, and carried by a 7 - 0 voice vote to with Chairman Scott McGuire and Mayor Cleland Hoff absent, approve the new contract with MeringCarson, as amended.

4. Special Event Policy Discussion 10 minutes
  - a. Board discussion regarding setting future policy and procedure for event support (event acquisition, funding and marketing)
  - b. Caroline Casey joining MLT October 15th and should take lead on this with research review of policies from other areas followed by a recommendation to the board.

Executive Director John Urdi reported that the discussion regarding policies and procedures for event support would be deferred until newly hired Special Events Coordinator Caroline Casey joined the team. There was discussion among members of the Board and staff.

5. Executive Director Annual Performance Review 5 minutes
  - a. Assignment of board members to review Executive Director performance for fiscal 2017-18
  - b. Recommendation from Board Chair that this be done by Executive Committee
  - c. Discussion and vote on appointment of performance review committee.

There was discussion among members of the Board regarding the appointment of the Executive Committee or an Ad Hoc Committee to review the executive director's performance.

**ACTION:**

It was moved by Paul Rudder, seconded by Secretary Sean Turner, and carried by a 7 - 0 voice vote to with Chairman Scott McGuire and Mayor Cleland Hoff absent, approve an ad hoc committee consisting of John Morris, Sean Turner, Eric Clark, and Paul Rudder to review the performance of the Executive Director for fiscal year 2017-18.

6. MLT By Laws for Review - attached
  - a. By Laws were last reviewed and revised 12-23-13 to incorporate adjustments for the TBID but should be reviewed again to reflect current challenges and opportunities.
  - b. Should an ad hoc By Law review committee be formed by the MLT board?
  - c. If an ad hoc committee is not appointed, proposal is to bring back board member comments regarding suggested adjustments or clarifications to the By Laws to a future MLT Board meeting.
  - d. Particular focus should be on role of executive committee, board member code of conduct and other procedures for operation of the organization.

Treasurer John Morris outlined the information in the staff report. There was discussion among members of the Board and staff.

ACTION:

It was moved by Michael Ledesma, seconded by Secretary Sean Turner, and carried by a 7 - 0 voice vote to with Chairman Scott McGuire and Mayor Cleland Hoff absent, appoint Scott McGuire, Brent Truax, and Paul Rudder to an ad hoc committee to review the bylaws.

7. TBID Appeals Ad Hoc Committee

This was an urgency item that was added to the agenda.

Executive Director John Urdi outlined the need for the committee. There was discussion among members of the Board and staff.

ACTION:

It was moved by Paul Rudder, seconded by Michael Ledesma, and carried by a 7 - 0 voice vote to with Chairman Scott McGuire and Mayor Cleland Hoff absent, appoint John Morris, Michael Ledesma, and Sean Turner to the Ad Hoc TBID Appeals Committee.

- g. MLT Team Presentation  
20 minutes  
Lara Kaylor - attached  
High Altitude Training Crib Report  
presentation about the progress and success of the new elite athlete training condo MLT purchase back in May 2018.  
Department Updates  
A brief recap of past, current and future efforts of each department - 5 minutes  
Lara Kaylor  
Communications update  
Ken Brengle  
Chamber of Commerce update  
John Urdi  
Staffing update

Michael Vanderhurst  
Traveling India and Korea on a Visit California Sales Mission

Director of Communications Lara Kaylor gave a presentation outlining the Mammoth Lakes Crib Update. There was discussion among members of the Board and staff.

Director of Communications Lara Kaylor gave the communications update.

Executive Director of the Chamber of Commerce Ken Brengle gave the Chamber of Commerce update.

Executive Director of Mammoth Lakes Tourism John Urdi gave a staffing update. Mr. Urdi asked for four Board members to participate in Skype interviews at the end of next week for the Director of Marketing position. Scott McGuire, Eric Clark, Michael Ledesma, and Sean Turner agreed to participate in the interviews.

- h. Financial Reports  
An update regarding the financial health of the organization  
5 Minutes
- 1. TOT & TBID review previous months results  
TOT info attached
  - a. TOT for August \$1,453,427 which is +\$319342 and +37% to budget. -\$116,768 and -7.4% to LY
  - b. YTD TOT is \$971,768 and 43% ahead of budget and -115,077 and 3% to LY record pace
  - c. TBID for August not available at posting time  
will report numbers at 10-3 meeting
- 2. Cash Flow and CDARS info discussion of current bank balances and reserve account activity (as of 9-27)
  - a. CDARS Balances Measure A \$800,321.04 & TBID \$2,001,440.57m
  - b. Measure A Checking = \$1,179,820.99
  - c. Measure A Savings = \$5,011.46
  - d. TBID Checking = \$ 1,310,439.43
  - e. TBID Savings = \$5,006.90
- 3. Joint Bucket Funds estimated balance in the MLT/ Town Council Joint Reserve Bucket
  - a. \$175,666 FY through August 2018 - total available in this account is roughly \$545,927 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

\$545,927k)

4. P&L Reports Questions from the board regarding MLT financials not available at time of posting

Executive Director John Urdi outlined the TOT and TBID year to date numbers, the joint bucket funds, and the cash flow. There was discussion among members of the Board and staff.

- i. Mammoth Resorts Update  
Eric Clark  
5 minutes

Eric Clark gave an update regarding Mammoth Resorts. There was discussion among members of the Board.

- k. Key Takeaways

1. August came in at \$1,453,342 which is ahead of budget 37% at +\$391,342 and -7.4% at - \$116,768 behind last year's record of \$1,570,110
2. YTD TOT is \$971,768 ahead of budget which is 43% and behind last year by \$115,007 which is 3% Future Meeting Dates: Next scheduled Board Meeting for Wednesday November 7, 2018 from 1-3:00pm Suite Z

Executive Director John Urdi reviewed the key takeaways and upcoming meeting dates.

- j. Closed Session  
30 minutes  
MLT Legal Counsel Tim Sanford to attend at 3:00pm

- e. CONFERENCE WITH LEGAL COUNSEL?ANTICIPATED LITIGATION  
Initiation of litigation pursuant to paragraph (4) of subdivision (d) of Government Code Section 54956.9: (One case)

At 3:04 p.m. the Treasurer 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 left the meeting at 3:04 p.m.

- f. Chairman to report out on closed session

The Board returned from closed session at 3:27 p.m. and the Treasurer announced that there was no reportable action taken.

The Board adjourned the meeting at 3:27 p.m.

Respectfully submitted,

Jamie Gray  
Town Clerk