



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

**September 9, 2021, 1:00 p.m.
437 Old Mammoth Road, Suite Z, Mammoth Lakes**

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

Members Absent: Board Member John Mendel, Board Member Larry Crabb

1. CALL TO ORDER

Vice Chair Pat Foster called the meeting to order at 1:03 p.m. in the Council Chambers located at 437 Old Mammoth Road. Members of the Board attended the meeting via videoconference.

2. BOARD MEMBER REPORTS

Treasurer John Morris reported that the forest shut down had caused a decrease in new reservations and an increase in lodging cancellations, and said that he hoped the order would be lifted mid-September. Mr. Morris announced that the Snowcreek Golf Course would be open through October 10th. He said that he and his wife had COVID last month, and said that due to being vaccinated they both had mild cases and he encouraged others to get vaccinated.

Secretary Jess Karell reported that the Sierra Nevada Resort had also lost some reservations due to the forest closures. Ms. Karell said that they had taken in some Tahoe evacuees at a reduced rate and had been booking reservations for the period around the upcoming Mammoth Lakes Film Festival.

3. PUBLIC COMMENTS

There were no public comments given at this time.

4. CONSENT AGENDA

Moved by Treasurer John Morris
Seconded by Secretary Jess Karell

Approve the Consent Agenda

For (6): Vice Chair Pat Foster, Treasurer John Morris, Secretary Jess Karell, Board Member Michael Ledesma, Board Member Lynda Salcido, and Board Member Eric Clark

Absent (3): Chair Jeremy Goico, Board Member John Mendel, and Board Member Larry Crabb

Carried (6 to 0)

4.1 Approve the minutes of the Regular Meeting of August 4, 2021.

5. POLICY MATTERS

5.1 Introduction of new Marketing Manager Rebecca Davison and Social Media Coordinator Sarah Wallock

Director of Marketing Brian Wright introduced new team members, Marketing Manager Rebecca Davison and Social Media Coordinator Sarah Wallock.

There was discussion between Ms. Davison, Ms. Wallock and members of the Board.

5.2 USFS Inyo National Forest Closure

Executive Director John Urdi gave an update on the Inyo National Forest (INF) closure which would be in place through at least September 17, 2021.

Office Manager Emily Bryant gave an update on which recreational activities were currently open in the community and discussed the large increase in calls she had received with questions about the forest closure.

Director of Marketing Brian Wright spoke about the marketing strategy MLT had switched to in order to assist visitors and members of the community with up to date information on what was open and what had been closed due to the forest closure.

Chair Jeremy Goico joined the meeting at 1:14 p.m.

Director of Communications Lara Kaylor discussed how the MLT team had come together and gone into crisis mode to quickly get messaging out to the community and our visitors regarding the forest closure.

There was discussion between staff and members of the Board.

5.3 45 Day Summer Report

Executive Director John Urdi outlined the information in the Summer 2021 Peak 45-day Recap presentation and spoke about the sustainable recreation efforts MLT had created and participated in.

Director of Marketing Brian Wright gave an update on overall domestic travel and visitation over the summer.

There was discussion between staff and members of the Board.

5.4 Air Service Update

Executive Director John Urdi gave air service updates for the Mammoth Yosemite Airport (MMH) and the Bishop Airport (Eastern Sierra Regional Airport-BIH). Mr. Urdi announced that commercial flights to Bishop would begin on December 16th, and charter flights through Advanced Airlines (AA) at MMH would commence on November 24th. He reported that there would be a 20% discount available for residents on charter flights and gave an update on potential transportation options between the Bishop Airport and Mammoth.

Vice Chair Pat Foster announced that a client of AA, who was a second homeowner in Mammoth, would be holding a Pancreatic Cancer Fundraiser at the Huntington Beach Strand on Sunday and reported that representatives from AA and Hot Creek Aviation would have booths at the event.

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

5.5 Executive Director Performance Review

Treasurer John Morris spoke about the process the Executive Director Review Committee, comprised of Mr. Morris, Secretary Jess Karell and Chair Jeremy Goico went through to prepare the Executive Director's Annual Performance Review and salary and bonus recommendations. Mr. Morris discussed the four components of the review and outlined the bonus and salary increase recommendations provided in the agenda packet.

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

Moved by Board Member Michael Ledesma
Seconded by Chair Jeremy Goico

Approve 75% of the MLT Board Evaluation bonus metric as presented which translates to a 2.25% bonus based on Executive Director John Urdi's current salary.

For (7): Chair Jeremy Goico, Vice Chair Pat Foster, Treasurer John Morris, Secretary Jess Karell, Board Member Michael Ledesma, Board Member Lynda Salcido, and Board Member Eric Clark

Absent (2): Board Member John Mendel, and Board Member Larry Crabb

Carried (7 to 0)

Moved by Chair Jeremy Goico
Seconded by Vice Chair Pat Foster

Approve 75% of the MLT Staff evaluation bonus metric as presented which translates to a 2.25% bonus based on Executive Director John Urdi's current salary.

