



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

**February 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 Larry Crabb, Board Member Deb Radcliff, Board Member Bill Sauser

1. CALL TO ORDER AND ROLL CALL

Chair Jeremy Goico called the meeting to order at 1:01 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 he was calling in from Colorado and said that he was happy to present the Lodging Association's nominee for the vacant Lodging Representative seat later during the meeting.

Board Member Larry Crabb reported that January sales numbers for his business were up compared to January 2021. Mr. Crabb said that he was interested in continuing a conversation regarding bussing into Mammoth and potentially having MLT subsidize it under the umbrella of responsible recreation in order to help alleviate traffic and promote savings on gas for visitors.

Board Member Deb Radcliff reported that January was a big month for Side Door and said that it had been busy throughout the Village every day during the entire month of January. Ms. Radcliff said that she had attended the Restaurant Association meeting last week and said that the conversation was focused around staffing issues and minimum wage increases.

Board Member Bill Sauser reported that the Town just had two back to back record snow months: a record high in December and a record low in January.

Secretary John Mendel reported that his business had an excellent January and that he looked forward to getting some snow.

Chair Jeremy Goico reported solid sales in January at Black Tie. Chair Goico said that the Mountain had continued to offer a great overall experience and that his favorite eatery was the Outpost. He said that he had received positive feedback from visitors about their experiences at June Mountain and said that he was preparing for a busy President's Day weekend. Chair Goico said that he thought the joint meeting with the Town Council last week went well and that he looked forward to working with Town of Mammoth Lakes (TOML) Administrative Services/Finance Director Rob Patterson to discuss MLT's roles and responsibilities and said that he would like the Board to meet with the Town Council again in April.

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

3. PUBLIC COMMENTS

There were no comments given at this time.

4. CONSENT AGENDA

Vice Chair Pat Foster joined the meeting at 1:11 p.m.

Moved by Chair Jeremy Goico

Seconded by Board Member Bill Sauser

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 Larry Crabb, Board Member Deb Radcliff, and Board Member Bill Sauser

Carried (8 to 0)

4.1 Adopt Resolution 2022-02 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 January 5, 2022

5. POLICY MATTERS

5.1 Lodging Committee recommendation of open Board seat - Appointee will fill remainder of Jess Karell's one-year term through June 2022. Lodging Committee recommendation, discussion, and VOTE to approve seat

Treasurer John Morris announced that the Lodging Association had recommended Natural Retreats Regional Manager of Business Development Darlene Magner to fill the remainder of the Lodging Representative seat's term on the Board which had been left vacant by former Board Member Jess Karell. Mr. Morris reported that the term would expire in June 2022.

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

Moved by Treasurer John Morris
Seconded by Secretary John Mendel

Appoint Darlene Magner to fill the open Lodging Representative seat on the Board for the remainder of the term ending in June 2022.

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

Carried (8 to 0)

5.2 Fall Media Performance Report, Brian Wright - Report on the effectiveness and response to our Fall 2021 ad campaign

Director of Marketing Brian Wright outlined the information in the MLT Fall 2021 Advertising Effectiveness Research PowerPoint presentation.

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

5.3 MLT Joint Meeting with Town Council Recap - Brief recap of our first quarterly meeting with Town Council to discuss MLT's scope of services, funding discussions and planning for the 2022-23 fiscal year

Executive Director John Urdi gave a recap of last week's joint meeting with the Town Council and expressed his desire to work with TOML Administrative Services/Finance Director Rob Patterson to set up roles and responsibilities for MLT and said that he anticipated a second joint meeting with the Town Council would take place in April.

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

5.4 Budget Variance Presentation, MLT Directors - Brief presentation on budget +/- variances through Q2 (July 2021 – December 2021)

Executive Director John Urdi, Director of Marketing Brian Wright, Director of Sales and International Marketing Michael Vanderhurst, Director of Communications Lara Kaylor and Senior Marketing Manager Dakota Snider outlined the information in the 2021-22 Second Quarter Budget Variance Summary Report.

There was discussion between staff and members of the Board.

5.5 Air Service Update - Update on air service performance and booking pace for both MMH and BIH airports

Executive Director John Urdi gave an update on air service at the Mammoth Yosemite Airport (MMH) and Eastern Sierra Regional Airport (BIH) and reported that he had recently flown to Carlsbad on Advanced Airlines and said it was a positive experience. He also said that Advanced Airlines was interested in providing snacks and beverages from local businesses on their flights. Mr. Urdi spoke about the effects of COVID on the air travel industry. He reported that winter service with United Airlines would run through March 26th and Advanced Airlines through April 4th. Mr. Urdi said that Advanced Airlines was contracted for summer service which would run June 16th through September 12th on Thursdays, Fridays, Sundays and Mondays and said that United Airlines summer service was not finalized yet but would likely run seven days a week from mid June through early September with flights potentially running through San Francisco International Airport (SFO).

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

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.

