



Mammoth Lakes Tourism Monthly Board Meeting

Tuesday, May 1, 2018 - 8:00am-4:00pm Westin Monache Resort

Board Member Call in # (310) 372-7549 - Participant Code 934985 - Host Code 3838

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 – 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), **Sean Turner** (Retail June 2020 3-year term), **Eric Clark** (MMSA no term), **Paul Rudder** (At-Large June 2019 2-year term), **Scott McGuire** (At-Large June 2018 2-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 March 7, 2018 – **tabled until 5-2-18 meeting**
 6. **New Business** – The Board will hear a presentation which is available in full at https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79_hRJa?dl=0
 - I. Overview
 - a. State of Tourism
 - b. State of MLT Business
 - II. Year in Review
 - a. Marketing & Communications Program
 - i. Paid Channels
 - ii. Owned Channels
 - iii. Earned Channels
 - b. International Program
 - c. Air Service Marketing Program
 - d. Community Engagement Program
 - III. Looking Forward
 - a. MLT Business Objectives & Strategic Priorities
 - b. Program Initiatives
 - c. Budget Recommendation
 - d. Approval Timeline
- *35 minute break is tentatively scheduled at 12:15pm
7. **MLT Team Presentation Schedule** - None
 8. **Department Updates** – A brief recap of past, current and future efforts of each department
 1. None
 9. **Financial Reports** – An update regarding the financial health of the organization – **tabled until 5-2-18 meeting**
 10. **Mammoth Resorts Update** – **Eric Clark** – **tabled until 5-2-18 meeting**

Future Meeting Dates: Next scheduled Board Meeting for **Wednesday May 2, 2018** from 1-3:00pm Suite Z