



Mammoth Lakes Tourism  
Monthly Board Meeting

**Tuesday, April 3, 2018 - 12:30-3:00pm in Suite Z – NOTE new day and earlier time**

Board Member Call in # (310) 372-7549 - Participant Code 934985 - Host Code 3838  
[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 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 - **attached**
6. **New Business**
  1. Reconfirm MLT’s Organizational Objectives –**20 minutes** –
    - a. Review BOD created MLT Business Objectives. Business Objectives drive all planning and decisions made by staff.  
**Intent is to have board members review the documents listed below prior to the April board meeting.**
      - i. 10 Months of viability – documents comparing 2015 to 2018 - **attached**
      - ii. Marketing Plan - <http://mltindustryinsider.com/wp-content/uploads/2018/01/2018-01-09-173a18-Marketing-Plan.pdf> **also attached**
  2. TBID renewal update and discussion and vote – **20 minutes**
    - a. Update on current status of the TBID renewal
    - b. Current plan is to go to Town Council for a Resolution of Intent on April 18<sup>th</sup>
      - i. Agenda Bill and Resolution due to Town Clerk by April 9<sup>th</sup>
      - ii. 50.1% petitions required from assessed businesses due to Town Clerk by April 17<sup>th</sup>
    - c. With public hearings happening within 60 days of ROI, this would have Town Council approving the renewal through the Resolution of Formation at their June 20<sup>th</sup> meeting.
      - i. Public hearing #1 would be during the May 2, 2018 Town Council Meeting – Suite Z
      - ii. Public hearing #2 would be during the June 6, 2018 Town Council Meeting – Suite Z
    - d. The renewed TBID would go into place on September 1, 2018 and run through August 31, 2028 as a secured marketing fund supporting the Mammoth Lakes business community.
    - e. Board vote to approve any change to the MLTBID Management District Plan

3. Strategy discussion regarding budget commitments - board votes where needed— **75 minutes**
  - a. This discussion will focus on possible changes and additions to the MLT budget for the 2018-19
    - i. Prior year review (+\$1,000,000 invested from air subsidy savings and TBID reserve)
      1. We are not anticipating air subsidy savings this year and reserve use is TBD
      2. Revenue estimate for 2018-19 fiscal is roughly \$7,000,000 (without any reserve)
        - a. Capped \$2,260,000 in Measure A from TOML
        - b. Conservative estimate of \$4,750,000 in TBID revenue
    - ii. Adjustments to 2018-19 marketing responsibilities
    - iii. Increased support of Mammoth Lakes Chamber of Commerce \$37,800
      1. Support for website redevelopment, service training, mobile app etc.
    - iv. Discussion on special events and MLT's role, staffing and expected budget – **attached**
      1. Developed by steering committee to help facilitate existing events and ultimately draw new events with focus on need times (midweek, shoulders)
      2. Proposed two positions – director and coordinator
      3. Salaries and benefits for both positions roughly estimated at \$150,000
      4. \$24,000 operating & \$50,000 proposed to additional grant funding
      5. Positions to live within MLT both budgetary and physically
      - 6. Question of TOML commitment of \$125,000 in grant funds past 2018-19**
    - v. Discussion of *community engagement manager* role and expected budget – **attached**
      1. One position focused on local marketing and business support
      2. Reports to Lara Kaylor but has ties to all directors to assist in local efforts
      3. Salary and benefits roughly estimated between \$75,000 to \$100,000
    - vi. Reserve management and allocation (\$1.25m in A and \$2.5m in TBID reserves) **attached**
      1. Annual look at allocations of remaining reserve funds in A and TBID
      2. Board may choose to refocus funds as needed
      3. Board may also choose to reinvest funds towards enhanced marketing efforts
    - vii. Shared MLT/TOML Town Council funds
      1. \$600,000 have been committed YTD toward 6-year LA Kings partnership
      2. Consideration of future funds – i.e. next \$750,000 to support events positions for three years
      3. Use of these funds must be agreed upon by both MLT and Town Council
  - b. BOD vote to approve or disapprove and give direction on each of these agenda items
  - c. Goal - approval of final 2018-19 budgets at our May 2nd or June 6<sup>th</sup> MLT Board Meeting

## 7. Planning and Budget Workshop – May 1<sup>st</sup> Location TBD – Suite Z not available – 15 minutes

- 6-8 hour meeting to cover all items and get understating and buy-in from the board on direction as well as address any questions or concerns anyone may have. Plan is for the meeting to run 8am-4pm.
- MLT staff role is to define and set the strategy and corresponding budget for the coming fiscal year 2018-19 and to work collaboratively with agency teams.
- MLT staff role is to define and set the strategy and corresponding budget for the coming fiscal year 2018-19 to then present to the MLT board
- MLT team and agencies will walk through each segment of our plan including corresponding budget
  - Mering Carson
  - Miles Partnership
  - Lyman Public Relations
  - Embark Aviation
- Any revisions or adjustments requested by the board can be addressed and brought back to the board at the June 6<sup>th</sup> board meeting for final approval of both plan and budget.

**8. MLT Team Presentation Schedule**

April 4<sup>th</sup> No presentation this month

**9. Department Updates** – A brief recap of past, current and future efforts of each department

1. Departmental updates tabled this month due to strategy discussions

**10. Financial Reports** – An update regarding the financial health of the organization – **5 Minutes**

1. TOT & TBID – review previous months results – **attached**
  1. TOT for February \$2,140,058 which is +\$392,158 +22% to budget -\$335,234 -13.5 to LY
  2. TBID for February \$653,000 which is -\$150,000 behind budget YTD we are -\$250,000
2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity
  1. Measure A \$1.25m & TBID \$2.5m in CDARS
3. P&L Reports

**11. Mammoth Resorts Update** – Eric Clark – 5 minutes

**12. Key Takeaways**

1. February came in at \$2,140,058 down from the previous record (2016) by -\$335,234 which is -13.5%
2. YTD TOT is \$12,566,627 to the previous record (2016) and +\$3,560,422 to 2017-18 TOT budget YTD

**Future Meeting Dates:**

Planning and Budget Workshop for **Tuesday May 1, 2018** from 8am – 4pm location TBD

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