



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

June 1, 2022, 1:00 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members Present: Chair Jeremy Goico, Vice Chair Pat Foster, Treasurer John Morris, Secretary John Mendel, Board Member Eric Clark, Board Member Larry Crabb, Board Member Deb Radcliff, Board Member Bill Sauser

Members Absent: Board Member Darlene Magner

1. CALL TO ORDER AND ROLL CALL

Chair Jeremy Goico called the meeting to order at 1:03 p.m. in the Council Chambers located at 437 Old Mammoth Road.

2. BOARD MEMBER REPORTS

Chair Jeremy Goico said that Memorial Day Weekend was a success for Black Tie and that it was good to see a lot of people in Town. Chair Goico reported that he had employees as well as clients report that they had come across several abandoned campfires around the Scenic Loop, Shady Rest/Inyo Crater area and in the forest, many of which were ringed with dry wood. He spoke about fire safety and said that he would like to speak with Town of Mammoth Lakes (TOML) Trails Manager Joel Rathje with regard to how to follow up on this problem. He said that he had spoken with members of the Mammoth Lakes Police Department (MLPD) about visitor behavior and was told that the tourists

had been great, however, there had been a few issues with locals and the recent TikTok BB gun challenge.

Secretary John Mendel said that he was troubled by Chair Goico's comments and reported that he sits on the Fire Commission. Mr. Mendel said that he felt selling pallets of firewood in Town was contributing to the campfire issue and reminded everyone that the Forest Service had the ability to close the Forest down if they felt the fire risk was too high.

Board Member Larry Crabb reported that his business was down 30% in May, but the Memorial Weekend had been busy. Mr. Crabb said that he was concerned about this summer and future summers with regard to an economic downturn/recession.

Board Member Deb Radcliffe said that a recession could be beneficial to the Town in the way of visitation from our drive market versus air travel due to the expense of flying out of the area. Ms. Radcliffe reported that there was a lot of traffic in The Village and at local restaurants over the weekend and said that she was excited to see people engaged and outdoors.

Board Member Bill Sauser reported that he had been out of town over the holiday weekend. Mr. Sauser said that there were miscommunications with campers and that most of the people on the Scenic Loop were camping illegally. He said that many were locals that were living there, not tourists dispersed camping and said that we may need to work with the Forest Service on enforcement.

Treasurer John Morris reported average numbers at Snowcreek for Memorial Day Weekend. Mr. Morris said that TOML Administrative Services/Finance Director Rob Patterson would present information at tonight's Town Council meeting with regard to certifying properties, potential changes to business tax certificates, and encouraged everyone, especially those in the lodging industry to listen in. He reported that Mr. Patterson had recently attended a Lodging Steering Committee meeting and had discussed changes to enforcement and how Short Term Rentals (STRs) worked. He announced that the driving range at Snowcreek was open daily and said that he hoped the golf course would open by July 4th, however, they were dealing with supply chain and equipment issues.

There was discussion among members of the Board.

3. PUBLIC COMMENTS

There were no comments given at this time.

4. CONSENT AGENDA

Moved by Treasurer John Morris
Seconded by Board Member Bill Sauser

Approve the Consent Agenda.

For (8): Chair Jeremy Goico, Vice Chair Pat Foster, Treasurer John Morris, Secretary John Mendel, Board Member Eric Clark, Board Member Larry Crabb, Board Member Deb Radcliff, and Board Member Bill Sauser

Absent (1): Board Member Darlene Magner

Carried (8 to 0)

4.1 Approve the minutes of the Regular Meeting of May 4, 2022.

5. POLICY MATTERS

5.1 Upcoming Board Seat Elections - Discussion regarding appointments of upcoming board seats. Current terms expire on June 30, 2020. All incumbents interested in staying on, no new interest in any of the three categories:

Retail 3-year term - Currently John Mendel – Appointed by MLT Board, At-Large 2-year term – Currently Pat Foster – Appointed by MLT Board, Lodging 2-year term – Currently Darlene Magner – Recommended by Lodging Association and approved by MLT board. MLT Board to approve reappointment of the three incumbents listed above to their current seats.

Chair Jeremy Goico reported that Secretary John Mendel and Vice Chair Pat Foster had both submitted letters of interest stating their desire to continue on the Board and that no one else had expressed interest in either of their expiring seats.

Treasurer John Morris reported that the Lodging Association had received a letter of interest from Board Member Darlene Magner expressing her desire to stay on the Board and said that no other letters of interest had been received regarding the Lodging Representative. Mr. Morris said the Lodging Steering Committee and the Lodging Association were happy to recommend Ms. Magner for reappointment.

Moved by Chair Jeremy Goico
Seconded by Board Member Eric Clark

Reappoint Secretary John Mendel to the expiring Retail seat for a term of three years, reappoint Vice Chair Pat Foster to the expiring At-Large seat for a term of two years and reappoint Board Member Darlene Magner to the expiring Lodging seat on the Board for a term of two years.

