



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, January 9th, 2019

Time: 8:30 a.m. – 11:00 a.m.

Location: North Tahoe Event Center

8318 N. Lake Blvd., Kings Beach

NLTRA Mission

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

Board of Directors:

Chair: Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

Treasurer: Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

Aaron Rudnick, Sierra Tahoe Recreation | **Andre Priemer**, Resort at Squaw Creek | **Bruce Seigel**, Ritz-Carlton, Lake Tahoe

Chris Brown, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**,

Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain

Resort | **Lynn Gibson**, Keoki Gallery | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection

Advisory Committee: Erin Casey, Placer County Executive Office, Tom Lotshaw, Tahoe Regional Planning Agency

MINUTES

Board Members In attendance:

Adam Wilson, Samir Tuma, Christy Beck, Brett Williams, Aaron Rudnick, Dan Tester, Gary Davis vis telephone, Jim Phelan, Karen Plank, Lynn Gibson, Stephanie Hoffman, Tom Turner

Non-Voting: Erin Casey, Tom Lotshaw

Board members absent:

Andre Priemer, Bruce Seigel, Chris Brown, Greg Dallas, Kevin Mitchell

Staff in attendance:

Cindy Gustafson, Daphne Lange, Bonnie Bavetta, Liz Bowling, Dawn Teran, Andy Chapman

Others:

Lindsay Romack, Walt McRoberts, Branden (Richter 7), Terra (Richter 7) Allegra from Abbi Agency via telephone, Sean Barclay arrived at 9:28am

1. Called to Order – Established Quorum at 8:30am

2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.

- None

3. Agenda Amendments and Approval

MOTION to approve agenda. M/S/C Brett/Aaron/9-0-0

4. Consent Calendar-All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve remainder of consent calendar motions.

MOTION to approve Consent Calendar items. M/S/C Dan/Samir/9-0-0

Erin arrived at 8:32

A. NLTRA Board Meeting Minutes

- NLTRA Board Meeting December 5, 2018 [Link to preliminary online document](#)

B. Approval of NLTRA Financial Statements of November, 2018

C. Approval of CEO Expense Report

D. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Tourism Development Committee Meeting November 27, 2018 [Link to online document](#)
- Finance Committee Meeting November 26, 2018 [Link to online document](#)

Lynn arrived at 8:33-missed first two motions Christy arrived at 8:33-missed first two motions

5. Action Items (Item 5. A.-see below)

B. Budget revision for video/broadcast of Board Meetings

- \$3,000 revision covers contract with TTCTV through June

MOTION to approve the Budget Revision for TTCTV Video of Board meetings M/S/C Brett/Dan/11-0-0

C. Amendment to Memorandum of Understanding-Tahoe City Golf Course

- Cindy reviewed the history of the TC Golf course. And oversight committee a revisiting of the MOU oversight committee has met and there are additional revisions that are required, other issues. Amendment is to continue operating for another year. Action is a year late due to the changes over the last year. Motion contingent on County approval. County and airport district approving in January as well.
- Jim inquired about "other issues". Erin: Land use issues, assets that are tied to property/density /coverage questions.
- Jim asked the timeline and Erin said that by the end of the year it will all be "flushed out".
- Brett asked about committee structure changes and asked if it will come back to Board for discussion/duration of MOU. Erin said the area plan hadn't been adopted when the MOU was written almost 7 years ago, so there are changes to look at. Item will be on the Board of Supervisor agenda on Jan 29th.

MOTION to approve Amendment to Tahoe City Golf Course Memorandum of Understanding with knowledge that it first has to be approved by Placer County Board of Supervisors. M/S/C Brett/Dan/9-0-2 Samir and Aaron abstained.

Tom Turner arrived at 8:42

D. Jim Phelan appointment to Capital Projects Advisory Committee Appointment

- Fills the NLTRA Board appointment on the committee.

