



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

June 5, 2024, 1:30 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members Present: Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Darlene Magner, Board Member Tom Parker, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa

1. CALL TO ORDER AND ROLL CALL

Chair Pat Foster called the meeting to order at 1:32 p.m. in the Council Chamber located at 437 Old Mammoth Road.

Board Member Darlene Magner announced that she would attend the meeting remotely under the "Just Cause" provisions of Assembly Bill (AB) 2449 due to medical circumstance.

2. BOARD MEMBER REPORTS

Chair Pat Foster said that he had been excited to see the advertising for this year's Obstacle Course Race World Championship (OCRWR) which would take place in Mammoth and provided an update on the recent Special Event Ad Hoc Committee meeting. He congratulated Vice Chair Eric Clark on his recent promotion to President and Chief Operating Officer of Mammoth Mountain Ski Area (MMSA).

Board Member Christi Quesada-Costa joined the meeting at 1:34 p.m.

Board Member John Wentworth provided an update on the California Jobs First program and reported that they would hold a special meeting June 17th for the tourism and sustainable recreation industry sectors to form a strategy document to send to the State in the fall.

Board Member Tom Parker said that the members of the Mammoth Lakes Chamber of Commerce Board took a tour of The Parcel. Mr. Parker reported that there would be a ribbon cutting on June 13th for Café Crepe and a retirement party on June 28th for the Chamber's Executive Director Ken Brengle at Bar Sierra. He announced that the Chamber had appointed new Board Members Kerry Peterson, Wyatt Simmons, and Todd Roberts. He also announced that former Assistant Director Brianna Goico had been promoted to President and Chief Executive Officer (CEO), to be consistent with other chambers of commerce, to fill Mr. Brengle's position. Mr. Parker reported that Administrative Coordinator Marcy Castro had been promoted to Membership Manager, and that Gina van Hest had been hired as the new Communications Manager. He provided an update on the 4th of July Parade and said this year's theme would be Movies in the Mountains and that there would be a \$500 prize for the best float. He said that the Chamber was in need of volunteers to assist with the event.

Board Member Kirk Wallace reported that there was interest from local business owners with regard to installing additional bike racks around Town and asked if it was too late in the season to bring this topic up. Mr. Wallace said that several restaurant owners had discussed the power outage that occurred over Memorial Day Weekend and the loss of income, spoiled food, etc. that it had caused.

Board Member Christi Quesada-Costa said that she had been working with the Special Events Committee.

Treasurer John Morris said that he was excited to partner with Vice Chair Eric Clark and MMSA to run the Snowcreek Golf Course operations, and announced that they had opened the course on Memorial Day Weekend.

There was discussion among members of the Board.

3. PUBLIC COMMENTS

Crowley Fish Foundation (CFF) representative Henry Glass spoke about the history, goal, and purpose of the CFF.

Retiring Mammoth Lakes Chamber of Commerce Executive Director Ken Brengle thanked the MLT Board and staff for their support and strategic alliance with the Chamber over the years.

There was discussion between Mr. Brengle, Executive Director John Urdi and members of the Board.

4. CONSENT AGENDA

Moved by Secretary John Mendel

Seconded by Vice Chair Eric Clark

Approve the Consent Agenda.

For (9): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Darlene Magner, Board Member Tom Parker, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Carried (9 to 0)

4.1 Approve the minutes of the Regular Meeting of April 3, 2024.

5. POLICY MATTERS

5.1 Introduction of New MLT Team Members

- **Betsy Truax, Community Engagement Director (July 1st start date)**
- **Laura Wattles, Content Marketing Manager (June 17th start date)**
- **Sarah Walsh, Marketing Coordinator (Started May 16th)**

Executive Director John announced the addition of MLT's three new staff members, spoke about their roles, and introduced new Community Engagement Director Betsy Truax.

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

5.2 **Board Seats**

Board Seats up for Renewal: John Morris and Darlene Magner, Lodging Seats (appointed by the Lodging Association) and Pat Foster, At Large. The Board will appoint a three member an ad hoc Nominating Committee for the At-Large interviews.

