

## **Mammoth Lakes Town Council Agenda Action Sheet**

**Title:** Joint Meeting with Mammoth Lakes Tourism Board to discuss Strategic Focus and Funding.

**Council Meeting Date:** 4/16/2025

**Prepared by:** Rob Patterson, Town Manager

**Recommended Motion:** Information only, no recommended action

**Summary:** Mammoth Lakes Tourism (MLT) is the marketing organization for the Town of Mammoth Lakes. It is critical that both organizations meet often to discuss strategic priorities and key objectives as well as the changing landscape, often providing challenges and opportunities. To accomplish this open communication, both entities meet on a quarterly basis to review opportunities and share thoughts and needs.

As we start into the budget process for FY25-26, both entities are working on their goals for the year and outlining strategies. In February of this year, the Mammoth Lakes Tourism board of directors and staff met with strategic facilitator Matthew Landkamer from Whereabout to discuss the priorities for the organization for the next three years. This full day session reinforced many of the organization's current focal points but added depth and clarity for both the board and staff of MLT. Moving forward the team will tie all planning, budgets, and deliverables back to these strategic objectives.