



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

July 10, 2023, 1:00 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members Present: Vice Chair Pat Foster, Treasurer John Morris, Board Member Eric Clark, Board Member Bill Sauser, Board Member Jess Karell

Members Absent: Secretary John Mendel, Board Member Darlene Magner

1. CALL TO ORDER AND ROLL CALL

Vice Chair Pat Foster called the meeting to order at 1:09 p.m. in the Council Chambers located at 437 Old Mammoth Road, Suite Z.

2. BOARD MEMBER REPORTS

Board Member Jess Karell reported that the Fourth of July Parade was a success. Ms. Karell announced that the Power Lunch next Tuesday would be presented by Whitebark Institute.

Board Member Bill Sauser reported that the Fourth of July at Crowley Lake was great.

Vice Chair Pat Foster reported that he had participated in the parade with Advanced Air.

Treasurer John Morris reported that lodging business was down 15-30% for the summer.

There was discussion among members of the Board.

3. PUBLIC COMMENTS

There were no public comments given at this time.

4. CONSENT AGENDA

Moved by Treasurer John Morris
Seconded by Board Member Eric Clark

Approve the Consent Agenda.

For (5): Vice Chair Pat Foster, Treasurer John Morris, Board Member Eric Clark,
Board Member Bill Sauser, and Board Member Jess Karell

Absent (2): Secretary John Mendel, and Board Member Darlene Magner

Carried (5 to 0)

4.1 Approve the minutes of the Regular Meeting of June 7, 2023.

5. POLICY MATTERS

5.1 MLT Executive Committee Nominations

Board discussion and vote on new Executive Committee positions of Chair, Vice Chair, Secretary, and Treasurer. Chair and Vice Chair positions must have at least one year of service on the Board to qualify.

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

Moved by Treasurer John Morris
Seconded by Board Member Bill Sauser

Appoint Pat Foster as Chair, Eric Clark as Vice Chair, reappoint John Morris as Treasurer and reappoint John Mendel as Secretary of the Mammoth Lakes Tourism Board.

For (5): Vice Chair Pat Foster, Treasurer John Morris, Board Member Eric Clark, Board Member Bill Sauser, and Board Member Jess Karell

Absent (2): Secretary John Mendel, and Board Member Darlene Magner

Carried (5 to 0)

5.2 Agreement Updates - Report on TBID and MLT Measure A contracts with TOML and office lease agreement

Executive Director John Urdi provided an update on the Measure A, Tourism Business Improvement District (TBID), and office lease agreements.

5.3 Budget Update and Final Approval - Final draft of MLT's Measure A and TBID budgets for FY 2023-24 with Board discussion and vote to approve

Executive Director John Urdi outlined the information in the budgets. Mr. Urdi provided a staffing update which included a reduction in staff of approximately half of one full-time position, and announced the following new hires: Lauren MacLeod as the part-time Public Relations Coordinator, Samantha Lindberg as the Digital Marketing Manager, and Sarah Winters as the Director of Marketing. He reported that the change in staffing would reduce payroll related expenses by about 4.5% from last year.

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

Moved by Vice Chair Eric Clark

Seconded by Treasurer John Morris

Approve the Final Draft of the Measure A and Tourism Business Improvement District (TBID) budgets for Fiscal Year 2023-24, as presented even with the \$594k variance, knowing that it was a fluid situation which could be addressed throughout the year.

For (5): Vice Chair Pat Foster, Treasurer John Morris, Vice Chair Eric Clark, Board Member Bill Sauser, and Board Member Jess Karell

Absent (2): Secretary John Mendel, and Board Member Darlene Magner

Carried (5 to 0)

5.4 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 Mammoth Lakes Tourism Financial Reports.

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

5.5 MLT Staffing Update

Executive Director John Urdi gave an update on staffing.

6. DEPARTMENT UPDATES

A brief recap of past, current, and future efforts of each department.

6.1 International Sales

Director of Sales and International Marketing Michael Vanderhurst gave an update regarding international sales including several international magazine placements. Mr. Vanderhurst spoke about upcoming media visits, familiarization visits and sales missions.

There was discussion between members of the Board and staff.

6.2 Communications

Communications Coordinator Lauren MacLeod spoke about her background and her goals with MLT. Ms. MacLeod gave an update regarding current communications happenings, including upcoming visits from influencers and media personnel.

6.3 Marketing

Director of Marketing Brian Wright gave an update regarding current marketing activities. Mr. Wright announced that the Welcome Center would participate in a pilot program with Visit California which included installation of a 24 hour kiosk outside of the office which would allow visitors access to information about the local area 24/7. He announced that this would be his last Board meeting as his resignation date was July 29th.

There was discussion between members of the Board and staff.

6.4 Local Marketing and Social Media

Marketing Manager Emily Bryant gave an update regarding current local marketing, website and social media activity. Ms. Bryant reported that she would speak on behalf of Camp Like A Pro at the July 18th Power Lunch at the EATery, said that the next two Community Coffee events would take place on July 27th and August 31st, one of which would have a Limelight Hotel presentation, and discussed Trashy Thursdays and other upcoming events.

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

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark

Vice Chair Eric Clark gave an update regarding the Mountain's current projects and events and announced that there were Get Kids Golf Ready classes on Mondays at Sierra Star Golf Course. He noted that the booking pace was even to last summer and provided an operations update.

There was discussion among members of the Board.

7.2 Mammoth Lakes Chamber of Commerce Update - Jess Karell

Board Member Jess Karell reported that the Fourth of July Parade was a success.

7.3 Town Council Update - Bill Sauser

Board Member Bill Sauser asked if the summer lag was due to last minute bookings.

Vice Chair Eric Clark attributed it to the lack of international visitation.

Treasurer John Morris agreed with Board Member Sauser and said that it was difficult to get people to commit to coming to Town when there were no projected opening dates.

There was discussion among members of the Board.

8. CLOSED SESSION

8.1 CONFERENCE WITH LEGALCOUNSEL- EXISTING LITIGATION
(Paragraph 1 of subdivision (d) of Section 54956.9) Name of case:
Main Street Taxpayer Association v. Mammoth Lakes Tourism.

At 2:18 p.m. Chair Pat Foster announced that the Board would be entering into closed session for the purposes as stated in the agenda.

9. ANNOUNCEMENT OF ACTION TAKEN IN CLOSED SESSION

The Board reconvened from closed session at 2:26 p.m. and announced that no reportable action was taken.

10. ADJOURNMENT

The meeting was adjourned at 2:27 p.m. to the next regular meeting scheduled to be held on August 2, 2023.

Angela Plaisted, Assistant Clerk