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

2. Roll Call – Present: John Morris, Kirk Schaubmayer, Brent Truax, Michael Ledesma, Sean Turner, Eric Clark (for Erik Forsell), John Urdi
   Absent: Colin Fernie, Paul Rudder, Scott McGuire

3. Board Member Comments/Reports/Agenda Additions
   • Sean Turner – what’s the status of the Events Coordinator position for the Town?
     o John Urdi – on hold right now
     o Sean – position should be housed with/managed by MLT
     o John – MLT board should develop a sub-committee to focus on this position
   • John Urdi – Form 700s were mailed to all board members – turn in by April 3
   • Brent Truax – Mammoth Lakes Recreation update
     o MLR board beginning national search for an Executive Director
     o Rich Boccia moving out of position because restructuring with a focus on big fundraising
   • Brent Truax – Trails End Park received the District 7 Award for best park (2nd largest skateboard park in the country)
     o Stu Brown sitting on district Parks & Rec board, Betsy Truax sitting on state P&R board
   • Sean Turner – need better communication with US Forest Service for visitors/local groups
     o Lara Kaylor – USFS is scheduling a local partners meeting to discuss potential opening dates
     o Eric Clark – USFS doesn’t often know when they’ll be able to open roads or finish their work

4. Public Comment – Please limit to three minutes or less
   • Lindsay Barksdale – Mammoth Mountain Community Foundation Executive Director
     o MMCF puts on Mammoth Invitational, Wine Walk, Gran Fondo, Kamikaze – events listed online and in MLT materials, but what else can MLT do to help promote?
     o Sean Turner – should ML be doing more for events? Supporting individual ones?
     o John Urdi – MLT team will present what is currently done for events at April meeting
     o Whitney Lennon – will research peer resorts to see what other CVBs/tourism departments are doing for individual events – will address at May board meeting

