

**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**

**1. Call to Order – Established Quorum at 8:31 a.m.**

Board Members in Attendance: Samir Tuma, Christy Beck, Brett Williams, Aaron Rudnick, Andre Priemer (joined via telephone 8:47 a.m.), Bruce Seigel, Dan Tester, Gary Davis, Greg Dallas, Jim Phelan, Karen Plank, Kevin Mitchell, Lynn Gibson, Stephanie Hoffman (arrived 8:35 a.m.), Advisory: Erin Casey (arrived 9:25 a.m.), Tom Lotshaw (arrived 8:40 a.m.)

Employees in Attendance: Cindy Gustafson, Bonnie Bavetta, Liz Bowling, Daphne Lange, Amber Burke, Sarah Winters, Andy Chapman, Dawn Teran

Others in attendance: Katie Barnes- Destimetrics, Lauren-Tahoe Exclusive Vacation Rentals

**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.**

- No Public Comment

**3. Agenda Amendments and Approval**

**Motion to approve the Agenda M/S/C Jim/Brett/12-0-0**

**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 the remainder of consent calendar motions.**

**Motion to approve the Consent Calendar items M/S/C Dan/Gary/12-0-0**

*\*Stephanie Hoffman arrived at 8:35 a.m.*

A. NLTRA Board Meeting Minutes

- May 30, 2018 [Link to online preliminary document](#)

B. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)

- Business Association and Chamber Collaborative Committee Meeting June, 2018 [Link to online preliminary document](#)
- Tourism Development Committee Meeting May, 2018 [Link to online document](#) (June will be posted online when available)
- Finance Committee Meeting May, 2018 [Link to online document](#) (June will be posted online when available)

*\*Tom Lotshaw arrived at 8:40 a.m.*

**\*Request by Cindy to skip to item 7.a.**

## 5. Informational Updates/Verbal Reports

\*A. Presentation by Destimetrics – Overview of Services and Reports Available

**\*Item was presented after items 7.a. and 7.b.**

- Katie Barnes presented the Destimetrics slideshow.

*\*Erin Casey arrived at 9:25 a.m.*

- Lynn suggested getting information on how the Airbnb and VRBO affect the occupancy statistics. She also asked if there are group sales/convention related and property rental statistics available.
- Samir requested from Erin Casey a list of the Top 20 TOT collectors and statistics indicating what they produce in TOT (entirety).
- Brett requested from Andy Chapman a list of the Top 20 collectors on the Nevada side of the region as well.
- Cindy said that there will be future work with lodging properties/a resurrection of the NLTRA lodging committee.
- Katie said there are webinars, etc. available to us and she can supply data/reports (i.e. Executive Summary) which can be customized based on what the NLTRA Board desires.
- Discussion regarding seeking participation from other lodging partners in our Destimetrics reports. Katie said that there is a limited number of participants allowed under NLTRA's current plan but there is room for several more participants.
- Discussion regarding Truckee/Tahoe Donner participation.
- Public Comment – Lauren, Tahoe Exclusive Vacation rentals speaking from experience, commented that once there is a better understanding of the benefit of lodging property input, there will be more participants who come forward.

*\*Brett Williams left at 10:10 a.m.*

## 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. Action Items

**\*These items were seen after item 4b.**

A. MOTION: Review and approval of the agreement with The Abbi Agency for special event specific public relations services for the 18.19 fiscal year.

- Amber presented Abbi Agency Scope of Work. Approval is sought for Abbi Agency assistance on three events.
- Amber said that there is a 3 year contract with Northstar for the Autumn Food & Wine Event and this is the second year.
- Question from Lynn regarding networking with other events to attract more attendance. Amber said that this year there is coordination with other regions and a celebrity chef will be added.
- Christy asked about tracking and ROI of the event. Amber said a survey was implemented last year and the ROI proved that the event is bringing people into the region. She said that this year we are working with Northstar lodging for tracking.
- Bruce asked what goal/success measurements are in place. Amber said the results from last year will be measured against. There will be a PR report from Abbi Agency. He suggested looking at key targets to measure against in the future.
- Cindy said that there is an ROI model that we use that can be reviewed by the Board. This will be agendaized.
- Amber will compile an event recap report after the event wrap up and a survey will be sent out.

*\*Andre Priemer joined the meeting at 8:47*

**Motion to approve the agreement with The Abbi Agency for special event specific public relations services for the 18.19 fiscal year. M/S/C Dan/Greg/14-0-0**

**B. MOTION: NLTRA Employee Benefits – Holiday and Cell Phone Allowance Policies – Board approval**

- Cindy reported that the employee manual and policies have not changed since 2013.
- Cindy reviewed request to increase full time employee holidays by 4 total (2 new holidays-the day after Thanksgiving and Christmas Eve- and 2 floating holidays.)
- Cindy reviewed request to update the cell phone use policy and make it a standard policy across the board for all employees. If phones are used for work related travel, a \$50/month reimbursement would apply. If phones are used to access work related communication only, a \$25/month reimbursement would apply.
- Jim asked what type of PTO is allocated to seasonal employees, and is it returned at the end of the year. The answer is they have 3 state mandated accrued sick days, which is not required to be paid back. This information will be verified by Steve Gross.

**Motion to approve the NLTRA Employee Benefits–Holiday and Cell Phone allowance policy. M/S/C Gary/Kevin/14-0-0**

- 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 May 31, 2018
  - B. Conference Revenue Statistics Report May, 2018
  - C. Finance Committee Supplemental Reports, May, 2018
  - D. Membership Accounts Receivable Report, May 31, 2018

*\*Greg Dallas left at 10:25*

**9. Directors Comments**

- Cindy reviewed the handout which was distributed at meeting, *\*posted online and emailed to Board by D. Teran on 7.11.18 at 12:54 a.m.*
- Samir requested an ongoing list of CAP Committee applicants/status updates from Erin/County.

- Sarah Winters will create an August report with updated numbers regarding Canada visitation and include Visa View data.
- Tom Lotshaw
  - Lake Tahoe Summit-Tuesday August 7<sup>th</sup> at Sand Harbor.
  - Shoreline Plan final comments closed.
  - Linking Lake Tahoe website is up. A new travel option website and plan trips with transportation options, bike trails, water taxis.
- Erin Casey
  - Greg Dallas is on CAP Committee representing Ski Resorts
  - NLT Transportation Authority Sales Tax Measure was successful carried by assembly member Thurman, and will be heard by Senate after summer recess concludes in August, then will be in the Governors hands after that.
  - Board of Supervisors July 24<sup>th</sup> at the North Tahoe Event Center. CAP Committee recommendations being submitted for approval.
  - Working with a consultant to do voter surveys for sales tax increase and TOT increase for trails, transit, housing, etc. She will share the results with Cindy and is looking forward to working in partnership on how to proceed based on the results.

**10. Meeting Review and Staff Direction**

- Events structure policy and structure presentation will be brought back to Board.
- Destimetrics minimum 50% participation goal.
- NLTRA Sept. 5<sup>th</sup> Retreat preparation.
- Next Board Meeting August 1<sup>st</sup> at Sugar Bowl.

**12. Adjournment at 10:36 a.m.**