



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

March 2, 2022, 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 John Mendel, Board Member Eric Clark, Board Member Deb Radcliff, Board Member Bill Sauser, Board Member Darlene Magner

Members Absent: Board Member Larry Crabb

1. CALL TO ORDER AND ROLL CALL

Chair Jeremy Goico called the meeting to order at 1:02 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

Chair Jeremy Goico reported that Board Member Darlene Magner, Treasurer John Morris and Vice Chair Pat Foster's terms on the Board would each expire in June and discussed the expiration dates of the rest of the Board Members' terms and reminded the Board that some of the newer Board Members' terms were short due to the fact that they had taken over the position of a Board Member who had resigned mid-term. Chair Goico said that President's Day weekend and California Ski Week were each successful and said that he had received positive customer feedback regarding Black Tie, Mammoth Mountain Ski Area (MMSA) and the Town overall. He welcomed new Board Member Darlene Magner.

Mr. Foster welcomed new Board Member Darlene Magner and said that he had an onboarding meeting with her to discuss the Board's current focus areas including community, business and Town Council outreach and said that he was happy to have her on board. Mr. Foster reported that he was on the Town of Mammoth Lakes' (TOML) interview panel for the Outdoor Recreation Manager position and was excited about the position. He said that he was also on the Mammoth Yosemite Airport (MMH) Aviation Consultant interview panel last week. Mr. Foster reported that he, Board Member Bill Sauser, and TOML Administrative Services/Finance Director Rob Patterson attended the Forest Service Over Snow Vehicle (OSV) Subpart C planning meeting on Saturday. He said that he had spoken with several other Fixed Base Operation (FBO) Managers regarding various fees and said that the Aspen Airport (ASE) charged a \$25 Habitat Fee per plane which was split amongst staff to subsidize their housing costs. He said he would do more research on that fee and would bring it back to the Board and the April meeting.

Mr. Morris said that he had recently vacationed in Colorado and reported that we had much better snow in Mammoth and complimented the Mountain on their grooming. He reported that lodging in Town had been busy throughout February even though we had little new snow. He spoke about frustrations regarding the shortage of housing and reported that the Lodging Steering Committee had been working on proposals to bring to the Town Council regarding short term housing solutions and mentioned that there was expected to be an \$11M Transient Occupancy Tax (TOT) overage this year. Mr. Morris said that the Committee was working with the business community to have them engage with the Town Council to try and solve the housing solution now, not wait until The Parcel was built.

Board Member Deb Radcliff joined the meeting at 1:13 p.m.

Mr. Sauser reported that he had attended the Subpart C meeting and said that he felt it was important for the recreation needs in Mammoth and said that MLT should participate in it in some way. He said that the new Office of Outdoor Recreation would be important for TOML moving forward and said that he hoped the Outdoor Recreation Manager position would be filled soon.

Board Member Eric Clark welcomed Ms. Magner. He said that he would be skiing in Palisades this weekend and would report back on their snow conditions at the next meeting.

Ms. Magner said that she was honored to be on the Board and looked forward to serving. She said that momentum and demand had been steady, and occupancy had been pacing similar to pre-pandemic numbers.

Ms. Radcliff reported that she had received a comment from a colleague who while in Telluride said that people who lived in Denver were tired of driving to Vail, Aspen and Beaver Creek and were looking for new places to ski and were excited about the new flights from Denver to Bishop and the chance to ski in Mammoth.

Board Member John Mendel reported that he had attended the Fire Commission this week and discovered that many of our local firefighters were living in cars. Mr. Mendel said that they were looking for places at Station 1 and Station 2 to designate as safe places to park their vehicles and have use of the facilities. He said that people were aware that essential workers such as grocery and hospitality workers were struggling with housing shortages, but they may not be aware that this was also an issue for our emergency service people who are critical to the Town and wanted to make sure that the Town Council was aware of the problem.

There was discussion among members of the Board.

3. PUBLIC COMMENTS

There were no comments given at this time.

4. CONSENT AGENDA

Moved by Secretary John Mendel
Seconded by Treasurer John Morris

Approve the Consent Agenda

For (8): Chair Jeremy Goico, Vice Chair Pat Foster, Treasurer John Morris, Secretary John Mendel, Board Member Eric Clark, Board Member Deb Radcliff, Board Member Bill Sauser, and Board Member Darlene Magner

Absent (1): Board Member Larry Crabb

Carried (8 to 0)

4.1 Adopt Resolution 2022-03 to Allow for Virtual Board Meetings to Continue During the Covid-19 Pandemic Declared Emergency

4.2 Approve the minutes of the Regular Meeting of February 2, 2022

5. POLICY MATTERS

5.1 Welcome new Board Member Darlene Magner representing Lodging

Chair Jeremy Goico officially welcomed new Board Member Darlene Magner who would represent the Lodging community.

Treasurer John Morris introduced Ms. Magner and spoke about her background and knowledge of lodging in Mammoth and the MLT Board.

There was discussion among members of the Board.

5.2 Board discussion and action regarding holding in-person Board meetings in Suite Z, via Zoom or a Hybrid option

Executive Director John Urdi initiated a conversation among members of the Board with regard to going back to meeting in person.

Assistant Clerk Angela Plaisted discussed the options available for hybrid meetings while Assembly Bill 361 (AB 361) was still in place and the requirements that would need to be met in order to comply with the Brown Act once AB 361 was no longer in place if any member of the Board wanted to participate virtually.

