



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

April 16, 2025, 1:00 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members Present: Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Board Member John Wentworth, Board Member Tom Parker, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa

Members Absent: Secretary John Mendel, Board Member Mary Beth Ericson

1. CALL TO ORDER AND ROLL CALL

Chair Pat Foster called the meeting to order at 1:12 p.m. in the Council Chambers located at 437 Old Mammoth Road.

2. BOARD MEMBER REPORTS

Chair Pat Foster reported that the Board had two open seats coming up and said that Board Member Cristi Quesada Costa and Secretary John Mendel who currently held those seats both wanted to stay on the Board. Chair Foster said that there had been no applicants for the open seats so they would just continue as is.

Vice Chair Eric Clark apologized for missing the last two meetings and reported that today was the memorial for fallen Ski Patroller Claire Murphy. Mr. Clark spoke about how the Mammoth Mountain Ski Area (MMSA) team handled the events around her tragic passing that day and beyond and the outpouring of support from other agencies who stepped in to help on the Mountain so local ski

patrollers could be with Claire. He announced that the Caldera Burn Endurance event would take place on Saturday, followed by the Pond Skim on Sunday at Canyon, and said that Sunday would be the last day that Canyon and Eagle would be open for the season. He said that starting on the 21st Main Lodge would have reduced hours from 7:30 a.m. - 2:00 p.m. with limited lifts and said that Main Lodge would be open at least through Memorial Day.

Treasurer John Morris reported that both golf courses would be open Memorial Day weekend, and the driving range would be open as staffing permitted.

Board Member Cristi Quesada-Costa said that she had family members in Town who had spoken very highly of their Advanced Air experience in Mammoth.

There was discussion between President and CEO John Urid and members of the Board.

3. PUBLIC COMMENTS

Town of Mammoth Lakes (TOML) Town Manager Rob Patterson provided an update on recent Town projects and activities including fire safety mitigation efforts such as the Donut Project which he said needed ongoing support from the community. Mr. Patterson said that the Town was working with various agencies such as the Mammoth Lake Fire Protection District (MLFPD), Mammoth Community Water District (MCWD), Whitebark, and Mammoth Disposal on a program at a parcel level assisting members of the community with landscaping around their homes with demonstrations and evaluations of homes for fire mitigation efforts. He said the Town had donated funds to MLFPD to hire additional seasonal firefighters, and said that the Town would assist its Forest Service partners by providing TOML staff to clean restrooms and to perform maintenance on Forest Service trails, and that campgrounds would be opened and staffed by concessionaires. He reported that the Town would increase its number of Trail Hosts to ensure that this summer would be as smooth as in years past. Mr. Patterson said that Mono County Public Health Director Dr. Tom Boo would provide an update on the three Hantavirus deaths in Mammoth at tonight's Town Council meeting and announced that there would be an online Community Conversation tomorrow night with more information about Hantavirus prevention.

There was discussion between Mr. Patterson, President and CEO John Urdi, and members of the Board.

4. CONSENT AGENDA

Moved by Treasurer John Morris

Seconded by Chair Pat Foster

Approve the Consent Agenda.

For (7): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Board Member John Wentworth, Board Member Tom Parker, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Absent (2): Secretary John Mendel, and Board Member Mary Beth Ericson

Carried (7 to 0)

4.1 Approve the minutes of the Regular Meeting of March 19, 2025

5. POLICY MATTERS

5.1 Presentation of Resident Sentiment Survey Results - Executive summary of the findings from fall 2024 resident sentiment surveys

Vice President, Community Engagement Betsy Truax outlined the information in the Resident Sentiment Survey Results.

There was discussion between staff and members of the Board.

5.2 MLT Draft Deliverables - A review of MLT's deliverables for Fiscal Year 2025-26 with Board discussion and vote to approve

President and CEO John Urdi outlined the information in the Fiscal Year 2025/26 MLT Draft Deliverables.

