



Mammoth Lakes Winter Recreation Summit

Saturday March 19, 2016

Track: Reliable Information

Presenter: Rich Boccia

Presentation Notes

1. Existing conditions
 - a. Separate silos of information
2. Mammoth Times Newspaper article
 - a. "Lost"
 - i. Audience member commented that this editorial article is factually incorrect

Discussion Notes

1. Question posed to group: "What are the historical sources of information for Mammoth Lakes?"
 - a. Newspapers
 - i. Communication structure of newspapers don't serve the community
 - ii. Role traditional media is playing?
 - iii. What happens when they're (traditional media) fundamentally wrong?
 - iv. Communications strategy and accountability?
 - v. Transitioning from analog to digital
 1. Lack online presence
 - vi. "The Sheet" newspaper not reliably updated
 - b. MammothTrails.org exists and works well
 - c. Never been definitive source
 - i. 12 different sources for events/community calendar
 - d. VisitMammoth.com and MammothMountain.com are the least valuable
 - i. Urban events are covered
 - ii. No backcountry
 - iii. No in between
 - e. ESIAonline.com works well
 - i. John Silva of ESIA putting in effort to do a unified calendar; doing a good job
 - f. Need one web-site leading to the others
 - i. 'Others' need do their own job well
 - g. Calling works but impractical; VisitMammoth.com is being improved

- h. United States Forest Service (USFS) provides trail conditions
- i. Need a concierge for information
- j. “Silos of information” are specific to providers
- k. Many platforms
 - i. Not integrated
 - ii. No common place
- l. Many web-sites are trying to monetize, which people do not want
- 2. Important information that should be reliable
 - a. Trail conditions
 - b. Programs
 - c. Educational events
 - d. Arts component
 - e. Community events
- 3. What should the source be for this information?
 - a. VisitMammoth.com?
 - b. Map out on paper, execute, try different versions
 - c. Need:
 - i. Plan
 - ii. Schedule of updates
 - iii. Communicated to everyone
 - iv. Master list of communications plan that everyone gets
 - v. Hotel check-in information distribution (occupancy rate)
 - vi. Way of accessing comprehensive information for everyone with front end visibility
- 4. Need “Planet Mammoth”
 - a. Not dominated by the Mammoth Mountain Ski Association (MMSA)
 - b. Visitors don’t differentiate between Town of Mammoth Lakes (TOML) and MMSA
 - c. Need to make it for locals as well
 - d. Who will do the work?
- 5. Need coordination
 - a. All are organizing according to standardized semantics and categories
 - i. Will massively simplify aggregation
- 6. VisitMammoth.com was great
 - a. Had someone running it 8 hours/day
 - b. Information could be uploaded and approved
 - c. Lasted 5 years, but what got left off was wrestled with
- 7. MammothTrails.org is adding a conditions widget
- 8. Need to get rid of the “riff-raff” and bad information
- 9. Create index of websites with a calendar
- 10. Put MammothTrails.org on sheet all summer
 - a. See what happens
- 11. People don’t like Mammoth Lakes Tourism (MLT) site (VisitMammoth.com)
 - i. Too oriented and connected with MMSA
- 12. Partnering with MMSA won’t work
 - a. They will just consume it

- b. Need a Switzerland site
- 13. Need to define roles
- 14. The person answering 1-800-MAMMOTH should be a Mammoth Lakes Recreation (MLR) employee working for this group
- 15. Need to restructure MLT's role
 - a. See job as getting people here and then you're on your own
- 16. "Book it and Cook it"
 - a. Whose responsibility is it to take care of visitors?
 - i. MLT sees that as the chamber, which is monetizing- again
- 17. MLR best name, best potential home for an aggregate
- 18. What are the data sources it will consume?
 - a. Figure it out on paper really well, then implement
- 19. Next Steps
 - a. Inventory
 - i. Who has what
 - ii. What's reliable
 - iii. What are the gaps in reliability?
 - b. Data collection
 - c. Understanding sources
 - d. Broaden the word recreation
 - i. Add indicators for arts, community, etc. (SEO keywords?)
 - e. Identify social media channels
 - i. Facebook
 - ii. Twitter
 - iii. Education exercise
 - 1. Best use of social media
 - a. How are people using it?
 - i. Need a strategy
 - b. Consider:
 - i. Eastern Sierra Avalanche Center (ESAC)
 - ii. Mono County
 - iii. Emergency information
 - c. Youth advisory
 - i. Why isn't there one Facebook or Mammoth page?
 - iv. Social media has aggregating tools
 - f. Need to identify a front line editor
 - g. Mammoth Lakes Welcome Center (MLWC)
 - i. Was staffed with people who didn't know what was going on, and was closed on the weekends.
 - h. Gaps
 - i. Getting information from USFS
 - ii. Do we have to change MLT's scope?
 - iii. TOML and Non-Government Organizations have to be aligned