



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, 1:02 pm
2. **Roll Call** – Present: John Morris, Kirk Schaubmayer, Michael Ledesma (arrived at 2:06pm) Colin Fernie, Sean Turner, Eric Clark Paul Rudder
Absent: Brent Truax, Scott McGuire
3. **Board Member Comments/Reports/Agenda Additions**
 - John Morris: Congratulations to John and MLT Staff for receiving the Destiny Award for website. Great to get that recognition! Also, Snowcreek offering a fall golf pass for \$250 .
 - Kirk Schaubmayer: Welcome Eric Clark - replacing Erik Forsell as the representative from MMSA; also Welcome to Matt McClain, new director of MLR; Destiny Awards Best Website; Thank you to all who attended Rock and Rye; Time crunch due to Town workshop for Walk, Bike Ride and Downtown Revitalization
4. **Public Comment** – Matt McClain - new Executive Director for MLR introduction
5. **Minutes** – Approval of past meeting minutes from August 2nd and special meeting of August 7th
 - a. John Morris motioned to approve both the August 2nd minutes and the August 7th minutes as is. Colin Fernie seconded. Eric Clark abstained. Approved unanimously.
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
 - a. John Urdi - Last few meetings we have had discussion about contract threshold, and so put together a document to start discussion. Right now, Board participates in strategic development and direction meeting every spring with our agencies (MeringCarson, Miles Partnership and Lyman Agency), which give directions and the targets, we are headed for in the next year. From there we develop detailed line item for budget that shows how much is being spent in general categories. Moving forward, Spring Strategy meeting now dictates the budget – the new goal would be to have that conversation, with preliminary budget prepared, if possible, and then have a final budget proposed to you at the next Board meeting. Contracts over \$25,000, a number suggested at previous meetings, would be presented prior to being signed (i.e. staff would present contract to the Board month it is being signed and give more information or background). Board should review any new unbudgeted contracts like we did with the air strategy plan. Set up ad hoc to review and bring back for full board review.
 - b. John Morris: When we review the budget we review these contracts and if any one has questions about the budgeted contracts that is the time to ask them. I agree about new unbudgeted contracts need to be reviewed and discussed. I think we can expand the budget conversation but to review them again a month prior to them being signed seems to be redundant when they were already approved through the budget review process.
 - c. Paul Rudder: It would be helpful to get a year in review briefing from these agencies, prior to strategy meeting, prior to budget. (Spring strategy meeting does in fact include review of previous year’s results)
 - d. Colin Fernie: Support item 4 as written, Support item 3 as written and appreciate that being added in, second John Morris on striking item 1 from the recommendation and revising item 2 to include a dollar figure and I am comfortable with \$25,000.

