



Mammoth Lakes Tourism Board Agenda

Monday, August 5, 2024, 1:30 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members of the Board

Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Tom Parker, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa, Board Member Mary Beth Ericson

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 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/97273142801>

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 or may be made via Zoom or in person during the meeting in Suite Z. All comments will be limited to a speaking time of three minutes.
4. **CONSENT AGENDA**
 - 4.1 **Approve the minutes of the Regular Meeting of July 3, 2024**
5. **POLICY MATTERS**
 - 5.1 **CDME (Certified Destination Management Executive) Recognition**

Recognition of John Urdi's completion of Destination International's Certified Destination Management Executive – acknowledgement by Gary Sherwin, President & CEO of Newport Beach and Company.
 - 5.2 **Fall Media and Creative Presentation - Overview of fall 2024 media placement and creative**
 - 5.3 **OCR World Championships Update - Update on the upcoming October 4-6 event**
 - 5.4 **Air Service Update - Summer update on MMH and BIH air service**
 - 5.5 **Executive Director Contract Recommendation**

Report and recommendations from the ad hoc Executive Director Contract Committee. Board discussion and vote on new Executive Director contract.
 - 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.
6. **DEPARTMENT UPDATES**
 - 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 Public Relations Coordinator, Lauren MacLeod
 - 6.3 **Marketing**

Receive an update on marketing activities from Director of Marketing Sarah Winters.

6.4 Community Engagement

Receive an update on community engagement efforts from Community Engagement Director Betsy Truax.

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 - Tom Parker

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

7.3 Town Council Update - John Wentworth

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 September 4, 2024.



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

July 3, 2024, 1:00 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 Kirk Wallace, Board Member Cristi Quesada-Costa

Members Absent: Board Member Tom Parker

1. CALL TO ORDER AND ROLL CALL

Chair Pat Foster called the meeting to order at 1:03 p.m. in the Council Chamber located at 437 Old Mammoth Road, Mammoth Lakes, CA.

2. BOARD MEMBER REPORTS

Board Member Kirk Wallace said that June was a good month for local restaurants.

Secretary John Mendel reported that this June was better for his business than last June and said that he was happy to see a lot of people in Town.

Treasurer John Morris thanked Brianna Goico and the Chamber for their assistance with the candidate interviews for the Lodging Association's seats on the Board. Mr. Morris spoke about the proposed Transient Occupancy Tax (TOT) increase which could be on the ballot in the fall and said that he hoped MLT and the Town would get behind whatever version made it to the ballot to support housing initiatives. He said that multiple hotels would come online soon and

voiced concern about where they would find staff to support them due to our housing issues. He said that this issue would be on tonight's Town Council agenda.

Chair Pat Foster provided an update Advanced Airline's (AA) summer flights which started last week and said that AA representatives would participate in the 4th of July Parade. Chair Foster congratulated the Mammoth Mountain Ski Area (MMSA) team for the success of this year's Mammoth Motocross event.

Board Member John Wentworth spoke about the revenue opportunity for housing that the TOT ballot initiative would provide and the need for the community's support for it to pass. Mr. Wentworth asked if MLT was precluded from supporting the initiative. He said that the Chevron Act was overturned last week and that it could have an effect on our Federal partners and Federal land management agencies.

Board Member Cristi Quesada-Costa said that June business had been off and on for her restaurant and said that she had to hire and train new staff since her winter staff had left. Ms. Quesada-Costa said that she was not as busy during Mammoth Motocross as she had expected until the last day of the event. She also reported that she had employees in need of housing who did not qualify for affordable housing programs because they worked multiple to jobs to make ends meet.

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

3. PUBLIC COMMENTS

Town of Mammoth Lakes (TOML) Town Manager Rob Patterson discussed the various housing programs the Town was working on in order to address the housing needs of our locals at various Area Median Income (AMI) levels.

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

4. CONSENT AGENDA

Moved by Treasurer John Morris

Seconded by Secretary John Mendel

Approve the Consent Agenda.

For (7): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Absent (1): Board Member Tom Parker

Carried (7 to 0)

4.1 Approve the minutes of the Regular Meeting of June 5, 2024

5. POLICY MATTERS

5.1 Board Seats

Board seats up for renewal: John Morris and one open lodging seat (appointed by Mammoth Lake Lodging Association); Pat Foster At-Large (unopposed). Board to vote on recommendations from Lodging Association and Nominating Committees.

Chair Pat Foster described the process that the Lodging Association with assistance from the Mammoth Lakes Chamber went through to select the nominations for the two open Lodging Seats. Chair Foster reported that the Chamber's recommendation was to reappoint John Morris to the three year seat and to appoint Mary Beth Ericson to the two year seat.

Vice Chair Eric Clark reported that Chair Pat Foster was unopposed in his request to fill the At-Large seat for a second term.

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

Moved by Vice Chair Eric Clark

Seconded by Secretary John Mendel

Reappoint Treasurer John Morris and appoint Mary Beth Ericson to the Lodging seats on the Board as recommended by the Chamber.

For (7): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Absent (1): Board Member Tom Parker

Carried (7 to 0)

Moved by Secretary John Mendel
Seconded by Vice Chair Eric Clark

Reappoint Chair Pat Foster to the At-Large seat on the Board.

For (7): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Absent (1): Board Member Tom Parker

Carried (7 to 0)

5.2 **MLT Executive Committee Nominations**

Elections of Chair, Vice-Chair, Treasurer and Secretary of the Board. Board to discuss and vote on Executive Committee positions.

There was discussion among members of the Board.

Moved by Treasurer John Morris
Seconded by Chair Pat Foster

Reappoint Pat Foster as Chair, Eric Clark as Vice-Chair, John Morris as Treasurer, and John Mendel as Secretary of the Board.

For (7): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Absent (1): Board Member Tom Parker

Carried (7 to 0)

5.3 **Summer Marketing Plan and Creative**

Presentation on MLT summer marketing and stewardship education efforts.

Director of Marketing Sarah Winters outlined the information in the Summer Marketing Plan and Creative presentation.

There was discussion between staff and members of the Board.

5.4 Air Service Update

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 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. Board to set up a three member TBID appeal panel. Board to vote on the 2024-25 Strategic Plan and Budgets as presented at the June 5th joint workshop with Town Council.

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

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

Chair Pat Foster, Treasurer John Morris, and Secretary John Mendel volunteered to be on the Tourism Business Improvement District (TBID) Appeal Panel.

Moved by Board Member John Wentworth
Seconded by Secretary John Mendel

Approve the 2024-25 Strategic Plan and Budgets as presented at the June 5th joint workshop with Town Council

For (7): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Absent (1): Board Member Tom Parker

Carried (7 to 0)

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 MLT was finalizing their Scope of Work with the international agencies that they worked with. He provided an update on current and upcoming Familiarization Visits (FAMs) and the marketing strategy for the Obstacle Course Race (OCR) World Championship.

