

MAMMOTH LAKES TOURISM BOARD

MINUTES OF REGULAR MEETING

JUNE 5, 2019

CALL MEETING TO ORDER

Chairman Scott McGuire called the meeting to order at 1:02 p.m.

ROLL CALL

Chairman Scott McGuire, Vice Chairman Brent Truax, Treasurer John Morris, Secretary Sean Turner and Board Members Michael Ledesma, Eric Clark, Rhonda Duggan and Mayor Cleland Hoff were present. Board Member Kirk Schaubmayer was absent.

WELCOME NEW BOARD MEMBER RHONDA DUGGAN

Chairman Scott McGuire introduced new Board Member Rhonda Duggan.

BOARD MEMBER COMMENTS

Vice Chairman Brent Truax announced that this would be his last full board meeting, and that it had been a pleasure to serve the Board.

Secretary Sean Turner announced that this would be his last full board meeting. Mr. Turner said that he was moving onto other endeavors, and it had been a pleasure to serve the Board.

Board Member Michael Ledesma thanked Vice Chair Truax and Secretary Turner for their years of service on the Board and said they would be missed.

Treasurer John Morris thanked Vice Chair Truax and Secretary Turner for their service on the Board. Mr. Morris announced that Snowcreek Golf Course would open on Friday, June 14th, and Sierra Star would open on Friday, June 7th. He also said that the driving range was open and that everything looked great now that the snow had melted and he hoped to see everyone out there.

Board Member Eric Clark said that Sierra Star would open on Friday and that the greens looked better than they had in many years. Mr. Clark thanked Vice Chair Truax and Secretary Turner for their service and said that our community had benefitted from their time spent on the Board.

Mayor Cleland Hoff thanked Vice Chair Truax and Secretary Turner for their service and wished them both the best of luck.

Chairman Scott McGuire said he would save his comments with regard to Vice Chair Truax and Secretary Turner's last board meeting until later as there was an agenda item addressing it. He also noted that he was happy to see summer weather finally arrive.

Executive Director John Urdi said that the snow plows were up on Lake Mary Road and they were heading up to the Lakes Basin.

There was discussion among members of the Board.

PUBLIC COMMENTS

Mammoth Lakes Chamber of Commerce Executive Director Ken Brengle introduced new Workforce Housing Coordinator Curtis Shapiro. Mr. Shapiro started his new position on June 3rd.

Mr. Shapiro said that he was happy to be part of the Chamber of Commerce team and looked forward to giving back to the community.

High Sierra Energy Foundation (HSEF) Executive Director Pam Bold and HSEF Green Business Program Coordinator Lia Webb gave an overview of HSEF, and discussed the relationship between sustainability and tourism. Ms. Webb described the services that she provided to businesses through the HSEF network, and noted that they also provided a green marketplace for consumers. Ms. Bold asked that HSEF be placed on a future agenda to enable them to do a full presentation, and to discuss Mammoth Lakes Tourism (MLT), and members of the Board, considering their own businesses becoming certified green businesses. There was discussion between HSEF staff and members of the Board.

1. **Minutes** - Approval of board meeting minutes from May 7th - Attachment #1 and May 10th Special Meeting Minutes - Attachment #2

ACTION: It was moved by Mayor Cleland Hoff and seconded by Treasurer John Morris, with Board Member Kirk Schaubmayer absent and Board Member Rhonda Duggan abstaining, and carried by a 7-0 voice vote to approve the minutes from the May 7, 2019 board meeting as amended.

ACTION: It was moved by Vice Chair Brent Truax and seconded by Mayor Cleland Hoff, with Board Member Kirk Schaubmayer absent, and Board Member Rhonda Duggan abstaining, and carried by a 7-0 voice vote to approve the minutes from the May 10, 2019 Special Meeting Minutes.

2. **New Business**

- a. **Outgoing Board Member Recognition and Thanks – 5 minutes**

1. **Sean Turner, Brent Truax & Paul Rudder**

Chairman Scott McGuire thanked Vice Chairman Brent Truax and Secretary Sean Turner for their time and commitment to the Board as well as the impact their efforts had made on the community.

Executive Director John Urdi thanked Mr. Truax and Mr. Turner for everything that they had brought to the Board while serving and presented them each with a framed photograph as a token of appreciation. There was discussion among members of the Board.

b. Committee Updates – 10 minutes

1. MLT & TOML 2019-20 Contract - Scott (lead) & Eric

Chairman Scott McGuire gave an update on the status of MLT's contract with the Town, and discussed what MLT was trying to accomplish. He said that he would like the MLT & TOML Contract Committee to continue with at least two Board Members on the Committee.

Board Member Eric Clark said that he would continue his position on the Committee. There was discussion among members of the Board.

CONSENSUS: The Board was in agreement to add Board Member Rhonda Duggan to the MLT & TOML Contract Committee after she volunteered to fill the second seat.

2. Bylaws Committee (needs lead) – Scott, Brent & Cleland

Chair McGuire gave an update regarding MLT's bylaws and discussed the need for additional members on the Bylaws Committee. He tabled appointment of new members to the Bylaws Committee and said it was more critical to focus on the contract with the Town at that time. There was discussion among members of the board.

c. Retail Board Seat – 10 minutes

1. Retail seat (to serve 3-year term July 2019 – June 2022) – report and board seat recommendation from nominating committee. Board discussion and VOTE on retail board seat

Chair McGuire announced the names of the three applicants for the open Retail Seat: Matt Hammer from Black Velvet Coffee, Anita Westfall from Get Outdoors 365 and Patricia Vanders from Red Lily Design.

