

Mammoth Lakes Tourism  
DMO Transition Board Meeting  
Thursday, December 23, 2009  
3:00 p.m. – 6:00 p.m.  
Tourism and Recreation Conference Room

Meeting Minutes

1. Call Meeting to Order – John Morris called the meeting to order at 3:10 p.m.
2. Roll Call – DMO Members Present: John Morris, Stuart Need, Howard Pickett (arrived 3:20 p.m.), Teri Stehlik (arrived 3:15 p.m.), Eric Wasserman (departed 4:15 p.m.), Cheryl Witherill (departed 4:15 p.m.)  
Also present – Carl Ribaudo (via telephone), Danna Stroud-TOML
3. Approve Minutes from November 19, 2009 meeting.  
It was moved by John Morris, seconded by Cheryl Witherill and unanimously approved (4-0 vote) to approve the minutes of the November 19, 2009 meeting.
4. Old Business: At this time, the board moved ahead to agenda item 5.a
  - a. Executive Director Recruitment subcommittee (Teri Stehlik/Howard Pickett)
    - Update on resumes received to date  
Howard Pickett and Teri Stehlik reported that the additional resumes received to date had not generated any new candidates for consideration. They felt the candidates did not meet the requirements established by the DTB.
    - Next steps  
Howard Pickett and Teri Stehlik recommended that executive recruitment firms be considered for identifying desirable candidates. Danna Stroud read a statement from Town Manager Rob Clark showing his support for hiring an executive recruiter. Howard could contact the firm retained by MMSA (McDermott & Bull (sp)) about its interest in this assignment. Danna Stroud also had a name of an executive recruiter from the DMO industry (Mike Gamble) and Carl Ribaudo would check the name of the firm used by Reno Visitors Authority for their recruitment. Those names/contacts will be passed along to Howard to contact and secure process proposals for the DTB to consider at its next meeting. There was consensus by the DTB to schedule a meeting early in January to review the proposals and make a selection in order to move forward with a recruiter in a timely manner.
  - b. Carl Ribaudo – community interaction update  
None to report
  - c. Danna Stroud – TOML report out on events/activities/issues

None to report

5. New Business:

- a. DMO Strategic Directions Final Review and Adoption – Carl Ribaud  
The revised Strategic Directions Report was reviewed by DTB. The revision included changes that had been recommended from the December 7, 2009 special DTB meeting. It was advised the revised report would be presented to the Tourism and Recreation Commission meeting at their 1/5/10 meeting. There was some discussion about how a skill set is integrated into the final report. Chairperson Stehlik recommended an exercise similar to what the TRC subcommittee had done for the draft Recreation Plan – identify skill sets necessary to implement the strategic directions report and begin to develop staffing needs in order to begin budget process. It was recommended by consensus to ask staff to do a quick skill analysis to present to DTB. After additional discussion, it was moved by Eric Wasserman, seconded by Stuart Need to approve adopting the draft of the Strategic Directions Report as presented with initial changes. The motion passed by a 6-0 vote. It was also the consensus of the DTB that the adopted draft document would undergo some additional changes as recommendations from the TRC, Lodging Association and other stakeholders come forward during the public rollout of the document.

(Following this agenda item, the DTB moved back to agenda item 4.a)

- b. Review timeline/transition plan status – Carl Ribaud

- Presentation/workshop with council + TRC

Danna Stroud reported that the Town Council would be receiving a Recreation Plan reorganization document at their 1/20/10 meeting. It was thought the TC would also receive the draft DMO report at the 1/20/10 meeting – still to be determined. Following that meeting, there will be a workshop scheduled between TC, TRC and DTB to review the DMO's Strategic Directions Report and begin laying groundwork for budget negotiations. A date for the workshop will be targeted for late January or early February.

- Community workshops – discussion tabled
- Next Steps –

The DTB reviewed the timeline provided by Carl Ribaud as information only.

6. Board Member Comments/Reports

There were no comments/reports provided.

7. Next Meeting – January 27, 2010 scheduled

It was decided by consensus to call the next meeting of the DTB for Wednesday, 1/13/10 and continue to hold the 1/27/10 date for its regular meeting.

8. Adjourn

It was moved by Howard Pickett, seconded by John Morris and approved (4-0 vote) to adjourn the meeting at 4:35 p.m.