



## Mammoth Lakes Tourism Monthly Board Meeting

**Tuesday, July 11, 2017**

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

**1:00-4:00pm in Suite Z (PLEASE NOTE THE EXTENDED TIME)**

Scott McGuire will be calling in from Triple Aught Design located at 660 22<sup>nd</sup> street, San Francisco CA 94107

[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 (called to order at 1:03pm)
2. **Roll Call – Present:** John Morris, Kirk Schaubmayer, Brent Truax, Colin Fernie, Sean Turner, Paul Rudder, Michael Ledesma  
**Absent:** Erik Forsell (Joani Lynch in attendance on behalf of the mountain), Scott McGuire
3. **Board Member Comments/Reports/Agenda Additions**
  - a. Brent Truax: Raising money for the Disabled Sports Eastern Sierra Cycle challenge. Donations can be made through Brent's Firstgiving page. Gimme Shelter Carnival was this last weekend as well and encourages everyone to continue donating to the good cause.
  - b. Sean Turner: update on the upcoming event Bluesapalooza; they are still looking for volunteers for their host program to help with the event.
  - c. Kirk Schaubmayer: update on IPW conference in Washington D.C. International sales numbers are down in some countries mainly due to foreign exchange rates.
4. **Public Comment** – None
5. **Minutes** – Approval of past meeting minutes from special meeting May 24<sup>th</sup> and regular meeting June 7<sup>th</sup>
  - a. **Minutes from May 24th:** Colin Fernie motions to approve minutes with the following changes:
    - Item 6, Measure A funding discussion; fourth sentence in strike the beginning " Funds would still belong to MLT and" leave "MLT would be able to make recommendations..."
    - Brent Truax: edit to Item 6, Special Events discussion; Clarify Brent's comment that MLT should not be creating new events and running events but should be looking to bring new events to town.
    - Kirk Schaubmayer: Item 6, MLT credit card; Add a "d" as we are not pursuing a car but a card.
    - Brent Truax seconds the motion to approve minutes as amended. Passes unanimously.
  - b. **June 7th meeting minutes** - Colin Fernie motions to approve; Kirk Schaubmayer abstains. Michael Ledesama seconds the motion to approve. Passes unanimously with one abstention.
6. **New Business**
  1. **MLT Board Executive Committee Nominations, Approvals and Vote**
    - a. **Chair** - Michael Ledesma nominates Kirk Schaubmayer. John Morris nominates Brent Truax. Kirk Schaubmayer declines nomination. Brent Truax accepts nomination and would like Kirk Schaubmayer to remain as vice chair – Brent Truax is elected Chair unanimously
    - b. **Vice Chair** – John Morris nominates Kirk Schaubmayer. Kirk Schaubmayer accepts. Elected unanimously as Vice Chair.
    - c. **Treasurer** – John Morris volunteers as Treasurer; Paul Rudder nominates John Morris, Brent Truax seconds. Elected unanimously as Treasurer.
    - d. **Secretary** – Paul Rudder nominates Michael Ledesma to continue as Secretary; Michael Ledesma accepts. Elected unanimously as Secretary.
  2. **Events Discussion, Vote to Adopt Direction, appoint 2 MLT BOD to ad hoc committee**
    - a. John Urdi: Board packet contains one sheet on events outline. MLT Board will need to discuss what position consists of and a funding source. Town is willing to give MLT 125k that has been distributed in the past to events but not necessarily contribute towards operational budget. Looked at other towns and found they vary wildly from governance to funding to distribution of funds. Recommend that we put together ad hoc group - 2 from the MLT board, 2 from Chamber

board and one person from the town, recommend that it be Stu Brown - to determine details of position. Will also need to look at funding source. Recommend the position live in the Chamber but report directly to John Urdi.