MOTION to approve Jim Phelan appointment to Capital Projects Advisory Committee. M/S/C Aaron/Karen/11-0-0

Item 5. A. Report from Richter 7 – Paid Media tactics using targeted consumer research and opportunities for increased reach.

- Cindy reviewed Richter 7 history. Daphne introduced and gave more details about Richter 7.

Gary left the meeting (was via telephone) at 9:25 a.m. during Richter 7 presentation.

- Walt McRoberts/Branden and Terra from Richter 7 presented slide show.
- Samir inquired about dollars per bed/spend per room/ Daphne presented the numbers. Ours: 6400 units, \$466 per unit spend, as a reference point. Not exact up to date numbers. Cindy will get the exact numbers to the Board.
- Samir inquired about benchmark ability to determine outcome on increasing the marketing budget by an "x" amount to determine how affective an increase would be over a specified amount of time, 5 years for example.
- Data points and Fusion 7 can be used and data can be pulled from many different areas. Walt recommends creating benchmarks especially in the beginning phases.
- Daphne suggested continuing SMARI research to give a full view of all of the research combined.
- Adam suggested analysis communication in relation to reallocating the dollars.
- Discussion about influencers.

6. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)

- None at this time

7. Informational Updates/Verbal Reports

A. Update on Spartan ESPN Broadcast

- Daphne showed video of the televised Spartan race wherein NLTRA was publicized/advertised.

B. Update on Winter Creative

- Discussion about map and suggestion to add transportation and a wider visual representation of the area on the map (to include Sacramento/Reno).
- Lynn: Page 64, she suggested that there be a visual to tie into the statement: "One destination, 12 resorts." She sees the map as being confusing, lacking information. Andy said that there is a more in-depth map located on the website.
- Cindy said comments are helpful and can be brought back to the creative team in a meeting will take place at the end of the month. Daphne commented that possibly a different map graphic can be used.
- TBID list has been received with includes over 1,000 businesses that could be participants. List is being worked through. Analytics and data is being reviewed, as well as budget and impacts.

C. Staff updates on Events, Sales, Membership and Visitor Center, see packet.

- Visitor update/Chamber update- Liz Bowling
- Daphne announced that Tourism recently received a recap from a fall/winter Expedia campaign which resulted in 25/1 ROI. Kudos to Sarah Winters.
- Cindy thanked staff for holiday/event support in December.
- Upcoming; Dahle assemblyman is running for Senate seat. Special election in the next 30 days.
- Cindy reported that South Lake Tahoe short term rental ban passed with 51 votes.
- Andy announced a meeting on Jan 21st at Sierra Nevada College. The meeting will discuss a statute which was found regarding vacation rentals not being allowed in unincorporated areas of Washoe County.
- Cindy commented that we will work with Board of Realtors to be proactive to take position on the short term rental issue and she will relay information.
- Daphne reported Visit California restaurant month, "Foodie Chats" Jan 16th. Twitter food travel chat. Info will be send to dining partners. There is a tool kit available.
- TCPUD to sponsor a Placer Board of Supervisors reception, Monday Jan. 28th, 5pm at the TC Winter Sports Park. NLTRA to host bar for BOS/No host bar for everyone else.

8. Reports/Back up-The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.

A. Destimetrics Report December 31, 2018

B. Conference Revenue Statistics Report December, 2018

C. North Lake Tahoe Marketing Coop December, 2018

D. Membership Accounts Receivable Report, December 31, 2018

E. Financial Key Metrics Report

9. CEO and Staff Updates

- No further updates

10. Directors Comments

- TMP Workshop upcoming.
- Brett emphasized reviewing the media flow chart in the packet.

11. Meeting Review and Staff Direction

- Distribute packet from Marketing subcommittee with other recommendations.
- Work with creative team/partners review map and transportation in winter creative including flights/ground transportation.

12. Adjournment. 10:59 am

This meeting is wheelchair accessible

Posted online at www.nltra.org