Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, March 8, 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 Schaumbmayer – **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. Marketing Update – Whitney, Josh and Meghan
   2. April 5th – TBD
   3. May 3rd – Preliminary 2017-18 Budget Review
   4. June 7th – TBD

7. **Department Updates** – A brief recap of past, current and future efforts of each department
   1. Sales and International
   2. Communications/PR
   3. Chamber Update & discussion
   4. Air Update & spring, summer and fall service discussion

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

9. **MMSA Update**

10. **New Business**
    1. Event venue update

11. **Key Takeaways**
    1. FY 2016-17 TOT currently $2,615,051 ahead of budget which is +45.7%
    2. January preliminary is at $2,622,760 up from the previous record by $250,934 which is +10.6%
    3. January 2017 has set a new ALL-TIME record for highest ever TOT month (beating January LY)
    4. FY 2016-17 TOT currently $1,105,384 ahead of previous RECORD July – January (LY) which is 12%
    5. FY 2016-17 TOT currently $2,615,051 ahead of budget at +34% (+$1,856,686 to TOML general fund)

**Future Meeting Dates:** Next scheduled Board Meeting is Wednesday, April 5th from 1-3pm in Suite Z