

Mammoth Lakes Tourism – Director Review

Please give comment, and/or examples as well as a rating from 1 (low) – 5 (high).

FINANCIAL MANAGEMENT

4 Town Contract – negotiates and secures base funding and deliverables

5 Manage Monthly Reconciliation, Tracking and Reporting on Budget Debits/Credits

5 Use Funding to Drive Marketing Efforts, Minimize Overhead Costs: 60% + to Programs

BUSINESS RESULTS

4 Increase Levels of Brand Awareness and Recognition

4 Maximize Exposure and Earned Media through Aggressive Public Relation Efforts

N/A Increase Awareness and Usage of Air Service while Minimizing Subsidy Costs *ND service 2020-21*

5 Increase TOT Receipts

5 Increase TBID Receipts

4 Create a State-of-the-Art Web/Interactive Platform

4 Develop and Execute an Aggressive and Effective Social Media Program

MARKETING PLAN

5 Create Marketing Plan and Secure Approval Prior to the Start of Each Fiscal Year

4 Communicate Objectives, Strategies and Planned Programs Clearly to Key Constituencies

4 Execute the Planned Program well, and in a Timely Manner

4 Create Key Metrics for the Plan and Report These Metrics to the Board in a Timely Manner

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ORGANIZATIONAL

- 5 Create and Maintain Appropriate Staff with the Skills to Execute Key Responsibilities
- 4 Develop Staff through Timely and Consistent Goal Setting, Evaluation, Coaching and if Necessary, Correction
- 5 Effective Team Building / Leadership / Communication Skills

COMMUNITY / BUSINESS – OUTREACH & INTERACTION

- 3 Town (Council, Manager, Staff)
- 3.5 Media / Public Awareness
- 4 County
- 4 Community Organizations - (Lodging Assoc., Event Coalition, etc.)

Key Accomplishments Over the Past Fiscal Year

Comments:

SEE ATTACHED

Opportunities to Focus on During the Coming Year

Comments:

- BETTER COMMUNICATION WITH TML + TOWN COUNCIL
- MORE EDUCATION ON TOURISM IMPACTS + VALUE
- MORE FOCUS ON EDUCATION AND STEWARDSHIP (45 DAY PEAK)
- SUCCESSFULLY KICK OFF AIR SERVICE AT BISHOP AIRPORT
- ESTABLISH RESERVE DOLLARS FOR TOURISM BASED NEEDS
- WORK TO RENEW TBID WELL IN ADVANCE OF SUNSET

Mammoth Lakes Tourism

Thank you for participating in this Employee Performance Management System (EPMS) Manager Survey. *Your opinion counts and will help us to strengthen the leadership of our company.*

Please use the scoring scale indicated below.

Score	Explanation
1	Unsatisfactory (job threatening)
2	Significant weaknesses
3	Weak
4	Some areas need improvement
5	Meets expectations
6	Generally better than expected
7	Exceeds expectations
8	Significantly exceeds expectations
9	Outstanding
10	Exceptional (by definition a rare score)

This is an anonymous survey, and your responses will be kept in strict confidence. Please take a minute to complete this survey and return it to the coordinator that gave it to you.

Manager's Name: SELF EVAL - JOHN URDI

1. The person named above effectively communicates the company Mission, Vision, and Values and what we are trying to achieve as a company.

1 2 3 4 5 6 7 8 9 10

2. The person named above clearly communicates our department's short and long-term goals.

1 2 3 4 5 6 7 8 9 10

3. The person named above communicates clear expectations of my work performance

1 2 3 4 5 6 7 8 9 10

4. The person named above gives me enough feedback about how I am doing my job, in a timely and effective way.

1 2 3 4 5 6 7 8 9 10

5. The person named above takes action to continually help me to develop and improve.

1 2 3 4 5 6 7 8 9 10

6. The person named above coaches and trains effectively.

1 2 3 4 5 6 7 8 9 10

7. When I do my job well, the person named above recognizes or comments on my good performance in a timely manner.

1 2 3 4 5 6 7 8 9 10

8. The person named above strives to provide a fun working environment.

1 2 3 4 5 6 7 8 9 10