Mammoth Lakes Tourism Monthly Board Meeting

Wednesday November 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/zxanpoyiv7md9t/AAB-aHpEDShkXC2UnH79_hRJa?dl=0

Meeting Agenda

a. Call Meeting to Order – Scott McGuire, Board Chairman

b. Roll Call – Scott McGuire - Chairman (At-Large June 2020 2-year term) Brent Truax – Vice-Chairman (Chamber no term), John Morris – Treasurer (Lodging June 2021 3-year term), Sean Turner - Secretary (Retail June 2020 3-year term), Kirk Schaubmayer – (Lodging June 2020 2-year term), Michael Ledesma – (Restaurant June 2020 3-year term), Mayor Cleland Hoff (Town Council no term), Eric Clark (MMSA no term), Paul Rudder (At-Large June 2019 2-year term),

Board Member Comments/Board External Committee Reports/Agenda Additions

d. Public Comment – Please limit to three minutes or less

e. Minutes – Approval of meeting minutes from September 26th (Special Meeting), October 3rd (Regular Meeting) and October 18th (Closed Session) – three attachments

f. New Business

1. Assign leadership, board reps and scheduling for AdHoc committee meetings:
   a. MLT By Laws
   b. MLT & TOML Contract
   c. TBID Appeals Panel #2 (Need three MLT board members to meet week of November 12th)
   d. Executive Director 2017-18 Performance Review (Morris, Turner, Clark & Rudder)
   e. Executive Director Contract Renewal (Truax and Ledesma)

2. TBID Appeals
   a. Ad hoc group met to finalize TBID appeal process and reviewed 12 appealing businesses. Some were asked to provide more information; others were approved for Tiers 2 and 3.
      i. Exempt business from 2013-18 TBID will again be exempt (non-profits, service etc.)
      ii. P&L reports will be admissible for Tier 2 and 3 appealing based on gross revenues
      iii. “Service” businesses with minimal retail (hair salons) will be considered service not retail
      iv. Those businesses who collected data to show majority from 93546 will need to collect data in January and May of 2019 and again in 2021 to appeal

g. Mering Carson Presentation – 45+ minutes – Amanda Moul and Dave Mering

h. 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
   Caroline Casey – Special Events update
   Michael Vanderhurst – Traveling World Travel Market in London

i. 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 September $977,424 which is +236,424 and +32% to budget. -$72,613 and -6.9% to LY
b. YTD TOT is $1,253,896 and 42% ahead of budget and -$141,987 and 3% to LY YTD  
c. TBID for September not available at posting time – will report numbers at 11-7 meeting

2. Cash Flow and CDARS info – discussion of current bank balances & reserve account activity (as of 10-29)  
a. CDARS Balances Measure A $800,321.04 & TBID $2,001,440.57m 
b. Measure A Checking = $749,217.90  
c. Measure A Savings = $5,011.58  
d. TBID Checking = $810,457.08  
e. TBID Savings = $5,007.02

3. Joint Bucket Funds – estimated balance in the MLT/ Town Council Joint Reserve Bucket  
a. $226,666 FY through September 2018 - total available in this account is roughly $596,927 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 $596,927)

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

j. Mammoth Resorts Update – Eric Clark – 5 minutes

k. Closed Session – 30 minutes – MLT Legal Counsel Tim Sanford to attend at 2:30pm  
a. CONFERENCE WITH LEGAL COUNSEL—ANTICIPATED LITIGATION  
   Initiation of litigation pursuant to paragraph (4) of subdivision (d) of Government Code Section 54956.9: (One case)  
b. Chairman to report out on closed session

l. Key Takeaways  
   1. September $977,424 which is +236,424 and +32% to budget. -$72,613 and -6.9% to LY  
   2. YTD TOT is $1,253,896 and 42% ahead of budget and -$141,987 and 3% to LY YTD

Future Meeting Dates: Next scheduled Board Meeting for Wednesday December 5, 2018 but Executive Director is out of town that week so we need to set a new date for the December meeting -
Mammoth Lakes Tourism Board Special Meeting

Wednesday, September 26, 2018 - 1:30-3:30pm in Suite Z

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

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Meeting Agenda

1. Call Meeting to Order – Brent Truax, Vice Chairman, called the meeting to order at 1:31pm.


3. Board Member Comments/Board External Committee Reports/Agenda Additions
   a. Michael Ledesma congratulated the Schaubmayers, the Needs for an amazing Oktoberfest that seems to grow every year. Thank you for the commitment to the shoulder season festival.
   b. Mayor Cleland Hoff stated she had a copy of the Grand Jury response from the Town of Mammoth Lakes for anyone interested. John Urdi stated Mammoth Lakes Tourism’s portion of the response was included in last meeting’s agenda packet. This was a response from both entities together.