For (7): Chair Jeremy Goico, Vice Chair Pat Foster, Treasurer John Morris, Secretary Jess Karell, Board Member Michael Ledesma, Board Member Lynda Salcido, and Board Member Eric Clark

Absent (2): Board Member John Mendel, and Board Member Larry Crabb

Carried (7 to 0)

Moved by Chair Jeremy Goico
Seconded by Board Member Eric Clark

Approve a 3.0% salary increase for Executive Director John Urdi effective October 1, 2021.

For (7): Chair Jeremy Goico, Vice Chair Pat Foster, Treasurer John Morris, Secretary Jess Karell, Board Member Michael Ledesma, Board Member Lynda Salcido, and Board Member Eric Clark

Absent (2): Board Member John Mendel, and Board Member Larry Crabb

Carried (7 to 0)

5.6 Financial Reports

Board Member Lynda Salcido left the meeting at 2:27 p.m.

Executive Director John Urdi outlined the information in the financial reports. Mr. Urdi noted that the number listed for the TOT amount over budget on his financial report was not accurate due to pending information from the Town. He said once the Town's information had been updated that number would change, but there should still be an overage.

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

6. DEPARTMENT UPDATES

Chair Jeremy Goico welcomed Marketing Manager Rebecca Davison and Social Media Coordinator Sarah Wallock to the MLT team.

6.1 International Sales

Director Of Sales and International Marketing Michael Vanderhurst gave an update on international travel and sales activities. Mr. Vanderhurst reported that he and Director of Marketing Brian Wright were scheduled to attend the U.S. Travel Association's IPW trade show next month in Las Vegas.

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

6.2 Communications

Director of Communications Lara Kaylor gave an update on recent public relations activities. Ms. Kaylor announced that Gran Fondo and Mammoth TUFF had been cancelled due to the closure of the Inyo National Forest.

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

6.3 Marketing

Director of Marketing Brian Wright gave an update on MLT current marketing activities.

6.4 Digital Marketing

Senior Content Marketing Manager Meghan Miranda gave an update on recent website activity. Ms. Miranda announced that the fall campaign was ready to go as soon as the forest closure had been lifted and reported that flight information was on MLT's website. Ms. Miranda responded to Board Member John Mendel's question from the last meeting regarding MLT's Key Performance Indicators (KPIs).

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

6.5 Special Events

Special Events Manager Dakota Snider gave an update on recent social media and special events activity. Mr. Snider announced that he had been working with the Town of Mammoth Lakes' Director of Public Works Haislip Hayes on a digital sign as part of the Town beautification process of the Old Mammoth Road and Main Street Corridor. He said that he would represent MLT at the upcoming Pancreatic Cancer Fundraising event that representatives from Advanced Airlines and Hot Creek Aviation planned to attend.

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

6.6 Social Media

This update was included with Item 6.5.

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark 5 minutes

Board Member Eric Clark spoke about the effect the Inyo National Forest closure had on the Mammoth Mountain Ski Area (MMSA) facilities including the cancellation of some of their scheduled weddings. Mr. Clark reported that the Sierra Star Golf Course would be open through October 10th. He reported that MMSA would participate in the Trashy Thursday cleanup today at Whitmore Pool and announced that they had started their renovation at the Westin and reported that the project should be completed by December 15th.

There was discussion among members of the Board.

7.2 Mammoth Lakes Chamber of Commerce Update - Jeremy Goico 5 minutes

Chair Jeremy Goico announced that Board Member Michael Ledesma had put in his resignation from the Board which would open a Restaurant seat.

Mr. Ledesma spoke about his time on the Board and thanked the members of the Board and MLT staff for all they had done and thanked the community for their support.

Chair Jeremy Goico gave an update on Mammoth Lakes Chamber of Commerce (the Chamber) activities and said that he felt the Town needed to push back on the forest closure due to the economic effect it was having on our local businesses. Mr. Goico said that he agreed with not allowing campfires, and understood shutting down camping, but felt day use should be permitted. He said that the Chamber supported Town beautification efforts. Mr. Goico announced that the deadline to submit nominations for the Business Excellence Awards Gala was September 16th, and reported that there would be a Women in Business meeting tonight at Mammoth Coffee Roasting Co., and a Power Lunch at Burgers on September 21st. He announced that the Chamber had hired Melissa Bell as the new Workforce Housing Coordinator and said that the Chamber had plenty of Personal Protection Equipment (PPE) to distribute to local businesses in need.

Members of the Board thanked Mr. Ledesma for his service on the Board

There was discussion among members of the Board.

7.3 Town Council Update - Lynda Salcido 5 minutes

There was no Town Council update given.

8. ADJOURNMENT

The meeting was adjourned at 3:07 p.m. to the next regular meeting scheduled to be held on October 6, 2021.

Angela Plaisted, Assistant Clerk