



## Mammoth Lakes Tourism Monthly Board Meeting

**Thursday - December 13, 2018 - 1:00-3:00pm in Suite Z – NOTE NEW DAY AND DATE**

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

- a. **Call Meeting to Order** – Scott McGuire, Board Chairman called the meeting to order at 1:05 pm
- b. **Roll Call** – Scott McGuire, Brent Truax, John Morris, Kirk Schaubmayer, Michael Ledesma, Mayor Cleland Hoff, Paul Rudder.  
**Absent** – Sean Turner and Eric Clark
- c. **Board Member Comments/Board External Committee Reports/Agenda Additions**- none
- d. **Public Comment** – None.

The Board moved to item **F. minutes** and **G. New Business** until legal counsel arrived.

- e. **1:15pm Closed Session – 30 minutes – MLT Legal Counsel Tim Sanford to attend**
  - a. CONFERENCE WITH LEGAL COUNSEL—ANTICIPATED LITIGATION  
Initiation of litigation pursuant to paragraph (4) of subdivision (d) of Government Code Section 54956.9: (One case)
  - b. Chairman to report out on closed session
- f. **Minutes** – Approval of meeting minutes from November 7<sup>th</sup> (Regular Meeting) – **attached**  
**ACTION: It was moved by Mayor Cleland Hoff, seconded by Michael Ledesma, and carried by a 5-0 voice vote with Secretary Sean Turner and Eric Clark absent and Kirk Schaubmayer and Treasurer John Morris abstaining from the vote, to approve the minutes of the November 7<sup>th</sup>, 2018 regular meeting.**
- g. **New Business**
  1. Introduction of new Director of Marketing – Matt Gebo
  2. Updates from Internal ad hoc committee meetings:
    - a. MLT By Laws – Paul (lead) Scott, Brent and Cleland: no update, meetings will resume after the holidays
    - b. MLT & TOML Contract - Scott (lead) Paul & Eric: no update, Scott and Dan Holler will meeting following the Holidays.
    - c. Executive Director 2017-18 Performance Review – John (lead) Sean, Eric & Paul: no update, hoping to find a meeting time next week.
    - d. Executive Director Contract Renewal – John (lead) Sean, Eric & Paul (input from Brent and Michael): Same committee as above; hopes to meet next week
    - e. TBID Appeals Panel #3 (Need three MLT board members to meet week of December 17<sup>th</sup>): Scott McGuire, Mayor Cleland Hoff and Paul Rudder volunteered for the third panel. Anticipate that this will be the last TBID appeal panel meeting. *(At the time the meeting was held, Scott McGuire was unavailable so John Morris stepped in to fill the third seat)*
    - f. TBID Survey – Sean (lead), Michael & Kirk: Three chosen board members are representatives of retail, restaurants and lodging to figure out what we want to learn from the TBID businesses. Sean Turner will take the lead on setting up a meeting.

**At 1:15 p.m. The Board Chair announced that the Board would be entering into the closed session for the purposes stated on the agenda.**

**The Board returned from Closed session at 2:22 p.m. and the Board Chair announced that there was no reportable action taken. The Board then resumed the agenda at item G. New Business, #3 Operation snow blitz.**

**3. Operation Snow Blitz**

- a. \$250,000 approved from Joint Reserve by 5-0 vote of Town Council – November 19<sup>th</sup>
- b. Funds used for Social media network advertising and Google Display Network (GDN)
- c. Target Los Angeles, San Diego, Orange County and San Francisco
- d. Drive awareness of snow in Mammoth Lakes & engagement to website specific storm landing pages
- e. 16.7 million impressions from first 10 days of the blitz
- f. Time on site exceeded goal by 20% showing we connected with highly qualified travelers
- g. Mering Carson charging just 4% (normal is 15%) fee on this effort to maximize exposure
- h. Update copy as needed with each storm “up to 6 FEET of snow forecasted and more on the way!”
- i. Paid efforts started Thanksgiving Day
- j. Owned and earned DAILY updates – Social, PR, Website, Emails
- k. Should we keep the blitz going or return \$61,000 to the joint reserve for future consideration?
  - i. Discussion and **vote** on use of remaining funds
  - ii. John Urdi outlined the efforts taken to get the word out about the recent snowfall and also the remaining funds from the joint reserve request. The Board had a discussion about returning the money or not.