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

Moved by Vice Chair Eric Clark

Seconded by Board Member John Wentworth

Approve MLT's deliverables for Fiscal Year 2025-26.

For (7): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Board Member John Wentworth, Board Member Tom Parker, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Absent (2): Secretary John Mendel, and Board Member Mary Beth Ericson

Carried (7 to 0)

5.3 Winter Air Service Update - Overview of winter 2024-25 service for both MMH and BIH

President and CEO John Urdi outlined the information in the Air Service Update.

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

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), the Tourism Business Improvement District (TBID) and current account balances

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 Community Engagement

Vice President, Community Engagement Betsy Truax gave an update on recent community engagement activities. Ms. Truax announced that the next Community Coffee would take place on April 24th featuring Mammoth Hospital CEO Tom Parker providing an update on the North Wing project, and said that the Hospital had donated the trivia prize which was a 5 pack of Elevate classes and said the coffee provider this month would be Starbucks on Main Street. She said that the May Community Coffee event would focus on Wildfire Preparedness Month featuring representatives from Whitebark and the Forest Service with coffee provided by Looney Bean. She reported that MLT would participate in community events as appropriate to share stewardship messaging including a table at the Cerro Coso Community College Earth Day event on the 22nd, and a table at TOML's Town Cleanup Day on May 17th to share information about the Clean Up the Lake (CUTL) program. She announced that Trashy Thursdays would start up again on June 5th at Shady Rest Park.

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

6.2 International

Vice President, Global Tourism Michael Vanderhurst gave an update on international sales activities and outlined the information in the April 2025 International Visitation Sentiment and Trends for Summer handout. Mr. Vanderhurst discussed the possibility of Yosemite National Park not having a reservation system in place this year.

Vice Chair Eric Clark left the meeting at 2:45 p.m.

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

6.3 Marketing

Vice President, Marketing Sarah Winters gave an update on marketing events and activities. Ms. Winters reported that MLT had launched the Spring and Summer Campaign and that she would present the results of the winter campaign at a future meeting. She said that they had launched their first paid special events Meta Campaign and said that she was working on a date for a joint agency campaign with Mammoth Mountain.

6.4 Digital Marketing

Digital Marketing Manager Samantha Lindberg provided an update on digital marketing efforts and social media activity. Ms. Lindberg reported that she was working on content for National Travel and Tourism Week.

6.5 Local Marketing

Marketing Manager Emily Bryant gave an update on recent local marketing activities. Ms. Bryant spoke about a new program MLT was working on with Visit California called Tourism Exchange, which is an online platform designed to help businesses increase their bookings and sales. She said that she was working with the Chamber on a Business After Hours event scheduled for June 24th which would take place at the California Welcome Center with representatives from the State's California Welcome Center Office and Visit California Representatives on site to speak with local businesses about opportunities open to them. She announced that Fishmas would take place next Saturday, and that MLT would distribute their annual window clings and post cards, and said that new Special Events posters would be available soon.

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

6.6 Content Marketing

Content Marketing Manager Laura Wattles gave an update on recent content marketing efforts. Ms. Wattles reported that Eastern Sierra Transit Authority (ESTA) was in the process of finalizing updates to their summer bus schedule.

6.7 Communications and PR

Public Relations Manager Ally Watson gave an update on communications and public relations efforts.

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

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark

Board Member Eric Clark provided this report during Agenda Item 2.

7.2 Mammoth Lakes Chamber of Commerce Update - Tom Parker

Board Member Tom Parker announced that the Chamber's President and CEO Brianna Goico was out on maternity leave and that David Mason Eichman would step in as the Interim Director until she returned. Mr. Parker provided some background information about Mr. Eichman and said that Mr. Eichman would give a Chamber update at the Town Council meeting.

7.3 Town Council Update - John Wentworth

Board Member John Wentworth gave an update on the California Jobs First program.

8. ADJOURNMENT

The meeting was adjourned at 3:09 p.m. to a 4:00 p.m. workshop this afternoon with the Town Council.

Angela Plaisted, Assistant Clerk