



Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, April 5, 2017

Call in # (310) 372-7549 - Participant Code 934985 - Host Code 3838

1:00-3:30pm in Suite Z (PLEASE NOTE THE EXTENDED TIME)

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. April 5th – Understanding MLT's owned channels
 2. May 9th – Fall Research & Winter Marketing Campaign Results
 3. June 7th – Preliminary 2017-18 Budget Review
7. **Department Updates** – A brief recap of past, current and future efforts of each department
 1. Sales and International
 2. Communications/PR
 3. Chamber of Commerce 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. Annual financial audit questions
9. **MMSA Update**
10. **New Business**
 1. Event venue update (set event manager, marketing and funding discussion for special May meeting)
 2. Upcoming board seats (Sean Turner, retail; Michael Ledesma, restaurant & Paul Rudder, at-large)
 3. MLR discussion – Brent Truax
11. **Key Takeaways**
 1. FY 2016-17 TOT currently \$3,698,331 ahead of budget which is +41% means +\$2,625,815 to TOML
 2. February preliminary is at \$2,451,868 up from the previous record by \$213,278 which is +9.5%
 3. FY 2016-17 TOT currently \$1,350,075 ahead of previous RECORD July – February (LY) which is 12%
 4. **As of February we have exceed the year end TOT budget of \$11,650,000 by \$1,173,331 with 4 months left to the fiscal year (+10%)**

Future Meeting Dates: Next scheduled Board Meeting for Tuesday, May 9th from 1-3:30pm Suite Z