



## Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, April 5, 2017

1:00-3:30 pm Suite Z

[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, 1:02 pm
2. **Roll Call – Present:** John Morris, Kirk Schaubmayer, Brent Truax, Michael Ledesma, Colin Fernie, Sean Turner, Erik Forsell (by phone), Scott McGuire, John Urdi  
**Absent:** Paul Rudder
3. **Board Member Comments/Reports/Agenda Additions**
  - John Urdi – Form 700s are due to Jamie Gray ASAP
    - Board members joining the board or leaving the board must also fill out forms
  - John Morris – Lodging Association met last week
    - Christine from Visit California presented on what resources VCA has to offer local lodging partners – free access to maps, visitor guides, magazines, etc.
  - Scott McGuire – ski patrollers are having their first official reunion May 4-6
    - Expecting 250 people total (including families of ski patrollers)
    - MMSA has been generous in working with them and donating to the reunion
    - Group is looking for businesses to offer lodging/restaurant discounts that weekend
4. **Public Comment** – Please limit to three minutes or less
  - Rich Boccia – Mammoth Lakes Recreation
    - Kudos to MLT for receiving Best Small DMO award
    - Town Council approved MLR's priority phase projects
    - MLR started looking at its budget in February, town finance manager involved
    - Looking at marketing for special events – who owns this, who controls programming for the arts & culture center, etc. – all in discussion phase
    - Mammoth Track Club paid off their loan – congrats!
5. **Minutes** – Approval of past meeting minutes

Michael Ledesma moves to approve the minutes, Scott McGuire seconds, passes unanimously. Erik Forsell and Colin Fernie abstain – absent during last meeting.

6. **MLT Team Presentation Schedule** – 30 minutes including Q&A time
  1. April 5<sup>th</sup> – Owned Channels (Paid Media presentation postponed) – Meghan Miranda & Josh Wray
    - Email marketing – Meghan Miranda
      - Monthly emails have a 16.9% average open rate – list size is 29,251
        - Talking to a larger audience, slightly less engaged
        - Categories – active outdoor, snowsporters, active outdoor without kids
        - Goals: seasonal messaging, drive website visits, promote upcoming events, inspire trip planning
      - Promotional emails – sent once or twice a month depending on current promotions
        - Sending to affinity groups – fishing vs. fall colors etc.
        - Talking to fans or the Mammoth Family (Mamm Fam)
    - Website – Meghan Miranda
      - Listings are maintained for local businesses and events

- Visitors use listings when they're in town – trying new places or learning about events
- Listings are updated through an internal audit and annual fact checking – business owners have data engine logins to update their information
- Every business is represented, professional images are shot for many of them, serves as a mini website for businesses that don't have their own website/resources
- Future goals – integrate user generated content (UGC) and get event information as early as possible to promote them most effectively
- Blog – Meghan Miranda
  - Timely information with local voices – Betsy Truax, Jason Abplanalp, Mike McKenna, Monica Prella
  - Focus is on seasonality, special interests, local perspective and inspiration
- Facebook – Josh Wray
  - Audience is outdoor active and snowsporter with kids
  - 2-3 posts per day, focus is inspiration and driving traffic to the website
  - Facebook Live program launched a few months ago – led by Kalyn Lepre – local tools/tips, event videos highlighting Bluesapalooza, Mammoth Margarita Festival, etc.
  - Paid campaigns produced by MeringCarson
  - Goal to get our partners/followers to share their experiences
- Instagram – Josh Wray
  - Audience is outdoor active, snowsporter without kids, millennials
  - Shift toward spring/early summer messaging now
  - Inspiration, advocacy/experience sharing, leveraging partnerships (re-posting shots)
  - Instagram stories are useful for showing trail conditions, etc.
  - Instagram takeovers have been successful – Miles Weaver (Sharpshooter/freelance photographer), Tyler Wallasch (professional athlete)
  - Instameets have been successful too – good to get influencers here in person, ESIA did a presentation on leave no trace
    - Convict Lake Instameet had 80 attendees, Minaret Vista Instameet (planned quickly) had over 40 attendees, Silver Lake Instameet had 100 attendees
  - Mix of paid influencers (lodging paid for but no stipend) and people just happy to take over the channel
  - Erik Forsell – don't forget winter activities keep happening
- Twitter – Josh Wray
  - A bit more difficult channel, smaller following, trying to do 5-10 scheduled posts per day
  - Targeted at active outdoor with kids, media, extreme sports, MLT's partners
  - Twitter Chats have been successful – aim to do more with Crib channels too
- YouTube – Josh Wray
  - Another chance to drive people to the website
  - Inspirational, active outdoor with kids/pets, athletes, extreme sports
- Scott McGuire – MLT board needs to encourage colleagues to learn about and use social media
- Meghan Miranda – MLT is happy to help business community get up to speed – Power Lunch presentation, social media tips/sessions, etc.

