

MAMMOTH LAKES RECREATION (MLR) Board Meeting

MONDAY, January 26, 2015

1:00 p.m. (NOTE TIME)

**Ellie Randol Room – Mammoth Lakes Branch Library
400 Sierra Park Road, Mammoth Lakes, CA 93546**

NOTE: In compliance with the American with Disabilities Act, if you need special assistance to participate in this meeting, please call (760) 934-4932. Notification 48 hours prior to the meeting will enable MLR to make reasonable arrangements to ensure accessibility to this meeting. (28CFR 35.102-35.104 ADA Title II)

NOTE: All comments will be limited by the President to a speaking time of five minutes.

ROLL CALL

Board Members: Jo Bacon, Rich Boccia, Tom Johnson, David Page, Drea Perry, Teri Stehlik, and Danna Stroud.

PUBLIC COMMENTS

ADMINISTRATIVE ITEMS

1. Approve Minutes of December 15, 2014 and January 5, 2015 Board meetings
2. Update from Town of Mammoth Lakes staff/contractors on recreation-related projects
 - a. SHARP NEPA Trails Refresher public meeting 1/15/15
 - b. LABSS FLAP grant application
3. Report from Allocations Committee
 - a. Preview of Request Forms to be reviewed at 1/28/15 MLR Special Board Meeting
 - b. Communication received from TOML regarding Measure R & U Public Benefit
 - c. Preview of structure for 1/28/15 MLR Special Board Meeting
4. Report from MLTS Committee
 - a. Review and consider approving Key Agreements document related to MLTS oversight and trails coordinator
 - b. Appoint two representatives to the proposed Mammoth Trails Committee (may consider non-MLR Board members)
5. Report from Communications Committee
 - a. Review and consider approving framework for MLR website
 - b. Review and consider approving recommended protocols for MLR Facebook and other social media platforms
6. Consider and approve recommendation to open application process for filling two vacant MLR Board positions – one at large and one MLT appointment
7. Finance Reports
 - a. Review and consider approving the Finance reports
 - b. Review and consider approving online fundraising mechanism
8. MLR Board Member Reports

CLOSED SESSION

1. Review and consider approving recommendations from the ED Recruitment Ad Hoc

Committee regarding resumes received and candidates identified for interviews.

ANNOUNCEMENT OF ACTION TAKEN IN CLOSED SESSION

The Ad Hoc Committee will reconvene from closed session and announce any actions taken therein which are required to be disclosed.

REQUEST FOR FUTURE AGENDA ITEMS

ADJOURNMENT

To a special meeting of the MLR Board, Wednesday, January 28, 2015 at 1:00 p.m.

I hereby certify under penalty of perjury under the laws of the State of California, that the foregoing agenda was posted on the Mammoth Lakes Library outside window not less than 72 hours prior to the meeting. Dated this 23rd day of January, 2015.

Tom Johnson, MLR Secretary

**Minutes of Mammoth Lakes Recreation Annual Board Meeting
Monday, December 15, 2014**

ROLL CALL

President Stroud called meeting to order at 1:03 pm in the Ellie Randol Room, Mammoth Lakes Branch Library, 400 Sierra Park Road, Mammoth Lakes, CA 93546. All Board Members present: Jo Bacon, Rich Boccia, Tom Johnson, Michael Ledesma, David Page, Drea Perry, Teri Stehlik, Danna Stroud, and Rick Wood.

PUBLIC COMMENTS

Dione Agee

- Update from Events Coalition meeting – members concerned about funding process and funding levels

Mark Deeds – Identified a number of problem areas in R&U funding process that MLR will need to address

- How to treat For-Profit vs Non-Profit events
- Definition of "Special" Events

ADMINISTRATIVE ITEMS

1. Approve Minutes of December 1, 2014 Board meeting

Amendments: Nils Davis misspelled; Change "Approve Budget" to "Budget Approval Motion"

Approved as amended (M Bacon, S Page 8-0-1).

