



## Mammoth Lakes Tourism Board Agenda

Thursday, October 6, 2022, 1:00 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members of the Board

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, Board Member Darlene Magner

NOTE: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Town of Mammoth Lakes at (760) 965-3600. Notification 48 hours prior to the meeting will enable the Town to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 13.102-35.104 ADA Title II)

NOTE: Materials related to an item on this agenda submitted after distribution of the agenda packet are available for public inspection in the Town Offices located at 437 Old Mammoth Road, Suite 230 during normal business hours. Such documents are also available on the Town of Mammoth Lakes website at [www.townofmammothlakes.ca.gov](http://www.townofmammothlakes.ca.gov) subject to staff's ability to post the documents before the meeting.

NOTE: You may attend this meeting in person, or watch it live through the online eSCRIBE system here: <https://pub-townofmammothlakes.escribemeetings.com>, on the local government cable channel 18, or by utilizing the Zoom link below.

### ZOOM INFORMATION FOR MLT BOARD MEETINGS

Join from a PC, Mac, iPad, iPhone, or Android device:

Please click this URL to join. <https://monocounty.zoom.us/j/97273142801>

Or join by phone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 312 626 6799 or +1 646 876 9923 or +1 301 715 8592 Webinar ID: 972 7314 2801 - **Callers: To Raise your hand Press \*9, to Unmute/Mute Press \*6**

International numbers available: <https://monocounty.zoom.us/j/a7NZ1PrU>

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**1. CALL TO ORDER AND ROLL CALL**

**2. BOARD MEMBER REPORTS**

**3. PUBLIC COMMENTS**

Public Comments may be sent via email to the Town of Mammoth Lakes Assistant Clerk before or during the meeting at [clerk@townofmammothlakes.ca.gov](mailto:clerk@townofmammothlakes.ca.gov) or may be made via Zoom or in person during the meeting in Suite Z.

**4. CONSENT AGENDA**

**4.1. Approve the minutes of the Regular Meeting of September 7, 2022.**

**5. POLICY MATTERS**

**5.1. MLT Board and Town Council Quarterly Workshop - November 2, 2022 will be our next quarterly workshop with Town Council including a presentation of MLT's year-end report**

**5.2. Special Event Recap, Dakota Snider - Receive a report on the 2022 summer special event season**

**5.3. Report on Mammoth Lakes Facelift Program, Dakota Snider - Brief recap of the 2022 Mammoth Lakes Facelift Environmental/Town clean-up program**

**5.4. Presentation of "The Real Unreal" marketing campaign, Brian Wright - Introduction of the new Mammoth Lakes stewardship and marketing campaign assets and messaging**

**5.5. Financial Reports - Receive an update regarding the financial health of Mammoth Lakes Tourism and the results of the previous month for Transient Occupancy Tax (TOT), Tourism Business Improvement District (TBID) and current account balances. Request the MLT Board appoint a three-member ad hoc TBID appeal committee for a restaurant and a retail business appeal – Board to select three members to hear appeal.**

**6. DEPARTMENT UPDATES**

A brief recap of past, current, and future efforts of each department.

**6.1. International Sales**

Receive an update on international efforts from Director of Sales and International Marketing Michael Vanderhurst.

**6.2. Communications**

Receive an update on communications activities from Director of Content, Communications and Public Relations Lara Kaylor.

**6.3. Marketing**

Receive an update on marketing activities from Director of Marketing Brian Wright.

**6.4. Special Events and Content**

Receive an update regarding special events and content from Senior Manager of Marketing and Events Dakota Snider.

**6.5. Local Marketing**

Receive an update regarding local marketing efforts from Marketing Manager Emily Bryant.

**6.6. Social Media**

Receive an update regarding social media marketing efforts from Digital Marketing Coordinator Patrick Griley.

**7. OTHER STANDING UPDATES**

**7.1. Mammoth Resorts Update - Eric Clark**

Brief update on Mammoth Mountain news, activity, and operations.

**7.2. Mammoth Lakes Chamber of Commerce Update - Jeremy Goico**

Brief update on Mammoth Lakes Chamber of Commerce news, activity, and operations.

**7.3. Town Council Update - Bill Sauser**

Brief update on Town Council news, activity, and operations.

**8. ADJOURNMENT**

The meeting will be adjourned to the next regular meeting scheduled to be held on Wednesday, November 2, 2022 .