- Sean Turner: Are we aiming more for mid-level/coordination position?
    - John Urdi: Yes, permitting and coordination, as the acquirement of new events may be too time consuming and could look at agencies for recruiting bigger events/acts to come to town.
  - John Morris: Would this staff person be a member of the committee or a staff report?
    - John Urdi: staff report just like the Chamber.
  - Brent Truax: concerned about turning around recommendation in a timely manner. Would like to recommend we set a tight timeframe to get a recommendation back.
  - John Urdi: Operating side is the funding we need to look at, 125k is good for events support but does not provide a substantial operating budget.
  - Colin Fernie: Clarification that 125k allocated by the Town is from general funds, not Measure U. Council is very happy to have a home for this position, certainly need to have a continued discussion on funding for operation. I would be happy to volunteer on the ad hoc committee as either an MLT representative or as a Town representative.
  - Sean Turner also interested in committee, John Morris, Brent Truax and Kirk Schaubmayer volunteer as well.
  - Brent Truax motions to support the creation of ad hoc committee as proposed and to report back by November Board meeting with recommendation on how to proceed. Debate over how many members should sit on board and the representation on non-ticketed events. Michael Ledesma expressed interest in volunteering to represent non-ticketed events but also offered Kirk Schaubmayer as that representative. Due to being ad hoc Kirk Schaubmayer and Michael Ledesma can share seat due to time commitments.
  - Brent's motion gets seconded by Paul Rudder (2 MLT, 2 chamber, 1 town); Passes unanimously.
- b. Brent Truax makes a motion to appoint Colin Fernie and Sean Turner as MLT reps at this point in time and if Town makes Colin the Town representative, than we appoint another board member. John Morris seconds.
- Paul Rudder amends motion to state, assuming Colin remains representative of MLT on ad hoc committee, in the event that either board member cannot attend that Michael Ledesma or Kirk Schaubmayer is an alternate in the official seat. Brent amends motion; Paul Rudder seconds – Passes unanimously.

### **3. 2017-18 Budget Finalization, Approval and Vote to Adopt 2017-18 Budget**

- a. Board to review packet of financial documents previously distributed to them. Review of budget progression from 2010/11 until now. Marketing makes up 76% of the budget.
- Total estimated revenue bears a shortfall – good chunk is reinvesting savings from air subsidy. Rolling funds over into air service marketing. The rest comes from TBID reserve.
  - Wages and overhead are 14% of budget and industry standard is 20-26%
  - TBID revenue is budgeted conservatively in case of bad snow year
- b. Review of the Budget Variance page. Explanation of any variance up or down of 10% or more.
- Increase of staff wages (15%) From the addition of 1 full-time year-round position, salary and benefits
  - Legal services down because TBID renewal fees in last fiscal year.
  - Vehicle Lease has a slight increase over last year; did not pursue vehicles last year. Working on sponsorship to help with costs as well as create a new partner to work with. Number does not include new vehicle wraps.
  - Building repair and Maintenance: need for a new furnace for the office. 1 currently not working at all.
  - Marketing budget: overview of specific increases and changes to marketing budget. Code of accounts cleaned up; combined marketing and interactive as they are now

interchangeable; further defined expenditures. Detailed discussion about change in line items – MeringCarson use to be one line item but in order to make it trackable it was broken out into more specific line items to show exact expenditures.

- Sales budget: overview of specific increases and changes to sales budget; in past split the cost of multiple international agencies with the mountain – currently with change in ownership of the mountain, we have budgeted to maintain relationships and pick up the cost in whole; after transition we may recapture upwards of \$100,000 once the mountain is able to sign contracts again. Also budgeted for increase costs for in-town visits in case industry deals are no longer extended after transition with mountain.
  - Public relations budget: secured another writer’s conference for next June; the Freelance Council for SATW – solely writer’s and photographers. Slight bump in promotional expenses for sponsored Crib posts.
  - Budget detail for TBID and Measure A contained line by line in accompanying documents
  - New insurance policy for Ambassador accident coverage – required.
- c. Brent Truax motions to approve the budget as distributed for Measure A and TBID; Paul Rudder seconds – Passes unanimously.
- Whitney Lennon will upload actual budgets from last year, and back up to drop box.

