



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

June 2, 2021, 1:00 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members Present: Chair John Morris, Vice Chair Jeremy Goico, Treasurer Rhonda Duggan, Secretary Michael Ledesma, Board Member Lynda Salcido, Board Member Eric Clark, Board Member Jess Karell, Board Member Pat Foster, Board Member John Mendel

1. CALL TO ORDER

Chair John Morris called the meeting to order at 1:02 p.m. in the Council Chamber located at 437 Old Mammoth Road, Suite Z. Members of the Board attended the meeting via videoconference.

2. BOARD MEMBER REPORTS

Vice Chair Jeremy Goico announced that he was setting up a summer business through Black Tie that would offer eBike and motorcycle rentals. Mr. Goico said that the new business would be called Play Big Outdoors, LLC and reported that this business would be the new local affiliate for Rad Power Bikes and said that for motorcycle rentals he had teamed up with Eagle Riders out of Los Angeles.

Treasurer Rhonda Duggan thanked the members of the Board for all they had done for the community and said that she had appreciated her time on the Board. Ms. Duggan announced that the Rural Counties Representatives of California (RCRC) would hold their annual conference in Mammoth in a couple of weeks which would bring several visitors to Town.

Secretary Michael Ledesma thanked Ms. Duggan for her service on the Board and spoke about the upcoming events in Mammoth this summer.

Board Member John Mendel joined the meeting at 1:07 p.m.

Board Member Eric Clark thanked Ms. Duggan for her service on the Board and said that he was glad that she would still be serving the community. Mr. Clark reported that he had traveled last week and noticed that the areas he had visited had no masking requirements. He said that he had seen a parking meter at a trailhead in Colorado which was set up as a means to make donations for the trail.

Board Member Lynda Salcido discussed two dispersed camping meetings she had participated in over the past month. Ms. Salcido reported that she had attended two Planning and Economic Development meetings, a few Town Council meetings and was working with Mono County Public Health (MCPH) and said she looked forward to reopening on June 15th. She said that she would miss having Ms. Duggan on the Board.

Board Member Jess Karell thanked Ms. Duggan for her service and mentorship. Ms. Karell reported that she had traveled recently and noticed very different behaviors in other areas with regard to a lack of COVID restrictions. She said that business had picked up and that she was excited for summer events being able to move forward this year.

Board Member Pat Foster thanked Ms. Duggan and said that he appreciated that she would still be serving our community. Mr. Foster reported that he had recently returned from a trip to Hawaii and said that they had very strict guidelines related to COVID including masking while outdoors. He said that he had met with some local business owners to discuss how MLT could assist them.

Board Member John Mendel said that he appreciated Ms. Duggan's efforts in the community. Mr. Mendel reported that he had met with Mammoth Lakes Chamber of Commerce Executive Director Ken Brengle to work on establishment of a Retail Board.

Chair John Morris announced that Snowcreek Golf Course had a strong opening weekend and said that most people cooperated with the masking requirements. Chair Morris reported that the Lodging Association Steering Committee had met twice and that they were working on increasing participation in the association and unifying for advocacy. He said that he had some conversations with local business owners about revenue management and managing crowds moving forward, as well as how to make the quality of life better for our residents when the Town was busy.

3. PUBLIC COMMENTS

There were no comments given at this time.

4. CONSENT AGENDA

Moved by Board Member John Mendel
Seconded by Board Member Jess Karell

Approve the Consent Agenda.

For (9): Chair John Morris, Vice Chair Jeremy Goico, Treasurer Rhonda Duggan, Secretary Michael Ledesma, Board Member Lynda Salcido, Board Member Eric Clark, Board Member Jess Karell, Board Member Pat Foster, and Board Member John Mendel

Carried (9 to 0)

4.1 Approve the minutes of the Regular Meeting of May 5, 2021.

5. POLICY MATTERS

5.1 Thank you to outgoing Board Member Rhonda Duggan for her hard work and dedication to MLT.

Chair John Morris thanked Rhonda Duggan for her service on the Board and presented her with a thank you gift.

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

5.2 New Board Member Nomination – Lodging Seat

Board Member Jess Karell announced that the Lodging Association had nominated John Morris to continue as the Lodging Representative.

Moved by Treasurer Rhonda Duggan
Seconded by Vice Chair Jeremy Goico

Reappoint Chair John Morris to the Lodging Association Seat on the Board.

For (8): Vice Chair Jeremy Goico, Treasurer Rhonda Duggan, Secretary Michael Ledesma, Board Member Lynda Salcido, Board Member Eric Clark, Board Member Jess Karell, Board Member Pat Foster, and Board Member John Mendel

Abstain (1): Chair John Morris

Carried (8 to 0)

5.3 New Board Member Nomination – At-Large Seat

Vice Chair Jeremy Goico discussed the process the Negotiations Committee went through to select and interview a nominee for the open At-Large Seat and announced that the Committee's recommendation was Larry Crabb.

There was discussion among members of the Board.

Moved by Vice Chair Jeremy Goico
Seconded by Secretary Michael Ledesma

Appoint Larry Crabb to the At-Large Seat on the MLT Board.

