

MAMMOTH LAKES TOURISM BOARD

MINUTES OF RESCHEDULED REGULAR MEETING

MARCH 12, 2019

a. CALL MEETING TO ORDER

Meeting was called to order by Board Chairman Scott McGuire at 1:02 p.m.

b. ROLL CALL

Chairman Scott McGuire, Vice Chairman Brent Truax, Treasurer John Morris, Board Members Kirk Schaubmayer and Michael Ledesma, and Mayor Cleland Hoff were present. Secretary Sean Turner and Board Member Eric Clark were absent. Board Member Paul Rudder arrived at 1:14 p.m.

c. BOARD MEMBER COMMENTS

Mayor Cleland Hoff reported on TOT numbers. There was discussion among the members of the Board.

Chair McGuire commented on the work being done on the roads in Town.

Board Member Ledesma announced that Elevation started this week and thanked the Town, the Village and MLT for their support. He said the expectation was approximately 3,000 attendees. There was discussion among the Board.

Vice Chair Truax noted that he skied for the first time in two months. There was discussion among members of the Board.

d. PUBLIC COMMENT

Town Clerk Jamie Gray introduced new Asst. Clerk Angie DeLisle, and explained what her duties would be as they relate to the NGO meetings.

e. Minutes – Approval of board meeting minutes from February 6th, 2019

ACTION: It was moved by Treasurer John Morris, seconded by Vice Chair Brent Truax, with Secretary Sean Turner and Board Members Eric Clark and Paul Rudder absent, and carried by a 6 - 0 voice vote to approve the Board meeting minutes from February 6th, 2019.

f. Wayfinding Presentation Update – Haislip Hayes and Caroline Casey. A brief update on the wayfinding signage program and specifically the special event monument and screen proposed for the corner of Old Mammoth Road and Main Street.

Engineering Manager Haislip Hayes outlined the staff report for the Wayfinding signage program. There was discussion between members of the Board and staff.

Chair McGuire recommended that this project be brought back for consideration during their budget discussions. There was discussion between members of the Board and staff.

g. New Business

1. Form 700

- a. All MLT board members and staff directors must complete annual Form 700 (for calendar year 2018) and submit to Jamie Gray at jgray@townofmammothlakes.ca.gov no later than April 1, 2019.

Executive Director John Urdi told the Board Members that the deadline for their Form 700 forms was April 1st, and urged them to get their forms turned in to Angie DeLisle as soon as possible. Mayor Hoff mentioned that the FPPC assesses fines for late submissions. There was discussion among the members of the Board.

2. Updates from Internal ad hoc committee meetings

- a. MLT By Laws – Paul (lead) Scott, Brent and Cleland

No update at this time.

- b. MLT & TOML DRAFT Contract – Scott (lead), Paul & Eric

This item was taken out of order.

Mr. McGuire asked if everyone had a chance to review the contract. There was discussion among members of the Board.

ACTION: It was moved by Vice Chair Brent Truax, seconded by Treasurer John Morris, with Secretary Sean Turner and Board Member Eric Clark absent, and carried by a 7 - 0 voice vote to move forward with the contract as presented with the understanding that this was a short-term contract and that the Board would continue to move forward with the other issues that need to be clarified for future contracts.

- c. TBID Survey – Sean (lead), Michael & Kirk

Board Member Kirk Schaubmayer reported on the vetting process. There was discussion between members of the Board.

- d. Set up TBID appeal panel for recent appeals – select three board members to participate week of 3/18

Chair McGuire asked for volunteers and reported that the three members chosen to participate on the TBID appeals panel were Mayor Hoff, Vice Chair Truax and Treasurer Morris.

3. Destination Management Strategy

Executive Director John Urdi outlined the staff report regarding the Destination Management Strategy. There was discussion among members of the Board.

- a. This is a 15-20 year master plan of how our community can continue to grow visitation and handle the increases through recommended programs and infrastructure. The process will involve; government, NGO's, commissions, business community, residents, second home owners and visitor input. Anticipation is that this will take roughly 18 months at a cost of roughly \$200,000.
- b. Funding could possibly come from the MLT/TOML joint reserve fund
- c. John Urdi, John Wentworth, Lara Kaylor initial planning group
- d. Initial discussions with San Luis Obispo County about their experience with this process that they plan on completing in June 2019
- e. Next steps will be to seek out qualified companies to present RFQ's
- f. Goal will be to get this process started summer 2019

There was discussion among the Members of the Board.

4. Board Seat

- a. Paul Rudder's at-large seat (2-year term)

Chair McGuire discussed the open position on the Board.

- b. Press release and solicitation of potential board members sent out February 22nd
- c. Accepting resumes and letters of interest through April 1st
- d. Interviews will be coordinated April 1- April 26th
- e. Recommendations to the board at May 1st or June 6th board meeting (TBD)
- f. Select MLT board member nominating committee of three – discussion and vote

Chair McGuire asked existing members of the Board if they would be interested in serving on the nominating committee. There was discussion among the members of the Board. Mayor Hoff, Chair McGuire and Treasurer Morris volunteered to be on the nominating committee, Kirk Schaubmayer offered to be an alternate.

ACTION: It was moved by Chair Scott McGuire, seconded by Vice Chair Brent Truax, with Secretary Sean Turner and Board Member Eric Clark absent, and Board Member Paul Rudder abstaining, and carried by a 6 - 0 voice vote to appoint Mayor Cleland Hoff, Chair Scott McGuire and Treasurer John Morris as the nominating committee for the open Board Seat.

5. Event Site update – Paul Rudder

Board Member Rudder outlined the Event Site update. He recommended that all Board Members attend the hearing on March 21, 2019 at 9:30. There was discussion among members of the Board.

