



Mammoth Lakes Tourism Special Board Meeting

Monday, April 24, 2017

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

8:30 – 10:00 am at The Westin – Gallery

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** – Waive approval until the May 9th general board meeting
6. **MLT Presentation** – Mering Carson executive level board review of paid campaign direction
 - **2017-2018 Strategy**
 - Q&A following the presentation
 - **2017-2018 Creative Concepts**
 - Q&A following the presentation
7. **New Business**

Future Meeting Dates: Next scheduled Board Meeting for Tuesday, May 9th from 1-3:30pm Suite Z