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