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

### 1. Sales/International – Michael Vanderhurst

- a. Global Ready China seminar very successful, 85 attendees, 4 MLT board members, several GMs from MMSA – forwarded presentation materials to board members
- b. Scandinavia – CA is a strong destination for them, no issues with current political climate, mostly summer/fall market
- c. Germany – has major issues with political climate, numbers down, heading to Canada instead, affordable lift means Germans keep coming here even with exchange rates
- d. Potential growth in South Korea for winter visits – tack a ski vacation onto your business trip
- e. YARTS 2016 report – Mammoth Lakes is the biggest/most used portal for YARTS, riders from Denmark, Switzerland, Taiwan and Turkey
- f. Tioga pass closed later this year

- i. Brent Truax – guests are reluctant to book in May
  - ii. International visits will be down but people will still come – they'll go the long way around because their itineraries are set
  - iii. John Urdi – probably not a record month in June, but will replace these activities by promoting other ones
- 2. Communications/PR – Lara Kaylor
  - New York Times published article about Tom Painter and snow depth studies – interactive maps/graphics – highlighted Mammoth outside of just skiing
    - Tried to put ad value on the article, difficult to calculate, but probably \$500,000 based on estimates from a digital ad agency re: cost per clicks
  - Meeting with USFS will be scheduled soon to discuss passes opening
  - The Crib reopened on March 15 with a kickoff party
    - Instagram channel doing well – most athletes are millennials
- 3. Marketing Update – Whitney Lennon
  - Starting spring campaign on April 10
  - Seasonal messaging – discover summer's biggest secret (Devil's Postpile/Rainbow Falls), family messaging – make your summer one for the storybooks, flight messaging – easy flights to the hard to believe, and year-round message through rich content
  - Brand video will be playing on BrightRoll and Hulu – 30 second one covers all seasons, 15 second one covers all 4 but is weighted toward current season
  - Billboards throughout LA and southern CA – “your unreal summer awaits”
  - Stories campaign – one-up winter & elevate your summer at 8000 feet
- 4. Chamber of Commerce Update – John Urdi
  - Executed plan from last board meeting – Jessica Kennedy is now assistant director
  - Ken Brengle starting April 24 as executive director
  - Brought on backfill for Jessica's position of office manager – Emily Summers – formerly manager at The Village Lodge (starting April 24)
- 5. Air Update – John Urdi
  - SFO and Burbank service ended, SFO ending after Easter, LAX second flight ends Friday before Easter
  - Two week period this spring of only 4-day service, but 7 day flight schedule starts April 28
  - Cancellation rate for the year is around 20%
    - Tough year for air service – 92 cancellations vs. 67 last year – 83% were due to weather
    - Diverting to Bishop helped a lot but not every time – sometimes bad conditions there
  - Subsidy will be just shy of \$1 million
  - Working with the town to finalize an RFP/RFQ for a comprehensive air study
  - Study last fall showed people are using air service more
- 8. **Financial Reports** – An update regarding the financial health of the organization – John Urdi
  1. TOT & TBID – review previous months results
    - TOT for February was \$2.145 million
    - \$15.7 million last year, at least \$16.5 million this year even with a weak May and June
    - March and April numbers looking good – will have March numbers in early May
    - \$2.625 million going to the town's General Fund, probably \$4 million for the whole year
    - Exceeded TOT budget as of Feb. - \$12.83 million – 10% ahead of YE budget with 4 months to go
    - TBID pacing ahead of budget
  2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity
    - Measure A checking \$1.502 million, Measure A savings \$5,009
    - TBID checking \$1.77 million, TBID savings \$5,004
    - CDs – reserve/funding set aside for event venue, etc. - \$2.5 million
  3. P&L Reports – emailed
  4. Annual Financial Audit Questions
    - Board members were emailed a copy
    - Brent Truax – MLT should continue exploring a corporate credit card

