

MAMMOTH LAKES TOURISM BOARD

MINUTES OF REGULAR MEETING

MAY 5, 2021

Call Meeting to Order

Chair John Morris called the meeting to order at 12:00 p.m.

Roll Call

Chair John Morris, Secretary Michael Ledesma and Board Members Mayor Pro Tem Lynda Salcido, Eric Clark, Jess Karell, Pat Foster and John Mendel were present via videoconference. Vice Chair Jeremy Goico and Treasurer Rhonda Duggan arrived at 12:03 p.m.

Board Member Reports

Board Member Pat Foster spoke about last week's joint meeting between the Town Council and MLT. Mr. Foster announced that it looked promising that the Mammoth Motocross event would take place this year with COVID protocols in place.

Board Member Jess Karell spoke about the joint meeting and announced that Frosty's Miniature Golf Course at the Sierra Nevada Resort would open soon.

Board Member Eric Clark reported that there was great participation in the events that led up to the Mammoth Motocross event. Mr. Clark announced that youth soccer had started a short season and would come back in the fall for a full season.

Board Member Lynda Salcido announced that there was a Town Council meeting scheduled to be held that evening and spoke about the joint meeting between MLT and the Town Council last week. She reported that she was disappointed that although it was useful, the meeting ended up being more about housing rather than MLT's deliverables and said that she hoped to have another meeting to discuss them in more detail. Ms. Salcido said that she was excited about upcoming events this summer and the statewide reopening expected on June 15th. She encouraged members of the community to get vaccinated and announced that all vaccination clinics were now allowing walk-ins. Ms. Salcido spoke about recent incidents of protests at vaccination clinics and vaccination information sites in Town, one of which included a protestor "chalking up" the Civic Center and harassing staff. She reported that vaccinations for 16 and 17 year olds were already in process and said that 12-15 year olds may be eligible as soon as next week. She said that nationwide, about 50% of adults had been vaccinated and that that number needed to increase and that she hoped Mono County would move into the Yellow Tier soon.

Secretary Michael Ledesma wished everyone a happy Cinco de Mayo and encouraged everybody to head out to one of our local Mexican Restaurants this evening.

Treasurer Rhonda Duggan discussed information that had come out of the recent Dispersed Camping Summit and announced that in June the Rural Counties Representatives of California (RCRC) would hold their annual three-day meeting in Mammoth which would bring 25-50 representatives from all over the state to our community. Ms. Duggan spoke about some of the issues that would be discussed during those meetings and said that some of the meetings would be open to the public.

SPEAKING FROM THE FLOOR:

Director of Communications Lara Kaylor announced that there was a final Dispersed Camping Summit Committee meeting tomorrow and a virtual public meeting scheduled to be held on May 25th. Ms. Kaylor offered to send the link for the presentation given by DeChambeau Creek Foundation Program Officer Paul McFarland at the last Community Coffee to the members of the Board.

Vice Chair Jeremy Goico reported that the virtual Pandemic Gala was a success and thanked Sierra Classic Theatre for being the host and emcee of the event and thanked Mammoth Lakes Chamber of Commerce Executive Director Ken Brengle and Membership and Marketing Manager Brianna Goico for putting the program together. Mr. Goico congratulated Executive Director John Urdi, Board Member Lynda Salcido and the Mammoth Mountain Ski Area for their Pandemic Gala awards. He spoke about the joint meeting between MLT and the Town Council and said that he had anticipated that the conversation would be more focused on MLT's deliverables rather than housing and the budget.

Chair John Morris discussed the joint meeting with the Town Council and said that he would like to hold additional joint meetings on a quarterly basis going forward and said that he felt it was good to hear the Councilmembers' concerns and challenges. Chair Morris announced that the Lodging Association would hold their first Steering Committee meeting on Monday and announced that Snowcreek Golf Course would open on May 28th, in time for the Memorial Day weekend, and would be open daily from 8:00 a.m.-5:00 p.m.