4. Public Comment –
   a. Paul Rudder made a comment as a member of the public, not a Board member. Event this weekend at the new Polo Event Center, Hot Havana Nights. Benefits Mono County Arts Council and Mammoth Lakes Foundation Theater program. Live Music, games, food, drink. Starts at 7pm.

5. Minutes – Tabled until regular October 3rd Board Meeting

6. New Business
   1. Executive Committee Member Evaluation – Brent Truax announced that Treasurer John Morris will run the meeting for this portion. Mr. Truax then turned the meeting over to Mr. Morris.
      a. Review of questions and answers regarding communications and conflict of interest - attached - John Morris stated he hoped all had a chance to review and then opened the floor for questions or discussion. The Board had a discussion - general discussion that there were no further questions for Brent, errors seemed inadvertent and perception of transparency disappointing but something to strive to clear up in the community.
      b. Discussion and vote on appointment of board vice-chairman position; John Morris explained that the Board is being asked to vote on removing Brent Truax from his position on the Executive Committee and if so, there would then be a discussion and vote to nominate someone new into that position. John Morris asked for discussion on removing Brent Truax from the Executive Committee. The Board had a discussion about the bylaws and agreed to a future discussion reviewing the bylaws further. Sean Turner asked that discussion also include a review of special event policies given the upcoming addition of Caroline Casey, Director of Special Events, to the team. Paul Rudder made a motion to table the vote until the next meeting due to the fact that Chairman Scott McGuire is not present. No second for Mr. Rudder’s motion. There was an affirmation that Scott McGuire requested the conversation to move forward regardless of his attendance. Paul Rudder withdrew his motion. Mayor Cleland Hoff makes a motion to accept discussion and written information provided by Mr. Truax and the representations made by all the Board to act with integrity in all that we do; to consider this matter adequately addressed and closed. Brent Truax volunteered to step away from the Air Service committee.
Clarification from the Board is that the discussion will conclude without a vote of removal from the executive committee. Sean Turner seconded the motion. Brent Truax abstained from voting. Unanimous otherwise.

2. Closed Session – 45 minutes – MLT Legal Counsel Tim Sanford to attend - Treasurer John Morris turned the meeting back over to Vice Chairman Brent Truax, who announced the Board would go into closed session at 2:10 pm. Sean Turner stated he would be recusing himself and not joining the Board in closed session, as he is actively pursuing a contract for Bluesapalooza 2019. John Morris left the meeting at 3:09 pm.
   a. CONFERENCE WITH LEGAL COUNSEL—ANTICIPATED LITIGATION
      Initiation of litigation pursuant to paragraph (4) of subdivision (d) of Government Code Section 54956.9: (One case)

3. Chairman to report out on closed session - The Board returned from closed session at 3:22 pm. Vice Chairman Brent Truax reported there was nothing to report from closed session. The meeting was adjourned.

Future Meeting Dates: Next scheduled Board Meeting for Wednesday October 3, 2018 from 1-3:00pm Suite Z
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.

ACTIONS:

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.

ACTIONS:

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
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
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 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
Meeting Agenda

a. **Call Meeting to Order** – Scott McGuire, Board Chairman

b. **Roll Call** – **Present** - Brent Truax, John Morris, Sean Turner, Kirk Schaubmayer, Michael Ledesma, Mayor Cleland Hoff, Eric Clark, Paul Rudder.
   **Absent** - Scott McGuire

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

d. **Closed Session** – MLT Legal Counsel Tim Sanford to attend
   a. **CONFERENCE WITH LEGAL COUNSEL**—**ANTICIPATED LITIGATION**
      Initiation of litigation pursuant to paragraph (4) of subdivision (d) of Government Code Section 54956.9: (One case)
   b. Chairman to report out on closed session; Chairman Scott McGuire was absent – Vice Chairman Brent Truax led the closed session and reported out from closed session in his place. Brent Truax stated that the Board has given direction to legal counsel to initiate legal action. An action has been given and the action, the defendants and the other particulars shall, once formally commenced, be disclosed to any person upon inquiry unless to do so would jeopardize the agency’s ability to effectuate service of process or that to do so would jeopardize its ability to include existing settlement negotiations. Board member, Mayor Cleland Hoff abstained from voting on this matter.

**Future Meeting Dates**: Next scheduled Board Meeting for **Wednesday November 7, 2018** from 1-3:00pm Suite Z
## 1. TOT REVENUE COLLECTIONS by FISCAL year

### FY 2000-2007

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<th>Year</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
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</tbody>
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**TOT collection as % of Full Year**
- 6.6% 6.6%
- 14.0% 12.0%
- 18.2% 20.7%
- 23.6% 38.7%
- 56.3% 72.8%
- 93.7% 96.2%

**% change from prior year**
- 2018-2019...