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

6.2 Communications

Communications Coordinator Lauren MacLeod gave an update on communications activities. Ms. MacLeod passed out a sample product donated by Distant Brewing which would be given out to attendees at the Trail Magic Activation event for Pacific Crest Trail (PCT) hikers on Friday as a way to promote thru hikers spending their Zero Day(s) in Mammoth. She provided information on two interviews that she did with San Diego's KUSI TV station regarding Mammoth's waterfalls and wildflowers, discussed other media placements, recent and future influencers who would be coming to Town, and said that staff was in the process of auditing their Crisis Communications documentation.

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

6.3 Marketing

Director of Marketing Sarah Winters gave an update on marketing events and activities. Ms. Winters spoke about the Camp Like a Pro program, and said that the first of six videos for this year's Town video series would roll out on July 11th. She also provided an update on special events, discussed a joint meeting that MLT had with Mammoth Mountain Ski Area and their agency of record, 85Sixty, about collaborating on marketing efforts and said that they would have a follow-up meeting on August 7th. She said that they had revised the Pre-Arrival Guide per request of the Short Term Rental (STR) community, reported that the Anže Kopitar shoot had been rescheduled for August 16th and 17th, and said that the OCR webpage had been updated.

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

6.4 Digital Marketing

Digital Marketing Manager Sarah Lindberg provided an update on recent local marketing activities and social media. Ms. Lindberg gave an update on the Trashy Thursday program.

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

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 and operations. Mr. Clark reported that capital projects on the Mountain were going well, provided a June recap for MMSA Resorts, an update on the Mountain's Bike Park, and said that there would be a sunset event this weekend. He announced that they would not have fireworks on the Mountain this year, and said that there were a lot of events going on at the Village this weekend, and that the Wine Weekend would be held in mid-August.

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

7.2 Mammoth Lakes Chamber of Commerce Update - Tom Parker

Executive Director John Urdi reported that the Chamber's 4th of July Parade would take place at 11:00 a.m. tomorrow.

There was discussion between staff and members of the Board.

7.3 Town Council Update - John Wentworth

Board Member John Wentworth gave an update on Town Council news, activities and operations. Mr. Wentworth provided updates on the Eastern Sierra Climate & Communities Resilience Project (ESCCRP) a.k.a. The Donut Project, and the California Jobs First Governing Counseling meeting which was held in Mammoth last Friday, and discussed a climate bond which may be on the ballot in November. He said the monies from the bond could be used to fund projects such as the Sierra Nevada Conservancy and the Donut Project. He provided an update on the Towns to Trails project and spoke about the items that would be on tonight's Town Council agenda.

Secretary John Mendel said that he anticipated that the Mammoth Lakes Fire Protection District (MLFPD) would have a measure on the November ballot for an addenda property tax potentially fixed at \$98 per parcel.

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

8. ADJOURNMENT

The meeting was adjourned at 2:37 p.m. to the next regular meeting tentatively scheduled to be held on Monday, August 5, 2024.

Angela Plaisted, Assistant Clerk

Fall Media Plan Overview



Program Parameters

| Media Plan | Fall |
|--|---|
|  Target Audience | Nature Enthusiasts (w/o kids) <ul style="list-style-type: none"> • Avg age 47 (concentration of 22–42 & 54–72) • HHI: \$120K+ / Test \$150K+ |
|  Geography | <ul style="list-style-type: none"> • CA+NV Base • Spot Markets: LA, SF, SAC, SD, LV |
|  Timing | <ul style="list-style-type: none"> • September - October |
|  Budget | <ul style="list-style-type: none"> • FY25 Anticipated Total: \$150K** |
|  Measurement | Campaign KPIs: <ul style="list-style-type: none"> • Video – Views, VCR, CPV, SOV % • Custom – Content Views, Time Spent w/ Content , Engagement Rate • Digital/Social - Clicks, CTR, Sessions, TOS, Airline Referrals/Bookings |

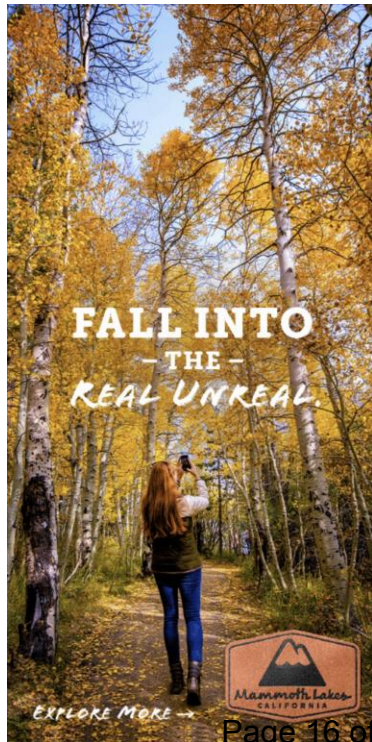
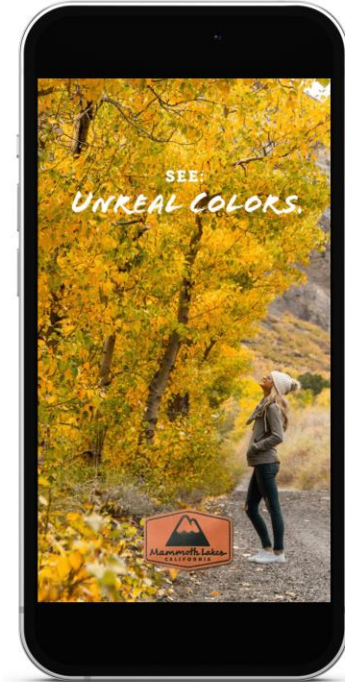
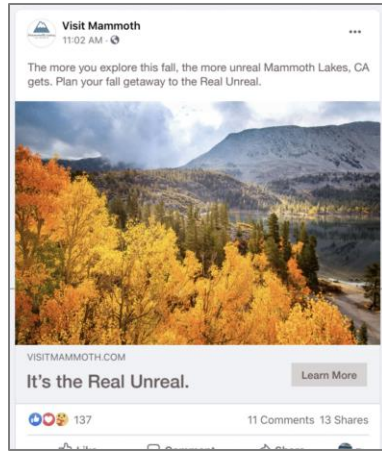
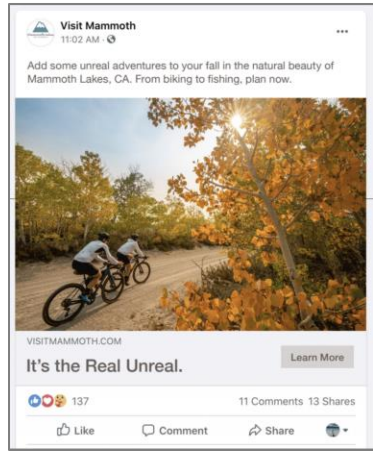


