

Destination Marketing Organization
Transition Board Meeting
Wednesday, May 27, 2009
3:00 p.m. – 5:00 p.m.
Tourism and Recreation Conference Room

Meeting Minutes

1. Call Meeting to Order – Teri Stehlik, Transition Board Chair
Chairperson Stehlik called the meeting to order @ 3:09 p.m.
2. Roll Call – DTB members present: Rebecca Broz, John Morris, Stuart Need, Howard Pickett, Teri Stehlik, Eric Wasserman.
Also present: Rob Clark, TOML; Carl Ribauda, SMG; Danna Stroud, TOML
3. Approve Minutes from April 22, 2009 Meeting
It was moved by Howard Pickett, seconded by Eric Wasserman and voted unanimously (6-0) to approve the minutes of the April 22, 2009 meeting.
4. Board Member Comments/Reports (consensus to move this agenda item to end of meeting)
Discussion included the following topics:
 - LA Inc. – example of what not to do
 - Expectation of measurements based on what the DMO can control
 - Participation by community-based tourism stakeholders will be important
 - Benefits of this effort is economy of scale (small community allows everyone to get on one page together)
 - Chamber of Commerce role – direction is towards DMO; chamber will have a separate role
 - Think about how DMO brings additional to the table to lever TOT funding
 - Funding level needs to be based on work plan and deliverables
5. Old Business:
 - a. Vacant Seats Report –
 - i. Introduce Stuart Need, Lakanuki (Restaurant Seat)
 - ii. Retail Seat not filled:
DTB recommended asking Joe Jaeger and John Eisert to participate
 - iii. At Large Seat Request
By consensus, DTB felt they wanted to define the process by which “at large” seats would be publicly promoted and filled as part of the formation of the organization. They would like to keep the DTB to current make-up.

- b. Carl Ribaldo – report out of stakeholder meetings held May 12, 2009 in Mammoth Lakes
Carl met with approximately 30 members of Mammoth’s community and two common questions were asked:
- Is the Town going to support the DMO?
 - Is MMSA really going to participate?
- He advised the groups that the DMO was intended to become the 2,000lb guerilla, instead of other entities in town carrying that title. He felt there was overall support for the process from those who participated in the focus groups and that there was an opportunity to generate momentum for the effort among the tourism-related business community. He reported that most participants were looking for success for everyone and believed this process might help achieve that success. He advised that he would continue to have informal communication with the list of participants and would provide a status report for Chair Stehlik to take to the T&R Commission for their 6.2.09 meeting. This same report would be shared with the Town Council.
- c. Danna Stroud - TOML report out on recent tourism events/activities/issues
DTB members felt this was valuable agenda item for future meetings. The T&R Department’s proposed FY 2009-10 marketing plan would be presented at the June DTB meeting.

6. New Business:

- a. Review Draft Transition Plan (PDF attached)
i. Discuss components of transition plan

Carl reviewed the draft transition plan and identified three areas to address: organizational issues (by-laws, etc); operations (infrastructure needs, nuts+bolts); marketing strategy. The timeline for the transition plan includes a strategic planning meeting in August which will address the “direction” of the DMO and delivery of a strategic analysis to DTB by SMG for the September meeting.

The strategic planning of the DMO should include the formation of a strong economic development framework, not just a task list of marketing ideas. The recent Mono County Economic Impact Study would be forwarded to the DTB for review. The DTB needs to answer the question of where the funding will come from and also solicit the assistance of the T&R Commission to secure funding.

It was moved by Stuart Need, seconded by John Morris and voted unanimously (6-0) to approach local attorney, Jim Reid to assist with drafting of by-laws and articles of incorporation. Rob Clark advised the DTB could spend funds through the Town’s finance department during this transition phase.

- ii. Anything missing

By consensus, the DTB did not feel any element of a strategic planning process was missing from the proposed transition plan.

iii. Review proposed timeline

Carl advised that the timeline is fluid and can be adjusted accordingly. By consensus, the DTB changed the date of the June meeting to June 25, 2009 from 2:00 p.m. to 6:00 p.m.

b. Discuss Need for Community-Based Public Relations plan for DMO Transition Board

This issue was raised because of the recent article appearing in the Sheet re: the DMO transition process. It was decided Carl would provide a DTB status report to take to the T&R Commission and Town Council for public review. The DTB reiterated that Chairperson Stehlik was the spokesperson for this transition process.

7. Agenda Items for next transition board meeting –

June 25, 2009, 2:00 p.m. – 6:00 p.m. – T&R Conference Room

- Legal Requirements
- FY 2009-10 T&R Budget Review
- FY 2009-10 T&R Marketing Plan Review

8. Adjourn

It was moved by Stuart Need, seconded by John Morris and voted unanimously (6-0) to adjourn the meeting at 4:45 p.m.

Respectfully submitted:
Danna Stroud, T&R Director
6.25.09