5. Minutes – Approval of past meeting minutes
   Sean Turner motions, Brent Truax seconds, passes unanimously.

6. MLT Team Presentation Schedule – 30 minutes including Q&A time
   1. Marketing Update – Whitney Lennon & Meghan Miranda
      • Paid media recap will be presented at April or May board meeting
      • Website reporting highlights
        o January saw major traffic to VisitMammoth.com – total visits up 83% month over month and 80% year over year – people are excited about content
        o Major increase in unique visitors – new people are getting excited and looking for info
        o Winter campaigns – paid promotional items driving traffic to site up 522% over last year
        o Increase in referral traffic from LA Times and Visit California
• Goals for website – quantity (visits/page views) and quality (bounce rate/time on site)
  o Goal is to get bounce rate lower – more organic traffic will help that (more engaged visitor)
  o Most visited pages in January/February 2017: Fly to Mammoth, home page, Winter Activities, No Small Adventure (linked to paid campaign), Hotels/Lodging, Skiing/Snowboarding
    ▪ Aggressive campaign to Fly to Mammoth page with SF flight marketing
    ▪ Social media drives traffic to events page, winter driving tips, etc.
• Email marketing
  o Monthly email plus promotional emails (flight sales, trade shows, etc.)
  o Current email list is around 30k but segmented into groups – goal is engagement
  o Typical open rate for travel industry is 19%, MLT’s at 24.1% average
    ▪ Click rate is 2.5%, compared to 1.3% average
  o Email topics: National Plan for Vacation Day, info about flying to MMH, mid-week deals, links to upcoming events
  o Demographics: open rate and click rate skew toward males (60%), age 25-34 has the highest open rate for MLT’s lists, older demographics tend to click more
• Social media
  o January 2017 was biggest month to date – thanks to snow! New FB fans up 262%
  o Over 26,000 clicks to the website from social – good number for VisitMammoth.com
  o Pro skier Tyler Wallasch worked with Josh Wray as an influencer
  o YouTube is going well – 17,441 minutes watched on MLT’s YouTube channel in January – videos now integrated/embedded in website – this adds into view count
  o February Facebook and Instagram still strong with snow message, more work with User Generated Content (reaching out to people who’ve posted photos and reposting) and Instagram takeovers – Miles Weaver Photography
    ▪ Also released “The One That Got Away” Tim Alpers fishing video – no paid campaign behind it, but lots of engagement from owned/earned channels
• Barberstock photo library
  o MLT team still working on growing the database of images for free use
  o 88 active users in January, mostly local biz owners downloading images for marketing materials
• Travel/Adventure Shows – Bay Area, Los Angeles, San Diego
  o Thanks to Mammoth Reservations for their donation of a 7-night stay in ML
  o Face-to-face contact with travel/adventure-minded people in three cities
• Fred Hall Outdoor Experience – Long Beach and San Diego
  o ML’s big fish, promote US 395 corridor, MLT is an event sponsor, gave away 7-day/8-night trip
• CalTravel Rally Day
  o Josh Wray, Meghan Miranda & Whitney Lennon met with Senator Tom Berryhill and Assemblyman Frank Bigelow – JW and MM led conversation with Bigelow about importance of tourism and legislative initiatives that support it
• CA Welcome Center Annual Meeting
  o Whitney passing chair on after 4 years; made 3 year strategic plan – mission statement/defined success, working on group retail buying program for the 17 centers, redefined leadership roles
• MLT’s Owned Assets
  o Virtual reality/360 degree video – winter portion of video filmed in early March, perfect weather for the heavy lift drone (first time a camera like this has been used at this altitude) – cutting edge technology for filming, sound design, film techniques, etc.
  o Digital asset management – making sure our assets include Town of Mammoth Lakes
    ▪ Josh Wray working on 3 tiers of access groups – one for TOML, community use, etc., one for contracted/hired out photos, one for prohibited use (campaign specific images, etc.)
  o Website is mobile friendly and searchable in many languages
• Plans going forward
  o Refreshing MLT Industry Insider website – more seamless viewing, make it match VisitMammoth.com website look – working to answer “what is MLT doing for me” question
  o Launching VisitMammoth.com usability study on Monday – group of 12 people
  o Starting annual round of fact checking this month
Working to integrate the Crib’s channels/website into VisitMammoth.com
Pilot program to book/find flights through VM.com, pilot program to test it out
Planning session in end of March with Miles and MeringCarson in ML
Next wave of website updates: wedding section to include a larger database of info

April presentation will look at winter campaign, strategies and KPIs of owned channels