Chair Pat Foster spoke about the Board seats that would open at the end of the month and the need to appoint three people to an ad hoc Committee to review letters of interest and conduct interviews of the potential new At-Large Board Member.

Board Member Darlene Magner said that she would not reapply for her seat on the Board, but would still keep up on the happenings of MLT from afar.

Treasurer John Morris provided an update on the process the Lodging Association would go through to appoint its two members to the Board.

Board Member Kirk Wallace, Vice Chair Eric Clark and Secretary John Mendel volunteered to be on the ad hoc Nominating Committee.

There was discussion between Executive Director John Urdi and members of the Board.

5.3 **MLT Winter Campaign Recap - Brief update on the results of our Winter 2023-24 Campaign**

Director of Marketing Sarah Winters outlined the information in the 2023/24 Winter Campaign presentation.

There was discussion between staff and members of the Board.

5.4 **Air Service Update - Winter recap and summer update on MMH and BIH Air Service**

Executive Director John Urdi outlined the information in the Air Service Update.

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

5.5 **Staff Compensation and Benefits Review**

Brief update and recommendation on revised staff benefits from the Board Ad Hoc Compensation and Benefits Committee. Board to discuss and vote on the recommendations of the Ad Hoc Committee.

Executive Director John Urdi and members of the Compensation and Benefits Ad Hoc Committee discussed the process they went through to come up with recommendations for staff compensation and benefits.

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

Moved by Board Member Tom Parker

Seconded by Board Member John Wentworth

Accept the recommendations of the Compensation and Benefits Ad Hoc Committee on benefits as presented.

For (9): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Darlene Magner, Board Member Tom Parker, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Carried (9 to 0)

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**

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

6.1 **International Sales**

Director of Sales and International Marketing Michael Vanderhurst gave an update on international sales activities. Mr. Vanderhurst reported that he

had attended the Mountain Travel Symposium (MTS) in Palisades Tahoe, the IPW Conference, and a sales mission in Australia. He spoke about several Familiarization (FAM) visits that had taken place in Mammoth, one in partnership with Visit California, and others in partnership with Alterra and MMSA.

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

6.2 Communications

Communications Coordinator Lauren MacLeod gave an update on communications activities and media placements. Ms. MacLeod said that MLT had planned collaborations with Visit California influencers and said that they planned to revitalize the Crib content strategy and would create a new webpage for it. She said there would be two athletes staying in the Crib next month to try out the new strategy. She announced the new Trail Magic Campaign which would support Pacific Crest Trail (PCT) and John Muir Trails (JMT) through hikers.

There was discussion between staff and members of the Board.

6.3 Marketing

Director of Marketing Sarah Winters gave an update on marketing events and activities.

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

6.4 Digital Marketing

Digital Marketing Manager Samantha Lindberg provided an update on digital marketing efforts and social media activity. Ms. Lindberg reported that the Pre-Arrival Guide was available on MLT's website along with OCRWC information for participants and members of the public.

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark

Vice Chair Eric Clark gave an update on Mammoth Mountain Ski Area (MMSA) news, activities, operations and capital projects. Mr. Clark announced that summer tubing at Woolly's would start on Father's Day weekend, Mammoth Motocross would take place from June 21st through June 30th, the Bike Park planned to open Chair 11 on Father's Day

weekend, both golf courses were open, and the first sunset activity, the Summit Sunset Party, would take place on July 6th.

There was discussion among members of the Board.

7.2 Mammoth Lakes Chamber of Commerce Update - Tom Parker

This report was given during Board Member Reports.

7.3 Town Council Update - John Wentworth

Board Member John Wentworth gave an update on Town Council news, activities and operations. Mr. Wentworth spoke about California Jobs First, implementation of the recommendations from the Short Tern Rental (STR) Advisory Committee, and community sentiment around that process. He said that information on a Revenue Measure which would be on the ballot in November would be forthcoming, and said that he was impressed with the nimbleness of MLT to move and transition around messaging related to stewardship and responsible tourism, and spoke about climate change.

There was discussion among members of the Board.

8. ADJOURNMENT

The meeting was adjourned at 3:44 p.m. to a joint meeting with the Town of Mammoth Lakes Town Council at 4:00 p.m.