2. Update from Town of Mammoth Lakes staff/contractors on recreation-related projects

Grady Dutton

- Peter Bernasconi retiring
 - MLR to provide public comment of recognition at Wed Council Meeting
- North End of Waterford project complete
 - Rick Wood complemented project and contractors; pleased with usage. Also praising Meridian blvd project outcome and management.

3. MLR Budget Report

- Jo reviewed Nov Expenditures.

- Jo said the board should expect budget reports at second MLR meeting of each month.

4. Report from Allocations Committee

- Teri read the text of all three Interim Funding Cycle documents: Funding Workflow, Scope & Instructions, Request Form
- Rick Wood gave high praise for “leveraged funding” language on Scope doc. Rick said it embodies the essential reason MLR was originally formed.
- Danna asked that extended debate and editing of these documents wait until after reports from Reconciliation and Strategy Committees.

5. Report from Reconciliation Committee

- Jo/Terri commented on problem with tracking/determining whether funding for non-profit fundraising and for-profit events qualifies as a “gift of public funds”. Seeking guidance from town attorney.
- Michael L. commented that MLR decisions in general shouldn’t disincentivize or punish for-profit endeavors for being successful.
- Terri commented on need to develop post-project reporting requirements for Interim Funding Cycle. (Will not be part of recommendation to Town Council on 12/17/14).

6. Report from Strategy Committee

- Discussed recommendation not to fund Marketing through Measure R& U in 2015.
 - John Armstrong - suggests MLR and MLT consult on Marketing
 - Michael L - MLT can't fund marketing for individual businesses
 - Teri/Danna – Recommend spearheading “collective event marketing” discussions between MLR, MLT and Chamber of Commerce
- Board worked through all three funding cycle documents in detail. Flow Chart approved for recommendation to Town Council with 5 edits, Scope/Instructions approved with 11 edits, Request Form approved with 3 edits – (M Jo Bacon, S Page 9-0).

7. Report from MLTS Committee

- a. Review and consider approving recommendations for SHARP NEPA process (to be presented to Town Council at 12/17/14 meeting)

8. Appoint MLR Executive Director Recruitment Ad Hoc Committee

- a. Ad Hoc Committee will review resumes and identify candidates for interviews
 - Rich Boccia, David Page, Jo Bacon approved as Ad Hoc committee (9-0).
 - Executive Committee will establish compensation package for MLR Board to approve

9. Communications Committee to distribute “branding” homework to complete for January 5th meeting

- Tom briefly described intention of branding exercise. Worksheet to be distributed and reviewed at 1/5 board meeting.

10. MLR Board Member resignations

- a. Michael Ledesma – Michael praised MLR’s work to date and regretted that increased family commitments would not allow him to continue as a director. He reiterated his commitment to public service in Mammoth and that he would continue to give time as he is able.
- b. Rick Wood – Rick’s involvement in causes related to special needs children has grown at the national level since taking his seat on the MLR board, and he is stepping down because he can’t fully honor both commitments. He reflected on his advocacy of MLR as mayor, the promise and vision of MLR and praised the level of talent on the current board.

REQUEST FOR FUTURE AGENDA ITEMS - none

Meeting adjourned - time? (Not recorded by secretary).

**Minutes of Mammoth Lakes Recreation Annual Board Meeting
Monday, January 5, 2015**

ROLL CALL

President Stroud called the meeting to order at 3:02 pm at Ellie Randol Room – Mammoth Lakes Branch Library – 400 Sierra Park Road, Mammoth Lakes, CA 93546. Board Members: Jo Bacon, Tom Johnson, David Page, Drea Perry, Teri Stehlik, and Danna Stroud all present. Rich Boccia not present.

