Mammoth Lakes Tourist Monthly Board Meeting
Wednesday, February 1, 2017
Call in # (310) 372-7549 - Participant Code 934985 - Host Code 3838
1:00-3:00pm in Suite Z
https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79_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. February 1st – Asian Market Discussion (Michael Vanderhurst)
   2. March 1st – 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&L Reports
   4. TBID Renewal Process

9. MMSA Update

10. New Business
    1. Event venue/site discussion – specifically Sam’s Wood Site
        a. MLT willing to support construction of infrastructure on the site - $300,000
        b. Site must be committed to special event venue for at least 10 years (refund money if not)
        c. Site must be available at no cost for up to 5 non-profit events annually (arts, Shakespeare . . .)
        d. Site must be available to anyone who would like to rent it (space available)
    2. Event support discussion – specifically addressing request from Mammoth Lakes Foundation

11. Key Takeaways
    1. FY 2016-17 TOT currently $1,744,363 ahead of budget which is 29%
    2. December preliminary is at $2,315,357 up from the previous record by $33,040 which is +1.4%
    3. FY 2016-17 TOT currently $806,522 ahead of previous record July – December (LY) which is 11.75% 

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