



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

May 3, 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

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

1. CALL TO ORDER AND ROLL CALL

Chair Jeremy Goico called the meeting to order at 1:02 p.m. in the Council Chambers located at 437 Old Mammoth Road, Mammoth Lakes, CA.

2. BOARD MEMBER REPORTS

Vice Chair Pat Foster reported that the Advanced Airlines (AA) season had been extended through last weekend and said that at 70%, April was their best load factor with AA. Mr. Foster said that the summer schedule was being worked on.

Secretary John Mendel reported that April was the first month that his business had been up over last year, and asked if Canyon and Eagle would be open this weekend. Mr. Mendel said that he had talked with some people who said they had used a 15 foot auger to get through the snow on Lake Mary so they could ice fish.

Board Member Eric Clark said that Canyon and Eagle would be open this weekend, and said that the current skiing was outstanding. Mr. Clark said that grooming at Tamarack for cross country skiing had ended.

Board Member Bill Sauser said that due to extreme weather and the amount of ice on the lakes, this was the first season in 65 years that he had not fished on opening day.

Chair Jeremy Goico reported that April was good for Black Tie.

Treasurer John Morris reported that April had been better than March for Snowcreek and said that condo managers would have a lot of work ahead of them with repairs due to weather related issues, and asked that owners be patient since we have a limited number of vendors in Town who can do the work. Mr. Morris said that he felt May and June might be difficult this year for lodging, but summer should pick up. He said that he would rely on MLT and other entities for information regarding various openings so Snowcreek could push that information out in their marketing.

Executive Director John Urdi reported that there would possibly be a fishing "reopening" weekend.

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

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

Absent (2): Board Member Deb Radcliff, and Board Member Darlene Magner

Carried (6 to 0)

4.1 Approve the minutes of the Regular Meeting of April 5, 2023.

5. POLICY MATTERS

5.1 Upcoming Terms on MLT Board Seats Update

Restaurant seat incumbent – Deb Radcliff not seeking re-appointment. At-large seat remains open.

Executive Director John Urdi spoke about the open seats on the Board and reported that there had been no applicants for them at this point. Mr. Urdi said that he would like nominations to be presented at the June meeting, and requested that members of the Board try to recruit new members.

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

5.2 Air Service Update - Update on air service to Mammoth Yosemite Airport (MMH) and Bishop Airport (BIH) for winter 2022-23 and summer 2023

Executive Director John Urdi outlined the information in the Air Service Update and reported two corrections in the report: The United Airlines summer service between Bishop and San Francisco (SFO) would begin on June 23rd and the Advanced Airlines summer service would start on June 30th.

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

5.3 TBID Renewal Update - Report on TBID renewal process and timeline

Executive Director John Urdi gave an update on the Tourism Business Improvement District (TBID) Renewal process. Mr. Urdi reported that the Town Council had a public meeting scheduled on May 17th for the TBID and said that there would be a Resolution of Formation item on the Town Council's June 14th agenda.

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

5.4 Budget and Plan Revised Timeline

Due to ongoing questions, MLT staff to present FY 2023-24 budgets and plans at the June 7th BOD meeting for review and approval.

Executive Director John Urdi reported that this presentation would be postponed until June 7, 2023, and discussed the timeline for preparing, reviewing, and finalizing the Fiscal Year 2023-24 Budgets and Plans.

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

5.5 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.

Executive Director John Urdi outlined the information in the Financial Reports.

Board Member Eric Clark announced that the Tamarack Cabins would open Memorial Day weekend. Mr. Clark reported that as of April, Mammoth Mountain Ski Area (MMSA) was 40% ahead of where they thought they would be in Transient Occupancy Tax (TOT). He said that he hoped Tioga Road into Yosemite would be open in July.

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

5.6 Contract Renewals

Board discussion on MLT contract renewal with TOML and MLT Executive Director. The board to review the attached proposed TOML contract and provide feedback to ED. The Board to appoint a three-member ad hoc committee to review the MLT Executive Director contract.

This item was taken out of order.

Executive Director John Urdi outlined the information in the Draft Town of Mammoth Lakes (TOML) and Mammoth Lakes Tourism 2023-2028 Contract.

Vice Chair Pat Foster, Secretary John Mendel and Board Member Eric Clark volunteered to be on the MLT Executive Director Contract Review Ad Hoc Committee.

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 recently been a German Media Familiarization (FAM) visit in Town working on a California Ski Safari story, as well as a FAM media visit

from Australia, both of which had a focus on the IKON pass, and said there was an upcoming French Media FAM visit. He said that MLT's German Account Manager was in Town, and reported that he and Director of Marketing Brian Wright would attend the International Pow Wow (IPW) Conference in San Antonio later this month.

