

# Mammoth Lakes Tourism

DMO Board Meeting  
Wednesday, August 25<sup>th</sup>, 2010  
Board Meeting 3:00 p.m. – 5 p.m.  
Tourism Conference Room

## Board Meeting Minutes

1. Call to Order: Teri Stehlik Board Chair-Meeting called to order at 3:08pm.
2. In Attendance: Teri Stehlik, Howard Pickett, Stuart Need, Cheryl Witherill, John Morris, Eric Wasserman, and Matthew Lehman. Also in attendance: John Urdi.
3. Approval of Minutes: Motion was made by Howard Pickett to approve minutes of July 14<sup>th</sup> and July 28<sup>th</sup>, 2010. Motion was seconded by John Morris. Motion was approved: 7-0.
4. New Business

### A. Staffing

John U. has made an offer to a candidate for the Marketing Position. There was a counter offer with some possible negotiations which John would like to approve. Board was in favor to support John on negotiations needed to build his key staff.

John U. discussed the possible need to reconsider policies around days off, vacation time, etc. Candidates have asked if there are ski privileges available for MLT. John proposed the possibility of purchasing summer or winter benefits for staff. Howard will find out what price he could guarantee and if a discount price could be made available. If the Chamber puts a pass together for a training program, this could also be an option. It was discussed that even a price split could be an option.

The Board requested John U. to discuss a “classification” type set up for staffing with the attorney so that we are in legal Human Resource Guidelines. John Morris can check with the Snowcreek’s Attorney on this matter as well.

Action: Howard will get back to John U. on pricing of a ski pass. John M. will get back some input from HR. A motion was made by Eric Wasserman that the Board would like to give John U. discretion on hiring within the approved budget (\$550k including load for this line item) as long as the attorney agrees that we are within line with current law. Motion was seconded by Stuart Need. Motion was approved 7-0.

John U. also discussed paid holidays compared to the industry. John U. stated that the approved paid holidays for MLT are low comparative as it is currently set at three paid holidays. It was reported that the National average is 11- paid holidays. John U. is proposing that the current number of paid holidays increase. The Board explained that the reasoning behind our agreement to 3 paid holidays is that is what the rest of the town runs on due to the nature of our business. The Board would like John U. to report back if this becomes a problem in hiring, it may be something that we need to relook at. John will move forward and make offer to Marketing as a 15- day PTO and address paid holidays down the road.

B. USFS Agreement:

John U. met with Penny (the current Welcome Center Manager) last week. IT was reported that the Forest Service lease is currently with the town and reads as a 30-year lease. In order for MLT to be housed in the Tourism building, we will need approval from the town and will need to be the "sublesser". We are not able to lease space at this time as we are not the "lessee". Interested parties will need to go through the town. John U. was able to review the agreement personally. The Forest Service would like to continue to work with a Government Entity. In the past, there has been a \$12k payment agreement. Penny thinks that this could be "in kind" and we can maintain that relationship. If this is the relationship, the town would still need to maintain the property. It was proposed that MLT would continue to pick up the welcome center fee of \$5,000. Responsibility will be split between the Forest Service and MLT. It is the MLT Board understanding that we will control operations under our current relationship. Operations will include items such as: hours, services, and any information that is distributed. This area is all under special use permit by the Forest Service. The day to day operation of the Visitor Bureau is coordinated by Penny at this time. We are responsible for our three employees. We do have ability to discuss hours, etc. with Forest Service; they will have the final say. John U. believes this is as positive relationship. Forest Service handles the retail aspect, permits, etc.

The MLT action will be to go back to the town to clarify the set up of our relationship and arrangement making MLT the sublease. It will need to be clarified as to who will be responsible for upkeep of the buildings, cleaning, etc. Measure A paid pay for the two buildings. John U. will be meeting with Rob Clark on this subject on 8/26/10 at 9am. For now, if the Chamber wants to rent space, they need to work with town. John will report back on this subject. MLT would like to have say in who rents space in this building. Our current lease is our "contract with the town. We can still seek rental opportunities; however, it will need to go through the approval process.

B. Financial – Treasurers Report (contracts and services)

Bank balance as of 8/25/10 is \$207,000.

Invoices have been reviewed and approved every 2 weeks by John U. and John M.

No additional funds have been received from the TML since initial \$250-k.

Our books are being reported on an accrual basis.

Fish Stocking invoices (approx \$17k) have not been paid. The town has agreed that they would pay these invoices. These should be given to Rob at tomorrow's meeting.

John U. is working with Porter and O'Dell to create monthly profit/loss sheet so that the Board has a monthly worksheet.

John U. is going through invoices as they arrive to determine if these services need to be continued, cancelled, re-worked.

### C. MTRIP

John U. has had communication with MTRIP. The goal is to receive hard numbers on our competitive set for a fee of \$500/year. Currently only 23% of rooms are participating. It was suggested that John approach the Lodging Community with the advantage that this tool can offer to try to get more properties involved. Goal would be to have 50% of our properties reporting.

### D. Bank Signing Card

The current signers on the account are Teri Stehlik (Board Chair), John Morris (Treasurer), Cheryl Witherill (Secretary), and John Urdi (Executive Director). A motion was made by John M. that the Board Chair, the Secretary, the Treasurer and the Executive Director would be the signers on this bank account. This motion was seconded by Eric Wasserman. Motion was approved 7-0. We must follow our Bylaws as far as what will require a second signature vs. one signature. Cheryl will send a copy of our By Laws to Porter and Odell.

### E. John Urdi Introduction to Community

MLT will implement a press release to announce an introduction social for the Urdi family. The date was calendared as Tuesday, September 7<sup>th</sup>, 2010 from 5:30-7:30 at Lakanuki. "Meet and greet for John Urdi and family". Happy Hour menu will apply.

John M. will call the Radio, Teri will take care of papers, Cheryl will get info to Lodging, Eric to pass along to Chamber.

### F. CWC Update

MLT is still trying to locate signage for Welcome Center. John U. has sent Danna Stroud an email to find out where the signage is located or who the company is that is creating it.

CA Welcome website will be updated shortly. John U. has put together all of the detail for implementation.

### G. ESTO Recap

John U. reported that this was a great event with great networking opportunities. There were many individuals present and there were contacts from Trip Advisor, Discover America.com (US Travel National Website), On the Snow.com, United flight promotions, etc.

## 5. Board Member Comments

All eligible employees have signed up for our retirement plan. New employees will need to comply with the waiting period. Eric will get back to John U. on details for new hires moving forward.

## 6. Next Meeting Dates are September 8<sup>th</sup> and 22<sup>nd</sup> from 3-5.

Meeting Adjourned at 4:50pm.