



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

September 7, 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 1:01 p.m. in the Council Chambers located at 437 Old Mammoth Road.

2. BOARD MEMBER REPORTS

Board Member Eric Clark said that the Mountain had a successful Labor Day weekend with an increase in last minute reservations, and reported that they had seen an increase in the length of stays, as well as visitors booking their stays an average of forty-six days in advance versus twenty nine days last summer. Mr. Clark said that they had hit record numbers for the kids' activities at the Main Lodge on Sunday, said the Bike Park had been very busy, and said their hotels were full.

Secretary John Mendel reported that he was busy on Friday and that August had been a good month overall for his business.

Treasurer John Morris announced that the Snowcreek Golf Course would close on October 9th and said that fall golf passes were on sale now. Mr. Morris reported that business for July was down 12-13%, August was down a little and that September was trending well. He reported that several lodging companies had started to lower their rental rates, gas prices were dropping, and that with no smoke in Mammoth, we were a great short fall get away after kids had returned to school.

Vice Chair Pat Foster said that the airport had a great weekend with a lot of last minute arrivals, many of which stretched into this week. Mr. Foster said that he had had some jets going to St. Louis and Colorado, not just to Southern California, and reported that Advanced Airlines was doing well, and that summer service would end on August 12th. He said that there had been some mechanical issues over the weekend, but everyone made it to their final destinations. He reported that Advanced Airlines offered free shuttle service from Hawthorne Municipal Airport (HHR) to Los Angeles International Airport (LAX).

Chair Jeremy Goico said that the current heatwave should start to cool down soon and that it was nice to be open in September this year after being closed the past couple of Septembers due to smoke and Forest Service shutdowns due to a lack of resources, and said that may start a trend of people waiting until last minute to book September stays based on conditions. Mr. Goico reported that he had received positive feedback regarding Rock N' Rye over the weekend and said that Black Tie had a good weekend. He said that the snow blowers he had ordered were finally being delivered and that maybe the supply chain issues were resolving.

There was discussion among members of the Board.

3. PUBLIC COMMENTS

Mammoth Lakes Chamber of Commerce (MLCC) Executive Director Ken Brengle introduced the Chamber's new Workforce Housing and Content Coordinator Samantha Lindberg and announced that Membership and Marketing Manager Brianna Goico had been promoted to Assistant Director of the Chamber.

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

4. CONSENT AGENDA

Moved by Secretary John Mendel
Seconded by Treasurer John Morris

Approve the Consent Agenda.

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

Absent (4): Board Member Larry Crabb, Board Member Deb Radcliff, Board Member Bill Sauser, and Board Member Darlene Magner

Carried (5 to 0)

4.1 Approve the minutes of the Regular Meeting of August 3, 2022.

5. POLICY MATTERS

5.1 Air Service Update & Additional Subsidy Funding Request

Brief recap of summer 2022 air service and projection for winter 2022-23 service for both MMH and BIH. MLT request for up to \$225,000 commitment to Advanced Airlines MMH 2022-23 winter subsidy. Board discussion and vote on approving up to \$225,000 in additional TBID reserve funds for Advanced Airlines subsidy for winter 2022-23 at MMH.

Vice Chair Pat Foster and Chair Jeremy Goico outlined the information in the MLT Air Service Report.

Executive Director John Urdi clarified the request for additional funding.

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

Moved by Chair Jeremy Goico
Seconded by Board Member Eric Clark

Approve staff's request up to an additional \$225,000 from the Tourism Business Improvement District (TBID) Reserve Fund for Advanced Airlines subsidy for winter 2022-23.

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

Absent (4): Board Member Larry Crabb, Board Member Deb Radcliff, Board Member Bill Sauser, and Board Member Darlene Magner

Carried (5 to 0)

5.2 Bishop Airport Renaming Proposal

The Inyo County Supervisors have asked MLT and other air service stakeholders to review a proposal from a Bishop citizen to rename the Bishop Airport “Bishop - Dave McCoy Airport”. Board discussion and vote to support the proposed name change, or not.

