Mammoth Lakes Tourism Monthly Board Meeting
Wednesday, January 4, 2017
Call in # (310) 372-7549 - Participant Code 934985 - Host Code 3838
2:00-4:00pm Suite Z FOLLOWED immediately by 4:00-6:00pm MLT Town Council workshop
https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHopEDShkXC2UnH79_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)

3. Board Member Comments/Reports/Agenda Additions

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

5. Minutes – Approval of past meeting minutes

6. MLT Team Presentation Schedule – 30 minutes including Q&A time
   1. January 4<sup>th</sup> Communications Update (Lara Kaylor)
   2. February 1<sup>st</sup> Asian Market Discussion (Michael Vanderhurst)
   3. March 1<sup>st</sup> TBD
   4. April 5<sup>th</sup> TBD

7. Department Updates – A brief recap of past, current and future efforts of each department
   1. Sales and International
   2. Marketing
   3. Chamber Update
   4. Air Update

8. Financial Reports – An update regarding the financial health of the organization
   1. TOT & TBID – review previous months results
   2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity
   3. P&amp;L Reports
   4. TBID Renewal Process

9. MMSA Update

10. New Business
    1. Town Council workshop w/MLT BOD and deliverables discussion – January 4<sup>th</sup> Council meeting

11. Key Takeaways
    1. FY 2016-17 TOT currently $1,226,901 ahead of budget which is 30.5%
    2. October came in at $556,557 and exceeded the previous record by $86,107 which is 18.3%
    3. November preliminary is at $443,776 down from LY (previous record) by -$145,439 which is -24.7%
    4. FY 2016-17 TOT currently $671,377 ahead of previous record July – November (LY) which is 14.7%

Future Meeting Dates:  Next scheduled Board Meeting is Wednesday, February 1<sup>st</sup> from 1-3pm in Suite Z