Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, October 4, 2017
Call in # (310) 372-7549 - Participant Code 934985 - Host Code 3838
1:00-3:00pm in Suite Z – HARD STOP as Town Council starts at 3
https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79_hRJa?dl=0

Meeting Agenda

1. Call Meeting to Order – Brent Truax, Board Chairman

2. Roll Call – Brent Truax – Chairman (Chamber no term), John Morris – Treasurer (Lodging June 2018 3-year term), Kirk Schaubmayer – Vice Chairman (Lodging June 2018 2-year term), Michael Ledesma – Secretary (Restaurant June 2020 3-year term), Colin Fernie (Town Council no term), Sean Turner (Retail June 2020 3-year term), Eric Clark (MMSA no term), Paul Rudder (At-Large June 2019 2-year term), Scott McGuire (At-Large June 2018 2-year term)

3. Board Member Comments/Reports/Agenda Additions

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

5. Minutes – Approval of past meeting minutes from September 6th

6. Presentation
   TOT Compliance Efforts – Quarterly Report for Q1 – Danny Earls – 10 Minutes

7. New Business
   1. Event discussion update – 10 Minutes
   2. Mammoth Lakes Recreation- Initial discussion and thoughts MLT desired results- 20 min
   3. High Altitude Training Crib discussion – 10 minutes
   4. MLT and TOML agreement – discuss and appoint (vote) task force to review – 5 minutes
   5. Executive Session if necessary for Executive director review and compensation. – 15 minutes
      a. Report from executive session if necessary

8. MLT Team Presentation Schedule – 30 Minutes
   October 4 Winter 2017-18 Air Service and beyond

9. Department Updates – A brief recap of past, current and future efforts of each department – 5 minutes each
   1. Marketing – Whitney Lennon
   2. Communications/PR –Lara Kaylor
   3. Chamber of Commerce Update – Ken Brengle

10. Financial Reports – An update regarding the financial health of the organization – 10 Minutes
    1. TOT & TBID – review previous months results
    2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity
    3. P&L Reports – still awaiting year end numbers
    4. 2016-17 Financial Audit will kick off in November 2017

11. MMSA Update – Eric Clark

12. Key Takeaways
    1. August came in at $1,545,807 up from the previous record (2016) by $10,400 which is +1%
    2. YTD TOT is +$46,000 to the previous record (2016) and +1,085,707 to 2017-18 budget

Future Meeting Dates: Next scheduled Board Meeting for Wednesday November 1, 2017 from 1-3:00pm Suite Z