

Mammoth Lakes Tourism
DMO Transition Board Meeting
Thursday, November 19, 2009
3:00 p.m. – 6:00 p.m.
Tourism and Recreation Conference Room

Meeting Agenda

1. Call Meeting to Order – DTB Vice Chair John Morris called the meeting to order @ 3:10pm; Chairperson Stehlik managed the meeting upon her arrival @ 3:15pm
2. Roll Call – DTB Members present: John Morris, Stuart Need, Howard Pickett (arrived @ 3:15pm), Teri Stehlik (arrived @ 3:15pm), Eric Wasserman, Cheryl Witherill
Also present – Don Porter and Sarah Ward from Porter & O'Dell, Carl Ribaud – SMG; Rob Clark and Danna Stroud, TOML
3. Approve Minutes from September 23, 2009 Meeting (tabled from 10/28/09 meeting)
It was moved by Stuart Need, seconded by Cheryl Witherill and unanimously approved (5-0) vote to approve the minutes of the September 23, 2009 meeting.
4. Old Business:
 - a. Report from By-Laws subcommittee (John Morris/Cheryl Witherill)
 - Review third draft of proposed by-laws and approve
 - Consider recommendation for a change to the Board Make-up (section 5.02 of draft bylaws) as follows: 2 Lodging Industry representatives (appointed by Lodging Association) and 1 each of Chamber of Commerce (appointed), Mammoth Mountain Ski Area (appointed), Cultural/Special Events (elected), Retail/Restaurant (elected), 1 Town Council designee (DTB to vote to approve or not approve the recommended change)

John Morris and Cheryl Witherill provided a revised set of By-Laws and recommendations for revisions for consideration:

 - 4.01 Delete “There shall be classes of membership...” sentence (recommended change from Jim Reed)
 - 5.01 Revise the composition of the board to reflect a broader perspective of representation
 - 5.07 Add back the “three consecutive meeting” clause
 - 6.01 Added language to read the Chairperson cannot be elected for more than two consecutive terms
 - 6.02 Added language to read the Vice-Chair must serve as a Director for one year on the Board before becoming Chairperson
 - 8.04 Change allocations to expenditures

It was moved by Cheryl Witherill, seconded by Howard Pickett and unanimously approved (6-0 vote) to approve the By-Laws as

presented with recommended changes noted above and with final input from DTB attorney.

- b. Report from Accounting subcommittee (Eric Wasserman/Stuart Need) This agenda item was moved ahead of item 4.a to accommodate the schedule of representatives from Porter & O'Dell.

Don Porter and Sarah Ward provided background on their experience in providing accounting services for non-profit organizations throughout the region. They presented a price-sheet for their services and reviewed staffing capacity. Following their presentation and discussion, it was moved by Eric Wasserman, seconded by Stuart Need and unanimously approved (6-0 vote) to retain the services of Porter & O'Dell to provide accounting services for the DTB until Mammoth Lakes Tourism is incorporated, at which time the new board will need to make their selection for accounting services.

- c. Executive Director Recruitment subcommittee (Teri Stehlik/Howard Pickett)

The subcommittee reported the initial round of resumes received didn't reach the level of experience expected or desired for the ED position. It was moved by John Morris, seconded by Eric Wasserman and unanimously approved (6-0) vote to revise the job description as provided and repost the jobs to industry sources including CalTIA Career Center and HSMIAI, along with WACVB, DMAI and Monster.com. The subcommittee will continue to review resumes and provide a report at the December meeting.

- d. Carl Ribaudo – community interaction update – Nothing to report
- e. Danna Stroud – TOML report out on events/activities/issues – Nothing to report

5. New Business:

- a. DMO Strategic Directions Review – Carl Ribaudo
This item was tabled to a special meeting called for December 7, 2009 to review the report.
- b. Executive Director salary discussion/resolution – Carl Ribaudo
There was discussion among the DTB members about the expectations of the ED recruitment and the fact that DMO is a specialized industry with a varied skill set required. It was acknowledged that the DTB should be open to establishing a salary threshold that will be appealing to a qualified candidate.
- c. Review timeline for presentation to Town Council – Carl Ribaudo
There was a review of the transition status. Rob Clark represented the need for DTB to meet with Town Council and TRC in mid-winter

to review the strategic directions report and present budget needs. There was consensus that a joint meeting between the three entities would be beneficial. That joint meeting could occur around the same time the Town Council begins hearing about the Town's recommended restructuring efforts and will help inform the budget process.

6. Board Member Comments/Reports - None
7. Reschedule next DTB meeting –
A special meeting of the DTB was scheduled for Monday, December 7, 2009 in order to review the Strategic Directions report. The standing meeting will remain on the calendar for Wednesday, December 23, 2009
8. Adjourn – It was moved by John Morris, seconded by Eric Wasserman and unanimously approved (5-0 vote) to adjourn the meeting at 5:40 p.m.