



Mammoth Lakes Tourism Monthly Board Meeting

**Special Meeting**

**Monday, August 7, 2017**

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

**3:30-4:30pm in Suite Z**

Board member Paul Rudder will be calling in from 1501 Kirkwood Meadows Dr., Kirkwood, CA

Board member Scott McGuire will be calling in from 2325 Third Street, San Francisco, CA

[https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79\\_hRJa?dl=0](https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79_hRJa?dl=0)

**Meeting Agenda**

- 1. Call Meeting to Order – Brent Truax, Board Chair 3:35pm**
- 2. Roll Call – Present:** Brent Truax, John Morris, Kirk Schaubmayer, Colin Fernie, Joani Lynch representing MMSA.  
**By Phone:** Paul Rudder and Scott McGuire  
**Absent:** Michael Ledesma and Sean Turner
- 3. Board Member Comments/Reports/Agenda Additions - None**
- 4. Public Comment – None**
- 5. New Business**
  1. Review findings of MLT ad-hoc committee (Rudder and McGuire) on Air Service Strategy RFQ firm selection – discussion and vote
    - a. Review from John Urdi of RFQ process and RFQ review process
    - b. Scott McGuire and Paul Rudder discuss their findings – Both sent emails to the Board reviewing their findings from the Executive Summary as well as the RFQ review process.
      - i. Scott McGuire – Overall I feel very comfortable with the direction of Mead & Hunt and why they are the choice and why Embark was not selected. Work they did with Crested Butte on passenger demand analysis definitely sets them apart from others.
      - ii. Paul Rudder – In addition to email sent, this consultant is not really focusing on the marketing end but in the future we will have a consultant for that; point being that the next step is going to be just as critical as this one. John, Grady and Eric did a fine job of analyzing information and making a choice. Special Thanks to those for helping the Board.
      - iii. John Urdi – As we move forward, if there are programs like this, we will discuss the limits and guidelines to set in place at next Board meeting on September 6th. Having a board member involved moving forward on these types of things is a good way for us to bring it back to the Board without a special meeting. We do have a small agreement with Embark to fill seats for the fall period, highlight flights through winter and into next summer. Mead & Hunt might be brought into the mix there moving forward.
      - iv. Brent Truax - Do we need to take to new legal counsel to review?
        1. Paul Rudder - I always think its a good process to have legal review contracts.
      - v. Kirk Schaubmayer - Motion to move forward after legal counsel reviews and signs off on document. Scott McGuire seconds. Unanimous approval.

**Motion to adjourn meeting - 3:45pm**

**Future Meeting Dates:** Next scheduled Board Meeting for **Wednesday September 6, 2017** from 1-4:00pm Suite Z