#### **4. MLT Controlled Reserve Earmarks, Approval and Vote**

- a. Review of document in Board packet in regards to proposed expenditures for earmarks. This will continue to be a fluid document and we may want to change as things come up. In addition to expenditures discussed at last meeting added line item based on RFQs for air and put real numbers in for a ten-year strategy plan. MLTPA submitted today for managing wayfinding process.
- Sean Turner: can add more projects as necessary. John Urdi: Correct, and that is very possible that we will want to add more projects or redistribute funds as needed.
  - Brent Truax: Are we looking to commit another \$200k to the event position? John Urdi: That number can be what we want we decide but there is a total of \$1.85m available in Measure A reserves.
- b. Paul Rudder motions to approve proposed earmark expenditures as stated, with understanding that they are proposed and not finalized; John Morris seconds.
- Brent Truax - opportunity to do a better welcome sign down by the airport. John Urdi: may want to ask Town to include that in a bigger conversation about signage. But for the purposes of this conversation believe it could fit under our line item for signage.
  - Colin Fernie abstains from vote.
  - Passes unanimously.

#### **5. MLT Legal Counsel, Approval and Vote –**

- a. John Morris: Former legal counsel retired; John Urdi, Paul Rudder and John Morris met with Tim Sanford about representing board, mostly contract issues with town, county and mountain.
- Colin Fernie: Does Tim have relationship with specialty lawyers in case they are needed? John Urdi: Yes and we may have other resources for specific areas of need
  - John Morris: our recommendation would be to enter into contract with Tim.
  - Paul Rudder: Tim is good with contracts, discretion, low-key and has strong local experience.
- b. Colin Fernie motions to move forward with retaining Tim Sanford as new Legal Counsel; Paul Rudder seconds motion.
- Brent Truax votes no.
  - All other board members approve.

#### **6. Appoint new MLR representative from MLT BOD, Discussion and Vote –**

- a. Brent Truax: been serving on MLR for the last two years; time for transition. MLR is positioned to move forward, recommend that whomever it is take a stronger proactive/vocal role. Someone with time who understands what is happening in the community. Need to be

involved. Being said I nominate of Sean Turner from the standpoint that we need someone with knowledge who can jump right in.

- b. Sean Turner: MLR is really developing products to make things happen. I am very interested but am curious if any one else has desire. And do we need to make a decision today?
  - Brent Truax: next meeting won't be until august maybe later due to start of new Executive Director.
  - Sean Turner: I would want to make sure that I have the time to commit and participate. Other person that should be considered would be Scott McGuire. Prefer to table or give opportunity to think about.
  - Tabled until August 2<sup>nd</sup> Board Meeting

#### **7. MLT Team Presentation Schedule**

Tabled for July meeting to focus on budget and events discussions

#### **8. Financial Reports – An update regarding the financial health of the organization –**

1. TOT & TBID – review previous months results
  - TOT continues to skyrocket. May is almost double where we were two years ago. June may not have been as strong but even if it's weak we are still going to be pretty close to beating that \$18m mark.
  - TBID: Up \$1 million over forecast. 25% over budget.
2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity
  - \$1.29 mil in Measure A checking account; \$5,009 in Measure A savings
  - \$2,689,551 in TBID checking account, which will be reduced by \$1.08 mil after writing check for air subsidy; \$5,005 in TBID savings
3. P&L Reports - year end should be ready by the end of August

#### **9. Key Takeaways**

1. FY 2016-17 TOT currently \$6,069,381 ahead of budget which is +55% means +\$4,309,260 to TOML GF
2. May came in at \$667,704 up from the previous record (2016) by \$140,843 which is +26.7%
3. FY 2016-17 TOT currently \$2,391,279 ahead of previous RECORD July – May (LY) which is 14%
- 4. *As of May we have exceed the year end TOT budget of \$11,650,000 by \$5,469,381 with one month left in the fiscal year (+47%)***

**Future Meeting Dates:** Next scheduled Board Meeting for **Wednesday August 2, 2017** from 1-4:00pm Suite Z

Motion to adjourn – Brent Truax motions, Paul Rudder seconds – adjourned at 3:50 pm