



Mammoth Lakes Tourism Monthly Board Meeting

NOTE NEW DATE - Tuesday, September 11, 2018 - 1:00-4:00pm in Suite Z

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

https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79_hRJa?dl=0

Meeting Agenda

1. **Call Meeting to Order – Scott McGuire, Board Chairman**
2. **Roll Call – Scott McGuire - *Chairman*** (At-Large June 2020 2-year term) **Brent Truax – *Vice-Chairman*** (Chamber no term), **John Morris – *Treasurer*** (Lodging June 2021 3-year term), **Sean Turner - *Secretary*** (Retail June 2020 3-year term), **Kirk Schaubmayer –** (Lodging June 2020 2-year term), **Michael Ledesma –** (Restaurant June 2020 3-year term), **Mayor Cleland Hoff** (Town Council no term), **Eric Clark** (MMSA no term), **Paul Rudder** (At-Large June 2019 2-year term),
3. **Thank you to Whitney Lennon for 8 years of service to Mammoth Lakes Tourism**
4. **Welcome Caroline Casey to the MLT Team as Director of Special Events**
5. **Board Member Comments/Board External Committee Reports/Agenda Additions**
6. **Public Comment –** Please limit to three minutes or less
7. **Minutes –** Approve meeting minutes from June 25th (executive session), July 11th (air service special meeting) and August 1st (regular BOD meeting) – **three attachments**
8. **New Business**
 1. **Executive Committee Member Evaluation – 10 minutes**
 - a. Review of questions and answers regarding communications and conflict of interest - **attached**
 - b. Discussion and **vote** of appointment of vice-chairman position
 2. **2018 Grand Jury Response – 5 minutes**
 - a. MLT Staff drafted a response to the recommendations of the 2018 Grand Jury and has shared that with the town manager to include in the Town’s response. – **draft response attached**
 3. **Air Service Update –20 minutes**
 - a. **JetSuiteX - Burbank, CA – Proposed/Recommended**
 - i. Four-day-per-week service (Thursday, Friday, Sunday and Monday)
 - b. **JetSuiteX – Orange County, CA (John Wayne Airport) Proposed/Recommended**
 - i. Four-day-per-week service (Thursday, Friday, Sunday and Monday)
 - c. **JetSuiteX - Carlsbad, CA – Proposed/ NOT Recommended due to budget constraints**
 - i. Four-day-per-week service (Thursday, Friday, Sunday and Monday)
 - ii. Proposed MMSA cost sharing agreement would put this flight outside of our \$1,510,000 winter cap on air service and is unbudgeted.
 - iii. Projection is that this flight subsidy could cost upwards of \$250,000 in year one
 - d. **JetSuiteX – Oakland, CA – No longer pursuing for winter 2018-19 due to funding constraints**

- e. Proposed JetSuiteX contracting for 2018-19 service
 - i. MLT and MMSA draft cost sharing agreement in process
 - ii. Propose MLT sign agreement with JetSuiteX – may be option for multi-year deal
 - iii. MLT will be responsible for all air subsidy for JetSuiteX routes (upfront payments)
 - iv. No additional insurance requirements for MLT (insurance in contract was for transit)
 - v. MMSA to continue to facilitate transportation from BIH with diverted flights – (this should be a separate contract with JetSuiteX)
 - vi. Discussion and **vote** on policy and direction to MLT staff to contract and pay for JetSuiteX service within our existing budgeted subsidy amounts – chairman to co-sign agreements

4. **Contracts – 10 minutes**

- a. LA Kings ongoing marketing partnership - two year agreement with a third year option to sponsor the last 14 home hockey games at the Staples Center in Los Angeles to promote year round activities in Mammoth Lakes with a focus on Spring, Summer and Fall. \$100,000 to be used from the committed “joint fund” account as agreed to in the Letter Agreement between MLT and TOML dated April 19, 2018. - **attached**
- b. Mammoth Half Marathon – request to extend a partnership to the Mammoth Half Marathon to cover up to \$15,000 in shortfall from their event. The event is not-for-profit and donates all proceeds from the event to local non-profits in Mammoth Lakes. The event occurs in an identified “need” time (June) and draws roughly 1250 runners and their families to the area. Ultimately this will fall to our new Director of Special Events. - **attached**
- c. Air Planners Contract – this is our contract with Kent Myers to assist us in coordinating and negotiating air routes and contracts with current and future carriers. This contract is budgeted and consistent with past contracts we have held with Air Planners since 2012. - **attached**
- d. Addendum to the ongoing contract outlining marketing spending for the 2018-19 fiscal year from Mering Carson being reviewed by Chairman McGuire with MLT staff.

5. **Closed Session – 20 minutes**

- a. Discussion of matter involving MLT, Dirk Winter and the Wood Site, including potential or threatened litigation.

6. **Chairman to report out on closed session**

9. **MLT Team Presentation – 30 minutes - attached**

- 7. Air Service - Incremental Marketing Budget Request
 - a. Mering Carson & Whitney Lennon – via phone
 - b. Air service support continues to grow in priority for Mammoth Lakes.
 - c. MLT supports air service awareness and consideration within its seasonal paid media budgets; the percentage of the budget used to support Air Service is determined by seasonal campaign budget and media placement rotation availability
 - d. FY18/19 utilized this standard allocation process, however, post-board budget approval, additional winter service was secured to Denver and Orange County, and a new air carrier will serve Los Angeles
 - e. In order to implement this new and optimized Air Service program, incremental funds are required to ensure proper support for FY18/19.
 - f. Discussion and **vote** on any additional funding request for 2018-19 air service marketing

10. **Department Updates – A brief recap of past, current and future efforts of each department - Tabled for 9-11-18**

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

1. TOT & TBID – review previous months results – **TOT & TBID info attached**
 - a. TOT for July \$1,743,493 which is +\$568,493 and +48% to budget. -\$10,243 and -.58% to LY
 - b. TBID for July \$348,859 which is +\$68,709 and +25% to LY and +\$63,859 and +22% to plan
2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity
 - a. CDARS Balances Measure A \$1.15m & TBID \$2.0m - took \$500,000 7-31-18 still waiting for final Alaska Airlines invoicing to pay winter air subsidy – took \$350,000 from Measure A CDARS to assist TOML with Wayfinding Signage program pending MOU with TOML
 - b. Measure A Checking = \$1,348,079.29
 - c. Measure A Savings = \$5,011.46
 - d. TBID Checking = \$ 1,324,709.09
 - e. TBID Savings = \$5,006.90
3. Joint Bucket Funds – estimated balance in the MLT/ Town Council Joint Reserve Bucket
 - a. \$102,766 (total available in this account is roughly \$473,027 including rollover of uncommitted 2017-18 funds. To date MLT/TOML have earmarked and committed \$600,000 to the ongoing LA Kings Marketing Partnership)
4. P&L Reports – Questions from the board regarding MLT financials

12. Mammoth Resorts Update – Eric Clark – 5 minutes

13. Key Takeaways

1. July came in at **\$1,743,493** which is less than 1% behind last year's record of **\$1,753,735 (-\$10,243)**

Future Meeting Dates: Next scheduled Board Meeting for **Wednesday October 3, 2018** from 1-3:00pm Suite Z