Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, September 6, 2017
Call in # (310) 372-7549 - Participant Code 934985 - Host Code 3838
1:00-3:00pm in Suite Z – HARD STOP as Town Council starts at 3

https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79_hRJa?dl=0

Meeting Agenda

1. Call Meeting to Order – Kirk Schaubmayer, Board Vice-Chairman

2. Roll Call – Brent Truax – Chairman (Chamber no term), John Morris – Treasurer (Lodging June 2018 3-year term), Kirk Schaubmayer – Vice Chairman (Lodging June 2018 2-year term), Michael Ledesma – Secretary (Restaurant June 2020 3-year term), Colin Fernie (Town Council no term), John Morris – Treasurer (Lodging June 2018 2-year term), Kirk Schaubmayer – Vice Chairman (Lodging June 2018 2-year term), Michael Ledesma – Secretary (Restaurant June 2020 3-year term), Erik Clark (MMSA no term), Paul Rudder (At-Large June 2019 2-year term), Scott McGuire (At-Large June 2020 3-year term), Erik Clark (MMSA no term), Paul Rudder (At-Large June 2020 3-year term), Scott McGuire (At-Large June 2020 3-year term)

3. Board Member Comments/Reports/Agenda Additions

4. Public Comment – Please limit to three minutes or less

5. Minutes – Approval of past meeting minutes from August 2nd and special meeting of August 7th

6. New Business
   1. Welcome to Eric Clark replacing Erik Forsell in Mammoth Resort’s standing board seat
   2. Board approval threshold for future for MLT contracts discussion and vote – 20 Minutes
   3. Discussion and vote on MLT – MMSA Air Service Agreement 2017-18 – 10 Minutes
   4. Discuss and vote to appoint two board members to TC/MLT financial strategy panel – 10 minutes
   5. TBID Appeal Panel Recommendations – discussion and vote – 5 Minutes
   6. Executive Director performance review, discussion and vote – 20 minutes
   7. Executive Session if necessary for Executive director review. – 15 minutes
      a. Report from executive session if necessary

7. MLT Team Presentation Schedule – 30 Minutes
   September 6  Marketing – Social Channel Highlights
   October 4  Winter 2017-18 Air Service

8. Department Updates – A brief recap of past, current and future efforts of each department – 5 minutes each
   1. Marketing – Whitney Lennon
   2. Sales and International – Michael Vanderhurst
   3. Communications/PR – Josh Wray – Lara back in the office September 18
   4. Chamber of Commerce Update – Ken Brengle
   5. Air Update – John Urdi

9. Financial Reports – An update regarding the financial health of the organization – 10 Minutes
   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

10. MMSA Update – Eric Clark

11. Key Takeaways
   1. July came in at $1,749,465 up from the previous record (2016) by $32,855 which is +2%

Future Meeting Dates: Next scheduled Board Meeting for Wednesday October 4, 2017 from 1-3:00pm Suite Z