



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

December 9, 2024, 1:30 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members Present: Chair Pat Foster, Secretary John Mendel, Board Member Tom Parker, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa, Board Member Mary Beth Ericson

Members Absent: Vice Chair Eric Clark, Treasurer John Morris, Board Member John Wentworth

1. CALL TO ORDER AND ROLL CALL

Chair Pat Foster called the meeting to order at 1:31 p.m. in the Council Chambers located at 437 Old Mammoth Road.

2. BOARD MEMBER REPORTS

Chair Pat Foster provided an update on the recent Business After Hours event co-hosted by the Town and Hot Creek Aviation which was held at the Mammoth Yosemite Airport. Chair Foster announced that Treasurer John Morris was awarded the Mayor's Spirit of Mammoth Award, and reported that the new mayor, Chris Bubser, said she would like more updates from the Non-Governmental Organizations (NGOs). He suggested that members of the Board trade off attending Town Council meetings to provide updates. Chair Foster announced that his first grandchild had arrived.

Board Member Mary Beth Ericson reported that lodging lead time and occupancy were down mid-week, daily rates were coming down significantly, and more

people were asking for discounts. Ms. Ericson said she hoped for more guidance from the Town regarding implementation of the 2% Transient Occupancy Tax (TOT) increase on bookings that were made after January 1, 2025.

Board Member Cristi Quesada-Costa joined the meeting at 1:35 p.m.

Vice President, Global Tourism Michael Vanderhurst who also serves as the Chair of the Town's Planning and Economic Development Commission (PEDC) reported that the Commission would hold a meeting on Wednesday at 9:00 a.m. which would include information from Town staff regarding the timeline and process of the implementation of the 2% TOT increase.

Secretary John Mendel attended a Sierra Sourced meeting last week and discussed the goal of the program to bring together businesses from various industries across the east and the west side, and to create a directory of those businesses and to find a way to work together.

Board Member Cristi Quesada-Costa said her restaurant had been very busy over the Thanksgiving holiday but had been slow since then.

There was discussion among members of the Board.

3. PUBLIC COMMENTS

There were no comments given at this time.

4. CONSENT AGENDA

Moved by Secretary John Mendel

Seconded by Board Member Tom Parker

Approve the Consent Agenda.

For (6): Chair Pat Foster, Secretary John Mendel, Board Member Tom Parker, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa, and Board Member Mary Beth Ericson

Absent (3): Vice Chair Eric Clark, Treasurer John Morris, and Board Member John Wentworth

Carried (6 to 0)

4.1 Approve the minutes of the Regular Meeting of November 6, 2024

5. POLICY MATTERS

5.1 MLT 2024 Summer/Fall Advertising Recap - Presentation on 2024 summer and fall advertising results

President and CEO John Urdi outlined the information in the MLT 2024 Summer/Fall Campaign Recap.

There was discussion between staff and members of the Board.

5.2 Winter Air Service Update - Overview of winter 2024-25 service for both Mammoth Yosemite Airport (MMH) and Bishop Airport (BIH)

President and CEO John Urdi outlined the information in the Air Service Update and provided updated numbers he had received after the agenda was published.

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

5.3 Summer Bishop Airport (BIH) Air Service Research

President and CEO John Urdi outlined the information in the 2024 Summer Air Survey Bishop Airport Results Report.

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

5.4 Financial Reports

President and CEO John Urdi outlined the information in the Financial Reports.

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

6. DEPARTMENT UPDATES

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

6.1 International Sales

Vice President, Global Tourism Michael Vanderhurst gave an update on international sales activities. Mr. Vanderhurst provided a recap from MLT's marketing agency, Bluebird, regarding the Thanksgiving snowstorm. He reported that there was an article in Thrillist about the food scene in Mammoth and an article in USA Today naming Mammoth Lakes as one of the top 10 destinations for snow in the USA, and said that MLT's photos

covering the storm were picked up by several large media outlets. Mr. Vanderhurst reported that MLT in partnership with Mammoth Mountain Ski Area (MMSA) had hosted a media Familiarization (FAM) Visit over the Thanksgiving holiday which included a stay at The Village and a trip to the Community Recreation Center (CRC), and said that MLT had partnered with Visit California on an Asian sales mission split between trade shows in Beijing and Seoul.

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

6.2 Community Engagement

Vice President, Community Engagement Betsy Truax gave an update on recent community engagement activities. Ms. Truax reported that MLT's 2023/24 Annual Report had been sent out and that she had received good feedback. She added that a QR code for the new Resident Sentiment Survey was included in the report and encouraged everyone to participate in the survey. Ms. Truax said that she was happy that Local Marketing Manager Emily Bryant was back from maternity leave and was helping with the Special Events Committee, and announced that the application period would close on Friday at 5:00 p.m. She said that the November Community Coffee was successful and announced that kids ski free on the Mountain this week. She said that the December Community Coffee would take place on the 19th with Stellar Brew as the featured coffee shop. She said they were unsure of who the December speaker would be at this time, and that they may start highlighting a different local non-profit each month. She announced that the next free Community Skate Night would take place on January 8th and reported that the Christmas Tree Lighting Event on Friday was a big success.

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

6.3 Digital Marketing

Digital Marketing Manager Samantha Lindberg provided an update on digital marketing efforts and social media activity. Ms. Lindberg said that she had been busy taking photos and reporting on the Thanksgiving snowstorm. She reported that three influencers would fly out of Bishop Thursday on United's new E175 Aircraft, and said that MLT would expand the *It's a Mammoth Thing* video series with the next episode set to release in the next few weeks.

6.4 Content Marketing

Laura Wattles provided an update on current content marketing efforts.

6.5 Local Marketing

Marketing Manager Emily Bryant thanked the team for providing support while she was on leave and gave an update on recent local marketing activities and spoke about the new Community Resources page on the Visit Mammoth website.

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

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark

There was no Mammoth Resorts update provided.

7.2 Mammoth Lakes Chamber of Commerce Update - Tom Parker

This item was taken out of order.

Board Member Tom Parker provided an update on the Chamber's recent customer service workshops and Power Lunch. Mr. Parker announced that the Chamber's Women in Business group would hold a holiday networking mixer on December 16th at Outbound. He said that the Chamber had compiled and was promoting a list of all the local restaurants that will be open on Christmas Day. He provided an update on the Hospital's North Wing project and said that two thirds of the funding would come from the hospital's reserves and the other third would be funded with a revenue bond.

There was discussion among members of the Board.

7.3 Town Council Update - John Wentworth

There was no Town Council update provided.

8. ADJOURNMENT

President and CEO John Urdi said that he would send a survey to the Board to assist in rescheduling the January meeting which falls on New Year's Day.

Secretary John Mendel said that Embers, a new takeout barbeque spot in the industrial center, was now open and highly recommended them.

The meeting was adjourned at 3:04 p.m.

Angela Plaisted, Assistant Clerk