



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

May 4, 2022, 12:00 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 Larry Crabb, Board Member Bill Sauser

Members Absent: Board Member Eric Clark, Board Member Deb Radcliff, Board Member Darlene Magner

1. CALL TO ORDER AND ROLL CALL

Chair Jeremy Goico called the meeting to order at 12:23 p.m. in the Council Chambers located at 437 Old Mammoth Road.

2. BOARD MEMBER REPORTS

This item was tabled.

3. PUBLIC COMMENTS

There were no comments given at this time.

4. CONSENT AGENDA

Moved by Treasurer John Morris
Seconded by Secretary John Mendel

Approve the Consent Agenda.

For (5): Chair Jeremy Goico, Vice Chair Pat Foster, Treasurer John Morris, Secretary John Mendel, and Board Member Bill Sauser

Absent (4): Board Member Eric Clark, Board Member Larry Crabb, Board Member Deb Radcliff, and Board Member Darlene Magner

Carried (5 to 0)

4.1 Approve the minutes of the Regular Meeting of April 6, 2022

5. POLICY MATTERS

5.1 Upcoming Board Seat Elections

Chair Jeremy Goico outlined the information in the staff report.

Chair Goico, Treasurer John Morris and Board Member Bill Sauser agreed to be on the Ad hoc Nominating Committee. Chair Goico reported that he had received a letter of interest from Secretary John Mendel for his expiring seat on the Board.

Mr. Morris announced that the Lodging Association had extended the deadline for submitting letters of interest for the MLT Board Lodging Seat to May 6th.

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

5.2 Presentation of DRAFT MLT Fiscal Year 2022/23 Plans and Budgets

Board Discussion on Draft MLT Plan and Budgets for FY 2022-23. Consensus on MLT staff direction for proposed plans and budgets (vote if needed).

Executive Director John Urdi, Director of Marketing Brian White, Senior Marketing and Social Media Manager Dakota Snider, Director of Content and Communications Lara Kaylor, Local Marketing Manager Emily Bryant and Director of International Sales Michel Vanderhurst outlined the information in the MLT Fiscal Year 2023/23 Draft Strategic Plan PowerPoint presentation and the MLT Fiscal Year 2022/23 Draft Budget reports.

Board Member Larry Crabb joined the meeting at 12:29 p.m.

Chair Jeremy Goico requested that the appointments to be made to the MLT Board Ad Hoc Compensation and Benefits Committee in Item 5.4 be made. Chair Jeremy Goico, Vice Chair Pat Foster and Secretary John Mendel volunteered to serve on the MLT Board Ad Hoc Compensation and Benefits Committee.

SPEAKING FROM THE FLOOR:

Ted Carleton cautioned MLT staff about "selling" the Community Recreation Center (CRC) as an indoor concert venue until they knew more about what the outfitting for sound was.

There was discussion between staff and members of the Board.

5.3 Air Service Recap and Update

Recap of 2022-23 winter air service performance and booking pace for both Mammoth Yosemite Airport (MMH) and the Eastern Sierra Regional Airport (BIH) as well as an update on summer schedules for United Airlines. Recommendation to MLT Board to allocate \$85,000 from Measure A Reserves for E175 approach development at BIH – discussion and vote

Executive Director John Urdi outlined the information in the Winter 2021/22 Air Service Update. Mr. Urdi recommended that the MLT Board approve allocation of \$85,000 from Measure A Reserves, that were pre-tourism reserves, for consulting costs related to the Embraer 175 (E175) approach development at the Eastern Sierra Regional Airport (BIH).

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

Moved by Treasurer John Morris

Seconded by Secretary John Mendel

Approve allocation of \$85,000 from Measure A Reserves for consultant fees for the E175 approach development at Eastern Sierra Regional Airport (BIH).

For (6): Chair Jeremy Goico, Vice Chair Pat Foster, Treasurer John Morris, Secretary John Mendel, Board Member Larry Crabb, and Board Member Bill Sauser

Absent (3): Board Member Eric Clark, Board Member Deb Radcliff, and Board Member Darlene Magner

Carried (6 to 0)

5.4 MLT Board Ad Hoc Compensation and Benefits Committee - Board to appoint three members to a Compensation and Benefits Ad Hoc Committee to review and discuss MLT staff compensation and benefits

This item was combined with Item 5.2.

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

Chair Jeremy Goico and Treasurer John Morris provided an update on the 2023 TBID Renewal process.

There was discussion between members of the Board.

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. OTHER STANDING UPDATES

6.1 Mammoth Resorts Update - Eric Clark 5 minutes

This item was tabled.

6.2 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 they had a great turnout from both businesses and students alike at last week's Job Fair and spoke about the Chamber's continued discussions regarding opportunities for guest speakers, job fairs and informational panels. He reported that the Women in Business program was growing, said the Chamber had a TikTok account now, announced that the ribbon cutting for Mammoth Pizza and Slice Bar would take place on May 12th, and gave an update on the Cactus and Hawk ribbon cutting last week. He said that Mammoth Voices, and the Restaurant Steering Committee would meet tomorrow, announced that there was workforce housing available on the Chamber website, and spoke about the skillset that their newly hired Workforce Housing Coordinator Emily Peters possessed.

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

6.3 Town Council Update - Bill Sauser 5 minutes

Board Member Bill Sauser gave an update on Town Council news, activities and operations. Mr. Sauser reported that he had walked the CRC site today, and provided a construction update. He said that the Town had been working on a series of leases with the Mammoth Lakes Foundation (MLF) on the properties at the Edison Theatre site and said that they hoped to have the theater open by July. He discussed the potential uses for the land including an amphitheater, a childcare facility, the Mammoth Arts and Cultural Center (MACC) and possibly 5-6 acres for snow storage.

There was discussion between staff and members of the Board.

7. ADJOURNMENT

The meeting was adjourned at 2:50 p.m. to the next regular meeting.

Angela Plaisted, Assistant Clerk