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

CONSENSUS: There was consensus from the Board to return to in person meetings effective with the April 6th meeting.

5.3 MLT 2022-23 Fiscal Year Strategy and Goal Setting

Discussion with the Board on high level strategies for MLT to focus on and build budgets and plans to support the 2022-23 fiscal year. Provide consensus to MLT staff regarding direction for proposed goals and strategies (vote if needed).

Executive Director John Urdi outlined the information in the MLT 2022-23 Fiscal Year Strategy and Goal Setting.

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

There was consensus from the Board for staff to move forward with the presented goals and strategies.

5.4 Air Service Update - Update on air service performance and booking pace for the Mammoth Yosemite Airport (MMH) and the Eastern Sierra Regional Airport (BIH)

Executive Director John Urdi gave an air service update for both the Mammoth Yosemite (MMH) and Eastern Sierra Regional (BIH) Airports and reported on revenues for Advanced Airlines and United Airlines. Mr. Urdi said that winter service with Advanced Airlines would run through April 4th and announced that summer air service would run from June 16th through September 12th on Thursday, Friday, Sunday and Monday with service from Carlsbad and Hawthorne and said that there was a 20% off promotion using code EARLYBIRD20 to use on summer flights that book before May 30, 2022 and travel before September 12, 2022. He reported that United Airlines would start summer service the first part of June with weekend only flights and should start offering flights seven days a week from June 24th through September 6th with flights between Bishop and San Francisco.

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

5.5 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 gave an update on international sales activities and provided a COVID update related to domestic and international travel. Mr. Vanderhurst reported that there was currently a Familiarization (FAM) visit from Australia in Town which was a joint venture partnership between Alterra, Mammoth Resorts and Palisades Tahoe which would include a big photo shoot with Australian Snowboarder Torah Bright and said there had been some influencers from the United Kingdom (UK) and said that there would be more from the UK in Town later this month. He said that June would be busy with media FAM visits from the UK, India, Germany, France and Italy.

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

6.2 Communications

Director of Communications and Content Lara Kaylor gave an update on recent public relations activities. Ms. Kaylor reported that she would attend tonight's Town Council meeting and provide an update on MLT activities during public comment. She said that going forward staff and members of the Board would rotate attending Town Council meetings and giving brief updates. Ms. Kaylor said that there was a recent placement in Forbes that highlighted many Mammoth restaurants and said that Senior Manager of Marketing and Events Dakota Snider was in the process of creating a way for local businesses to link out to future articles via Linktree. She said that the February Community Coffee had been pushed to tomorrow at 8:00 a.m. and the topic would be wellness and strategies for managing employee stress and burnout and acknowledged Mammoth Lakes Chamber of Commerce Membership and Marketing Manager Brianna Goico for her continued partnership and support with the Community Coffee events.

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

6.3 Marketing

Director of Marketing Brian Wright gave an update on marketing events and activities, and provided an update on COVID related travel sentiment. Mr. Wright spoke about MLT's partnership with the Anaheim Ducks and spoke about a recent promotional video which he would send out to the Board, and announced that the new advertising campaign featuring MLT's rebranding, and sustainability and stewardship messaging would launch next winter.

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

6.4 Special Events and Social Media

Senior Manager of Marketing and Events Dakota Snider gave an update on recent special events and social media activity. Mr. Snider reported that the Special Events Funding Surveys were turned in Friday and the application would come out on Monday and would be open through the 18th. He said that the Special Events Forum would take place on March 16th at the Village.

Mr. Snider said that almost seventy people had participated in the Trail Challenge and said that the winner would be announced later this week, and that there would be a spring trail challenge, possibly called the Wildflower 100.

Board Member Eric Clark left the meeting at 3:00 p.m.

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

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark 5 minutes

There was no Mammoth Resorts update given.

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

Chair Jeremy Goico gave an update on recent Chamber events and activities. Chair Goico reported that the Ski Day and Business After Hours took place yesterday starting at June Mountain and then at the T Bar Social Club. He thanked June Mountain Vice President of Operations Julie Brown and T Bar and June Pie Owner Jamie Schectman for hosting the event. He said that the Chamber would give an update at tonight's Town Council meeting and said that they would partner with MLT for the Special Events Forum on the 16th. Chair Goico announced that the Mammoth Lakes Restaurant Association would hold a mixer on March 21st at The Eatery and said that the Chamber had started planning the July 4th Parade and was looking for sponsors. He said that the Chamber was looking into working with Mammoth High School and Cerro Coso Community College to develop a youth workforce partnership.

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

7.3 Town Council Update - Bill Sauser 5 minutes

Board Member Bill Sauser gave an update on recent Town Council events and activities.

Mr. Sauser reported that there was a presentation at the last Town Council meeting on the TOML Annual Accomplishments Report and TOML Development Highlights, both of which documents could be found on the Town's website and said that they did their Second Quarter True-Up on the budget and approved an addition of \$3.775M to the budget which included an additional \$2.1M to Housing Programs, \$1M of which would go to Phase II of The Parcel and Political Commitments of \$587k to the Tourism Reserve, \$212k each to Transit and Housing.

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

8. ADJOURNMENT

The meeting was adjourned at 3:10 p.m. to the next regular meeting scheduled to be held on April 6, 2022.

Angela Plaisted, Assistant Clerk