



## **Mammoth Lakes Tourism Board**

### **Minutes of Regular Meeting**

**April 6, 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, Board Member Darlene Magner

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#### **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, Suite Z, Mammoth Lakes.

#### **2. BOARD MEMBER REPORTS**

Chair Jeremy Goico reported that Black Tie had already brought out their e-bikes for the season, and discussed Black Tie's Play Big Outdoors summer business expansion in Mammoth last year which prompted Black Tie at the corporate level to expand into summer rentals at several locations with a summer licensing agreement for Black Tie Adventure Rentals.

Board Member Darlene Magner reported that occupancy and demand had declined and discussed the reasons for the decline.

Board Member Deb Radcliff said that she was waiting for summer and that she had seen a significant amount of traffic in the Village and at local restaurants recently. Ms. Radcliff reported that the Mammoth Lakes Chamber of Commerce would hold a hiring expo at Mammoth High School on April 27th.

Vice Chair Pat Foster reported that Monday had been the last day of winter air service with Advanced Airlines and reported that it had been a successful season.

Treasurer John Morris discussed the reduction in occupancy rates, Assembly Bill 1162 (AB 1162) which would take effect on January 1, 2023 and would ban small amenities bottles in hotels and vacation rentals that had fifty or more rooms. Mr. Morris spoke about the potential moratorium on new short term rentals and his Town Council presentation which included an option for rental assistance support for workforce housing and an update regarding Mammoth Lakes Tourism (MLT). He announced that Board Member Magner's Lodging seat would be up for reelection in June and gave an update on Snowcreek Resort Golf Course operations.

Board Member Larry Crabb reported that his business was seeing a pushback on pricing.

Secretary John Mendel spoke about "revenge" travel, and the nationwide housing shortage.

Board Member Eric Clark reported that March was the first time Mammoth Resorts had not increased their average daily rate (ADR) in a long time. Mr. Clark congratulated Chair Goico on the summer rental program at Black Tie and spoke about the diverse recreation opportunities available in our community.

Executive Director John Urdi spoke about potential travel impacts due to inflation.

There was discussion among members of the Board.

**3. PUBLIC COMMENTS**

There were no public comments given at this time.

**4. CONSENT AGENDA**

Moved by Treasurer John Morris

Seconded by Board Member Deb Radcliff

Approve the Consent Agenda.

For (9): 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, and Board Member Darlene Magner

Carried (9 to 0)

**4.1 Approve the minutes of the Regular Meeting of March 2, 2022**

**5. POLICY MATTERS**

**5.1 Form 700 Reminder to Board Members**

Chair Jeremy Goico reminded the Board to turn in their Form 700s if they had not already done so.

**5.2 Upcoming Board Seat Elections - Discussion regarding appointments of upcoming Board seats.**

Mammoth Lakes Tourism Executive Director John Urdi outlined the information in the staff report.

Treasurer John Morris reported on the process to nominate a representative from the Lodging Association.

Board Member Bill Sauser suggested a revision to MLT's bylaws that would allow for Board Members who had been appointed to replace a former member of the Board who had left their position during the last few months of their term to be able to continue on in that position for the next term without the need to reapply.

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

**5.3 Presentation of Draft MLT 2022-23 Fiscal Year Deliverables**

Mammoth Lakes Tourism (MLT) Executive Director John Urdi outlined the information in the Draft MLT Deliverables for the fiscal year 2022-23.

There was discussion between staff and members of the Board.

**5.4 Announcement of MLT and Town Council Workshop - April 20, 2022, Suite Z (in-person)**

There was discussion between Executive Director John Urdi and members of the Board regarding the time for the joint workshop between MLT and the Town Council.

**5.5 Air Service Recap and Update**

This item was continued.

**5.6 MLT Board Ad Hoc Compensation and Benefits Committee**

This item was continued.

**5.7 Tourism Business Improvement District (TBID) Renewal Update - Brief update on 2023 TBID renewal process and timeline**

Executive Director John Urdi discussed what was needed to pass the Tourism Business Improvement District (TBID) and spoke about the option of renewing the TBID for a ten-year term versus a five-year term. Mr. Urdi outlined the steps that MLT would take and the projected timeline to complete the process.

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

**5.8 Financial Reports - Receive an update regarding the financial health of Mammoth Lakes Tourism and the results of the previous month for Transient Occupancy Tax (TOT), Tourism Business Improvement District (TBID) and current account balances**

This item was continued.

**6. DEPARTMENT UPDATES**

**6.1 International Sales**

This item was continued.

**6.2 Communications**

This item was continued.

**6.3 Marketing**

This item was continued.

**6.4 Special Events and Social Media**

This item was continued.

**6.5 Local Marketing**

This item was continued.

**7. OTHER STANDING UPDATES**

**7.1 Mammoth Resorts Update - Eric Clark 5 minutes**

This item was continued.

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

Chair Jeremy Goico announced that the Mammoth Lakes Chamber of Commerce would hold a job fair on April 27th from 1:00 p.m.- 4:00 p.m. at Mammoth High School.

**7.3 Town Council Update - Bill Sauser 5 minutes**

This item was continued.

**8. ADJOURNMENT**

The meeting was adjourned at 3:11 p.m.

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Angela Plaisted, Assistant Clerk