Buy Summary

| Publisher | Ad Units | Media Cost | Impressions | Video Views | Video Completion Rate | Click Thru Rate | Sessions | Average Engagement Duration |
|------------------------|------------------------------|------------------|-------------------|------------------|-----------------------|-----------------|---------------|-----------------------------|
| YouTube | Video | \$25,882 | 2,200,000 | 1,100,000 | 65% | - | - | - |
| Facebook/Instagram | Video, Single Image, Stories | \$54,118 | 4,629,630 | 1,100,000 | 65% | 0.50% | 27,000 | 0:30 |
| Google Display Network | Responsive Display | \$17,647 | 1,875,000 | - | - | 1.75% | 25,500 | 0:35 |
| AdTheorent | Video, Rich Media, Display | \$58,824 | 4,183,705 | 1,095,732 | 95% | 0.10% | 1,970 | 0:20 |
| The TradeDesk | Video, Display, Native | \$74,118 | 6,905,357 | 2,362,500 | 73% | 0.17% | 5,126 | 0:20 |
| Google Search | Text Ads, Dynamic Ads | \$17,647 | 150,000 | - | - | 15.00% | 18,000 | 2:00 |
| Ad Serving | - | \$1,764 | - | - | - | - | - | - |
| TOTAL | | \$250,000 | 19,943,692 | 5,658,232 | 75% | 0.77% | 77,596 | 0:48 |

Program Details

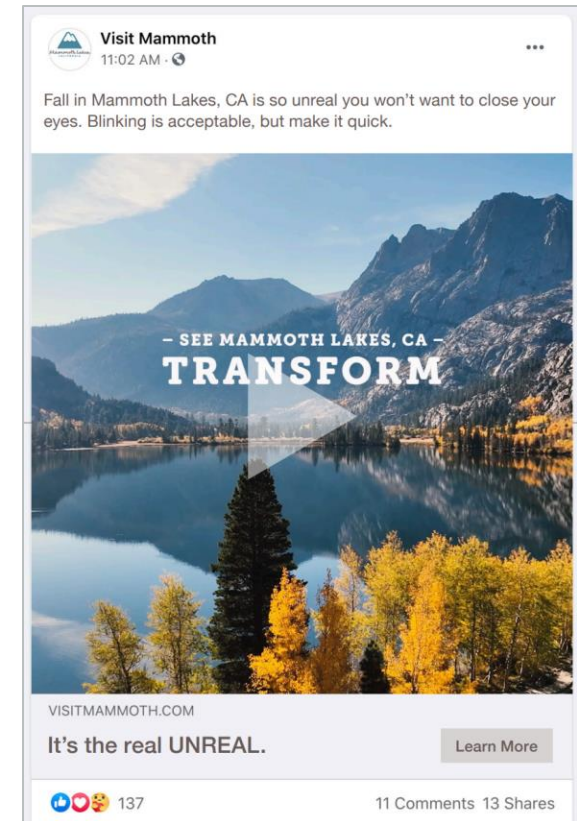




Build awareness of Mammoth Lakes, showcasing the different seasons through video, retargeting engaged viewers with additional content.

Approach:

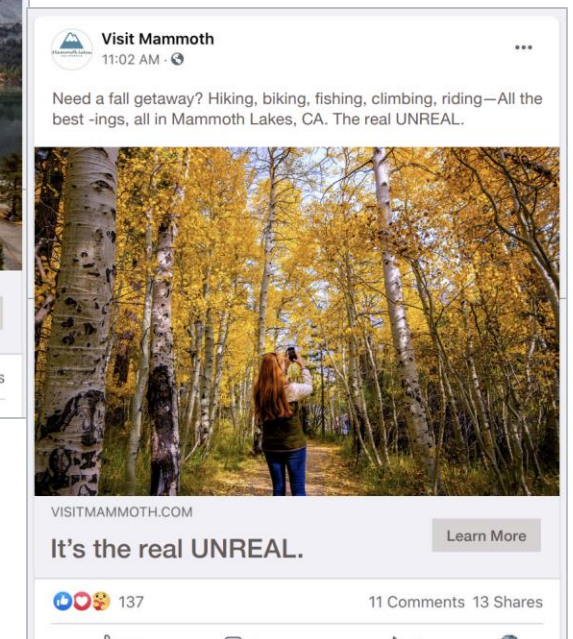
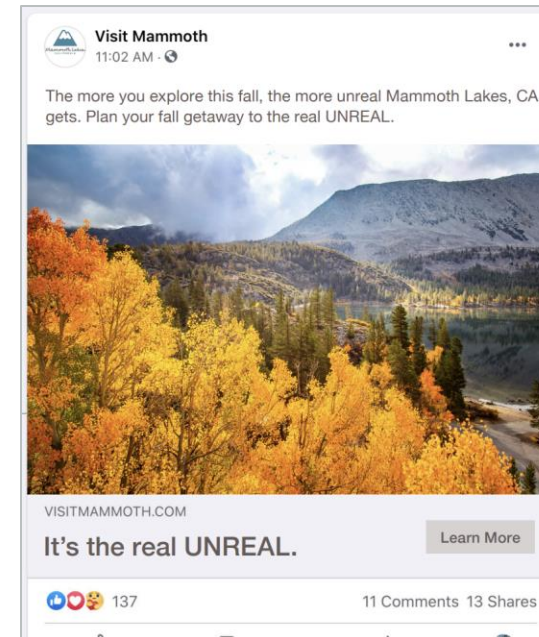
- Deploy skippable, in-stream videos to the MLT brand target
- Employ cost per view buying model to deliver brand engagement and improve view rate



Incorporate a full-funnel media approach across seasons to drive awareness and engagement with the MLT brand, while increasing intent to visit.

Approach:

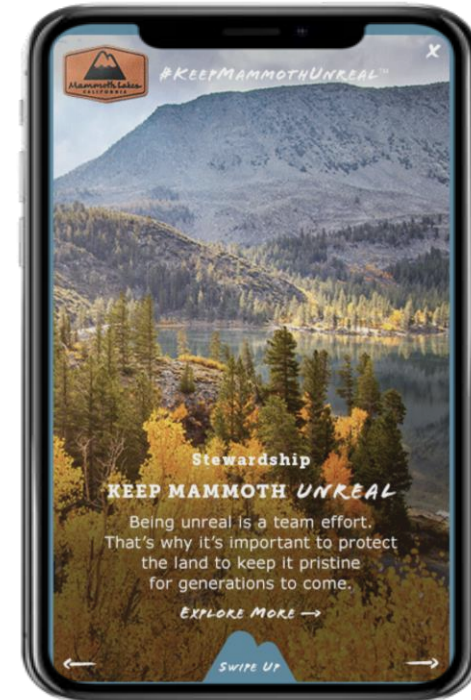
- Utilize Video and Stories ads to inspire consider to Mammoth Lakes, while seeding retargeting pools
- Incorporate single images ads for effectiveness in connecting prospective travelers with website content for consideration
 - Retarget users based on site engagement to move prospects closer to intent



Lean into robust targeting capabilities to hone-in on target audience across all seasonal efforts, while incorporating interactive program elements to engage users.

