



Mammoth Lakes Tourism Board Special Meeting Agenda

Wednesday, February 19, 2025, 1:00 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/a7NZ1PrU>

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 January 6, 2024

5. POLICY MATTERS

5.1 MLT Board Meeting Day Resolution - MLT Board to vote on a resolution to move the regular monthly Board meetings to the third Wednesday of each month

5.2 TOML Public Works Update from Haislip Hayes - Brief update on current and upcoming Public Works projects

5.3 Bluesapalooza Presentation and funding request (10 minutes) - Presentation by Rich Sherman of Bluesapalooza for Board consideration, discussion, and possible vote

5.4 MLT Strategy Session Recap - Board discussion on the MLT strategy session with facilitator Matthew Landkamer

5.5 Winter Air Service Update - Overview of winter 2024-25 service for both MMH and BIH

5.6 Summer Fall 2024 Ad Effectiveness and ROI Research - Presentation on MLT's summer and fall 2024 advertising efforts

5.7 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), the Tourism Business Improvement District (TBID) and current account balances

6. DEPARTMENT UPDATES

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

6.1 Community Engagement

Receive an update on community engagement efforts from Vice President, Community Engagement Betsy Truax.

6.2 International

Receive an update on international sales and PR efforts from Vice President, Global Tourism, Michael Vanderhurst.

6.3 Marketing

Receive an update on marketing efforts from Vice President, Marketing, Sarah Winters.

6.4 Digital Marketing

Receive an update regarding digital marketing efforts from Digital Marketing Manager Samantha Lindberg.

6.5 Content Marketing

Receive an update regarding content marketing efforts from Content Marketing Manager Laura Wattles.

6.6 Communications and PR

Receive an update regarding communications and PR efforts from Public Relations Manager Ally Watson.

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 Wednesday, March 19, 2025 at 1:00 p.m.