PUBLIC COMMENTS - none

ADMINISTRATIVE ITEMS

1. Approve Minutes of December 15, 2014 Board meeting – Tabled until 1/26
2. Update from Town of Mammoth Lakes staff/contractors on recreation-related projects

Dan Holler-

Hockey Tournament Recap

- Thurs – Sun, Successful
- Same group asking about Thanksgiving
- Jo Bacon - Must do better parking management

Gift of Public Funds

- Highly fact specific. Can't create general guidelines beyond:
 - Does funding serve specific public purpose?
 - Must meet Measure R&U stated requirements.
 - Non-profit fundraising can't be primary purpose. Same with for-profit goals.
 - How broadly does public have access? Does it drive tourism?
 - Suggestion that MLR to create "finding of public purpose."

3. Report from Allocations Committee

a. Process Update

- Terri - On track

b. Interim Funding Cycle Request Forms received to date

- Tom - 2 electronically
- Danna - Rec Commission to discuss projects and submit requests
- Confirm current Allocations Committee will serve as "review" committee for Interim Funding Cycle

- Danna to join Allocations committee - (M Bacon, S Johnson / 6-0)

4. Report from Communications Committee

- a. Tom – Walked board through a “Brand Strategy Worksheet”. Goal is to survey board members on a range of questions and return a composite MLR brand vision to be translated into a logo, brand guide and the necessary brand elements to build a website, email templates, fundraising platforms, etc.

5. Report from MLTS Committee

- Jo discussed plans to hold a “Community Refresher” for SHARP/NEPA - January 15, 5-8 Suite Z
 - Town to get clarifications from FS on a variety of issues and update
 - Commitment to Trail Maintenance - How to reserve, issue and encumber funds
 - Review MPTPA Research

a. Review Staff Report for Town Council meeting 1/7/15

Jo walked the board through the committees recommendations for Town Council:

1) Defining the list of trails within the SHARP area to include in the NEPA scoping work through a public meeting; 2) work with the Inyo National Forest to initiate the NEPA process, which will include additional public involvement; 3) define maintenance support levels; 4) continue to provide funded and volunteer-based maintenance activities for MLTS; and continue work with INF to define the level/type of maintenance needed for soft surface trails.

b. Correspondence received from MLTPA

- Jo discussed need for collaboration on definitions of Trails Coordinator position

6. New appointments to Strategy Committee

- Add Jo and Terri to Strategy Committee (M Bacon – S Page - 6-0)

7. Review January 7, 2015 Town Council meeting agenda (distributed 1/2/15)

- Rec Commission to review fundraising mechanism to bridge funding gap
- Danna/Terri/David - MLR should be involved in developing and managing fundraising mechanism
- David to research developing digital fundraising tools
- Dan Holler- Ice Rink already raising money.
- Danna - Can we expedite the lease discussion so we're not raising funds for a project with uncertain future?

8. Discussion and possible approval of potential change of day of week for future MLR Board meetings

- Options - Sunday or Monday night at 5pm
- Some want parent hours, some want work hours
- Board to vote at 1/26 board meeting

9. MLR Board Member Reports

Jo - Inyo Mules in the Parade got great coverage

Danna -

- ES.... Cera Cosa Bishop - 5th meeting - Wed - January 14, 5:30pm-8pm; Orientation at 5pm
- Reminder on "State of the County" event; Jan 15, 8-11am Sierra Center Mall

Public Session adjourned at 3:03pm

Closed session convened to discuss status of MLR Executive Director recruitment.

- Decision to begin phone interviews with top candidates
- Discussed possibility of forming interim staff until permanent ED is hired
- Decision to post an ad for Ed Dir Recruitment in High Country News - Funding Approved (M Stehlik S Page / 6-0)

Closed Session adjourned at 3:33pm

Mammoth Lakes Recreation
Key Agreements for Mammoth Lakes Trail System
January 26, 2015

Background

In October 2014, the Town of Mammoth Lakes executed a services agreement with Mammoth Lakes Recreation (MLR). The scope of services defined in the agreement included the development of partnerships both within and outside the community that will enhance arts & culture and recreation in Mammoth Lakes. Additionally, the list of deliverables identified in the agreement for fiscal year 2014-15 included several projects related to the Mammoth Lakes Trail System (MLTS) including serving as the lead organization for strategies, funding and projects for the MLTS.