Approach:

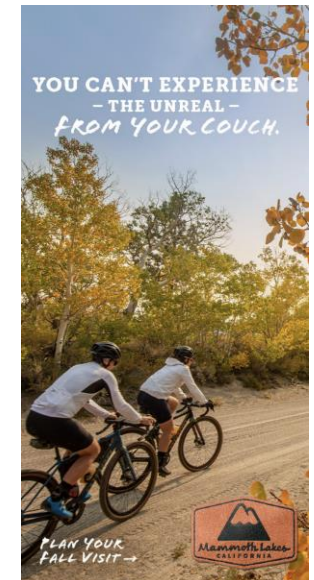
- Allow users to explore Mammoth Lakes offerings and experiences through a custom, interactive rich media unit
- Additional support via cross device standard display provides outlet for users to learn more about the destination



Lean into successful program elements from FY23, while expanding to video executions to create a more robust, full funnel campaign.

Approach:

- Implement efficient programmatic support to drive reach and scale for the campaign through direct access to premium publisher inventory
- Utilize CTV/OTT support to expand presence and fill audience pools for lower funnel tactics
- Leverage standard OLV placements to drive efficiencies and reach key audiences at multiple touchpoints across their user journey
- Layer in display and native placements to drive lower funnel engagement and on-site visitation



Drive site traffic with Google Display Network, providing a strong balance of volume and value.

Approach:

- Leverage multiple Google products to extend audience reach and engagement
- Prospect new audiences to plant the seed for visitation
- Implement dual retargeting strategies:
 - Google Discovery ads retargeting YouTube viewers exposed to MLT videos
 - Retarget site visitors who did not take an action



Plan an Unreal Fall Getaway

The more you explore this fall, the more unreal Mammoth Lakes, CA gets. The real UNREAL.

[LEARN MORE](#)



It's a Real Unreal Getaway

The more you explore this fall, the more unreal Mammoth Lakes, CA gets. The Real Unreal.

[LEARN MORE](#)

SPONSORED

Leverage successful and efficient lower funnel strategies, capitalizing on interest built by other platforms, to reach audience actively searching travel destinations in the area.

Approach:

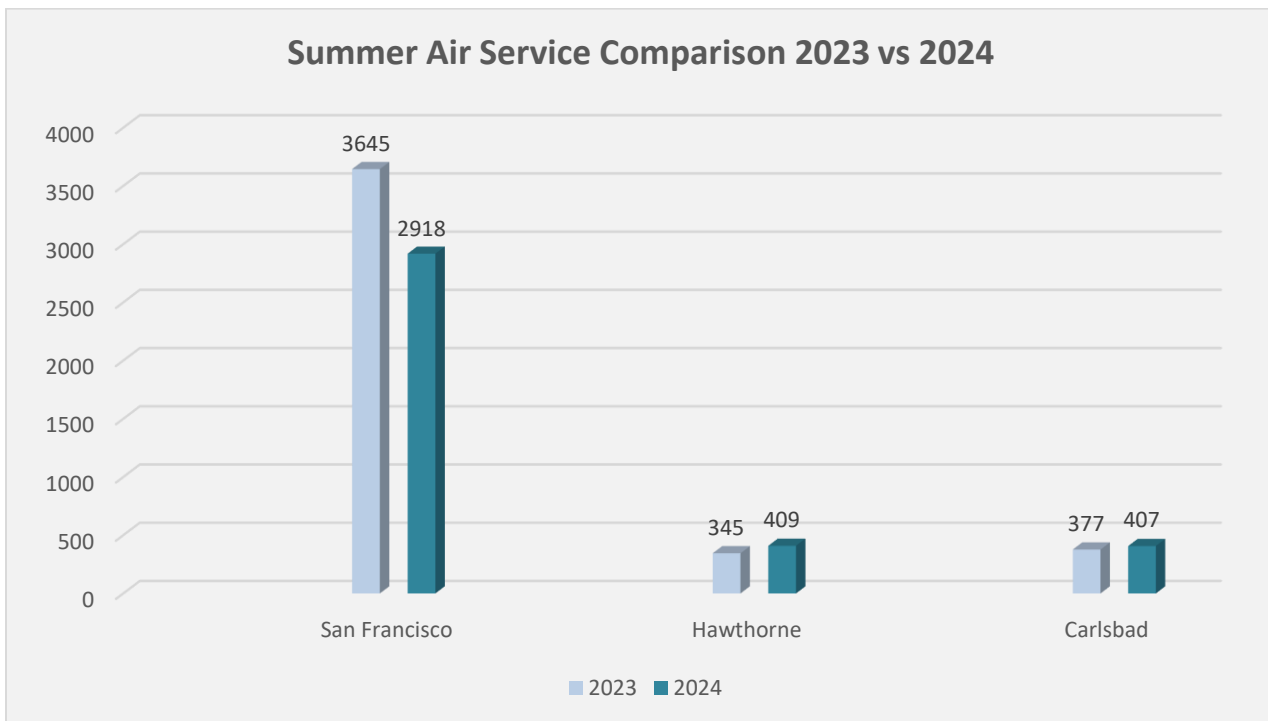
- Leverage only “Google Search” network to refine reach and drive increased engagement and efficiencies
- Focus on sponsored text ads, with sitelinks to support interest-based campaigns
- Continue to leverage dynamic ads as appropriate to connect searchers to site content more closely related to their query



THANK YOU

Summer Air Service Update 8-5-24

Bookings



- San Francisco is down -727, which is -20% compared to last year.
- Carlsbad is up 30, which is +8% compared to last year.
- Hawthorne is up 64, which is +19% compared to last year.

United summer service to BIH has been extended to include Friday and Sunday on the following dates:

- September 6 & 8, 13 & 15, 20 & 22, 27 & 29
- October 4 & 6 (OCR Weekend)

Winter service will start December 12th from SFO to BIH with the inaugural flight of the E175

FAA reauthorization appears to reward airports with enplanement totals below 10,000

DRAFT
MAMMOTH LAKES TOURISM
President and CEO
EMPLOYMENT AGREEMENT

Mammoth Lakes Tourism, a California Non-Profit Mutual Benefit Corporation ("Employer"), located at Mammoth Lakes, California, and John J. Urdi III ("Employee"), in consideration of the mutual promises herein, agree as follows:

I. TERM OF EMPLOYMENT

101. Specified Period. Employer employs Employee and Employee accepts employment with Employer for a period of **Three** years commencing on **July 1, 2024** and terminating at the close of business on **June 30, 2027**, except as otherwise specifically set forth in this Agreement.