There was discussion between staff and members of the Board.

Public Comment

There were no comments given at this time.

1. Minutes – Approval of the regular Board meeting minutes from April 7, 2021 Attachment #1 - MLT 4.7.2021 Minutes FINAL

ACTION: It was moved by Board Member John Mendel, seconded by Board Member Pat Foster, and carried by a 9-0 roll call vote to approve the minutes from the regular Board meeting on April 7, 2021.

2. New Business

a. Thank you to Marketing Director Matt Gebo for a job well done as he moves on after three years with MLT

Executive Director John Urdi announced that Director of Marketing Matt Gebo would be leaving his position with MLT and thanked him for his time and contributions to the team.

There was discussion between Mr. Urdi, Mr. Gebo and members of the Board.

- b. Bluesapalooza Assistance Request – 15 Minutes
 - 1. Board review and discussion of a request by Bluesapalooza for financial assistance for their 2021 event.
 - 2. MLT Board vote on requested financial assistance Attachment #2 – Bluesapalooza Assistance Request

Treasurer Rhonda Duggan and Board Member Jess Karell recused themselves from this item due to pending contracts they had with the event producer.

Chair John Morris spoke about the uniqueness and importance to our community of holding the Bluesapalooza event if allowed by the State due to COVID restrictions. Chair Morris discussed the need to structure a loan without setting a precedent for MLT to become a source of loans for other events going forward.

Board Member Salcido reported that as a member of the Town Council, she was very much in favor of supporting this event.

Executive Director John Urdi said that he did not want to set a precedent and end up with additional events coming forward to request loans. Mr. Urdi said that he felt it should be addressed as a reimbursable grant rather than a loan and that it would require a bit of legal work. He acknowledged that Bluesapalooza was an important event for the community.

Mammoth Brewing Company President Sean Turner outlined the information in his email to MLT and the Town of Mammoth Lakes requesting financial assistance for Bluesapalooza. Mr. Turner noted that the landowner of the event site, Dirk Winters, would be charging a Facility Use Fee for the first time ever to the non-profit organization Sierra Classic Theatre (SCT) for this year's Shakespeare in the Woods event and said that the ask for the Facility Use Fee was not only for his event but for the Shakespeare in the Woods event. He discussed other financing options he had applied for, and said that he was committed to paying the loan back by the end of the year. Mr. Turner said that his other option would be to postpone the event until 2022 as a few other large events had done.

SPEAKING FROM THE FLOOR:

SCT Artistic and Managing Director Allison Page reported that she hoped to present two shows during the Shakespeare in the Woods event this year, and said that she would meet with Hayden Cabin tomorrow as an alternate location since Dirk Winters had asked for \$5,000 to use the Woodsite for the event. Ms. Page reported that Mr. Winters would not consider making a donation of the land and had asked her to get the funds from MLT. She said that she had just received a \$5,000 grant in addition to Measure U funding in the amount of \$12,000. She stressed the importance of more support for events in Mammoth, specifically providing an event site and said that she would rather pay locals than Mr. Winters.

There was discussion between Mr. Turner, Mr. Urdi and members of the Board.

ACTION: It was moved by Chair John Morris, seconded by Board Member John Mendel, with Treasurer Rhonda Duggan and Board Member Jess Karell recused, and carried by a 7-0 roll call vote to approve MLT to provide a loan in the amount of \$200k to Bluesapalooza structured to be paid back as follows; \$100k by December 31, 2021 and \$100k to be paid back by March 31, 2022 in addition to a reimbursable grant in the amount of \$50k to be paid back in full on December 31, 2021 if the event was profitable, and if it is not profitable, to pay back whatever amount was feasible.

c. 2021-22 MLT Deliverables – John Urdi – 10 Minutes

1. Final review of deliverables from 4/28 joint meeting between MLT Board and Town Council
2. MLT Board vote to accept 2021-22 deliverables
Attachment #3 – MLT 2021-22 FINAL Draft Deliverables 4-30-21

Executive Director John Urdi spoke about the recent joint meeting with the Town Council and outlined the information in the 2021-22 MLT Deliverables Report.

