

Destination Marketing Organization
Transition Board Meeting
Wednesday, April 22, 2009
10:00 a.m. – 12:00 noon
Tourism and Recreation Conference Room

Meeting Minutes

1. Welcome and Introductions – Rob Clark and Danna Stroud
Attendance:
Transition Board Members Present: Rebecca Broz, John Morris,
Howard Pickett, Teri Stehlik, Eric Wasserman
TOML Staff Present: Rob Clark and Danna Stroud
Transition Board Facilitator Present: Carl Ribaudo, SMG
2. Overview of Industry – Why We’re Here/Opportunities – Carl Ribaudo, SMG (facilitator)
Carl provided a brief overview of the tourism industry and the value of tourism as a major economic development factor in Mammoth Lakes. He emphasized the need to “grow the money in Mammoth” and that the formation of a non-governmental DMO would help engage the local tourism community in the development of aggressive marketing and overall tourism programs for Mammoth. He identified the layers of the tourism industry within the State of California, starting with CTTC, Mono County, Mammoth Lakes and then the local private sector. He reiterated that this effort was going to be a big deal for this community and not one to be taken lightly.
3. Review SMG Proposal for DMO Formation Process
There were no changes to the proposal. There was consensus to name this group the DMO Transition Board (DTB).
4. Role of Town Staff and Facilitator During Transition
During the DMO Transition Process, TOML staff will serve as support for the board’s meetings and efforts by taking meeting minutes, distributing agendas and general group communication. TOML staff will also provide industry insight and current conditions relating to the Tourism and Recreation Departments operations and program of work. The Facilitator will draft the transition plan and serve in an advisory capacity, providing insight and some direction based upon industry experience and knowledge.
5. Select Transition Board Chair (interim basis)
By consensus, the group selected Teri Stehlik to serve as the Chairperson for the DMO Transition Board. She will also serve as the official spokesperson for the group during the formation process.

6. Consider Expansion of Transition Board from five to seven members
By consensus and through discussion, the DTB supported the idea of expanding the board from five to seven members and confirmed that restaurant and retail representatives would be appropriate to pursue at this time.
Eric Wasserman will contact Stuart Need (Lakanuki) and Michael Raimondo (Old New York Deli) to see if they're interested in filling a "restaurant" seat on the board.
Danna Stroud will contact Andrea Colasardo (Footloose) and Steve Klassen (Wave Rave) for their participation as a "retail" seat on the board.
Those confirming their participation will be asked to attend the next DTB meeting.
7. Establish Future Meeting Schedule (bring scheduling calendars)
By consensus, the DTB established the 4th Wednesday of each month as the meeting date for their board meetings. The time will be 3:00pm – 5:00pm and the location will be the T&R Conference Room. A meeting maker will be sent to the DTB.
8. Assignments for Next Meeting
Carl asked the DTB to do online search for DMO's throughout the state in order to see the make-up and operations of like-agencies. The link to the Destination Marketing Association Intl (DMAI) is www.destinationmarketing.org. An industry profile of DMO's throughout the world is attached.

Thank you for your participation