For (9): Chair John Morris, Vice Chair Jeremy Goico, Treasurer Rhonda Duggan, Secretary Michael Ledesma, Board Member Lynda Salcido, Board Member Eric Clark, Board Member Jess Karell, Board Member Pat Foster, and Board Member John Mendel

Carried (9 to 0)

5.4 MLT Board Executive Committee Selections

This item was tabled to the July 7, 2021 meeting per MLT's bylaws requirement that the elections take place in July.

5.5 Fiscal Year 2021-22 Business Plan and Budget Approval

Executive Director John Urdi spoke about changes to the information in the Fiscal Year 2021-22 Business Plan and Budget presented at the May meeting and spoke about some of the events that would be able to move forward with their summer plans due to the COVID restrictions that would be lifted on June 15th. Mr. Urdi discussed some of the challenges the community would face due to COVID restrictions, trash issues and the potential for wildfires due to the drought, and discussed the continued educational messaging that would be included in MLT's marketing. Mr. Urdi announced that Digital Marketing Coordinator Dakota Snider would be moving into the position of Special Events Manager.

There was discussion between staff and members of the Board.

Moved by Board Member Eric Clark

Seconded by Board Member John Mendel

Approve the Fiscal Year 2021-22 Business Plan and Budget as presented at the May 5, 2021 meeting, with the expectation that additional funding for events would be received as outlined by Executive Director John Urdi.

For (8): Chair John Morris, Vice Chair Jeremy Goico, Treasurer Rhonda Duggan, Secretary Michael Ledesma, Board Member Eric Clark, Board Member Jess Karell, Board Member Pat Foster, and Board Member John Mendel

Abstain (1): Board Member Lynda Salcido

Carried (8 to 0)

5.6 Financial Reports

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 discussed current vaccine rates in the US and in several international markets and gave an update on international travel restrictions moving forward. Mr. Vanderhurst discussed recent international sales and marketing activities and reported that he had attended two domestic virtual expos that were focused on fall and winter visitation.

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

6.2 Communications

Director of Communications Lara Kaylor gave an update on recent and upcoming public relations activities. Ms. Kaylor reported that members of the media that come to Mammoth for media visits would be asked to include responsible recreation messaging in the pieces they write.

There was discussion between staff and members of the Board.

6.3 Digital Marketing

Content Marketing Manager Meghan Miranda gave an update on paid marketing campaigns and reported that MLT was driving all of the content from the Mammoth Lakes Love Song to their sustainable tourism page and spoke about the upcoming Hug What You Love campaign. Ms. Miranda gave an update on recent digital marketing activities.

There was discussion between staff and members of the Board.

6.4 Local Marketing

Local Marketing Manager Molly Horner gave an update on local marketing and sustainability activities. Ms. Horner announced that there would be another Mammoth Lakes Gift Card "buy one/get one" offer coming soon for the summer season. She announced that they had partnered with Mammoth Lakes Trails and Public Access (MLTPA) and were in the process of creating a virtual summer trail challenge with the goal of dispersing people out of the Lakes Basin.

Ms. Miranda said that registration for the challenge would begin on June 28th and the event would run through the months of July and August and said that they were looking for local businesses to help sponsor the event.

There was discussion between staff and members of the Board.

6.5 Social Media

Digital Marketing Coordinator Dakota Snider gave an update on recent media activity. Mr. Snider announced that his Digital Marketing Coordinator position was open since he was moving to the Special Events Manager position and said that MLT was actively looking for a replacement.

There was discussion between staff and members of the Board.

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark

Board Member Eric Clark gave an update on Mammoth Resorts activities and operations and thanked MLT staff for their efforts in creating the new business plan. Mr. Clark reported that Mammoth Mountain's ski season had ended over the past weekend and said that the Sierra Star Golf Course had opened with their best opening weekend ever. He reported that the bike park had good participation and would be opening new terrain soon and said that the gondola was closed for maintenance until the 18th. He reported that the road to Minaret Vista was open but the road to Red's Meadow was not open yet.

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

7.2 Mammoth Lakes Chamber of Commerce Update - Jeremy Goico

Vice Chair Jeremy Goico reported that the Customer Service Speaker Series led by Wellness Travel Coach & Consultant Sahara Rose De Vore would take place in person and said that there would be Frontline and Management sessions on June 15th and a second Frontline session on the 16th. Mr. Goico announced that the 4th of July parade was on and that the Chamber was looking for sponsors and float entries. He said that the Chamber strategy session would take place on June 9th and reported that Curtis Shapiro was leaving the Workforce Housing Coordinator position and that there may be changes to that position moving forward.

7.3 Town Council Update - Lynda Salcido

Board Member Lynda Salcido reported that the Town Council was still working on the budget and had completed their strategic planning priorities process. Ms. Salcido spoke about items that would be on tonight's Town Council meeting including the potential extension of outdoor dining permits for our local restaurants. She said that camping in the Lakes Basin, including Shady Rest, was all by reservation this year and said that she was able to easily get a camping spot for two days recently.

Chair John Morris reported that the Lodging Association supported the extension of the outdoor dining permits, but they were unable to get a letter of support together prior to the meeting.

Vice Chair Jeremy Goico reported that the Chamber had sent a letter of support for the extension of outdoor dining permits.

Dakota Snider played the Love Mammoth video for the members of the Board.

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

8. ADJOURNMENT

The meeting was adjourned at 2:54 p.m. to the next regular meeting scheduled to be held on July 7, 2021.

Angela Plaisted, Assistant Clerk