- Numbers look good, work on expense report process, etc.
- Taxes are complete – Brent Truax will sign them

#### 9. MMSA Update – Erik Forsell

- Finished spring pass sale – up 20% over LY – sold 3 passes a minute/11,000 passes total on last day
- Start skiing on April 1 with your pass for next year instead of April 16/23 in previous years
- Just went to international market with \$399 season pass – cheaper than Epic’s Tahoe pass – most come for just one week so won’t lose ticket yield but increases international visits
- Kids 12 and under ski free
- Bike park will open June 24 – maybe just Downtown and around Chair 11 at first
- April occupancy numbers are strong
- More unique visitors than last year, but days per skier going down – more opportunity for other activities around town
- June Mountain is closing Sunday
- NBC is doing a shoot April 19-22 for pre-roll Olympic coverage – Shaun White, Chloe Kim, etc.
- Good response/feedback from the rainbow Mammoth Lakes sticker – seeing it everywhere

#### 10. New Business

1. Event venue update – Paul Rudder
  - Event manager and funding discussion set for May board meeting
  - Per the board’s direction, John Morris, John Urdi & Paul Rudder have been working on an agreement with Dirk Winters to give \$300k for infrastructure and commit to 10 years of the Woods Site hosting public events
  - Agreement reached, money going into escrow, ensures the town has an outdoor events site for the next 10 years; lots of interest now to work on the 2<sup>nd</sup> parcel now that the first parcel is done
  - John Urdi will send final agreement to board members
  - Paul Rudder – China Ready Seminar was terrific, helpful to local businesses, represented MLT well
  - Lara Kaylor will work with John Urdi and John Morris to put out a press release
2. Upcoming board seats - Sean Turner (retail), Michael Ledesma (restaurant), Paul Rudder (at-large)
  - Send out info soon letting people know about open seats – Lara Kaylor will work on a press release
  - Panel to meet end of May to start approving board seats in June to start in July
3. MLR discussion – Brent Truax
  - Brent Truax and Scott McGuire are part of search group for MLR’s next director – goal is someone with fundraising experience
  - Brent will finish work with search committee but wants to focus on MLT and Chamber boards so looking for someone to take the MLT seat on the MLR board
  - Town council discussing special events strategy/position

#### 11. Key Takeaways

1. FY 2016-17 TOT currently \$3,698,331 ahead of budget which is +41% means +\$2,625,815 to TOML
2. February preliminary is at \$2,451,868 up from the previous record by \$213,278 which is +9.5%
3. FY 2016-17 TOT currently \$1,350,075 ahead of previous RECORD July – February (LY) which is 12%
4. ***As of February we have exceed the year end TOT budget of \$11,650,000 by \$1,173,331 with 4 months left to the fiscal year (+10%)***

**Future Meeting Dates:** Next scheduled Board Meeting is Tuesday, May 9<sup>th</sup> from 1-3:30 pm in Suite Z