Board Member Jess Karell and Treasurer Rhonda Duggan rejoined the meeting at 1:12 p.m.

There was discussion between Mr. Urdi and members of the Board.

ACTION: It was moved by Board Member Eric Clark, seconded by Board Member Pat Foster, and carried by a 9-0 roll call vote to approve the 2021-22 MLT Deliverables.

d. 2021-22 Business Plan and Budget Presentation– John Urdi, Matt Gebo, Lara Kaylor and Michael Vanderhurst – 2 hours

1. Presentation by MLT Directors on marketing, PR and sales efforts for the 2021-22 fiscal year
2. Board to provide feedback and direction to MLT staff
Attachment #4 – MLT Winter 2021-22 Planning Presentation
Attachment #5 – Draft Fiscal 2021-22 MLT Measure A Budget
Attachment #6 – Draft Fiscal 2021-22 MLT TBID Budget
Attachment #7 – MLT 2021-22 YOY Budget Comparison

Executive Director John Urdi, Director of Marketing Matt Gebo, Senior Content Marketing Manager Meghan Miranda, Digital Marketing Coordinator Dakota Snider, Local Marketing Manager Molly Horner, Director of Sales and International Marketing Michael Vanderhurst and Director of Communications Lara Kaylor outlined the information in the 2021-22 Business Plan and Budget Presentation.

Board Member Eric Clark left the meeting at 3:00 p.m.

There was discussion between staff and members of the Board.

3. **Department Updates – A brief recap of past, current, and future efforts of each department – 5 minute each** - Tabled for May 5th Board meeting due to 2021-22 Business Plan and Budget Presentation and discussion

4. **Financial Reports – 5 Minutes An update regarding the financial health of the Mammoth Lakes Tourism and the results of the previous month for Transient Occupancy Tax (TOT) and Tourism Business Improvement District (TBID) and current account balances Attachment #8 – MLT Financial Report 5-5-21 Attachment #9 – Preliminary TOT Results Through March 2021 Attachment #10 - Preliminary TBID Results thru March 2021**

Executive Director John Urdi outlined the information in the Financial Reports.

There was discussion between Mr. Urdi and members of the Board.

5. **Other Standing Updates**

- a. Mammoth Resorts Update – Eric Clark – 5 minutes
Brief update on Mammoth Mountain news, activity, and operations

There was no report given.

- b. Mammoth Lakes Chamber of Commerce Update – Jeremy Goico – 5 minutes
Brief update on Mammoth Lakes Chamber of Commerce news, activity, and operations

Vice Chair Jeremy Goico gave an update on the Mammoth Lakes Chamber of Commerce activities and announced the following events: Personal Protective Equipment (PPE) distribution event tomorrow, Power Lunch with the topic of Revenue Management on May 11th, Town Defensible Space and Community Clean Up Event on May 21st and 22nd.

Executive Director John Urdi said that he wanted every business in Town to attend the Power Lunch next week and said that he felt the information to be provided was critical.

There was discussion between Mr. Urdi and members of the Board.

- c. Town Council Update – Lynda Salcido – 5 minutes
Brief update on Town Council news, activity, and operations

Board Member Lynda Salcido gave an update on the Town of Mammoth Lakes Town Council activities and reported that there was a Town Council meeting tonight and that they planned to finalize a letter to the Forest Service regarding the Kore Drilling project. Ms. Salcido reported that the comment period had been extended for another week and requested that members of the Board submit comments if they had not already done so.

6. Adjournment

The meeting was adjourned at 3:14 p.m. to the next regular meeting of the Board scheduled to be held on June 2, 2021 at 1:00 p.m.

Respectfully submitted,

Angela Plaisted
Assistant Clerk