The Nominating Committee interviewed Mr. Hammer and Ms. Vanders, however, Ms. Westfall was unable to participate in an interview due to scheduling conflicts. Members of the Committee gave feedback regarding the applicants from information they had gathered during the interview process.

The Nominating Committee recommended Matt Hammer for the open Retail Seat. There was discussion among members of the Board.

ACTION: It was moved by Board Member Eric Clark, seconded by Board Member Michael Ledesma, with Board Member Sean Turner abstaining and Kirk Schaubmayer absent, and carried by 7-0 voice vote to appoint Matt Hammer to the Mammoth Lakes Tourism Board in the Retail seat starting July 1, 2019 (to serve a 3-year term July 2019 – June 2022).

Chair McGuire noted that he would like the Board to consider changing the terms of board seats to avoid having inconsistent seats filled.

- d. MLT Staff Holiday Policy Update – 5 minutes
 1. Request for MLT to receive Federal holidays allotted to municipal staff (12 holidays in total)

Executive Director John Urdi outlined Mammoth Lakes Tourism's (MLT) desire to link MLT's holidays to that of municipal staff holidays. Mr. Urdi said that the holidays were the slowest time for the MLT offices. He also discussed the need for employees to have time off with their families around the holidays.

There was discussion among members of the Board.

2. Currently MLT has 5 holidays (3 national holidays (Thanksgiving Day, Christmas Day and New Year's Day) + two floating holidays)
3. This would be adjusted in the employee handbook to reflect the new policy

CONSENSUS: The Board was open to hearing input from staff with regard to changing the number of vacation days in the Employee Handbook, but would like to see those vacation days commensurate with other similar organizations' policies, not strictly the Town of Mammoth Lakes' policy, and with the consideration that it was not carte blanche that the 12 paid holidays days would always be days off for every employee, but likely an increase in PTO time. Staff was given direction to come back with comparisons of other tourist town's holiday and time off policies.

Mr. Urdi clarified that he and his staff were on call 24/7. There was discussion between Mr. Urdi and members of the Board.

3. MLT Budget and Plan Approval – 30 minutes. Board discussion and questions about 2019-20 proposed budget and 3-year proposed plan that was presented at the May 7th MLT board meeting. Board discussion and possible VOTE on adoption of the 2019-20 MLT budget and 3-year plan as presented. Attachment #3 – Revised Measure A Budget Document (V3), Attachment #4 – Revised YOYOY Budget Comparison Sheet, Attachment #5 – TBID Revenue History from P&L 2014-15 through 2017-18

Executive Director John Urdi presented the MLT Budget and Three-Year Proposed Plan. There was discussion between staff and members of the Board.

Board Member Michael Ledesma asked if funds could be added to the budget next year to purchase recyclable and biodegradable MLT logo marketing products. Mr. Ledesma stated the he would research the cost to purchase these items.

Board Member Sean Turner asked that more funds be allocated toward events, and possibly getting portable cell towers for events due to complaints from attendees stating that they cannot get texts and posts about events out to Instagram and other social media while they were at the events.

There was discussion between members of the Board and Mr. Urdi.

ACTION: It was moved by Vice Chairman Brent Truax, seconded by Board Member Michael Ledesma, with Board Member Kirk Schaubmayer absent, and carried by an 8-0 voice vote to adopt the 2019-20 MLT budget and 3-year plan as presented with the understanding that the budget was a guideline and is subject to change.

There was discussion between Mr. Urdi and members of the Board.

4. Executive Director Contract - John Morris- 10 Minutes

- a. Update on MLT Executive Director contract renewal which is set to expire June 30, 2019 – discussion and possible VOTE to approve Executive Director’s contract.

This item was tabled until the next regular meeting.

- 5. Financial Reports** –_An update regarding the financial health of the Mammoth Lakes Tourism and the results of the previous month for Transient Occupancy Tax (TOT) and Tourism Business Improvement District (TBID) – 10 Minutes Attachment #6 – MLT Financial Recap, Attachment #7 - Transient Occupancy Tax (TOT) Results Through April 2019, Attachment #8 - Tourism Business Improvement District (TBID) Results Through April 2019.

This item was tabled until the next regular meeting.

- 6. Mammoth Resorts Update** – Eric Clark – 5 minutes Brief update on Mammoth Mountain news, activity and operations

This item was tabled until the next regular meeting.

7. Potential Closed Session 2:30pm

This item was taken out of order.

At 2:58 p.m. Chair McGuire announced that the Board would be entering closed session for the purposes as stated in the agenda.

Board Member Sean Turner recused himself from the closed session and left the meeting at 2:58 p.m.

1. Closed Session – 30 minutes – MLT Legal Counsel Tim Sanford to attend
CONFERENCE WITH LEGAL COUNSEL—EXISTING LITIGATION
(Paragraph (1) of subdivision (d) of Section 54956.9)
Name of Case: Mammoth Lakes Tourism v. The Woods at Mammoth Lakes LLC, Dirk Winter
Case number: CV180094
2. Chairman to report out on closed session

At 3:42 p.m. the Board reconvened from closed session and Chair McGuire announced that the Board had provided direction to counsel for next steps and nothing further.

SPEAKING FROM THE FLOOR:

Director of Communications and Public Relations Lara Kaylor commented about a press release that MLT had submitted to the local papers about their open Retail Board Seat that had not been posted by either publication upon the first request. Ms. Kaylor said that she made a second request to the Mammoth Times to run the press release which they did comply with.

There was discussion between Ms. Kaylor and members of the Board.

Mayor Cleland Hoff left the meeting at 3:43 p.m.

Secretary Sean Turner returned to the meeting at 3:45 p.m.

ADJOURNMENT

Chair McGuire adjourned the meeting at 3:47 p.m.

Respectfully submitted,

Angela DeLisle
Asst. Clerk