



Mammoth Lakes Tourism Monthly Board Meeting
Wednesday, January 4, 2017

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

2:00-4:00pm Suite Z FOLLOWED immediately by 4:00-6:00pm MLT Town Council workshop
https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79_hRJa?dl=0

Meeting Agenda

1. **Call Meeting to Order** – John Morris, Board Chair
2. **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)
3. **Board Member Comments/Reports/Agenda Additions**
4. **Public Comment** – Please limit to three minutes or less
5. **Minutes** – Approval of past meeting minutes
6. **MLT Team Presentation Schedule** – 30 minutes including Q&A time
 1. January 4th Communications Update (Lara Kaylor)
 2. February 1st Asian Market Discussion (Michael Vanderhurst)
 3. March 1st TBD
 4. April 5th TBD
7. **Department Updates** – A brief recap of past, current and future efforts of each department
 1. Sales and International
 2. Marketing
 3. Chamber Update
 4. Air Update
8. **Financial Reports** – An update regarding the financial health of the organization
 1. TOT & TBID – review previous months results
 2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity
 3. P&L Reports
 4. TBID Renewal Process
9. **MMSA Update**
10. **New Business**
 1. Town Council workshop w/MLT BOD and deliverables discussion – January 4th Council meeting
11. **Key Takeaways**
 1. FY 2016-17 TOT currently \$1,226,901 ahead of budget which is 30.5%
 2. October came in at \$556,557 and exceeded the previous record by \$86,107 which is 18.3%
 3. November preliminary is at \$443,776 down from LY (previous record) by -\$145,439 which is -24.7%
 4. FY 2016-17 TOT currently \$671,377 ahead of previous record July – November (LY) which is 14.7%

Future Meeting Dates: Next scheduled Board Meeting is Wednesday, February 1st from 1-3pm in Suite Z