102. Automatic Renewal. This Agreement shall be renewed automatically for a term of one year, unless either party provides notice to the other of its intent to terminate this agreement not less than thirty (30) days prior to the end of the then current term.

103. "Employment Term" Defined. "Employment term" means the entire period of employment of Employee by Employer, whether for the periods specified above, or whether terminated earlier as otherwise provided in this Agreement or extended by mutual agreement of the parties.

II. DUTIES AND OBLIGATION OF EMPLOYEE

201. General Duties. Employee shall serve as the President and CEO of Employer. In that capacity, Employee shall perform all services, acts, or things necessary or advisable to manage and conduct the business of Employer, including the hiring and firing of employees, subject always to policies set by the Board of Directors of Mammoth Lakes Tourism ("the Board"), and to the consent of the Board where required by this Agreement or by subsequent resolution of the Board.

202. Matters Requiring Consent of Board of Directors or Other Officer.

(1) Employee shall not, without specific approval of the Board, purchase capital equipment or make other expenditures for amounts in excess of the amounts budgeted for expenditure by the Board. New unbudgeted purchases or programs in excess of \$25,000 and/or moving funds within approved budget line items of \$25,000 OR 20% whichever is higher must be approved by the board of directors before proceeding.

(2) All checks more than the dollar limit set by the board shall be signed by the President and CEO *and* by the Treasurer of the Board. In the event one or both of the signees are not available the Chair, Vice Chair and/or Secretary will have the authority to sign requested checks.

203. Devotion to Business of Employer.

(a) Employee shall devote his entire productive time, ability, and attention to the business of Employer during the term of this contract.

(b) Employee shall not engage in any other business duties or pursuits whatsoever, or directly or indirectly render any services of a business, commercial, or professional nature to any other person or organization, whether for compensation or otherwise, without the prior consent of the Board. However, the expenditure of reasonable amounts of time for educational, charitable, or professional activities shall not be deemed a breach of this Agreement provided such activities do not materially interfere with the services required under this Agreement; such activities shall not require the prior consent of the Board.

c) This Agreement shall not prohibit Employee from making passive personal investments or conducting private business affairs if those activities do not materially interfere with the services required under this Agreement. Employee shall not directly or indirectly acquire, hold, or retain any interest in any business similar in nature to the business of Employer or any business that benefits from the activities of the employer.

204. Uniqueness of Employee's Services. Employee agrees that the services to be performed by Employee under the terms of this Agreement are of a special, unique, and intellectual character that gives them a peculiar value, the loss of which cannot be reasonably compensated in damages in an action at law. Employee therefore further agrees that Employer, in addition to any other rights or remedies available to Employer, shall be entitled to injunctive and other equitable relief to prevent or remedy a breach of this Agreement by Employee.

205. Indemnification for Gross Negligence or Misconduct. Employee shall indemnify and hold Employer harmless from all liability for loss, damage, or injury to persons or property caused by the gross negligence or misconduct of Employee.

206. Trade Secrets.

(a) The parties agree that during the term of this Agreement, Employee shall have access to financial, personnel, services and other information related to the business of Employer, and to programs, operational methodologies, plans and procedures that are owned by Employer and used in the operation of Employer's business. Such matters constitute Employer's "trade secrets."

(b) Employee agrees that he will not misuse or misappropriate any trade secrets, disclose them in any manner, directly or indirectly, to any other person, or use them in any manner except as may be required in the course of his employment with Employer.

(c) Employee agrees that all files, records, documents, drawings specifications, equipment software, and similar items, whether prepared by Employee or others during the course of Employer's business, are and shall remain at all times exclusively the property of Employer and shall not be removed from the premises (*or*, if kept on-line, from the computer systems) of employer without the prior consent of the Board.

III. OBLIGATIONS OF EMPLOYER

301. General Description. Employer shall provide Employee with the compensation, incentives, benefits, and business expense reimbursement specified in this Agreement.

302. Office and Staff. Employer shall provide Employee with such equipment (including but not limited to office space and normal office equipment, a cellular telephone, and a lap-top computer or other computer(s) agreeable to the parties) and administrative support as is suitable for Employee's position and adequate for the performance of his duties.

303. Indemnification of Losses of Employee. Employer shall indemnify Employee for all necessary expenditures or losses incurred by Employee in direct consequence of the discharge of his duties under this Agreement.

304. Employer will, in its discretion, provide Employee with a credit card. If so provided, the credit card shall be used by Employee solely in carrying out the business of Employer and in accordance with any restrictions on its use imposed by Employer. Employee shall retain and submit to Employer on a monthly basis receipts evidencing all uses of the credit card. Any points earned or promotional incentives given by the credit card provider will be used solely for the benefit of the corporation and not for any personal benefit of the President and CEO or employees and/or consultants of the corporation.

401. Annual Compensation. As compensation for his services under this Agreement, Employee shall receive a salary of Two Hundred Thirty-Two Thousand Six Hundred Twenty-Five Dollars (\$232,625) during the first year of the contract, payable on the 5th and 20th of each month; provided, however, that the pay period may be set by the Board on a weekly or twice-monthly basis.

401a. Employee shall receive an annual performance evaluation to be completed by the Board no later than September 30th, with a maximum potential annual salary increase of 5% any increase in salary shall be at the discretion of the Board and shall be made retractive to the previous July 1st.

402. Bonuses. Employee shall receive a bonus of up to thirty percent (30%) of his annual salary based on his achievement of metrics established by the Board - Bonus Metrics, based upon year over year growth:

| TOT Increase 30% weight Increase | | (base is previous 5 yr. blend) | TBID 30% weight Increase | | (base is previous 5 yr. blend) |
|--|--|-----------------------------------|------------------------------------|--|-----------------------------------|
| | | Bonus (% of Annual Salary) | | | Bonus (% of Annual Salary) |
| 4% | | 4.5% | 2% | | 4.5% |
| 6% | | 6.75% | 4% | | 6.75% |
| 8% | | 9% | 6% | | 9% |

30% weight factor (0 to 9% of annual salary). The board will review the President and CEO on achievement of contracts, overall performance and other criteria in evaluating the executive director performance. The criteria will be defined to complement the objectives of any agreement with the Town of Mammoth and the desired results by the Board.

10% weight factor (0 to 3% of annual salary). Based upon the review of the President and CEO from an independent review from the Mammoth Lakes Tourism staff.

403. Severance Pay. If Employee is terminated by Employer without cause during the term of this Agreement, employee shall be entitled to severance pay, equaling six months of salary. The board at its sole discretion may lengthen the compensation based upon evaluation of the cause of separation.

404. Health Benefits. Employer shall provide Employee with a paid healthcare plan that covers one hundred percent of Employee and their spouse and children's, medical, dental and vision expenses.