- e. Paul Rudder: Support what Colin said on item number 1 but maybe there is a way to make it more like what Town Council does with the consent agenda, where unless some one had a question or wanted to have more discussion, we would just vote yay or nay; we could pull those contracts we want to discuss further aside for that discussion. Board has oversight responsibility that can be solved with a consent agenda.
 - f. Colin Fernie: revised motion language - Item 4 will stay as is. Item 3 Executive Director identifies area of special interest that require Board approval outside of the preapproved Budget Strategy plan, ad hoc may be formed. Item 2 board reviews any new and unbudgeted contract that comes after the budget has been approved and locked down, in excess of \$25,000. Item 1 - MLT team includes contracts as consent agenda item during monthly board reports.
 - g. John Morris made a motion to accept the language as revised, Colin Fernie seconded. Unanimous approval.
3. Discussion and vote on MLT – MMSA Air Service Agreement 2017-18 –
- a. Document distributed to Board detailing MLT agreement for air service subsidy with MMSA. MMSA handles the direct contracting with the airlines, holds the liability insurance, and line of credit with Alaska and JetSuiteX. At the end of the year we get a full reconciliation on the subsidy costs and we cut a check. This is really a renewal of a contract with the only new addition being JetSuiteX. Explains MLT is responsible for the first \$1.51 million in winter and the entire summer subsidy. Also recognizes Mono County participation, which reduces MLT’s portion of the subsidy.
 - b. John Morris motions to approve contract as is. Paul Rudder seconded. Eric Clark abstained. Unanimously approved.
4. Discuss and vote to appoint two board members to TC/MLT financial strategy panel –
- a. This goes back to the recalibration efforts the Town has put together in regards to Measure A and the reserve/shared bucket. As we move into the new Fiscal Year this new bucket will start accumulating money, and the Mayor would like to get a group together to discuss direction priorities and where those funding mechanisms are going to go. Would like to have two members of this Board involved in those coversations. Board will probably meet quarterly, but could be more frequent than that as things come up.
 - b. John Morris volunteers. Michael Ledesma was also involved in initial conversation. Sean Turner nominates Michael Ledesma. Colin Fernie: In addition to having conversations moving forward about allocations of reserve dollars, its important for this Board and Council to have an ongoing conversation about actual allocation of the dollars that we have earmarked for those specific purposes. Joint conversation about getting to the point of implementation and getting the dollars spent.
 - c. Colin Fernie motions that we appoint John Morris and Michael Ledesma to the MLT-Town Council financial strategy panel. Paul Rudder seconds. Approved unanimously
5. TBID Appeal Panel Recommendations – discussion and vote – **5 Minutes**
- a. TBID Appeal Panel, made up of John Morris, Kirk Schaubmayer and Paul Rudder. Heard two appeals: one form Josh Slater, Bear in Mind, and Ridge Merino.
 - b. Bear in Mind is taking a hiatus from carving but wants to stay involved and keep paying into the TBID and Tier 3. Panel recommends they be moved to Tier 3.
 - c. Ridge Merino – Local sales well under 50k, but would still like to pay into the TBID. Panel recommends a Tier 3 assessment as well.
 - d. Colin Fernie motions to approve both applicants Tier 3 and \$50 fee. Paul Rudder seconded. Unanimous approval.
6. Executive Director performance review, discussion and vote –
- a. Kirk Schaubmayer: All board members received a review document for Executive Director, received back and tabulated scores. (Michael Ledesma arrives at 2:06 pm)
 - b. Review of comments, discussion on areas of opportunity and growth, and feedback from the Board.
 - c. Eric Clark did not participate in the review

7. Executive Session if necessary for Executive director review. – Paul Rudder motioned to have any further necessary discussion related to performance review to be had at a future Executive Session meeting held in conjunction with a future board meeting. John Morris Seconded. Unanimously approved.

7. MLT Team Presentation Schedule –

A quick review of Social media updates and successes; Comparative analysis of q4 last year to q4 this year; Review of active channels with both Visit Mammoth and The Crib; Review of social media goals with all channels; Connecting social media to the website and pushing traffic to the website with links integrated to social media posts. Review of social media scorecard: Big growth in the last year. Link clicks is the biggest growth number in the last year: 5,998 last year to 59,000 this year. Specific review of each channel individually. Instagram is our fastest growing and most engaged channel. Overview of where we are going with our social media platforms and integration of videos to the website.

8. **Department Updates** – This was skipped due to time constraints. Departments will give update at next scheduled meeting

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

1)TOT & TBID – review previous months results

- a) July TOT came in 2% above last year's record. TBID was also on track with last year.

2)Cash Flow and CDARS info – discussion of current bank balances and reserve account activity

- a) Measure A checking account \$1,374,447, Savings account \$5,009.92
- b) TBID checking account \$1,142,455, savings account \$5,005
- c) John Morris and John Urdi will be getting together soon to review cash flow for the next few months as well as reinvesting CDs so that they are protected.

3)P&L Reports

- a) Sent out draft of June numbers still waiting for TOT true up from the Town so that we can close the books.

10. **MMSA Update – Eric Clark** – We are done skiing; and we have the Gran Fondo coming up this weekend.

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

Meeting adjourned at 2: 42pm