



Mammoth Lakes Town Council and Mammoth Lakes Tourism Board Workshop

Wednesday, January 4, 2017
4-6pm in Suite Z

Workshop Agenda

1. **Call Meeting to Order** – Shields Richardson, TOML Mayor & John Morris, MLT Board Chairman
2. **MLT Roll Call** – **John Morris** – *Chairman* (Lodging June 2018 3-year term), **Kirk Schaubmayer** – *Vice Chairman* (Lodging June 2018), **Brent Truax** – *Treasurer* (Chamber no term), **Michael Ledesma** – *Secretary* (Restaurant June 2017 3-year term), **Colin Fernie** (Town Council no term), **Sean Turner** (Retail June 2017 3-year term), **Erik Forsell** (MMSA no term), **Paul Rudder** (At-Large June 2017), **Scott McGuire** (At-Large June 2018)

Town Council – Mayor Shields Richardson, Mayor Pro-tem John Wentworth, Councilmember Cleland Hoff, Councilmember Bill Sauser, Councilmember Colin Fernie
3. **Board Member Comments/Reports/Agenda Additions**
4. **Public Comment** – Please limit to three minutes or less
5. **Workshop Introduction** – Mayor Richardson
6. **MLT Overview** – John Morris

Program updates

7. **Strategic Initiatives** – Paul Rudder
8. **TBID Renewal** – Michael Ledesma
9. **Chamber of Commerce** – Brent Truax
10. **International Sales** – Kirk Schaubmayer
11. **Public Relations/Communications** – Sean Turner
12. **Marketing and Website** – Scott McGuire
13. **Air Service** – Eric Clark
14. **Comments or Questions**