



Mammoth Lakes Tourism Monthly Board Meeting
Thursday - January 10, 2019 - 1:00-3:00pm in Suite Z – NOTE NEW DAY AND DATE
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 1:17 pm), Mayor Cleland Hoff, Eric Clark and Paul Rudder.
- c. **Board Member Comments** –
 - a. There was a request from the Board for an update regarding Mammoth Lakes Recreation (MLR). Scott McGuire gave an update to the Board. Several changes to the organization: Tom Johnson, previously the Chairman of the MLR Board, has left Mammoth Lakes and David Page has been appointed Chair. Kim Anaclerio has joined the staff of MLR, replacing Emily Woods. MLR has filled the Eastern Sierra Sustainable recreation position. Executive Director Matt McClain is currently out with a health issue. There are also two Board seats open on the MLR Board – one from the Ski area, and one representing the Hispanic community. Sean Turner asked for an update on the Disc golf course. Scott McGuire gave an update on that process.
- d. **Public Comment** – None.
- e. **Minutes** – Approval of board meeting minutes from December 13th -
ACTION: It was moved by Brent Truax, seconded by Mayor Cleland Hoff, and carried by a 8-0 voice vote with Board member Michael Ledesma absent, to approve the minutes of December 13th, 2018 regular meeting.
- f. **Presentation** – Hayes Haislip – Wayfinding Signage update (FYI MLT Board approved \$350,000 in Measure A Reserve funding at our August 1, 2018 meeting Clark Motion/Morris Second passed Unanimously) – *(Michael Ledesma arrived at 1:17 pm during the presentation)*
 - a. This same presentation will be given to Town Council at the next meeting. Hayes Haislip gave an overview of the history of the project and phase 1, currently being worked on, and future phases/timeline for installation.
- g. **New Business**
 1. Staffing Change - Special thanks to Josh Wray for nearly four years at MLT and best wishes
 2. Government Shutdown/Welcome Center Update: 7 day a week coverage in our office; Thanks to Gordon Martin for working with us to continue Visitor services; Thanks to Jeff Gabriel and ESIA for staffing; Thanks to our cleaning team Ms. Clean for taking the bathrooms; Thanks to Town for helping plow our parking lots.
 3. 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; Dan Holler is out until January 25th – Dan would like to take contract, that council has already seen, to council to make it a multi-year. Still more details to work out.
 - c. TBID Survey – Sean (lead), Michael & Kirk – no update
 4. Operation Snow Blitz – John Urdi reviewed the performance of campaign below. After the Board members had a discussion about their own business performance during the holidays.
 - a. \$250,000 approved – total of \$188,530 actually spent (funds have been received from the TOML)
 - b. Blitz was run from November 22 – December 24
 - c. \$56,000 on Google Display Network, \$122,529.58 on Social Media & \$10,000 on agency fees (80 hrs)
 - d. GDN Impressions 12,104,471 – CTR .78% (goal .95%) and CPC \$.60 (goal \$.80)
 - e. Facebook (Awareness) Impressions 9,159,462 – CTR .11% (goal .10%) – CPC \$7.72 (goal \$8.00)

- f. Facebook (Traffic-driving) Impressions 4,746,999 – CTR .56% (goal .5%) – CPC \$1.78 (goal \$3.00)
- g. Total of 61% was dedicated to Awareness and 39% to retargeting to past Mammoth Lakes guests
- h. Message was updated as often as new snowfall occurred to drive interest in Mammoth Lakes
- i. MLT will incorporate this plan into our budget for 2019-20
- j. \$61,470 was returned to the Joint Reserve Account held between MLT board & Town Council

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

Lara Kaylor – Communications update: 3 USSA athletes, all former Olympians, producing winter content for The Crib. Clif Bar has a ski team that may come to stay in The Crib in late February or March – big ski names. Winter going well. Lots of media visits over the last month and through this month.

Ken Brengle – Chamber of Commerce update: Jeremy Goico was elected by the Chamber board to fill the Chamber seat on the MLT Board at the July 3rd Board of Directors meeting. Working on Workforce housing plan in conjunction with Town efforts based on what the Housing Action plan identified for the Chamber to do. Successful virtual job fair this fall. Will also be looking to do one in the spring for summer employees.

Also, ribbon cutting for new owner of Tailwaggers at 4:30 p.m.

Caroline Casey – Special Events update: reviewed status of special events since she started and applications for funding process. Reviewed other activities like 365 days of awesome poster and other initiatives for summer. Posters to be distributed starting next week sometime.

Michael Vanderhurst – International Sales Update: reviewed incoming FAMs, as well as communications around the globe about snow and ikon pass.

Matt Gebo – Marketing Update: reviewed status since coming on board, looking to replace Josh Wray.

The Board moved to item j. Financial Reports following department updates.

i. Executive Director Performance Review and Contract – John Morris gave an update to the Board. Distributed copies of review questionnaire to members of the Board.