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 as well as the effects COVID on international and domestic travel. Mr. Vanderhurst reported that MLT had recently partnered with Brand USA for two sales shows, the first of which focused on Asia and Pacific areas, and the second focused on the United Kingdom and Europe, and said that Mammoth's regional air service was promoted at both events. He said that he would attend the Go West Summit in Reno in two weeks with international partners, and reported that Mammoth Lakes had been active in the international press recently. He also reported that Visit California had partnered with MLT and Mammoth Resorts recently to host Mexican social media influencer Carlos Lang, and said that MLT was in the process of updating their vacation planners.

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. Mr. Kaylor reported that the January Community Coffee was a success, and said that she had several media visits planned in February. She reported that she had taken over some of the content duties and said that the January Visitor Newsletter had gone out last week. Ms. Kaylor said that she had been working with Senior Marketing Manager Dakota Snider on Olympics content, and preparing for the Midwest Travel Journalist Association (MTJA) Writers Conference which would take place in October in time for the fall colors.

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. Mr. Wright provided a traveler sentiment update and reported that 92% of those surveyed had planned to take at least one trip in the next 12 months. He reported that the impact on travel related to Omicron was not as bad as past COVID variants. Mr. Wright said MLT was in the final stages of developing their new online Tourism Impact Dashboard and reported that they were in full swing with the intercept surveys at the BIH Airport. He said that he had been working with the City of Bishop regarding lodging discounts for passengers whose flights had been cancelled, and said that the new branding campaign's first photo shoot was scheduled in March. He reported that MLT had started a partnership with the Anaheim Ducks, and spoke about their existing relationship with the Los Angeles Kings. Mr. Wright said that United Airlines Manager, International Marketing, Elias Manneh was visiting in Mammoth this week and having a great time exploring the Mountain. He spoke about promotional items that were being designed for use on Advanced Airlines flights and promotional coffee sleeves that were being created to assist Mammoth Lakes Housing (MLH) with a fundraiser. He said that he, Executive Director John Urdi, Senior Marketing Manager Dakota Snider and Director of Communications Lara Kaylor would attend the Visit California Outlook Forum in San Francisco in February and he would stay in San Francisco afterward to attend the California Welcome Center Board meeting.

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

6.4 Special Events and Social Media

Senior Marketing Manager Dakota Snider gave an update on recent special events. Mr. Snider reported that the Special Events Forum was scheduled to be held on March 16th at the Village, said that the Special Event funding survey had been sent out and was due back on February 6th, and said that the digital sign monument discussions with TOML and Caltrans had gone well, and the project was moving forward.

Mr. Snider announced that the Mammoth Film Festival (MFF) would start this week and said that locals' tickets were at a discounted rate of \$13 and noted that MFF was looking for drivers for the event. He said that the MLT 50 Mile Trail Challenge had launched and would take place throughout the month of February. Mr. Snider gave an update on social media and website activity and announced that MLT was recruiting for the position of Digital Marketing Coordinator.

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

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark 5 minutes

Board Member Eric Clark gave an update on Mammoth Mountain Ski Area (MMSA) events and activities. Mr. Clark reported that the booking pace for February and March looked good but said that he was nervous about the lack of snow. He said that the grooming on the Mountain was great, Net Promoter Scores (NPS) had improved, and that the next IKON early ups would be held on February 6th. Mr. Clark welcomed new Board Member Darlene Magner to the Board and thanked Senior Marketing Manager Dakota Snider for his work on the digital monument sign.

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

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 last Power Lunch with guest speaker Director of Information Technology for Mono County and the Town of Mammoth Lakes Nate Greenberg about Cyber Security was a success and said that there was a recording of the meeting available for those who were unable to attend. He announced that the February Power Lunch was scheduled to be held on the 15th with a panel of the 2021 Business Excellence Awards winners, and said that the next Business After Hours would be held on March 1st, and would start with skiing at June Mountain from 1:00 p.m. - 4:00 p.m. followed by a gathering at the T Bar in June Lake from 4:00 p.m. - 6:00 p.m. He reported that the Chamber had a supply of Personal Protective Equipment (PPE) available for local businesses and said that the Mammoth Film Festival would be held this weekend.

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 Town Council meeting tonight and said that it would include a discussion around setting goals for Mammoth Lakes Housing's (MLH) contract. He said that the trails he used for snowmobiling were not included in the Trails Challenge and asked about consideration of a motorized vehicle component in future challenges. Mr. Sauser said that he attended Tuesday Lunch Bunch and was questioned about the lack of response acknowledging our local Olympians, he also said that he was interviewed by the paper and asked about a potential moratorium on Short Term Rentals (STRs) and reported that the topic was not agendized for the Town Council at this time.

Director of Communications Lara Kaylor spoke about International Olympic Committee (IOC) Rule 40 which restricts what the Mountain was allowed to say about the Olympians and the specific wording that could be used without reflecting poorly on the Mountain or jeopardizing our athletes' eligibility. Ms. Kaylor said that she and Senior Marketing Manager Dakota Snider would meet with the Mountain this afternoon to determine the appropriate and allowable wording to utilize in MLT's communications.

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

8. ADJOURNMENT

The meeting was adjourned at 2:59 p.m. to the next regular meeting scheduled to be held on March 2, 2022.

Angela Plaisted, Assistant Clerk