405. Retirement Plan. Employer shall provide Employee with a 401k plan matched up to four percent (4%), based on a five percent (5%) salary deferral.

406. Vacation. Employee shall be entitled to paid vacation and to the paid holidays in accordance with adopted employee vacation policy set by the board (each year during his employment with Employer).

407. Miscellaneous Benefits.

(a) Employer shall provide Employee with a vehicle suitable for the performance of his duties under this Agreement. Employer shall pay automobile insurance, fuel and repair costs for the vehicle. While personal use is permitted, employee is responsible for applicable taxes for personal miles driven.

(b) Employer shall provide Employee and his immediate family (Immediate family defined as Employee, spouse and children) with fully paid unlimited IKON passes each year during the term of Employee's employment with Employer.

(c) Employer shall provide Employee and his immediate family (Immediate family defined as Employee, spouse and children) with fully paid golf passes to the Snow Creek Golf Course each year during the term of Employee's employment with Employer.

V. TERMINATION OF EMPLOYMENT

501. Termination by Employer for Cause.

(a) Employer reserves the right to terminate this Agreement if Employee willfully breaches or habitually neglects the duties which he is required to perform under the terms of this Agreement; or commits such acts of dishonesty, fraud, misrepresentation or other acts of moral turpitude as would prevent or detract from the effective performance of his duties.

(b) Employer may at its option terminate this Agreement for the reasons stated in this section by giving written notice of termination to Employee without prejudice to any other remedy to which Employer may be entitled at law, in equity, or under this Agreement.

(c) Any notice of termination under this section shall specify the ground for the termination and shall be supported by a statement of relevant facts.

(d) Termination under this section shall be considered "for cause" for the purposes of this Agreement.

(e) Upon termination by Employer for cause, Employee shall be entitled only to compensation and benefits earned under this Agreement to the effective date of termination. Employee shall not be entitled to severance pay upon termination for cause, any other provisions of this Agreement notwithstanding, unless the Board determines that severance pay is warranted.

502. Termination by Employer without Cause.

This Agreement shall be terminated for all purposes upon the death of Employee. If employee dies prior to the expiration of the term of his employment, any sums that may be due him from employer under this Agreement shall be paid to his executors, administrators, heirs, personal representatives or successors, as is appropriate under the laws of the State of California.

(a) Employer reserves the right to terminate this Agreement if Employee suffers any physical or mental injury or disability that would prevent the performance of his duties under this Agreement. Such termination shall be affected by Employer's giving thirty (30) days written notice of termination to Employee. Termination under this subsection shall not prejudice Employee's right to compensation under this Agreement, nor shall it be considered to be "for cause" for the purposes of this Agreement.

503. In the event the employee is terminated without cause, employer shall not indicate any cause for termination, and all other requirements by the state of California.

504. Termination by Employee. Employee may terminate his duties and obligations under this Agreement by giving Employer no less than sixty (60) days written notice in advance. If employee terminates this Agreement, he shall be entitled only to compensation and benefits earned under this Agreement to the effective date of termination; he shall not be entitled to severance pay, any other provisions of this Agreement notwithstanding.

VI. GENERAL PROVISIONS

601. Notices. Notices given by either party to the other shall be in writing and shall be transmitted either by personal delivery or by mail, registered or certified, postage prepaid with return receipt requested. Notices mailed to Employee shall be sent to the address provided by Employee to Employer, such address to be continually up-dated so as to be accurate. Notices mailed to Employer shall be to its office mail address. Notices delivered personally shall be effective on the date of delivery; notices by mail shall be deemed effective five business days after the date of mailing.

602. Arbitration.

(a) Any controversy between Employer and Employee involving the construction of application of any of the terms, provisions or conditions of this Agreement shall on the written request of either party served on the other be submitted to arbitration. Arbitration shall comply with and be governed by the California Arbitration Act. This provision shall apply whether or not a court action has been filed by a party.

(b) Employer and Employee shall each appoint one person to hear and determine the dispute. If the two persons so appointed are unable to agree, then those persons shall select a third impartial arbitrator whose decision shall be final and conclusive on both parties.

603. Attorneys' Fees and Costs. If any action in law or equity is filed to enforce or interpret the terms of this Agreement, the prevailing party shall be entitled to reasonable attorneys' fees and costs, including discovery costs, in addition to any other relief to which that party may be entitled.

604. Entire Agreement. This Agreement supersedes any and all other agreements, either oral or in writing, between the parties hereto with respect to the employment of Employee by Employer and contains all of the covenants and agreements between the parties with respect to that employment. Each party acknowledges that no other representations, inducements, promises, or agreements, orally or otherwise, have been made by either party, or by anyone acting on behalf of either party, and that no other agreement, statement or promise not contained in this Agreement shall be valid or binding on either party.

605. Modifications. This Agreement may be modified by a written modification executed by both parties hereto.

606. Effect of Waiver. The failure of either party to insist on strict compliance with the terms of this Agreement by the other party shall not be deemed a waiver of that term, nor shall any waiver or relinquishment

of any right or power at any one time or times be deemed a waiver or relinquishment of that right or power for all or any other times.

607. **Partial Invalidity.** If any provision in this Agreement is held by a court of competent jurisdiction, or by an arbitrator, to be invalid, void, or unenforceable, the remaining provisions shall nevertheless continue in full force.

608. **Governing Law; Venue.** This Agreement shall be governed by and construed in accordance with the laws of the State of California. Venue for any action commenced under this Agreement shall be the Superior Court of the County of Mono.

609. **Effective Date:** This Agreement is executed on July 1, 2024, at Mammoth Lakes, California, and is effective as of that date.

EMPLOYER

EMPLOYEE

Mammoth Lakes Tourism

John J. Urdi III

By:

By:

Pat Foster
Chair, Board of Directors

John J. Urdi III
President and CEO



**Mammoth Lakes Tourism Financial Report
August 5, 2024**

Preliminary Transient Occupancy Tax (TOT)

- TOT collections for June 2024 came in at \$1,238,353 which is +\$185,153 and +18%% to budget
- Year-to-date overall TOT revenues are \$27,401,136 which is +\$9,401,136 and +52% to budget and -\$2,119,605 and -7% to LY
- June TOT was -\$26,808 and 2.1% to LY

Preliminary Tourism Business Improvement District (TBID)

- TBID collections for June 2024 came in at \$283,505 which is -\$15,894 and -5.3% to budget.
- Year-to-date overall TBID revenues are \$6,673,978 which is -\$68,022 and -1% to budget and -\$350,721 and -5% to LY
- June TBID was +1,763 and FLAT to LY

| | 2023 | 2024 | Budget | Diff to LY | Difference to Budget | |
|------------|----------|----------|-----------|------------|----------------------|--------|
| Lodging | \$89,508 | \$98,208 | \$100,000 | +\$8,700 | -\$1,791 | -1.8% |
| Retail | \$88,572 | \$87,425 | \$105,800 | -\$1,147 | -\$18,374 | -17.4% |
| Restaurant | \$79,907 | \$80,942 | \$73,600 | -\$1,035 | +7,342 | +10% |
| Ski Area* | \$23,754 | \$16,929 | \$20,000 | -\$6,825 | -\$3,071 | -15.4% |

*Ski area now collects 2.5% versus 2% LY

Bank Balances

- Measure A Checking account balance = \$754,700.54
- Measure A Savings account balance = \$5,021.35
- TBID Checking account balance = \$2,674,131.25
- TBID Savings account balance = \$5,016.62
- Special Events Checking account balance = \$5,000.00

Certificate of Deposit Account Registry Service (CDARS)

CDARS are accounts in place because the FDIC only provides bank accounts with up to \$250,000 in insurance if a bank fails and it is a way for us to protect our funds and make a small amount of interest.