MLR recognizes the need to utilize specific outside capacity and resources within appropriate partner organizations to assist with implementing the deliverables defined in the agreement with the Town. One of those identified partner organizations is Mammoth Lakes Trails & Public Access Foundation (MLTPA). MLTPA is currently under a contract with the Town to oversee the MLTS website and has provided key planning, convening, facilitation, implementation, and funding for other MLTS projects under previous contracts with the Town. MLTPA has exhibited ongoing leadership and expertise related to the implementation of the Town's adopted Trail System Master Plan.

Current Situation Analysis

Recently, members of the MLR MLTS Committee and MLTPA Board of Directors met to consider the hiring of a Trails Coordinator to oversee and manage MLTS projects. As part of a framework for oversight of the MLTS, the MLR MLTS Committee is proposing the approval of the following key agreements:

#1 Statement of Shared Values

"To ensure the effective, efficient and timely implementation of the Town of Mammoth Lakes' component of the Mammoth Lakes Trails System, as defined by the Town's adopted Trail System Master Plan, the MLTS program will be coordinated at a single source which will be accountable for MLTS Program outcomes." This statement affirms the

need for a governance structure that identifies and supports the single source.

#2 MLTS Oversight and Policy Structure

The single source will include a governance body providing oversight and policy recommendations and implementation capacity for the regular and ongoing operations of the Town's component of the MLTS. It is proposed this body, to be called the Mammoth Trails Committee, be comprised of the following:

- 2 members of the MLR Board
- 2 members of the MLTPA Board
- Town's Public Works Director

Additional suggestions:

- A trails coordinator will provide staff support to the committee
- The Mammoth Trails Committee replaces the current MLR MLTS Committee

NOTE: A diagram outlining the reporting relationship between all pertinent partners is attached for review. The graphic outlines that MLR delegates its contractual oversight responsibilities of MLTS to the Mammoth Trails Committee. The Mammoth Trails Committee will recommend programs, projects and funding to the MLR Board who will then make its recommendations to the Town Council.

#3 MLTS Program Tasks to Coordinate

To maintain momentum for implementing MLTS projects, it is recommended that identified members of the above proposed Mammoth Trails Committee begin an immediate review of the scope of tasks outlined in the MLTS Program and Project list that is being reconciled between representatives of MLTPA, MLR and the Town. This review is intended to identify existing capacity and capabilities within the partners (MLR, Town, MLTPA) for implementing projects on the list and to inform the final job description for a trails coordinator. The review is also intended to begin to outline roles and responsibilities for the partners related to their capacities to deliver identified projects.

#4 Trails Coordinator and Scope of Contract

The Town will enter into a contract with MLTPA to provide the trails coordinator that will staff the proposed Mammoth Trails committee and coordinate the implementation of the Town's components of the MLTS Program and Project list. Funding for this contract and position will come from the currently allocated budget for MLTS programs and projects (identified as Support to MLTSCC in the Town's FY 14-15 budget). It is presumed that a similar funding recommendation would be included in the FY15-16 budget.

Additional suggestions:

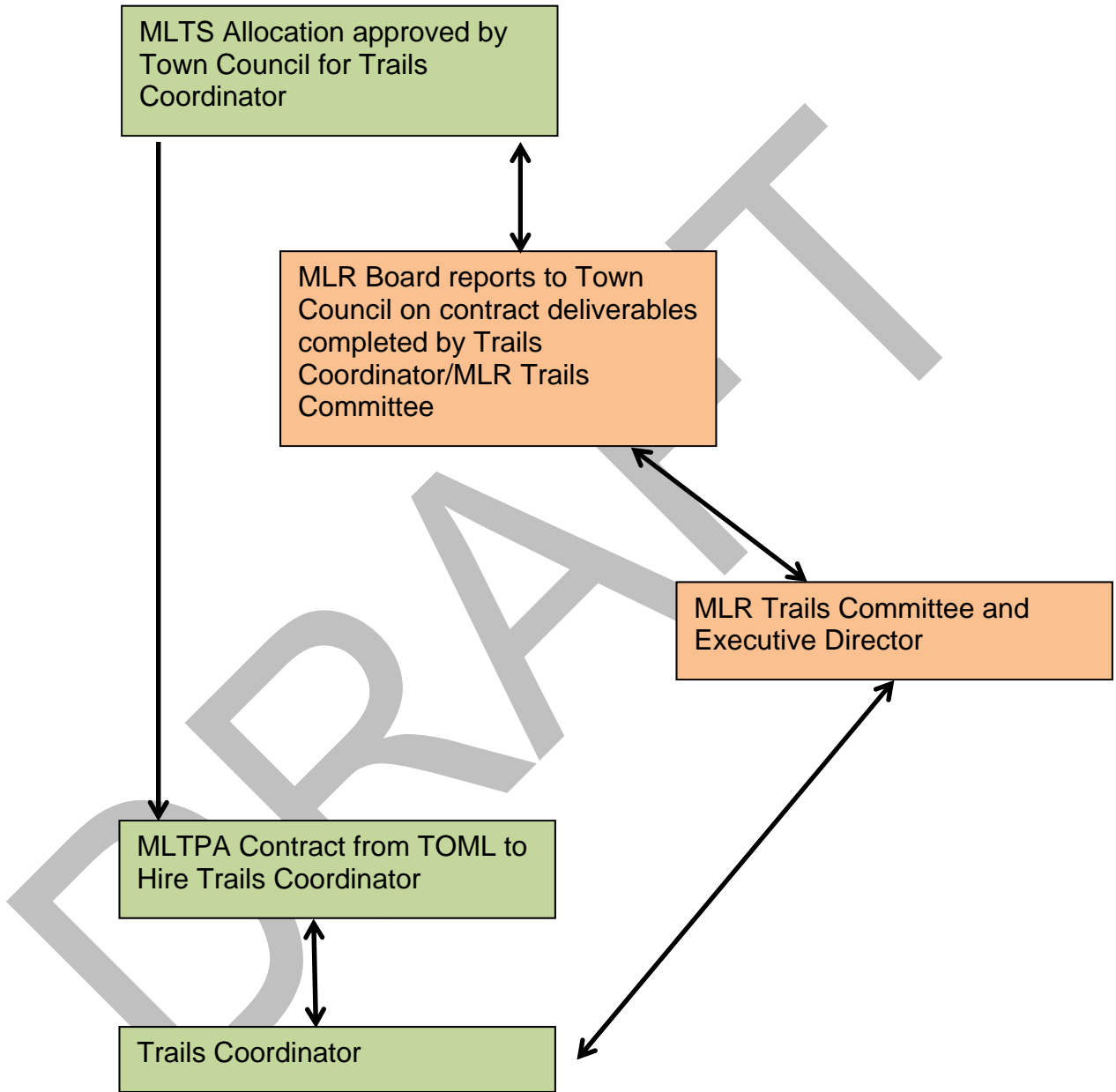
- MLR to provide additional responsibilities to include in the Trails Coordinator job description that covers deliverables in MLR's services agreement with the Town. MLTPA will use its own resources to begin the Trails Coordinator search.
- It is agreed that MLTPA may include additional responsibilities within the Trails Coordinator job description that are outside the scope of the MLTS responsibilities, and that MLTPA will be responsible for generating the funding to cover costs associated with any additional responsibilities that are not eligible for Measure R/MLTS funding.

Proposed Action

The current MLR MLTS Committee is recommending the MLR Board consider and approve the proposed key agreements as outlined in this report and make its appointments for the proposed Mammoth Trails Committee. Following action taken by the MLR Board, the key agreements will be shared with the Town Council for their consideration and approval. If the Town Council approves the key agreements, then the Mammoth Trails Committee convenes immediately.

