



Mammoth Lakes Tourism Board

Minutes of Special Meeting

**March 21, 2023, 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 Bill Sauser, Board Member Darlene Magner

Members Absent: Board Member Deb Radcliff

1. CALL TO ORDER AND ROLL CALL

Chair Jeremy Goico called the meeting to order at 1:09 p.m. in the Council Chambers located at 437 Old Mammoth Road. Board Member Darlene Magner attended the meeting remotely.

2. BOARD MEMBER REPORTS

Chair Jeremy Goico thanked Mammoth Mountain for keeping Canyon Lodge open and extending its season into April, which he said would help small businesses that had been affected by the multiple Mountain closures caused by the large amount of snow this season.

Board Member Eric Clark spoke about the Mountain's need to react to the weather with closures when conditions were unsafe. Mr. Clark said that the Mountain would replace Chair 16 with a six pack chair which would be 25% faster than the current chair, and discussed which chairs would stay open through the extended season, along with the Gondola and possibly Woolly's Tube Park. He said that Tamarack would close on April 17th due to their

agreement with the Forest Service, and reported that there was currently no occupancy at the Tamarack Cabins due to massive amounts of snow, but said that Tamarack Lodge was open and that the Lakefront Restaurant would open when the road was accessible.

Vice Chair Pat Foster reported snow and revenue challenges.

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

3. PUBLIC COMMENTS

Sandy Hogan spoke about the history of the Yosemite Area Regional Transportation System (YARTS), gave an update on current operations, and asked MLT to support a request for the Town to give funds to YARTS.

John Mendel joined the meeting at 1:23 p.m.

There was discussion between Executive Director John Urdi and Ms. Hogan.

4. POLICY MATTERS

4.1 TBID Renewal Update - Brief update on the TBID renewal process and timeline from MLT Executive Director

Executive Director John Urdi provided an update on the Tourism Business Improvement District (TBID) renewal process and outlined the information in the TBID Management District Plan, TBID Fact Sheet, and the TBID Petitions.

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

4.2 MLT Infrastructure Priorities Discussion - In-depth discussion to inform Town Council on infrastructure to mitigate visitation impacts and enhance resident quality of life

Approve a list of recommended projects and programs to present to Town Council for consideration

Executive Director John Urdi initiated a discussion about MLT's Infrastructure Priorities with the Board to collectively create a list of recommended projects and programs to present to the Town Council which would mitigate visitation impacts and enhance the quality of life for our residents.

There was discussion between staff and members of the Board.

Staff and members of the Board compiled the following recommendations to present to the Town Council:

Overarching: Workforce Housing

Access: Reliable and consistent in-town bus service, micro transit and in-town taxi service, parking, transit hub, underutilized areas, parking structures, air service and airport transportation services, traffic flow (roundabouts in heavy traffic locations), far more Electric Vehicle (EV) universal charging stations, Off Highway Vehicle (OHV) – Over Snow Vehicle (OSV) staging areas, YARTS support, E-bike access and education, and trails and access to less visited areas.

Curb Appeal: Additional trash cans and pick-up in high traffic locations, more dog waste stations and pick-up, Main Street and Old Mammoth Road beautification, landscaping, banners and snowflakes, holiday decorations, involve service organizations (Rotary, Lions), and support town clean-up efforts, (Facelift, Trashy Thursdays, Sierra Trash Eliminators).

Restrooms: Welcome Center renovation in partnership with the United States Forest Service (USFS), Lakes Basin needs, Main Street and Old Mammoth Road public restrooms, and Shady Rest Park year round.

Communications: Cell service (safety issue), Wi-Fi service for residents, businesses and visitors, lodging consistency “Certified Lodging Property” or some level of ranking, and continued education; stewardship, E-bike, dispersion of crowds.

Other Important Projects: Special events venue collaboration between MLT and TOML, dog park, TOML continued land acquisition, housing needs, industrial/commercial par needs, snow storage

Moved by Chair Jeremy Goico

Seconded by Secretary John Mendel

Approve the list of recommended projects and programs to present to Town Council as discussed.

For (7): Chair Jeremy Goico, Vice Chair Pat Foster, Treasurer John Morris, Secretary John Mendel, Board Member Eric Clark, Board Member Bill Sauser, and Board Member Darlene Magner

Absent (1): Board Member Deb Radcliff

Carried (7 to 0)

5. **ADJOURNMENT**

The meeting was adjourned at 3:24 p.m. to the next regular meeting scheduled to be held on Wednesday, April 5, 2023.

Angela Plaisted, Assistant Clerk