



Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, October 4, 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 – Brent Truax, Board Chairman**
2. **Roll Call – Present:** Brent Truax, John Morris, Michael Ledesma, Colin Fernie, Sean Turner, Eric Clark, Paul Rudder, Scott McGuire
Absent: Kirk Schaubmayer
3. **Board Member Comments/Reports/Agenda Additions**
 - a. Scott McGuire: Will give a brief update when we reach MLR discussion.
 - b. John Morris: Snowcreek closes this weekend
 - c. Sean Turner: Encourages everyone to check out Sam’s Woodsite improvements
 - d. Brent Truax: Chamber year end gala December 7th
4. **Public Comment –**
 - a. Peter Corcoran - New business: Sierra Event Management; worked with Bluesapalooza for the last five years; worked at The Canyon in Agoura Hills; Mountain Sports International; in the process of making capital investments in rental equipment and capabilities;
 - b. Jessica Kennedy – Thank you for participation in front line staff training; sending your staff and participating yourself.
5. **Minutes – Approval of past meeting minutes from September 6th**
 - a. John Morris motions to approve the minutes as presented; Colin Fernie Seconds
 - b. Brent Truax and Scoot McGuire abstain from voting on minutes, as they were absent from meeting.
 - c. Passes unanimously.
6. **Presentation - TOT Compliance Efforts – Quarterly Report for Q1 – Danny Earls, revenue accountant –**
 - a. Numbers for the first quarter of this year look very similar to last year; we opened 17 cases – average 20; 32 citations last year compared to 36 this year; 10 assessments issued and 1 certificate or lien that was filed; Collected \$60,000 last year in comparison to \$80,000 in the same period this year.
 - b. Constant enforcement efforts in place – every case is different. We have been looking into new ways to catch illegal rentals and make the process smoother; we have instituted a
 - c. 2-day waiting period after we issue the first \$1,000 citation – in hopes to give more flexibility and get responses – and we have seen success with it.
 - d. Trying to keep all hearings as consistent as possible when it comes to hearings and citations, that way we have provided a consistent review to all operators. We are also now sending offenders video of hearings before council, which has been effective in getting operators to remit when they see how the council responds to these types of issues.
 - e. MLT recently helped us collect some large outstanding balances, by stating that their advertising in the visitor’s guide would be pulled. Five out of the 8 offenders responding to that in five days.
 - f. Now conducting site visits on operators who have not responded after ten citations; had some success in contacting the operators, or renters and then the operators, also had cooperation from neighbors.
 - g. New technology to help further enforcement efforts – data/advertisement mining - looking at a program to assist with that effort.
 - h. Education is challenging – People continue to come back saying that they didn’t know.
 - i. Colin Fernie: Can you make a distinction on staff time spent between revenue cases and zoning cases?

- i. Danny Earls: Zoning cases are by far more time consuming in terms of staff time as they will fight the charges all the way, whereas revenue cases generally come into compliance because they can.
- j. Eric Clark: How often do those allowed to rent come into compliance (revenue cases)?
 - i. Danny Earls: All choose to continue to rent. All choose to come into compliance, eventually.
- k. John Morris: As President of the Lodging Association I would really like to sit down with you and Rob and learn what the plan is to combat the airbnb issues, as it is critical to our town and our housing issues.
- l. Brent Truax: Echo John's statement – believe personally it impacts our local housing greatly and am looking forward to ways we can combat and improve this issue.