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

The Board had a discussion regarding the Executive Director’s performance review for FY17/18, ending June 2018. John Morris reviewed a proposal for bonus based on last year’s TOT collections. The Board had a discussion about the Executive Director review, contract and bonus, including possible new metrics for the Executive Director. Paul Rudder asked that the Board’s legal team review the possibility of a discretionary bonus, given the funds are public.

ACTION: It was moved by Eric Clark, seconded by Mayor Cleland Hoff, and carried by a 9-0 voice vote, to ask the Performance Review Committee to research previous discussions on new metrics, work with Executive Director on form and function of new metrics, and reach out to legal counsel on question regarding a discretionary bonus of public funds and come back to the Board with a secondary recommendation.

The committee consists of John Morris, Sean Turner, Eric Clark and Paul Rudder; Brent Truax and Michael Ledesma assisted in the last meeting as they had previously been working on the contract language. Paul Rudder stated it would be more important to have Michael Ledesma or Brent Truax take his place, since they had previously been engaged in these conversations. Michael Ledesma agreed to fill Paul Rudder’s seat.

j. Financial Reports – John Urdi gave the Board an update regarding the financial health of the organization –

1. TOT & TBID –
 - a. TOT for November \$573,191 which is +\$123,191 and +27% to budget. -\$28,152 and -4.7% to LY
 - b. YTD TOT is \$1,590,418 and 41% ahead of budget and -\$138,685 and -2% to LY YTD
 - c. TBID for November \$177,988 which is -\$92,011 and -34% to budget (Tickets down -\$80,408)

- d. YTD TBID is \$1,243,405 on a budget of \$1,268,000 so we are -\$24,594 and -2%
- 2. Cash Flow and CDARS info – discussion of current bank balances & reserve account activity
 - a. CDARS Balances Measure A \$800,321.04 & TBID \$2,001,440.57m
 - b. Measure A Checking = \$771,446.62
 - c. Measure A Savings = \$5,011.96
 - d. TBID Checking = \$764,765.74
 - e. TBID Savings = \$5,007.40
- 3. Joint Bucket Funds – estimated balance in the MLT/ Town Council Joint Reserve Account
 - a. \$287,499 FY through November 2018
 - b. To date MLT/TOML have earmarked and committed
 - a. \$600,000 to the ongoing LA Kings Marketing Partnership 2018-2023 seasons
 - b. \$188,530 to the Operation Snow Blitz effort November and December 2018
- 4. P&L Reports – Questions from the board regarding MLT financials

The Board went into Closed session at 2:04 p.m. Prior to entering closed session, Board Chairman Scott McGuire noted that after closed session the Board would come back to discuss item i. Executive Director Performance Review and Contract. Secretary Sean Turner recused himself from discussions due to his ongoing negotiations regarding use of the Woodsite for his Bluesapalooza event.

k. Closed session – 45 minutes

a. CONFERENCE WITH LEGAL COUNSEL—EXISTING LITIGATION

Litigation pursuant to paragraph (1) of subdivision (d) of Government Code Section 54956.9: (One case)

Mammoth Lakes Tourism v. The Woods at Mammoth Lakes LLC,
Case NO: CV180094

b. CONFERENCE WITH REAL PROPERTY NEGOTIATORS

Closed session pursuant to Section 54956.8: (One Case)

Property: The Woods at Mammoth Lakes – 5699 Minaret Rd. Mammoth Lakes, CA 93546

Agency Negotiators: John Urdi and Paul Rudder

Negotiating Parties: Mammoth Lakes Tourism and The Woods at Mammoth Lakes

Under Negotiation: Price and terms

c. MLT Board Chairman to report out on closed session

d. The meeting reconvened at 2:48 p.m. Chairman Scott McGuire stated there was nothing to report from closed session. The Board then moved to item i. Executive Director Performance Review and Contract.

l. Mammoth Resorts Update – Eric Clark – New eatery on the mountain: lunchbox at Chair 4. Escalators are a big hit at Canyon Lodge. Lots of assessment happening with the IKON pass but in general great success.

m. Key Takeaways

TOT for November \$573,191 which is +\$123,191 and +27% to budget. -\$28,152 and -4.7% to LY

YTD TOT is \$1,590,418 and 41% ahead of budget and -\$138,685 and -2% to LY YTD

TBID for November \$177,988 which is -\$92,011 and -34% to budget (Tickets down -\$80,408)

YTD TBID is \$1,243,405 on a budget of \$1,268,000 so we are -\$24,594 and -2%

Future Meeting Dates:

Next scheduled Board Meeting for Wednesday February 6, 2018 *The next scheduled Board Meeting is for Wednesday, February 6th, 2019; The wrong year was published at the time the agenda was published.*

The meeting adjourned at 3:29 p.m.