The utilization of community-based capacity and expertise is an efficient way for MLR to deliver its contracted responsibilities. As MLR continues to develop its strategy, it is anticipated it will look for additional opportunities to partner with established organizations to leverage resources and expand and enhance projects and programs that fall within its responsibilities.

MLTS Reporting Relationships for Trails Coordinator



Mammoth Lakes Recreation
Budget to Actuals
as of December 31, 2014

				Jul - Dec 14	Budget	% of Budget
Ordinary Income/Expense						
Income						
Direct Public Support						
Corporate Contributions				0.00	5,000.00	0.0%
Individ, Business Contributions				2,061.24	5,000.00	41.23%
Total Direct Public Support				2,061.24	10,000.00	20.61%
Government Grants				65,000.00	215,000.00	30.23%
Total Income				67,061.24	225,000.00	29.81%
Expense						
Business Expenses						
Filing Fees				926.00	1,000.00	92.6%
Total Business Expenses				926.00	1,000.00	92.6%
Contract Services						
Accounting Fees				321.20	4,000.00	8.03%
Legal Fees				0.00	2,500.00	0.0%
MLR Website Develop./Maint.				0.00	10,000.00	0.0%
Graphic Design				0.00	5,000.00	0.0%
Total Contract Services				321.20	21,500.00	1.49%
Office						
Office Supplies				240.52	600.00	40.09%
Postage				86.41	500.00	17.28%
Photocopying				0.00	250.00	0.0%
Printing				8.25	1,000.00	0.83%
Rent/Utilities				0.00	1,300.00	0.0%
Telecommunications				0.00	800.00	0.0%
Computer Hardware/Software				0.00	2,500.00	0.0%
Total Office				335.18	6,950.00	4.82%
Insurance						
D&O Insurance				832.00	1,000.00	83.2%
Liability Insurance				959.00	832.00	115.26%
Worker's Compensation				0.00	8,000.00	0.0%
Total Insurance				1,791.00	9,832.00	18.22%

Mammoth Lakes Recreation
 Budget to Actuals
 as of December 31, 2014

		Payroll Expenses			
		Salaries	0.00	112,500.00	0.0%
		Benefits	0.00	10,125.00	0.0%
		Payroll Taxes	0.00	9,000.00	0.0%
		Total Payroll Expenses	0.00	131,625.00	0.0%
		Travel Expenses	0.00	500.00	0.0%
		Contingency	0.00	28,593.00	0.0%
		Reserve	0.00	25,000.00	0.0%
		Total Expense	3,373.38	225,000.00	1.5%
		Net Ordinary Income	63,687.86	0.00	100.0%
Net Income			63,687.86	0.00	100.0%

MLR Expenditures by Project - July 1, 2014 through December 31, 2014					
		TOML Contract	TOML General Fund Support	Board Operations - Unrestricted	
Income					
Direct Public Support					
	Individ, Business Contributions	0.00	0.00	2,061.24	2,061.24
	Government Grants	50,000.00	15,000.00	0.00	65,000.00
Total Income		50,000.00	15,000.00	2,061.24	67,061.24
Expense					
Business Expenses					
	Filing Fees	0.00	0.00	926.00	926.00
Contract Services					
	Accounting Fees	89.00	83.60	148.60	321.20
Office					
	Office Supplies	0.00	0.00	240.52	240.52
	Postage	0.00	0.00	86.41	86.41
	Printing	0.00	0.00	8.25	8.25
Insurance					
	D&O Insurance	832.00	0.00	0.00	832.00
	Liability Insurance	959.00	0.00	0.00	959.00
Total Expense		1,880.00	83.60	1,409.78	3,373.38
Net Income		48,120.00	14,916.40	651.46	63,687.86

Mammoth Lakes Recreation	
Report of Expenditures - December 2014	
Income	
\$25,000.00	Balance Forward
\$25,000.00	December 2014 Contract Payment
\$50,000.00	Total Revenues
Expenditures	
\$1,791.00	Balance Forward
\$89.00	Accounting Fees November
\$1,880.00	Total Expenditures
\$48,120.00	Balance Available