Chair Jeremy Goico spoke about the letter MLT had received from the Inyo County Board of Supervisors asking for feedback regarding a request they had received to change the name of the Bishop Airport to the Bishop - Dave McCoy Airport, and MLT's desire to support whatever decision Inyo County settled upon regarding the request.

There was discussion among members of the Board.

Moved by Treasurer John Morris

Seconded by Secretary John Mendel

Approve MLT's support of whatever decision the Inyo County Board of Supervisors makes with regard to changing the name the Bishop Airport to the “Bishop - Dave McCoy Airport”.

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

Absent (4): Board Member Larry Crabb, Board Member Deb Radcliff, Board Member Bill Sauser, and Board Member Darlene Magner

Carried (5 to 0)

5.3 TBID Renewal Update

Update and timeline on the renewal process for the TBID. Recommendation to begin petition period in October.

Chair Jeremy Goico gave an update on the Tourism Business Improvement District (TBID) renewal process.

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

5.4 Outsourcing HR Solution

Announcement of MLT working with Insperity on human resources support moving forward on HR, payroll processing, employee benefits, compliance and more.

Chair Jeremy Goico gave an update on behalf of the Compensation and Benefits Committee and reported that there had been some miscommunication previously between the Committee, Board, Executive Director John Urdi and staff. Chair Goico reported that after further discussion, the Committee had made a recommendation to Mr. Urdi to consider outsourcing MLT's human resources (HR) responsibilities. He said that MLT researched human resources companies and had decided to contract with Insperity. Chair Goico said that there would be some changes to healthcare insurance and benefits for MLT staff and that there would be introductory sessions next week so staff could meet with Insperity representatives, and said that the goal was to have the new HR program in place by October 1st.

Executive Director John Urdi provided additional information about Insperity and the products and services that they would provide for MLT.

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

5.5 Executive Director Annual Performance Review

Annual performance review for MLT Executive Director. Board discussion and vote on any merit increase and/or performance bonus earned.

Treasurer John Morris spoke about the process the Executive Director Performance Review Committee went through in order to provide recommendations for a merit increase and TOT and TBID bonuses for Executive Director John Urdi. Mr. Morris outlined the information in the Executive Director Performance Committee Recommendations, Board Review, MLT Staff Review and Executive Director Self Review.

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

Moved by Board Member Eric Clark
Seconded by Secretary John Mendel

Approve merit increase and performance bonuses for Executive Director John Urdi as presented.

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

Absent (4): Board Member Larry Crabb, Board Member Deb Radcliff, Board Member Bill Sauser, and Board Member Darlene Magner

Carried (5 to 0)

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.

Request the MLT Board appoint a three-member ad hoc TBID Appeal Committee for a restaurant appeal – Board to select three members to hear appeal.

Executive Director John Urdi and Chair Jeremy Goico outlined the information in the Financial Reports.

Board Member Eric Clark, Vice Chair Pat Foster, and Treasurer John Morris volunteered to be on the Ad Hoc Committee for the upcoming TBID restaurant appeal.

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. Mr. Vanderhurst reported that there had been a rebound in international travel in Town and provided the increased international group sales numbers from the Mammoth Mountain Inn (MMI). He said that he had been on a sales mission with Alterra in Brazil which was focused on the 2022/23 ski season and said that he would be on another sales trip in Europe in two weeks with Visit California, which would be primarily focused on next summer's visitation. Mr. Vanderhurst reported that there would be a Scandinavian Familiarization (FAM) visit in Mammoth this weekend and said that MLT would host a French media visit in conjunction with the High Sierra Visitors Council. He reported that there would be a joint meeting between the Planning and

Economic Development Commission and the Town Council on September 21st at 6:00 p.m. with an unveiling of the new concept for the Mammoth Mountain Inn.

