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**