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

6.2 Communications

Director of Content, Communications and Public Relations Lara Kaylor gave an update on recent communications activities. Ms. Kaylor spoke about recent media articles regarding the melt off in Mammoth, and MLT's plans to respond to those articles and/or provide the media with qualified people to supply them with accurate and current information, including the Town's preparation and planning for any adverse effects. She reported that Visit California would bring the Global Influencers Advisory Board to Mammoth in June, said that she had worked with Glen Plake last week, and said that Ascend Television did a shoot with him on the Mountain last week, and reported that the PBS show *Family Travel with Colleen Kelly* was recently filmed in Mammoth and would air next winter. She said that MLT had been updating their blog posts and website with educational information about the changes to activities and events due to the extreme weather this year.

6.3 Marketing

Director of Marketing Brian Wright gave an update on marketing events and activities. Mr. Wright reported that he and Director of Sales and International Marketing Michael Vanderhurst would attend the High Sierra Visitor Council Strategic Planning Meeting in Tahoe this week, and the California Welcome Center Strategic Planning Meeting next week in Torrance. He said that he was working on a Fishing Reopener scheduled to be held on Memorial Day weekend and said that the extended winter campaign "Winter Isn't Over Until We Say So" had launched. He reported that agency planning would take place soon and that Visit California provided Jones Lang LaSalle Incorporated (JLL) Regional Strategic Planning Sessions were coming up and said that MLT had requested Mammoth specific planning in addition to the regional planning.

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

6.4 Special Events, Content and Social Media

Senior Manager of Marketing and Events Dakota Snider gave an update on recent special events activities. Mr. Snider announced that Digital Marketing Coordinator Patrick Griley was no longer with MLT and to reach out to Mr. Snider for social media questions. He said that he had met with TOML Director of Parks and Recreation Stu Brown with regard to the Town potentially creating a social media position. Mr. Snider reported that many June events had been rescheduled to late summer and early fall due to the challenges presented by our extreme winter, provided an update on the Spartan Races contract and said that Executive Director John Urdi would participate in a 5k Spartan race next week. He said that event posters and brochures would be available by the end of the month, and said that Sierra Nevada Resorts would hold a concert this summer, Robert Richards in the Village would host the Feel Good Music Festival June 16th and 17th, and said that the Prism Cam should be up on Fire Station One looking up the Main Street corridor toward the Mountain by the end of the month.

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. Ms. Bryant said that the new Fishmas stickers were available and that she would deliver them to local businesses upon request. She said that MLT would launch a bed-based study through the lodging community.

Director of Marketing Brian Wright spoke about the benefits to local businesses once the new MLT website was launched.

There was discussion between staff and members of the Board.

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark

Board Member Eric Clark gave an update on Mammoth Mountain Ski Area (MMSA) news, activities and operations. Mr. Clark announced that Eagle and Canyon would be open Friday through Sunday this weekend with limited services and said that the Wedding Gala would take place this weekend at Canyon. He provided an update on the improvements at Chair 16, and said that the Après event had been moved from Wildcat to Yodler

and would do so again this weekend. He gave an update on upcoming events and said that the Mountain would have summer tubing, rope courses, and Zip Flyers next summer.

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

7.2 Mammoth Lakes Chamber of Commerce Update - Jeremy Goico

Chair Jeremy Goico gave an update on recent Chamber events and activities. Chair Goico reported that the Student Job Fair was a success with over 420 students and twenty plus businesses participating. He provided an update on the 4th of July parade, announced upcoming events, and announced that the Chamber had a temporary administration position open for the June-November time frame and spoke about the Chamber's Disaster Relief Blog with information on various financial assistance opportunities for local businesses.

7.3 Town Council Update - Bill Sauser

Board Member Bill Sauser gave an update on recent Town Council events and activities. Mr. Sauser reported that the Town was currently housing six families who lost homes during the recent storms and reported on the number of homes that had been red, yellow, and green tagged as a result of our extreme weather. He said that permanent repairs needed to be completed before October for any red tagged homes that residents had been allowed to move back into. Mr. Sauser announced that the Town had allocated approximately \$600k toward emergency road repairs, \$200k toward roof shoveling in cooperation with Mammoth Mountain Community Foundation (MMCF), and \$500k toward business support for snow removal through the Town's Community and Economic Development (CED) Department. He reported that the Town would host the Desert Mountain Division of the League of California Cities in June, said that The Parcel opening would be pushed to December, and gave an update on the Community Recreation Center (CRC) Update.

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

8. ADJOURNMENT

The meeting will be adjourned to the next regular meeting scheduled to be held on June 7, 2023.

The meeting was adjourned at 2:39 p.m.

Angela Plaisted, Assistant Clerk