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 communications activities. Ms. Kaylor read a thank you note that she had received from a writer MLT had hosted in August and said MLT had also hosted a writer who wrote a piece on Snowcreek and various activities in Mammoth which was published in *Mercury News*. She announced that MLT's open house would take place on September 28th at Brewers' Hall from 5:00 p.m. - 7:00 p.m., reported that final preparations for the writer's conference in October were in process, and said that she would head to San Francisco for a Visit California media event at the end of the month. Ms. Kaylor said that MLT was working on the What's New Winter Press Release and said that if anyone wanted her to include information about their business to email her. She said that they were also working on a local press release about Winter Air Service. Ms. Kaylor reported that the Crib had been used recently to host professional athletes for some of our local events and announced a new event, the Mammoth Trail Fest which would take place the 22nd through the 25th.

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

6.3 Marketing

This item was tabled.

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 said that MLT had successfully pushed out Labor Day Weekend marketing via social media which was sent out across their own channels as well as Facebook and Instagram to reach the drive markets. He said that summer events had been very successful and that they were transitioning their marketing efforts to fall events now. He announced that the Gran Fondo would take place this weekend, Mammoth Tuff would take place September 17th -19th and would include a Beer Mile on Friday, as well as Leave no Trace events. Mr. Snider said that the Mountain and Adventure

Film Festival moved from Big Bear to Mammoth this year and would take place outdoors at Mammoth Mountaineering. He announced that the Mammoth Trail Fest would take place at the end of the month and that the Mammoth Facelift event, in partnership with the Inyo National Forest (INF), would take place on October 1st. He said that he was trying to recruit organizations to adopt various areas from Mt. Whitney through Bridgeport to clean that day. He reported that the Visit Mammoth website had transitioned to fall colors this week and that the first Fall Colors newsletter email would go out this week.

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

6.5 Local Marketing

Marketing Manager Emily Bryant gave an update on recent local marketing activities and visitor analytics on the Visit Mammoth website. Ms. Bryant requested that local businesses send her details about any special offers they were currently running so she could update that information on the Visit Mammoth website and also their fall closure information so she could add that to her list to send out to the local lodging partners. She introduced MLT's new Office Manager Jetsabel Aleman, and spoke about the importance of the Lodging Occupancy Report.

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

6.6 Social Media

This item was tabled.

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) news, activities, and operations. Mr. Clark said that Labor Day weekend was the last weekend for the Adventure Center and that the Mountain Bike Park would be open through September 18th. He reported that 1,500 riders had signed up for the Gran Fondo so far and spoke about the Mammoth Trail Fest event. Mr. Clark announced that opening day for the Mountain was scheduled for November 11th and that the Sierra Star Golf Course would close on October 9th. He also gave an update on 2022/23 IKON Pass sales.

There was discussion among 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 announced the following events: Ribbon cutting for the Mammoth Hospital Little Lupins Daycare Center at the Lutheran Church on September 13th, Business After Hours at the Sierra Light Gallery on September 20th from 5:00 p.m. - 7:00 p.m., Delve into Diversity, Equity and Inclusion (DEI) discussion on September 29th at Dos Alas CubaRican Café, Town Council Candidate Forum on October 4th from noon to 1:30 p.m. at the Village Lodge, Business Excellence Awards Gala November 3rd at Canyon Lodge (nominations had closed, but sponsorships were still available and tickets were on sale at mammothlakeschamber.org), Customer Service Workshop on November 15th for managers with "Employees First" as the theme and November 16th for frontline staff with "Rolling out the Red Carpet" as the theme, both to be presented by Red Carpet Learning Founder and CEO Donna Cutting, and Harassment Training provided by Town of Mammoth Lakes Town Attorney Andy Morris on September 21st.

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

7.3 Town Council Update - Bill Sauser 5 minutes

This item was tabled.

8. ADJOURNMENT

The meeting was adjourned at 2:49 p.m. to the next regular meeting scheduled to be held on Thursday, October 6, 2022.