



## Mammoth Lakes Tourism Board Special Meeting

### Minutes of Special Meeting

August 24, 2023, 12:00 p.m.  
Bar Sierra at the Sierra Nevada Resort  
164 Old Mammoth Road  
Mammoth Lakes, CA 93546

Members Present: Chair Pat Foster, Treasurer John Morris, Secretary John Mendel,  
Board Member Bill Sauser, Board Member Jess Karell

Members Absent: Vice Chair Eric Clark, Board Member Darlene Magner

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#### 1. **CALL TO ORDER AND ROLL CALL**

Chair Pat Foster called the meeting to order at 12:33 p.m. at the Bar Sierra at the Sierra Nevada Resort located at 164 Old Mammoth Road, Mammoth Lakes, CA..

#### 2. **PUBLIC COMMENTS**

There were no comments given at this time.

#### 3. **WORKSHOP**

##### 3.1 **The Board will meet with representatives from JLL Consulting to discuss a recent initiative from Visit CA to develop regional strategic plans around the state.**

JLL Consulting Senior Vice President Destination Advisory Bethanie DeRose and Tourism and Destination Development Associate Juliet Velazquez spoke about Visit California's initiative to develop regional strategic tourism plans around the State and outlined the information in

the Visit California Regional Tourism Strategic Plans Overview PowerPoint presentation.

There was discussion between JLL Consulting staff, members of the public, members of the Board, and MLT staff.

**4. ADJOURNMENT**

The meeting was adjourned at 1:54 p.m. to the next regular meeting scheduled to be held on September 6, 2023.

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Angela Plaisted, Assistant Clerk