7. New Business

1. **Event discussion update** – John Urdi reviewed first meeting with the group, which includes two representatives of the MLT board (Sean Turner and Colin Fernie), two representatives from the Chamber of Commerce board (Sandra Di Domizio and Nicole Godoy), Stu Brown on behalf of town, Ken Brengle and John Urdi. Talked about direction and what we are trying to accomplish. Last week sent out competitive set of peer analysis to see what others do: Truckee; Telluride; Vail; Park City; Bend, OR; Summit County, Colorado; Breckenridge. Take all the good things and build them into our program here. Next meeting: go through with Stu what the town currently does and owns, and start looking at a scope for the department, staffing, funding; probably coming back at the December meeting with a full scope and then having someone on after the first of the year.
 - a. Scott McGuire: Possible to circulate competitive set to general board?
 - b. John Urdi: yes, will send to Board.
2. **Mammoth Lakes Recreation** – Scott McGuire reviewed the last MLR meeting: changes to board members- Gary Morgan, Teri Stelhik and Drea Perry have left the board, so they will be looking for 3 new members. Teri will remain on the allocations committee; review of the give or get donation policy requirement for board members - \$500 annual requirement to either give or raise in donations; Went through allocation exercise with town events, all cultural events – funds came from Measure U; further conversations about MUF facility: missing needed funding, town council will make decision on bonding tonight (MLR recommendation is to move forward with bonding), recommendation to delay site work until the spring but to lock in a bid now for the costs.
 - a. Brent Truax: What is MLT's role in this development? I don't want to have the conversation now but would like the Board to start thinking about what we want to see and expect, and what does a relationship between MLR and MLT look like moving forward? Maybe discuss further.
 - b. Scott McGuire: Also would like MLT staff to take note of how MLR puts together Board packet and information. Maybe we can streamline similarly.
3. **High Altitude Training Crib discussion** – High Altitude Training crib located over at The Lodges at Snow Creek for the last two-three years. Use to just be a program from July until September. Greatly expanded in the last year and now runs March through October. Unfortunately, the owner would actually like to use at some point. Now looking for a new crib, possibly a year round option. Year round so that we can look at more winter athletes and potentially more Olympians. Hosts elite athletes and media, they don't pay, in exchange for media and coverage. Should we look at purchasing? Right now spending \$3,000 a month to rent current Crib. With ownership we can decorate and give it a better athlete feel; we can look at a sponsor;
 - a. Colin Fernie: Parameters wise, what are we looking for? Still in the same mortgage/rent range? Rooms? Strong inclination to buy?
 - i. John Urdi: Something similar to what we have now would be great but possibly looking at additional options with owning a place. Buying gives us more ownership and more flexibility with appearance and décor.
 - b. Scott McGuire: Do we have a cost per impression goal? I would like to see that analysis to give some hard evidence to how beneficial these types of impressions are and we can better justify this spend.
 - c. John Urdi: Probably coming back at the December meeting to discuss further.
 - d. Michael Ledesma: are we looking at utilizing just for athletes? Could we look at celebrities?

- i. Right now, we host mainly athletes but have also hosted media members; and be able to mix them together – story coming from Women’s Running after the start of the new year of her experience staying in the crib and being immersed in training and living in mammoth.
 - 4. MLT and TOML agreement – discuss and appoint task force to review – Urdi reviewed that our current contract with the town is up next June but need to start addressing and getting figured out now. Set to be on November council meeting agenda. Will need two members from the Board to start reviewing and being a part of town discussions as to what they see our role as and that matches what we want to see.
 - a. Brent Truax recused Colin Fernie from discussion and participation.
 - b. Eric Clark volunteered; Paul Rudder volunteers.
 - 5. Executive Session if necessary for Executive director review and compensation. – Board went into executive session.
 - a. Report from executive session: Paul Rudder makes a motion for a 2% annual increase for the Executive Director salary, Second from John Morris; approved unanimously
 - b. John Morris makes a motion that the bonus for the prior fiscal year, achieved 70% of available 15% bonus, which comes to \$20,055 be granted. Second from Michael Ledesma; approved unanimously.
- 8. MLT Team Presentation Schedule – tabled until next meeting due to timing.**
- 9. Department Updates – Tabled until next meeting due to timing.**
- 10. Financial Reports – An update regarding the financial health of the organization – After exiting executive session.**
- 1. TOT & TBID – review previous months results
 - 1. Final numbers for August. Slightly ahead of last Aug by 1%; 46k ahead of last year’s record.
 - 2. September looks good but hard to say if it will be another record
 - 3. TBID is pacing about the same 5k behind, odd because we are down in TBID but TOT is up; more people in town, more tot, but TBID seems off. We have had some challenges with monthly reporting, especially year-end, but we are continuing to work with them to make sure everything is correct.
 - 2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity
 - 1. Measure A checking \$2.456 million; Measure A savings \$5,010
 - 2. TBID checking \$1.183 million; TBID savings \$5,005
 - 3. Met with John Morris a few weeks ago to talk about CDs that we have; looking at putting another \$1 million into Measure A, and \$500,000 into TBID. We are about a \$1 million ahead with the TBID but looking to reinvest \$500,000 back in this year. Most CDs mature at 13 weeks so if we need access its only a few months away.
 - 3. P&L Reports – delayed by the TBID numbers that we received day before Board meeting – were sent to the Board
 - 4. 2016-17 Financial Audit will kick off in November 2017
- 11. MMSA Update – Eric Clark – concluded last bike event Sunday; Bike Park has been closed but they had 150 high school racers. That is it until November 9th event – opening day.**
- 12. Key Takeaways**
- 1. August came in at \$1,545,807 up from the previous record (2016) by \$10,400 which is +1%
 - 2. YTD TOT is +\$46,000 to the previous record (2016) and +1,085,707 to 2017-18 budget

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

Prior to the adjournment of the meeting Paul Rudder made a motion to recognize John Urdi and the MLT staff for their success in creating the exact conditions necessary to increase TOT. Eric Clark Second. Approved unanimously.

Meeting to adjourned at 3:00pm