For (8): Chair Jeremy Goico, Vice Chair Pat Foster, Treasurer John Morris, Secretary John Mendel, Board Member Eric Clark, Board Member Larry Crabb, Board Member Deb Radcliff, and Board Member Bill Sauser

Absent (1): Board Member Darlene Magner

Carried (8 to 0)

5.2 Final Approval of MLT Deliverables and Goals - Board vote to approve deliverables and goals as presented at the April 6, 2022 Board meeting

Executive Director John Urdi requested that the Board approve the Final MLT Fiscal Year 2022/23 Deliverables which had been revised per the recommendations of the Board at the April 6, 2022 meeting.

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

Moved by Secretary John Mendel
Seconded by Board Member Eric Clark

Approve Mammoth Lakes Tourism Fiscal Year 2022/23 Deliverables and Goals as presented.

For (8): Chair Jeremy Goico, Vice Chair Pat Foster, Treasurer John Morris, Secretary John Mendel, Board Member Eric Clark, Board Member Larry Crabb, Board Member Deb Radcliff, and Board Member Bill Sauser

Absent (1): Board Member Darlene Magner

Carried (8 to 0)

5.3 MLT Board Ad Hoc Compensation and Benefits Committee - Recommendations by three-member Ad hoc Committee on proposed MLT staff compensation and benefits

Chair Jeremey Goico reported that the members of the MLT Board Ad Hoc Compensation and Benefits Committee were himself, Secretary John Mendel and Vice Chair Pat Foster, however, Treasurer John Morris stepped in for Mr. Goico due to unforeseen circumstances.

Mr. Morris discussed the process the Ad Hoc Committee went through to arrive at the following recommendations: all staff reviews to take place July 1, 2023 and then every July going forward. All employees, with the exception of the Executive Director, would have the option to accept either a 7% pay increase, or a 5% pay increase in addition to 50% of their dependent's health insurance premiums covered, effective July 1, 2022, with no additional increases until July 1, 2023.

Staff had requested a 5% pay increase in addition to 100% of dependent's health insurance premiums being covered. Those costs were presented in the previous draft budget. The Committee's recommendation presented today resulted in a decrease in the overall budget by approximately \$45,000 as compared to what was originally presented at the May 4th board meeting.

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

5.4 Presentation of Draft MLT Fiscal Year 2022-23 Plans and Budgets

Board Discussion on Final Draft MLT Plan and Budgets for Fiscal Year 2022-23 Consensus on MLT staff direction for proposed plans and budgets (vote if needed).

Executive Director John Urdi outlined the information in the Draft MLT Fiscal Year 2022-23 Plans and Budgets.

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

Moved by Treasurer John Morris

Seconded by Secretary John Mendel

Approve Final Draft MLT Plan and Budgets for Fiscal Year 2022-23 as presented.

For (8): Chair Jeremy Goico, Vice Chair Pat Foster, Treasurer John Morris, Secretary John Mendel, Board Member Eric Clark, Board Member Larry Crabb, Board Member Deb Radcliff, and Board Member Bill Sauser

Absent (1): Board Member Darlene Magner

Carried (8 to 0)

5.5 Tourism Business Improvement District (TBID) Renewal Update

Brief update by Ad hoc TBID Steering Committee on 2023 TBID renewal and timeline. Board discussion and vote to move forward with Ad hoc Committee recommendations.

Chair Jeremy Goico reported that the Tourism Business Improvement District (TBID) Steering Committee consisted of himself, Treasurer John Morris, Secretary John Mendel, Board Member Eric Clark and Executive Director John Urdi. Mr. Goico outlined the information in the TBID Steering Committee Recommendations report.

Mr. Urdi said that there would be no action taken on this item today. He said that they would table the action for now and continue to have conversations with the advisory group.

Mr. Goico said the Steering Committee would go back to the advisory panel to look for support for their recommendations.

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

5.6 Financial Reports

Receive an update regarding the financial health of the Mammoth Lakes Tourism and the results of the previous month for Transient Occupancy Tax (TOT), Tourism Business Improvement District (TBID) and current account balances.

Executive Director John Urdi outlined the information in the financial reports.

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

6. DEPARTMENT UPDATES

6.1 International Sales

Director Of Sales and International Marketing Michael Vanderhurst gave an update on international sales activities and announced that the updated Vacation Planner would be available within the next two weeks. Mr. Vanderhurst reported that he had just returned from a two week sales trip in Australia. He said that there were three media visits in Mammoth in May to talk about winter spring skiing, one from Canada and two from Mexico, and said that Visit California had a GoPro influencer coming to Mammoth for ten days that would meet with MLT's new Digital Content Coordinator Patrick Griley and Mammoth Mountain Marketing Manager Gabe Taylor to do some mountain biking. He said that he, Marketing Manager Brian Wright and Senior Manager of Marketing and Events Dakota Snider would go to the International Pow Wow (IPW), US Travels' Annual Conference, in Orlando this weekend.

