



Mammoth Lakes Tourism Special Board Meeting

Monday, April 24, 2017

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

8:30 – 10:00 am at The Westin – Gallery

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

Meeting Agenda

1. **Call Meeting to Order** – John Morris, Board Chair
2. **Roll Call** – **John Morris** – *Chairman* (Lodging June 2018 3-year term), **Kirk Schaubmayer** – *Vice Chairman* (Lodging June 2018), **Brent Truax** – *Treasurer* (Chamber no term), **Michael Ledesma** – *Secretary* (Restaurant June 2017 3-year term), **Colin Fernie** (Town Council no term), **Sean Turner** (Retail June 2017 3-year term), **Erik Forsell** (MMSA no term), **Paul Rudder** (At-Large June 2017), **Scott McGuire** (At-Large June 2018)

Morris, Schaubmayer, Truax, no Ledesma, no Fernie, Turner, Forsell on phone, Rudder here, McGuire here
3. **Board Member Comments/Reports/Agenda Additions** - none
4. **Public Comment** – Please limit to three minutes or less - none
5. **Minutes** – Waive approval until the May 9th general board meeting
6. **MLT Presentation** – MeringCarson executive level board review of paid campaign direction

Attendees: Dave Mering – MeringCarson, Lori Bartle

- **2017-2018 Strategy**
- As budget has gone up, awareness has gone up as well
- Data provided by SMARI – well known and trustworthy
 - They do research for Visit California
- Awareness growth – most recent ROI data
 - New numbers in August of this year
 - For every dollar invested in marketing, \$262 were returned back to community, 24% increase over 2014-15 year – this is the high end for all of their clients
 - Economic and seasonal impact – criticism comes from how do we prove this?
- Ads are strong at generating desire to ML
- Program consists of brand video, native/rich media/display, search and social
 - Out of home presence, radio, influencer marketing – tapping into all channels
- Impressions delivery by season – winter, spring/summer, fall – delivered more impressions to winter
- More room to grow summer/fall/spring than winter – more potential for growth
- Motivation research
- Travel trends – the “new explorers” – great outdoors is its own rich source of culture
- Mindful optimization
- Combined insight – based on research two things come together
 - Feeling of awe – being in the presence of something larger than yourself
 - Mother nature’s adventureland
- Content is needed to move people through funnel from awareness to consideration
 - Millennials are familiar with native content – they approve of it
 - They know it’s an ad, but read it bc it’s editorial – says sponsored content

- Business objectives
 - 10 months of viability
 - consistent visitor base
 - supporting air service and driving traffic
- Strategic priorities for the 17/18 year
 - Consistent to last year
 - Build visitation from key feeder markets, drive midweek and year round business, make use of seasonal opportunities, expanded targets related to seasons, content distribution
 - Continue to drive positive ROI
 - STRATEGIES
 - Intrinsic/intangible quality of destination
- Origin of visitors – some investment in key markets is taking hold
 - Overall awareness across the board in LA, CA and NV – shaping and driving visitation through market selection
- Drive midweek visits
 - #PTOmg
 - Every day can be legendary
 - Further leverage with airline partnerships and midweek flights
- Paid ad budget 26% fall, 33% winter, 41% summer – recommending to continue with the same mix
- Sean Turner – why not spring
 - Urdi – hard to know what to talk about for spring – what activities
 - Dave mering – there’s year round coverage, just not specific paid campaigns for it
- Older demographic is the “awe”
- People – outdoor active with kids (summer), outdoor passive without kids (summer and fall), snowsporter with kids, snowsporters without kids, snowboarder, extreme enthusiasts (year round)
- Content distribution
- Outdoor executions
 - Make your summer really real, no small adventure billboards
 - Flight messaging in San Francisco
 - Outside magazine – find their content and run our native content/rich media connected to it
- Influencer screenshots – more coming this summer – Lonely Planet etc
- Branded video content – other side of content/consumption conversation
 - Impact of video content – leisure travelers look at video throughout all stages of their journey, driving/influencing bookings – very important!
 - Hero video content – represent year round visitation
 - 360 degrees of adventure – working on project
 - Storyboard – start with key couple/talent, follow them through their journey through all the seasons – start in winter, summer, fall, spring, etc. – camera goes underwater, etc.
 - The winter, the wild and the wonder, the 360 degree experience
- Health benefits of awe, restoration, renewal, mind/body/joy
- John Muir idea for the fall – his steps, his adventures, John Muir: 1,000 steps
 - Where can 1000 steps take you in Mammoth Lakes
- **Q&A following the presentation**
 - Sean Turner – this info tells our story, it gets local businesses involved so we can all talk the same message – criticism for 360 degree video price tag
 - Lara – being able to show to community will show them what’s going on
 - Sean – win some awards with this
 - Dave Mering - So many opportunities for VR video – lives over a period of time, trade shows, experience, etc.
 - Sean Turner – where is Mammoth Lakes question – southern CA knows about us, they have a simple map that shows where we – drive time to get here
 - Don’t like “No Small Adventure”, big fan of “Mammoth Stories” hashtag

- Sean Turner – ROI, how can we defend this?
 - Dave Mering – \$262 ROI – saw the ad, did you actually go, how much did you spend – it’s a post-trip assessment not a projection - it’s that simple, not speculative
 - ROI number is linked to whether we should renew the TBID
 - Board needs this info in sound byte form so board can spread the message
 - Locals, business owners, etc.
- Brent Truax – criticism on TBID is winter saved itself this year
 - Small percentage of people are critical – most people think it’s a good thing
 - Dave Mering – Visit CA comes out with a video – constituents who are talking about VCA programs and how they work – step back and let community show you’re succeeding
- Scott McGuire – look at actual tip increase – show how businesses are doing – we’ve hired this many more maids, etc. businesses not closing for shoulder season – emotional response for people on the ground
- John Morris – invite people here, town doesn’t do anything, MLT brings them X dollars of extra money, town needs to be pressured to spend it in the right ways to improve visitor experience
- Brent Truax – should we be incorporating “this is a great place to start your business” - relocate your business here, employees can work/play, etc.
 - Not what we asked MC to work on, but we should be looking at this
 - Urdi – need to be cautious about inviting people to a party that’s impossible
 - Urdi – speaks to Ken’s goals and Jessica’s new role to at least make expectations realistic if we can’t get the town any more streamlined
 - McGuire – Chamber should connect with tourists with businesses – would stay for a Chamber mixer, Power Lunch, etc. – business culture could be elevated – get tourists involved, bring business/professional mindset here
- McGuire – many people consider themselves local even if they don’t live here
 - Keep “awe” word – it’s on the rise
- Paul Rudder – business owners should get a newsletter re MLT stuff and TBID
- Lara – only media who ran event site press release was Sierra Wave
- Whitney Lennon – how can we better communicate?
- John Morris – locals are doing better, more money to go out, better midweek traffic, etc.

- **2017-2018 Creative Concepts**
 - **Q&A following the presentation**

7. New Business

Meeting adjourned 10:19 am

Future Meeting Dates: Next scheduled Board Meeting for Tuesday, May 9th from 1-3:30pm Suite Z