- Measure A CDARS account balance = \$466,517.89
- Special Event CDARS account balance = \$631,009.06

Money Market Account

Balance of the FDIC Insured TBID Money Market account is \$2,755,717.92

Tourism Reserve Fund

Estimated balance in the Town Council/MLT Tourism Reserve Account – tourism funds more than budgeted TOT.

- The current balance is \$1,699,436

Profit and Loss Statements (P&L)

- Please let us know if you have any questions.

Transient Occupancy Tax

Collection through June 2024

1. TOT REVENUE COLLECTIONS by FISCAL year

| Year | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | YTD |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| 2006-2007 | 633,290 | 718,371 | 404,545 | 240,541 | 275,921 | 1,455,122 | 1,694,967 | 1,583,253 | 1,249,350 | 765,323 | 241,871 | 363,886 | 9,626,441 |
| YTD collection as % of Full Year | 6.6% | 14.0% | 18.2% | 20.7% | 23.6% | 38.7% | 56.3% | 72.8% | 85.8% | 93.7% | 96.2% | 100.0% | |
| 2007-2008 | 690,020 | 850,958 | 382,541 | 191,090 | 202,902 | 1,533,030 | 1,926,497 | 1,890,372 | 1,731,631 | 612,581 | 245,108 | 410,409 | 10,667,140 |
| YTD collection as % of Full Year | 6.5% | 14.4% | 18.0% | 19.8% | 21.7% | 36.1% | 54.2% | 71.9% | 88.1% | 93.9% | 96.2% | 100.0% | |
| 2008-2009 | 726,465 | 973,679 | 379,849 | 232,427 | 247,085 | 1,591,709 | 1,561,523 | 1,477,336 | 1,028,558 | 774,003 | 299,287 | 364,787 | 9,656,710 |
| YTD collection as % of Full Year | 7.5% | 17.6% | 21.5% | 23.9% | 26.5% | 43.0% | 59.2% | 74.5% | 85.1% | 93.1% | 96.2% | 100.0% | |
| 2009-2010 | 745,522 | 866,044 | 421,313 | 210,599 | 207,989 | 1,735,454 | 1,680,851 | 1,687,536 | 1,263,038 | 971,363 | 303,667 | 383,274 | 10,476,648 |
| YTD collection as % of Full Year | 7.1% | 15.4% | 19.4% | 21.4% | 23.4% | 40.0% | 56.0% | 72.1% | 84.2% | 93.4% | 96.3% | 100.0% | |
| 2010-2011 | 833,692 | 934,572 | 471,581 | 229,609 | 302,314 | 1,948,908 | 1,685,322 | 1,672,809 | 1,338,133 | 985,285 | 355,833 | 451,080 | 11,209,138 |
| YTD collection as % of Full Year | 7.4% | 15.8% | 20.0% | 22.0% | 24.7% | 42.1% | 57.1% | 72.1% | 84.0% | 92.8% | 96.0% | 100.0% | |
| 2011-2012 | 947,459 | 1,061,627 | 566,993 | 276,436 | 314,244 | 1,666,408 | 1,042,470 | 1,213,076 | 1,193,988 | 753,998 | 307,818 | 536,020 | 9,880,538 |
| YTD collection as % of Full Year | 9.6% | 20.3% | 26.1% | 28.9% | 32.1% | 48.9% | 59.5% | 71.7% | 83.8% | 91.5% | 94.6% | 100.0% | |
| 2012-2013 | 1,035,276 | 1,101,555 | 569,118 | 287,742 | 286,349 | 1,758,887 | 1,856,579 | 1,703,985 | 1,426,186 | 683,196 | 392,990 | 613,159 | 11,715,023 |
| YTD collection as % of Full Year | 8.8% | 18.2% | 23.1% | 25.6% | 28.0% | 43.0% | 58.9% | 73.4% | 85.6% | 91.4% | 94.8% | 100.0% | |
| 2013-2014 | 1,075,023 | 1,134,699 | 533,790 | 306,359 | 317,763 | 1,620,490 | 1,284,026 | 1,174,950 | 1,205,504 | 662,531 | 376,019 | 672,104 | 10,363,258 |
| YTD collection as % of Full Year | 10.4% | 21.3% | 26.5% | 29.4% | 32.5% | 48.1% | 60.5% | 71.9% | 83.5% | 89.9% | 93.5% | 100.0% | |
| 2014-2015 | 1,175,232 | 1,261,290 | 614,628 | 378,296 | 326,836 | 1,815,044 | 1,659,854 | 1,451,851 | 1,015,507 | 459,664 | 377,564 | 773,232 | 11,308,997 |
| YTD collection as % of Full Year | 10.4% | 21.5% | 27.0% | 30.3% | 33.2% | 49.3% | 63.9% | 76.8% | 85.8% | 89.8% | 93.2% | 100.0% | |
| 2015-2016 | 1,414,925 | 1,323,904 | 782,030 | 470,450 | 589,215 | 2,282,317 | 2,371,826 | 2,238,590 | 1,897,371 | 830,614 | 526,861 | 1,005,404 | 15,733,507 |
| YTD collection as % of Full Year | 9.0% | 17.4% | 22.4% | 25.4% | 29.1% | 43.6% | 58.7% | 72.9% | 85.0% | 90.3% | 93.6% | 100.0% | |
| 2016-2017 | 1,716,610 | 1,535,475 | 1,004,815 | 567,405 | 534,223 | 2,370,978 | 2,656,510 | 2,475,292 | 2,030,473 | 1,599,673 | 673,512 | 926,497 | 18,091,464 |
| YTD collection as % of Full Year | 9.5% | 18.0% | 23.5% | 26.7% | 29.6% | 42.7% | 57.4% | 71.1% | 82.3% | 91.2% | 94.9% | 100.0% | |
| 2017-2018 | 1,753,735 | 1,570,110 | 1,050,037 | 612,877 | 601,343 | 2,362,405 | 2,515,665 | 2,168,214 | 2,351,036 | 1,242,482 | 608,463 | 1,031,033 | 17,867,401 |
| YTD collection as % of Full Year | 9.8% | 18.6% | 24.5% | 27.9% | 31.3% | 44.5% | 58.6% | 70.7% | 83.9% | 90.8% | 94.2% | 100.0% | |
| 2018-2019 | 1,771,072 | 1,512,891 | 1,001,297 | 635,580 | 591,548 | 2,665,867 | 3,074,472 | 2,724,480 | 2,604,882 | 1,755,830 | 774,268 | 1,098,874 | 20,211,061 |
| YTD collection as % of Full Year | 8.8% | 16.2% | 21.2% | 24.3% | 27.3% | 40.5% | 55.7% | 69.2% | 82.0% | 90.7% | 94.6% | 100.0% | |
| 2019-2020 | 1,893,473 | 1,740,322 | 1,068,779 | 747,888 | 629,410 | 2,832,607 | 3,113,743 | 2,665,842 | 846,251 | 15,748 | 12,529 | 407,657 | 15,974,248 |
| YTD collection as % of Full Year | 11.9% | 10.9% | 6.7% | 4.7% | 3.9% | 17.7% | 19.5% | 16.7% | 5.3% | 0.1% | 0.1% | 2.6% | |
| 2020-2021 | 1,911,690 | 1,899,279 | 661,158 | 676,433 | 965,183 | 295,144 | 717,028 | 2,553,572 | 2,639,695 | 1,758,757 | 902,961 | 1,529,442 | 16,510,344 |
| YTD collection as % of Full Year | 11.6% | 11.5% | 4.0% | 4.1% | 5.8% | 1.8% | 4.3% | 15.5% | 16.0% | 10.7% | 5.5% | 9.3% | |
| 2021-2022 | 2,545,344 | 1,885,522 | 830,401 | 867,594 | 1,373,610 | 4,005,956 | 4,364,765 | 3,831,274 | 2,996,102 | 1,643,021 | 843,556 | 1,481,383 | 26,668,528 |
| YTD collection as % of Full Year | 9.5% | 7.1% | 3.1% | 3.3% | 5.2% | 15.0% | 16.4% | 14.4% | 11.2% | 6.2% | 3.2% | 5.6% | |
| 2022-2023 | 2,237,227 | 1,762,533 | 1,235,431 | 901,599 | 1,359,639 | 4,437,213 | 4,894,122 | 4,119,721 | 3,237,433 | 2,778,354 | 1,292,309 | 1,265,161 | 29,520,742 |
| YTD collection as % of Full Year | 7.6% | 6.0% | 4.2% | 3.1% | 4.6% | 15.0% | 16.6% | 14.0% | 11.0% | 9.4% | 4.4% | 4.3% | |
| 2023-2024 | 2,187,703 | 1,930,667 | 1,444,953 | 1,059,538 | 1,017,293 | 3,221,049 | 4,089,949 | 4,340,798 | 3,774,158 | 2,170,302 | 926,374 | 1,238,353 | 27,401,136 |
| YTD collection as % of Full Year | 8.0% | 7.0% | 5.3% | 3.9% | 3.7% | 11.8% | 14.9% | 15.8% | 13.8% | 7.9% | 3.4% | 4.5% | |
| % change from prior year | -2.2% | 9.5% | 17.0% | 17.5% | -25.2% | -27.4% | -16.4% | 5.4% | 16.6% | -21.9% | -28.3% | -2.1% | -7.2% |
| Average monthly collection prior 3 yrs | 2,231,421 | 1,849,112 | 908,997 | 815,209 | 1,232,811 | 2,912,771 | 3,325,305 | 3,501,522 | 2,957,743 | 2,060,044 | 1,012,942 | 1,425,329 | 27,863,469 |
| Average Monthly collection as % of Full Year | 8.0% | 6.6% | 3.3% | 2.9% | 4.4% | 10.5% | 11.9% | 12.6% | 10.6% | 7.4% | 3.6% | 5.1% | 87.0% |
| Average YTD collection as % of Full Year | 8.0% | 14.6% | 17.9% | 20.8% | 25.3% | 35.7% | 47.6% | 60.2% | 70.8% | 78.2% | 81.9% | 87.0% | |