6. MLT external contract review process – Scott McGuire

Chair McGuire gave an update on the MLT external contract review process. He suggested that routine contracts requiring only one signature be approved in-house without going to legal counsel. There was discussion among members of the Board.

CONSENSUS:

The Board decided that contracts requiring two signatures or sets the existing dollar threshold should go for legal review, anything under that would be at the discretion of the Executive Director, based on the guideline of known repeatable contracts. If something comes up and there are questions, it can be brought before the Executive Committee to determine if it needs to go to legal counsel.

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

Director of Communications, Lara Kaylor, gave an update.

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

Director of Special Events, Caroline Casey, gave an update.

Director of International Sales, Michael Vanderhurst gave an update.

Director of Marketing, Matt Gebo, gave an update.

i. Executive Director Performance Review and Contract – John Morris

Treasurer John Morris presented John Urdi's Director Review. This review was for the 17/18 fiscal year and was a self-review as well as an aggregate review by the Board. Mayor Hoff stated that she was not on the Board during the period the review covered so she did not participate in the process.

1. Annual performance review and bonus for MLT Executive Director

There was discussion between members of the Board and Mr. Urdi. Mr. Morris reported that the Board recommended a salary increase of 3% (\$5,843.00 annually) retro to July 1, 2018.

2. Recommendations for MLT Executive Director contract renewal

Chair McGuire stated that Mr. Urdi's 17/18 contract had been extended for one year, and a new contract for the 19/20 Fiscal Year needed to be finalized by July 1, 2019. There was discussion among members of the Board.

3. Discussion and vote by the Board of Directors

ACTION: It was moved by Board Member Paul Rudder, seconded by Board Member Michael Ledesma, with Secretary Sean Turner and Board Member Eric Clark absent, and carried by a 7 - 0 voice vote to approve Executive Director John Urdi's review as is.

ACTION: It was moved by Board Member Paul Rudder, seconded by Board Member Michael Ledesma, with Secretary Sean Turner and Board Member Eric Clark absent, and carried by a 7 - 0 voice vote to approve 3% (\$5,843 annual) raise retroactive to July 1, 2018, subject to input and approval of counsel.

There was discussion among members of the Board with regard to the contract allowing the Board to offer a salary increase without additional approval

j. Financial Reports – An update regarding the financial health of the organization

Executive Director John Urdi presented the Financial Reports.

1. Preliminary Budget Discussions and Timeline

a. Strategy Workshop with MLT board, staff and agencies April 3rd extended BOD meeting (1-4:30pm)

b. First pass of 2019-20 budget for review – scheduled for the May board meeting

c. Final approval of 2019-20 budget – scheduled for the June board meeting

2. TOT & TBID – review previous months results – TOT and TBID info Attached

a. TOT for January \$3,000,074 which is +\$950,074 and +46% to budget. +\$484,409 and +19% to LY

b. January exceeded previous January/highest month TOT record by \$343,564 or 12.9%

c. YTD TOT is +\$3,263,401 and +42% ahead of budget and +\$606,228 and +6% to LY YTD

d. TBID for January \$881,694 which is +\$161,694 and +22.5% to budget

e. YTD TBID is \$2,975,574 on a budget of \$2,683,000 so we are +\$292,574 and +11%

TOT through January 2019

TBID January YOY comparison

Mr. Urdi reported that The Town had their first \$3,000,000 month ever in the month of January at \$3,000,074 which was \$950,000 ahead of budget and \$484,000 ahead of last year.

3. Cash Flow and CDARS info – discussion of current bank balances & reserve account activity

a. CDARS Balances Measure A \$800,321.04 & TBID \$2,001,440.57

Mr. Urdi updated the numbers on the Agenda for CDARS Balances Measure A to \$800,363.05 and TBID to \$2,001,541.35.

b. Measure A Checking = \$1,0010,783.43 and Measure A Savings = \$5,012.21

Mr. Urdi noted that there was an error in the number listed on the Agenda for the Measure A Checking Balance. It was listed as \$1,0010,783.43. He thought the correct number was \$1,010,783.43 and said that he would get the correct number to the Board.

c. TBID Checking = \$1,332,199.75 and TBID Savings = \$5,007.65

4. Joint Bucket Funds – estimated balance in the MLT/ Town Council Joint Reserve Account

a. \$589,922 FY through January 2019

Mr. Urdi reported that the balance stated in this report did not include the carryover from last year, and said that he would get that information from Rob Patterson. There was discussion among members of the Board.

Vice Chairman Brent Truax left the meeting at 3:02 p.m.

5. P&L Reports – Questions from the board regarding MLT financials

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

k. Mammoth Resorts Update – Eric Clark

Eric Clark was absent. There was discussion among members of the Board.

l. Key Takeaways

There was discussion among members of the Board.

m. TOT for January \$3,000,074 which is +\$950,074 and +46% to budget. +\$484,409 and +19% to LY

- n. January exceed previous January/highest month TOT record by \$343,564 or 12.9%
* YTD TOT is +\$3,263,401 and 42% ahead of budget and +\$606,228 and +6% to LY YTD
* YTD TBID is \$2,975,574 on a budget of \$2,683,000 so we are +\$292,574 and +11%

The next meeting is scheduled for Wednesday, April 3, 2019 and is extended 1 ½ hours to 1:00 p.m.-4:30 p.m. (2-hour budget workshop).

ADJOURNMENT

Chair McGuire adjourned the meeting at 3:09 p.m.

Respectfully submitted,

Angie DeLisle
Asst. Clerk