Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, February 1, 2017
1:00-3:00pm Suite Z

https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDSkXR2UnH79_hRJa?dl=0

Meeting Agenda

1. Call Meeting to Order – John Morris, Board Chair, 1:03 pm

   Absent: Paul Rudder, Scott McGuire, Brent Truax

3. Board Member Comments/Reports/Agenda Additions
   • Colin Fernie – attended industry ski show, Mammoth snow is being talked about a lot
   • Michael Ledesma – Jet Suite X passengers are very happy with service
   • Sean Turner – Bluesapalooza is 26 weeks away, on track with previous year’s sales
   • John Morris – met with John Urdi, Colin Fernie and John Wentworth to discuss strategic initiatives and funding for MLT, will continue conversation with council

4. Public Comment – Please limit to three minutes or less – none

5. Minutes – Approval of past meeting minutes

   Sean Turner motions, Colin Fernie seconds, passes unanimously.

6. MLT Team Presentation Schedule – 30 minutes including Q&A time
   1. Asian Market Discussion (South Korea and China) – Michael Vanderhurst
      • Working with MMSA on contract services in both markets
      • South Korea
        ○ CA gets almost 30% of Korea’s US visitation, forecast 17% growth this year, 59% growth by 2020, average length of stay is 13 days in destination
        ○ Current US political climate – filtering down to China and Korea
        ○ Hosting winter Olympics in 2018 – lots of money into developing infrastructure in Seoul
        ○ Majority coming to ML in spring, summer, fall
        ○ Koreans carry Visa much more than Chinese do – Korean VisaVue data more accurate
        ○ AviaReps contract ($38k annually) – company also has Visit CA contract in Korea – leveraging VCA’s much larger contract (ours is shared 50-50 with MMSA) – year round representation but 60% of resources are in winter messaging – travel trade, PR, social media
          ▪ Includes social media translated into native language
      • China
        ○ Over 1 million visitors to CA in 2015, predicting more than 80% growth by 2020, $4.5 billion spend, average 15 day stay – frequent visits with 10 year visa
        ○ Brand USA just completed big campaign on US national parks – Yellowstone and Yosemite were two main promotions
        ○ Competitors for this market – Japan, South Korea, New Zealand – CA is uniquely situated to get long-haul ski traveler
        ○ Following winter Olympics are in Beijing
        ○ Chinese government issued directive to grow winter sports
        ○ Hard to track – cash culture and own credit card (can’t track with VisaVue)
- Contract with AviaReps – offices within China, same rep as Visit CA – split contract 50-50 with Mammoth Resorts
- Largest contract MLT has with an international agency - $62,000 annually
- Dedicated social media channel – WeBo - translated into native language

**March 29 – Visit CA China Ready Seminar**
- Staff from AviaReps in China coming here with Visit CA officials – tell us what they’re doing with the Chinese market, why it’s important, how to get staff to welcome this market
- Business owners, frontline staff, etc. should all attend
- Co-hosting with Mono County and the Mammoth Lakes Chamber of Commerce

**7. Department Updates** – A brief recap of past, current and future efforts of each department

1. **Communications/PR** – Lara Kaylor
   - Social channel development for the Crib – Olympic runner Des Linden in town to do a video, tagging Mammoth Crib/Visit Mammoth channels (one of the top American marathoners)
     - Putting together a Crib opening party in mid-March for Crib guests and local athletes
   - Doing PR writing for “On the Snow” – downsized writing staff and now relying on third party output to save money

2. **Marketing** – John Urdi in Whitney Lennon’s absence
   - Digital display ads going well, winter display campaign 30% better than expected, SFO flight advertising going well (doubled expectations)
   - Winter SEM campaign very successful, cost per session 30% lower than goal (efficient)
   - 75% rise of time spent on VisitMammoth.com – more engagement
   - Facebook average weekly reach of about 1 million
   - Grand Prix filters on Snapchat, then another filter during Presidents Week
   - #PTOmg campaign – doing well – 1/31/17 was National Plan Your Vacation Day
   - Whitney is out working on virtual reality winter content
   - Planning stages for summer strategy – launching in April to allow time for planning

3. **Chamber Update** – John Urdi
   - Craig Schmidt’s last day was 1/31/17 – now director for South Shore Lake Tahoe Chamber
   - Searching for a director to start in April or May – using a head hunter

4. **Air Update** – John Urdi
   - Airport had to close two days in late January when 395 was closed
   - Some cancellations because planes could not get to LA or SD (back-up in system)
   - YTD 17 flights from SFO (1,500 passengers) and 18 from LAX (2,000) couldn’t land
   - Currently 12.2% cancellations if no more cancellations this year (Jan. over 30% cancellations)
   - RNP likely saved a dozen more flights from Alaska
   - Jet Suite X lost flights when airport closed and one when Bishop’s runway was icy

**8. Financial Reports** – An update regarding the financial health of the organization – John Urdi

1. **TOT & TBID** – review previous months results
   - December was a new record
   - As of Jan. 15, TOT $1.78m ahead of budget and 12% ahead of 2016 pace (previous record)
   - April likely to hit 1m TOT due to heavy snow load plus Easter/spring break schedules
   - May/June might suffer because of snow preventing mountain bike park, golf course, campgrounds, etc. from opening
     - Road to Lakes Basin is managed by town but US Forest Service gets final say in opening date – safety hazards, fallen trees, etc.
     - Need consistent communication from USFS, MLT, town businesses, etc.

2. **Cash Flow and CDARS info** – discussion of current bank balances and reserve account activity
   - Measure A checking $1.549 million, Measure A savings $5,738
   - TBID checking $761k, TBID savings $5,004
   - CDs – reserve/funding set aside for event venue, etc. - $2.5 million

3. **P&L Reports** – emailed
4. TBID Renewal Process
   • TBID renewal has about 62% support and is on temporary hold while MLT analyzes air service strategy and its relation to the budget

9. MMSA Update – Erik Forsell
   • Record website visitation, record PR for most snow in the country
   • Mountain officially announced July 4th, 2017 closing

10. New Business
    1. Event venue/site discussion – specifically Sam’s Wood Site
       a. Dirk Winter – buyer in escrow to buy half of Woods Site – requests $300k from MLT
       b. MLT willing to support construction of infrastructure on the site - $300,000
       c. Site must be committed to special event venue for at least 10 years (refund money if not)
       d. Site must be available at no cost for current non-profit events (arts, Shakespeare, etc.)
       e. Site must be available to anyone who would like to rent it (space available)
    2. Event support discussion – specifically addressing request from Mammoth Lakes Foundation
       a. MLT does not fund events but rather markets events on a macro level

11. Key Takeaways
    1. FY 2016-17 TOT currently $1,744,363 ahead of budget which is 29%
    2. December preliminary is at $2,315,357 up from the previous record by $33,040 which is +1.4%
    3. FY 2016-17 TOT currently $806,522 ahead of previous record July – December (LY) which is 11.75%

Future Meeting Dates: Next scheduled Board Meeting is Wednesday, March 8th from 1-3pm in Suite Z