2. TOT Budget and Estimates (FY 2023-2024)

| | | | | |
|--|--------|-------------------|-------------------------------|------------------------|
| FY 23-24 BUDGETED full-year revenue | Rate | 18,000,000 | Estimated Reserves (*) | Actual Reserves |
| less Tourism | 18.08% | 3,254,000 | \$ 1,699,436 | \$ 1,699,436 |
| less Housing | 6.54% | 1,176,923 | \$ 614,690 | \$ 614,690 |
| less Transit | 6.54% | 1,176,923 | \$ 614,690 | \$ 614,690 |
| Net to Town's General Fund | | 12,392,154 | | |

* Based on performance to budget YTD, final reserve account balances will be determined by actual performance to budget at completion of Fiscal Year

| | Quarter Total: 3,707,580 | | | Quarter Total: 3,686,230 | | | Quarter Total: 7,270,650 | | | Quarter Total: 3,335,540 | | | 18,000,000 |
|--|--------------------------|--------------|------------|--------------------------|------------|--------------|--------------------------|--------------|--------------|--------------------------|------------|--------------|-------------------|
| | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Full-Yr Total |
| FY 23-24 Budgeted Monthly Revenue | \$ 1,658,110 | \$ 1,374,020 | \$ 675,450 | \$ 605,760 | \$ 916,070 | \$ 2,164,400 | \$ 2,470,940 | \$ 2,601,890 | \$ 2,197,820 | \$ 1,530,160 | \$ 752,180 | \$ 1,053,200 | 18,000,000 |

| | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | YTD |
|-----------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-------------------|
| FY 23-24 Actual Collection | 2,187,703 | 1,930,667 | 1,444,953 | 1,059,538 | 1,017,293 | 3,221,049 | 4,089,949 | 4,340,798 | 3,774,158 | 2,170,302 | 926,374 | 1,238,353 | 27,401,136 |

| | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | YTD |
|--|---------|---------|---------|---------|---------|-----------|-----------|-----------|-----------|---------|---------|---------|------------------|
| FY 23-24 Differences: Budget vs Actuals YTD | 529,593 | 556,647 | 769,503 | 453,778 | 101,223 | 1,056,649 | 1,619,009 | 1,738,908 | 1,576,338 | 640,142 | 174,194 | 185,153 | 9,401,136 |
| Percent Over/(Under) Budget | 32% | 41% | 114% | 75% | 11% | 49% | 66% | 67% | 72% | 42% | 23% | 18% | 52% |

Cumulative difference to date: **9,401,136** **52%**

Cumulative actual to last year actual difference to date: **(2,119,605)** **-7%**