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

6.2 Communications

Director of Communications and Content Lara Kaylor gave an update on recent communications activities. Ms. Kaylor reported that the recent MLT open house was a success, and announced that the monthly Community Coffee virtual meetings had a new start time of 8:30 a.m. She said that MLT had worked with Visit California to promote an influencer promoting spring in Mammoth, reported that the Crib had been busy and had hosted athletes from Moment Skies who were doing some backcountry skiing in Mammoth, and said there was a video the group's visit on MLT's YouTube channel. Ms. Kaylor said that she was in the process of planning the October Writer's Conference and said that registration would open in August, and said they had started to switch MLT web content from winter to summer.

There was discussion between Ms. Kaylor and members of the Board.

6.3 Marketing

Director of Marketing Brian Wright gave an update on marketing events and activities. Mr. Wright reported that the Bishop summer research survey would start soon, said the summer creative was up and running and said that they had moved from "come visit Mammoth" messaging to stronger "recreate responsibly" messaging and said that that they had started air travel marketing through Travelzoo and Expedia. He said that there would be a photo shoot coming up later this month, however, there were issues with the new marketing agency, The Shipyard. requiring payment in advance for the photo shoot, which is not how they had been billed in the past. Mr. Wright requested a reallocation of funds from the following account lines to cover costs: \$55k from Research, \$30k from Media, \$9k from Hosting and \$84k from Production.

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

CONSENSUS: There was consensus from the Board to allow staff to make the requested reallocations and to request an agency review of The Shipyard.

6.4 Special Events and Social Media

Senior Manager of Marketing and Events Dakota Snider introduced new Digital Content Coordinator Patrick Griley and gave an update on recent special events and social media activity. Mr. Snider reported that as of today, MLT had switched to the Hug What You Love stewardship messaging and reported that fire updates would be pushed out as well as information about how to properly extinguish a campfire. He said that they were getting ready to launch the summer events season, had launched the Camp Host Program and said that he had attended the Tourism Cares Conference with Marketing Assistant Emily Bryant. He announced that Trashy Thursdays would start tomorrow at 5:00 p.m. and would continue through October and said that the Mammoth Lakes Facelift project would take place on October 1, 2022.

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

6.5 Local Marketing

Marketing Assistant Emily Bryant gave an update on recent local marketing activities. Ms. Bryant reported that MLT currently had radio ads running on KMMT, KHRV and Spotify station, Eastern Sierra Now, that promoted responsible recreation and said that posters were being produced to match that messaging and would be placed around Town. She said that a new welcome banner had been put up at the Footloose corner today and said that a 4th of July banner would be put up which would list all of the 4th of July activities and said that there was a new blog at visitmammoth.com/july4 which was created to direct visitors to additional information. Ms. Bryant said that stickers and maps had been delivered to businesses prior to Memorial Day Weekend and more were available if needed, and said the maps had a QR code to mammothtrails.org for information about local trails as well as rules for eBikes. She said that MLT was working with Mammoth Lakes Recreation (MLR) on various stewardship programs and said that they were working on a new air discount mailer.

There was discussion between Ms. Bryant and members of the Board.

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark 5 minutes

Board Member Eric Clark gave an update on Mammoth Mountain Ski Area (MMSA) news, activities and operations and reported that the last ski day on the Mountain would be June 5th. Mr. Clark said that the Sierra Star Golf Course was open and that they had great participation there and at the bike park over the holiday weekend, and although it was windy, the Yachtly Crew event was a success. He said that Mammoth Motocross would run June 17th through the 26th and reported that there were almost twice as many weddings scheduled this year than any other year in the past.

There was discussion among members of the Board.

7.2 Mammoth Lakes Chamber of Commerce Update - Jeremy Goico 5 minutes

Chair Jeremy Goico gave an update on recent Chamber events and activities. Chair Goico said that the Candidate Forum had taken place on May 17th, reminded everyone that election day was June 7th, and gave an update on the upcoming 4th of July parade.

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

7.3 Town Council Update - Bill Sauser 5 minutes

Board Member Bill Sauser gave an update on Town Council news, activities and operations. Mr. Sauser said that there had been a delay at the Community Recreation Center (CRC) site, but said work should start up again next week. He said that there was a Sierra Nevada Conservancy (SNC) tour taking place now and reported that many of the Town Council members were participating in it. He gave an update on the Tanglefree Waters program, and suggested that TOML Trails Manager Joel Rathje and Administrative Services/Finance Director Rob Patterson attend MLT meetings occasionally to provide updates on their respective departments. He said that he would like feedback from members of the Board regarding the Bird Scooter program.

There was discussion among members of the Board.

8. ADJOURNMENT

The meeting was adjourned at 3:03 p.m. to the next regular meeting scheduled to be held on July 6, 2022.

Angela Plaisted, Assistant Clerk