

# **Mammoth Lakes Town Council Agenda Action Sheet**

**Title:** Joint Meeting with the Mammoth Lakes Tourism Board – Review Annual Report and Marketing Campaigns.

**Council Meeting Date:** 11/16/2022

**Prepared by:** Rob Patterson – Administrative Services / Finance Director

**Recommended Motion:** No Action – Joint Discussion and Presentation only.

**Summary:**

The Town Council and Mammoth Lakes Tourism (MLT) Board of Directors are scheduled to meet on a quarterly basis to discuss important topic emerging in our marketing plans as well as planned discussions as a part of the annual planning calendar and contract. The meeting slated for the fall includes a recap of the previous year, including accomplishments and highlights. In addition to the presentation, MLT has provided an update on the specific accomplishments related to the deliverables agreed upon at the start of FY21-22. This recap will not be covered in detail during the joint meeting but is attached for your review and any questions can be addressed during the workshop. MLT will also provide a presentation of the new marketing strategy for FY22-23, delving into the strategy and background of the campaigns presented to the community in September.

Attached:

1. Deliverable Review
2. Annual Recap Presentation
3. Marketing Campaign Presentation