



## Mammoth Lakes Tourism Monthly Board Meeting

**Wednesday, May 24, 2017**

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

**9:00 – 11:00am in the MLT Conference Room**

[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** – John Morris, Board Chair, 9:05 am
2. **Roll Call – Present:** John Morris, Kirk Schaubmayer, Brent Truax (arrived at 9:45am), Colin Fernie, Sean Turner, Erik Forsell (on phone), Paul Rudder, Scott McGuire  
**Absent:** Michael Ledesma
3. **Board Member Comments/Reports/Agenda Additions** - None
4. **Public Comment** – None
5. **Minutes** – minutes from the May 9<sup>th</sup> board of directors meeting to be approved at the regular June 7<sup>th</sup> meeting
6. **Board Member Discussion**
  1. **Measure A Funding** –
    - a. Overview - John Urdi: John Morris, Michael Ledesma, Dan Holler, John Wentworth and Colin Fernie met to discuss the Town's current Measure A funding commitments and if they should be maintained or adjusted to accommodate other priority needs in the community. Town would like to keep the reserve funds generated by MLT within the Town with MLT having access to when needed. MLT would be able to make recommendations of how to spend the funds but like a two key system of a safety deposit box, Town would have to agree with the direction on how the funds are being spent. Equally Town could recommend to MLT other spending options, but MLT would have to agree; both keys have to go into to safety deposit box to open. MLT would still maintain an operating reserve, but this would concern approximately \$2 million currently in CD's. MLT would like to see proposal from Town in writing with understanding Town would not be able to take any money without a joint decision from both entities.
      - Scott McGuire: Would Council want to take the reserve money now or the next fiscal year?
      - Colin Fernie: John Wentworth and I will recommend based on the perspective of this board. The intent is this being an ongoing policy in regards to how reserve funds are handled. Main objective is to establish a policy for all NGOs reserve funds and to reallocate Measure A funds to get every NGO on a level playing field. It has been about 5 years since there was any evaluation of the Measure A allocations and that was in the light of different economical circumstances. Probably need to be looked at more periodically and maybe on an annual basis. We are not looking at this money as funds to be brought back into the general fund but goal is to keep MLT successful but also reallocate some dollars to organizations who don't have as much funding. Council would like to establish set guaranteed allocation that organizations can budget off of and then any overages would go into a fund for special projects like the Wood site or way-finding projects. Feedback from this board would be helpful.
      - Whitney Lennon: Does the council have the background on funding issues as it relates to our contracts and commitments, specifically what can happen in drought years?
      - John Urdi: From a year-to-year perspective, Measure A dollars are important to the organization because of the contracts and commitments to our agencies. Without those funds we could potentially lose these agencies.
      - Sean Turner: Have we looked for other partners and agencies to work with?
      - Whitney Lennon: We are regularly monitoring our competitive set and can put together research to show the benefit of Mering Carson but switching agencies would take us backwards. Our contract with Mering Carson is monitored and renewed on an annual basis. We are constantly monitoring the market.

- Scott McGuire – Since Mering Carson has a relationship with Visit California, it is beneficial to stick with them, but I would like to see us modify our contract to state that we will continue to work with them as long as they continue to work with Visit California, as there is real value for us in that relationship. We can continue to justify our contract with them by explaining that their relationship with Visit California is beneficial to MLT.
- Paul Rudder asked whether large contracts like Mering Carson should be voted on by the Board and suggested the Board look at requiring a threshold for contracts that would trigger the Board to vote and approve. To be discussed at a future meeting.
- John Morris: I would like to see the political commitments of the Town restored to the original structure. Then if there are overages above the commitment then it should be put into a fund with pre-determined projects that still meet the mission of this NGO. But putting those funds in a place where we have to get further approval to use funds that have been earned defeats the purpose of this NGO.
- John Urdi: My suggestion would be to make sure housing is fully funded and that should come out of the overages or the general fund. Other overages should be set aside for special projects, like an airport terminal.
- Sean Turner: Along these lines I would like to have a discussion on our June meeting about how to earmark the reserve, put actual dollar amounts to projects and put it out in the public so they know what MLT is doing.
- John Morris: Board recommendation is that we would like to keep the 2.5 points the way they are and would like clear definition and exact amounts that we have in reserve and be very specific about what reserve is earmarked for.

**2. Special Events** – discussion of events position, event marketing and event funding

- John Morris: I do not think special events position should live in the Town but I also do not want to derail MLT's work/objective. Additionally, I do not think anyone can do it as well as we can. I propose bringing in a full time position within MLT and request town give us the funds earmarked for this position.
- Brent Truax: I originally was not supportive of the position being in MLT; think it should live with the Chamber. But from this standpoint of getting it done, I would rather see it within MLT. Position should support existing events and should not be looking to create new events, but should be bringing new events to town. Also would like to see someone who has experience with events and can hit the ground running.
- John Urdi: what would be the role of this person? What do we want them to do?
- Sean Turner: I would like to know what our peer resorts are doing in this area and then make a recommendation. I also think there are multiple components to this that need to be looked at; I would love to have someone coordinating resources between all various events in town to share costs, etc.
- Erik Forsell: Think MLT should look at contracting out the recruitment of events to bring new events to town. And then have an in house person for managing the processes of actually having the events. I don't think it's a full time position at first, but may grow to that. I would like to see that in MLT.
- Paul Rudder: Events are powerful in making money and MLT needs to be involved in that but I also would like to know what the organizational concerns involved in this position are.
- John Urdi: I can bring a list of concerns as well as a check list of what we would like to see this position do and the board can decide if it is one person or two person or the exact make up.
- Brent Truax makes a motion to support bringing event position into MLT and review a detailed list at a later date in regards to exactly what the position is. Paul Rudder seconds. Motion passes unanimously.  
(Scott McGuire left at 11:04am)

**3. MLT Staff Travel** – discussion of MLT staff travel for various boards, conferences and meetings

- **John Morris:** A concern was brought to me to review the travel expenses of MLT, personally I have no concern with any of the travel being done by MLT but I would support a one sheet so that we can explain to the public when they bring these concerns to us. Colin Fernie and Paul Rudder both agreed that a one sheet would be helpful in answering question from the public.

**4. MLT Credit Card** – discussion and adoption of MLT credit card policy  
(Colin Fernie left at 11:13am)

- Brent Truax: I would make a two part motion to authorize John Urdi to use the current credit card for necessary needs for the organization and that we continue to pursue a card that John Urdi does not have to personally guarantee. I also would like to motion to allow John Urdi to continue to use the points. Paul Rudder seconded the motion. Motion passes unanimously.

Brent Truax motioned to adjourn the meeting at 11:18am; Kirk Shaubmayer seconded motion.