Mammoth Lakes Tourism Board

Minutes of Regular Meeting

October 21, 2026, 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 Cristi Quesada-Costa, Board Member Mary Beth Ericson, Board Member Sergio Moreno

Members Absent: Secretary John Mendel

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1. CALL TO ORDER AND ROLL CALL

Chair Pat Foster called the meeting to order at 1:02 p.m**.** in the Council Chambers located at 437 Old Mammoth Road, Suite Z.

2. PUBLIC COMMENTS

There were no comments given at this time.

3. DEPARTMENT UPDATES

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

3.1 Community Engagement: Betsy Truax, Vice President, Community Engagement

President and CEO Brian Wright gave an update on recent community engagement activities and special events.

There was discussion between staff and members of the Board.

3.2 Global Tourism: Michael Vanderhurst, Vice President. Global Tourism

Vice President, Global Tourism Michael Vanderhurst gave an update on international sales activities.

There was discussion between staff and members of the Board.

3.3 Marketing: Sarah Winters, Vice President, Marketing

Vice President Marketing, Sarah Winters gave an update on marketing events and activities.

Board Member Cristi Quesada-Costa arrived at the meeting at 1:11 p.m.

There was discussion between staff and members of the Board.

3.4 Digital Marketing: Samantha Lindberg, Senior Marketing Manager

Senior Marketing Manager Samantha Lindberg provided an update on digital marketing efforts and social media activity.

3.5 Communications and Public Relations: Ally Watson, Public Relations Manager

Public Relations Manager Ally Watson gave an update on recent communications and public relations activities and events.

There was discussion between staff and members of the Board.

4. CONSENT AGENDA

Moved by Treasurer John Morris
Seconded by Vice Chair Eric Clark

Approve the Consent Agenda.

For (7): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Board Member John Wentworth, Board Member Cristi Quesada-Costa, Board Member Mary Beth Ericson, and Board Member Sergio Moreno

Absent (1): Secretary John Mendel

Carried (7 to 0)

4.1 Approve the minutes of the Regular Meeting of September 16, 2026

5. POLICY MATTERS

5.1 MLT's Board of Directors Nominating Committee

Welcome new Board Member Sergio Moreno – Mammoth Lakes Chamber of Commerce Appointee. Receive an update from the Nominating Committee on recruitment for open seats. Discuss and vote on a new Board Member for the Restaurant Seat.

Chair Pat Foster welcomed new Board Member Sergio Moreno who filled the Mammoth Lakes Chamber of Commerce's seat on the Board and discussed the process the Nominating Committee had gone through in order to come up with a recommendation for the open Restaurant Seat on the Board.

Board Member Cristi Quesada Costa and Vice Chair Eric Clark provided additional information on the Nominating Committee's process to decide upon a recommendation and said that their recommendation was to appoint Nicole Hallum to the Restaurant Seat.

There was discussion between staff and members of the Board.

Moved by Board Member Mary Beth Ericson
Seconded by Treasurer John Morris

Appoint Nicole Hallum to the open Restaurant Seat on the Board.

For (7): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Board Member John Wentworth, Board Member Cristi Quesada-Costa, Board Member Mary Beth Ericson, and Board Member Sergio Moreno

Absent (1): Secretary John Mendel

Carried (7 to 0)

5.2 Summer Air Service Wrap Report - Review of the Fiscal Year 2026 Summer Air Service by Matt Skinner, Managing Partner, Global Flight Solutions

Global Flight Solutions Managing Partner Matt Skinner outlined the information in the MLT Sumer Wrap.

There was discussion between Mr. Skinner, staff, and members of the Board.

5.3 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 Brian Wright outlined the information in the Financial Reports.

There was discussion between staff and members of the Board.

6. BOARD MEMBER REPORTS

Board Member Cristi Quesada-Costa reported that so far, this Fall had been busier than in past years and noted that she has had a higher percentage of Asian visitors this year. She said that one of her Asian visitors was an influencer who told her that her restaurant was famous in China on ChatGPT and that she would add her restaurant to RedNote which was the number two social media app in China behind TikTok.

Board Member Mary Beth Ericson said she was surprised at August's TOT numbers since hers were much higher than previous years and discussed the new way Airbnb and VRBO were applying Transient Occupancy Taxes. Ms. Ericson announced her purchase of Slocum's and said that this weekend they would sell contents that had been left in the restaurant by the previous owner and said that the sales would be donations only, all of which would go to the Mammoth High School (MHS) Culinary Arts Program. She also reported that the MHS Booster Club Husky Fest Fundraiser raised $125,000.

Treasurer John Morris announced that this was his last Board meeting since he had recently retired from Snowcreek after 38 years and that his position on the Board was one of the two Lodging Representative seats. Mammoth Lakes Chamber of Commerce President and CEO Brianna Goico said that she would send out a request to members of the Lodging Association for Letters of Interest to fill the newly vacant Lodging Seat on the Board. Mr. Morris said that he had served on the MLT Board for eighteen years and was the last of the original members. He thanked everyone and said that he wanted the community to understand how amazing the MLT staff was and how much they put into the work they do to get the results that they do and thanked the Board for their efforts and oversight. He also said that he would stay involved with the Special Events Funding Committee. Mr. Morris announced that both the MHS Girls JV and

Varsity teams were undefeated and their last match was tomorrow and playoffs would be next week.

There was discussion between staff and Members of the Board.

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark

Vice Chair Eric Clark thanked Treasurer John Morris for his service on the Board and gave an update on Mammoth Mountain Ski Area (MMSA) news, activities, and operations.

There was discussion among members of the Board.

7.2 Mammoth Lakes Chamber of Commerce Update - Sergio Moreno

Board Member Sergio Moreno gave an update on recent Chamber events and activities.

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

7.3 Town Council Update - John Wentworth

Board Member John Wentworth gave an update on Town Council news, activities and operations.

There was discussion among members of the Board.

8. ADJOURNMENT

The meeting was adjourned at 2:29 p.m. to the next regular meeting scheduled to be held on November 18, 2026.

Angela Plaisted
Administrative Coordinator