

Destination Marketing Organization  
Transition Board Meeting  
Wednesday, July 22, 2009  
3:00 p.m. – 7:00 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 @ 3:07 p.m.
2. Roll Call – DTB members present: John Morris, Stuart Need, Howard Pickett, Teri Stehlik, Eric Wasserman  
Also present: Rob Clark, TOML; Carl Ribaldo, SMG; Danna Stroud, TOML; Cheryl Witherill, 1849 Condos
3. Approve Minutes from July 2, 2009 Meeting  
It was moved by Howard Pickett, seconded by Eric Wasserman and voted unanimously (5-0) to approve the minutes of the July 2, 2009 meeting.
4. Old Business:
  - a. Resignation of Rebecca Broz from DTB  
It was the consensus of the DTB to accept the resignation of Rebecca Broz
  - b. Recommendation and approval to fill DTB vacancy (Rebecca Broz resignation)  
It was moved by Stuart Need, seconded by John Morris and voted unanimously (5-0) to appoint Cheryl Witherill to fill the DTB vacancy. Cheryl will represent the Lodging Association.
  - c. Eric Wasserman - report on contact with/interest from potential accountants (Allegra Stevens, Bill Green, Dan O'Dell)  
Eric Wasserman reported that he has spoken with a couple of local accountants who were interested in providing accounting service for DTB but needed more information including scope of work, time frame, responsibilities. By consensus, the DTB asked Eric to work with TOML staff to help develop a timeline and scope of work to present to interested accountants.
  - d. Carl Ribaldo – community interaction update  
Carl Ribaldo reported on a meeting he had with the Mammoth Lakes Chamber of Commerce board of directors to review their direction and role in the community. He felt the chamber board was interested in moving forward with great energy to define their role and responsibilities.
  - e. Danna Stroud - TOML report out on recent tourism events/activities/issues

Danna Stroud reported on recent TOT compliance issues and budget issues currently facing the tourism department.

5. New Business:
  - a. Review of James Reed letter dated 7.8.09 outlining steps for development of an IRC 501(c)(6)
    1. Review, consider and approve retaining James Reed as legal services for establishing the DMO and advising the DTB  
After discussion regarding the scope of work and financial obligations, it was moved by Stuart Need, seconded by Eric Wasserman and voted unanimously (6-0) to retain the legal services of James Reed for establishing the DMO.
    2. Review, consider and approve an official name for the DMO to be used for the creation of an IRC 501(c)(6) organization  
It was moved by Eric Wasserman, seconded by Stuart Need and voted unanimously (6-0) to take Mammoth Lakes Tourism as the official name for the DMO to be used for the creation of an IRC 501(c)(6) organization. Direction was given by the DTB to TOML staff to pursue domain names for future use.
    3. Review, consider and approve the purpose of the organization  
After much consideration and discussion, it was moved by Eric Wasserman, seconded by Cheryl Witherill and voted unanimously (6-0) to define the purpose of the organization as follows: It is the purpose of Mammoth Lakes Tourism to improve the tourism industry in Mammoth Lakes.
    4. Appoint DTB representative to work with TOML staff and selected legal counsel to prepare and file Articles of Incorporation and Statement of Information  
Teri Stehlik was appointed to work with TOML staff and Jim Reed to prepare and file Articles of Incorporation and Statement of Information.
    5. Decide on the number and qualifications of the Board of Directors for the DMO  
It was moved by Stuart Need, seconded by Howard Pickett and voted unanimously (6-0) to establish the DMO with a 7-member board of directors.  
By consensus, the DTB established the following qualifications for DMO board membership: 1) Potential board member must have a substantial business interest in Mammoth Lakes; 2) Potential board member must have working knowledge of the tourism industry in Mammoth Lakes; 3) Majority of board members will represent key areas of business segments in Mammoth Lakes.

6. Appoint DTB sub-committee to begin work with selected legal council on development of By-Laws for the DMO (to be presented at August meeting for review and approval)  
DTB members Cheryl Witherill and John Morris were appointed to the By-Laws subcommittee.
7. Appoint DTB sub-committee to begin work with selected accountant on development of an accounting system for the DMO  
DTB members Eric Wasserman and Stuart Need were appointed to the Accounting subcommittee.
- b. Discussion and development of Strategic Directions Plan for DMO – Carl Ribaud  
Carl Ribaud distributed the results of the survey taken by DTB members that reviewed current marketing programs, primary goals of tourism marketing, area strengths, weaknesses, opportunities and challenges, strategies for the DMO to consider, status of local community support and measurements of success. He reviewed the results and provided DTB members the opportunity to discuss these results and add comments as needed.  
The results and comments will be used to help draft the Strategic Directions report that will be presented to the DTB at the September meeting.
6. Board Member Comments/Reports  
DTB member Eric Wasserman announced the Chamber was producing Mammoth Rocks August 21-22, 2009 and was in need of volunteers for booth work. Contact Mark Deeds (709-1629) if interested in volunteering.
7. Agenda Items for next transition board meeting –  
August 26, 2009 – 3:00 p.m. to 5:00 p.m. T&R Conference Room
8. Adjourn  
It was moved by Howard Pickett, seconded by John Morris and voted unanimously (6-0) to adjourn the meeting at 6:37 p.m.

Respectfully submitted-  
Danna Stroud  
8.26.09