**ACTION: It was moved by Mayor Cleland Hoff, seconded by Michael Ledesma, and carried by a 7-0 voice vote with Secretary Sean Turner and Eric Clark absent, to approve returning the remaining \$61,470 from Operation Snow Blitz to the Joint Reserve Bucket.**

**4. JetSuiteX agreement for approval - **attached****

- a. One-year agreement 12/19/2018 -
- b. Burbank (BUR) and Orange County (SNA)
- c. Thursday, Friday, Sunday and Monday Service
- d. \$200,000 advance subsidy payment – additional funds provided as needed
- e. Discussion and **vote** to approve JetSuiteX contract.
  - i. John Urdi reviewed the revised contract with JetSuiteX for the Board. Bookings are strong and already ahead of last year.

**ACTION: It was moved by Brent Truax, seconded by Paul Rudder, and carried by a 7-0 voice vote with Secretary Sean Turner and Eric Clark absent, to approve the Board Chair to sign the agreement with JetSuiteX.**

**h. Department Updates – Department Updates were tabled due to time constraints.**

**i. Financial Reports – John Urdi gave the Board an update regarding the financial health of the organization -**

1. 2017-18 Fiscal Year Audit is complete and will be distributed when we have the final copies
2. TOT & TBID – review previous months results – **TOT and TBID info attached**
  - a. TOT for October \$616,612 which is +\$185,612 and +43% to budget. +\$3,735 and +.6% to LY
  - b. YTD TOT is \$1,454,569 and 43% ahead of budget and -\$123,191 and 2% to LY YTD
  - c. TBID for October \$151,274 which is -\$8,725 and -5% to budget
  - d. YTD TBID is \$1,065,416 on a budget of \$998,000 so we are +\$67,416 and +6.8% ahead
3. Cash Flow and CDARS info – discussion of current bank balances & reserve account activity (as of 10-29)
  - a. CDARS Balances Measure A \$800,321.04 & TBID \$2,001,440.57m
  - b. Measure A Checking = \$985,585.82

- c. Measure A Savings = \$5,011.83
- d. TBID Checking = \$370,635.68
- e. TBID Savings = \$5,007.27
- 4. Joint Bucket Funds – estimated balance in the MLT/ Town Council Joint Reserve Bucket
  - a. \$262,941 FY through October 2018 - total available in this account is roughly \$315,941 including rollover of \$53,000 uncommitted 2017-18 funds.
  - b. To date MLT/TOML have earmarked and committed
    - a. \$600,000 to the ongoing LA Kings Marketing Partnership 2018-2023 seasons
    - b. \$250,000 to the Operation Snow Blitz effort December 2018
- 5. P&L Reports – Questions from the board regarding MLT financials
- j. **Mammoth Resorts Update – Eric Clark** – Due to his absence, there was no update given by Eric Clark
- k. **Key Takeaways**
  - **TOT for October \$616,612 which is +\$185,612 and +43% to budget. +\$3,735 and +.6% to LY**
  - **YTD TOT is \$1,454,569 and 43% ahead of budget and -\$123,191 and 2% to LY YTD**
  - **TBID for October \$151,274 which is -\$8,725 and -5% to budget**
  - **YTD TBID is \$1,065,416 on a budget of \$998,000 so we are +\$67,416 and +6.8% ahead**

**Future Meeting Dates:**

Next scheduled Board Meeting for **Wednesday January 2, 2018** may need to set a new date for this meeting. John Urdi will send out a survey to the Board members to determine a new date.

The meeting was adjourned at 3:09 p.m.