7. Department Updates – A brief recap of past, current and future efforts of each department
1. Sales/International – John Urdi in Michael Vanderhurst’s absence
   • MV is meeting with agencies in Scandinavia, then going to ITB Berlin
   • Global Ready China Seminar March 29 – MLT co-hosting with Mono County & ML Chamber – goal is to get businesses ready for the growing Chinese market – free for Chamber members
   • MLT has hired representation in China and Korea
   • John Urdi was in Italy speaking at a conference about the economic impact of biking – ML and the SF Bay Area were recently featured in 9-page article in the biggest bike magazine in Italy
2. Communications/PR – Lara Kaylor
   • Focusing more on local community PR – talking to business owners, finding out what’s new with them and how MLT can help them
   • Considering starting monthly or quarterly coffee meetings open-house style so people can come in and share their opinions/concerns
   • Re-vamping MLT Industry Insider website – make tools easier to find and use
   • Working with Jessica Kennedy with the ML Chamber of Commerce to better convey benefits of TBID vs. Chamber and what each organization can do for you
   • Crib is reopening with a kickoff party on March 15
   • NY Times came to ML to do a story on Tom Painter’s snow depth measurements in the Eastern Sierra – graphics team working on spread for it too: https://www.nytimes.com/interactive/2017/03/22/us/california-measuring-snowpack.html?_r=0
   • MLT recently won Best DMO for cities of under 25,000 population
3. Chamber Update & Discussion – Brent Truax
   • John Urdi – search for Executive Director has been narrowed down to 3 candidates – bringing them to ML to visit and interview in person
   • At Feb. board meeting, Chamber board decided they’d like to expand staff to include a true champion for the business community
     o How can the Chamber help people who are starting businesses? How can they make the town permit/license process easier?
     o A second full-time position with the Chamber would help grow the Chamber, improve business environment/climate, encourage new businesses to come to town, and help guide new businesses through processes as the business advocate
     o Current Chamber staff is 1.5 full time positions – want to move to 2 full time while backfilling the office manager position for MLT
   • At workshop with Town Council, express need was seen for a strategic development/economic development agency to welcome businesses – fits well with Chamber model and mission
   • MLT board funds Chamber through staff salaries/benefits and $25k annual operating budget
     o Make half position full time for 2 total full time staff – funded by MLT
     o Change would be an increase of $50-60k in the financial commitment from MLT
     o Once new director starts, MLT and MLCC can discuss adjusting $25k operating budget
   • Sean Turner – if anything, MLT should support the Chamber more – need focus on welcoming people to town, really improving business community, etc.
   • This change would make Chamber staffed with a strong executive director while Jessica Kennedy (as Assistant Director) would be focused on streamlining businesses starting and operating with town and local partners – combination of positions would push Chamber to the next level
   • Sean Turner motions to fund two full-time Chamber staff positions from the MLT budget while backfilling the MLT office manager position. John Morris seconds, passes unanimously.

4. Air Update – John Urdi
• High cancellation rate for January/February, 83% of cancellations were weather-related
• Suggestion to go back to 7-day-a-week service in the spring and fall – better messaging
• Emplanement numbers are flat – product isn’t living up to what people want
• Going to 7-day schedule in the spring is very little risk – just April 18 to June 1 – only 18 additional flights that would be a risk for subsidy
  o Discuss fall schedule in the coming months – 7 days for that season too?
• Brent Truax motions to move to a 7-day-a-week air service schedule from April 18 to June 1 to supplement current 4-day service. John Morris seconds, passes unanimously.

8. Financial Reports – An update regarding the financial health of the organization – John Urdi
   1. TOT & TBID – review previous months results
      • $1.1 million ahead of last year’s record
        o Town keeps 70% of that – about $2 million added to general fund
      • January – significant snowfall, still great occupancy and numbers
      • True up checks from town should come every quarter, but it’s delayed
      • Will put more money into the CDARS accounts to make sure it’s protected
      • John Morris – keeping money within MLT is the smartest plan and generates much more money on top of what MLT has – MLT’s expenditures have great ROI and return money to the local community
      • Just $1.3 million away from hitting budget for the whole year – April/May/June income is all on top of budget expectations – year will probably be $16.5-17 million overall
   2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity
      • Measure A checking $1.72 million, Measure A savings $5,738
      • TBID checking $960k, TBID savings $5,004
      • CDs – reserve/funding set aside for event venue, etc. - $2.5 million
   3. P&L Reports – emailed

9. MMSA Update – Eric Clark
   • MMSA open til July 4th; 2017-18 season passes now on sale

10. New Business
    1. Event venue update – tabled

11. Key Takeaways
    1. FY 2016-17 TOT currently $2,615,051 ahead of budget which is +45.7%
    2. January preliminary is at $2,622,760 up from the previous record by $250,934 which is +10.6%
    3. January 2017 has set a new ALL-TIME record for highest ever TOT month (beating January LY)
    4. FY 2016-17 TOT currently $1,105,384 ahead of previous RECORD July – January (LY) which is 12%
    5. FY 2016-17 TOT currently $2,615,051 ahead of budget at +34% (+$1,856,686 to TOML general fund)

Future Meeting Dates: Next scheduled Board Meeting is Wednesday, April 5th from 1-3pm in Suite Z