



Mammoth Lakes Tourism Monthly Board Meeting

Tuesday, May 9, 2017 – (NOTE NEW DAY)

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. May 9th Fall Research & Winter Marketing Campaign Results
 2. June 7th Preliminary 2017-18 Budget Review
 3. July Special Event Marketing Efforts
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
9. **MMSA Update**
10. **New Business**
 1. Event position update – Dan Holler
 2. TBID Appeal Panel Recommendation – Michelle’s Fine Jewelry
 3. MLT Legal Counsel – name ad hoc sub-committee to discuss needs and options
 4. Discuss possibly moving July meeting date (currently falls on July 5th)
11. **Key Takeaways**
 1. FY 2016-17 TOT currently \$4,661,087 ahead of budget which is +46% means +\$3,309,372 to TOML
 2. March preliminary is at \$1,948,230 up from the previous record by \$40,859 which is +2.7%
 3. FY 2016-17 TOT currently \$1,415,460 ahead of previous RECORD July – March (LY) which is 11%
 4. ***As of March we have exceed the year end TOT budget of \$11,650,000 by \$3,136,087 with 3 months left in the fiscal year (+27%)***

Future Meeting Dates: Next scheduled Board Meeting for Wednesday, June 7th from 1-3:30pm Suite Z