



NLTRA Mission

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

To view the live video stream from the November 7, 2018 meeting, click here: <https://vimeo.com/303591816>

1. Call to Order – Established Quorum

Board Members in attendance: Adam Wilson, Samir Tuma, Christy Beck, Brett Williams, Aaron Rudnick, Andre Priemer, Chris Brown, Dan Tester, Jim Phelan, Karen Plank, Kevin Mitchell, Stephanie Hoffman, Tom Turner, Erin Casey (non-voting), Tom Lotshaw (non-voting)

Board Members absent: Bruce Seigel, Gary Davis, Greg Dallas, Lynn Gibson

Staff in attendance: Cindy Gustafson, Daphne Lange, Liz Bowling, DeWitt Van Siclen, Bonnie Bavetta, Sarah Winters, Greg Long, Andy Chapman, Bart Peterson, Dawn Teran

Others in attendance: Kelley Altick and Kendall Galka from McClintock Accountancy Corp. Lindsay Romack, Placer County.

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.

- Cindy announced that this meeting will be webcast and linked on the North Lake Tahoe Resort Assn. Facebook page.

3. Agenda Amendments and Approval

MOTION to approve the Agenda M/S/C Samir/Tom T./13-0-0

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 Consent Calendar items. M/S/C Dan/Kevin/13-0-0

A. NLTRA Board Meeting Minutes

- October 3, 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

- Tourism Development Committee Meeting October 23, 2018 [Link to online document](#)
- Finance Committee Meeting September 25, 2018 [Link to online document](#)

- C. Review and approval of 2019 WinterWonderGrass Squaw event sponsorship for \$15,000
- D. Review and approval of an amendment to the 18.19 Event Scope of Work agreement with The Abbi Agency to contract services to cover the 2019 WinterWonderGrass Squaw event for \$4,000
- E. Review and approval of modifying the 2019 Broken Arrow Skyrace event sponsorship agreement to a \$20,000 sponsorship instead of a \$30,000 sponsorship
- F. Conference-Group Sales: Policy Change
- G. CEO and Staff Reports

5. Action Items

- A. MOTION: Review and approval of the 2019 Spartan World Championships event sponsorship/host location agreement for \$250,000
 - Daphne presented and reviewed statistics on page 35.
 - Per Daphne, agreement must be finalized by December.
 - Lodging recap requested by Adam. (Daphne said that Spartan 2017 was used as a lodging estimate.)
 - Cindy suggested that the payment item on page 2 be withheld until all contract deliverables are received from Spartan, specifically regarding providing a lodging report.
 - Samir suggested requesting a refund from Spartan from the previous year since the contract deliverable was not fulfilled.
 - Jim questioned why there was a \$100,000 reduction in the impact, and why there was not growth. Cindy said the number is a rough number based on the Dean Runyan economic impact report. Even as participation was down, there was an increase in international visitation and longer stays.
 - Kevin asked if there are possible future events that may have a large magnitude. Daphne said it is hard to predict at this point and this is the only event of this large caliber on the books for 2019. Events are still being nailed down for 2018. But nothing of this scale.
 - Cindy said that this event is a great investment and some other events are being reduced or funds returned to the County because they were not all spent.
 - Daphne added that TV is part of the 2019 contract as well.

MOTION Tom T. /Karen/11-0-2/Dan and Christy abstained.

- B. MOTION: Board of Directors' approval of the June 30, 2018 Financial Statements and Independent Auditors' Report and the refund to County of Placer for excess TOT funding in fiscal year ending June 30, 2018 in the amount of \$216,432.
 - Cindy reviewed slide show: 2017-18 Financial Review.
 - NLTRA Management and Board had significant staff changes throughout the process.
 - NLTRA finished out year under budget. Chamber (not part of Placer contract, funded through memberships and sponsorships) this year, a loss of approx. \$5,000. Revenue expectations lowered, staffing adjustments made. Membership is a continued struggle. Liz is doing a great job turning it around.
 - Bonnie introduced the auditors. Kendall Galka reviewed the NLTRA financials ending June 30, 2018. She reported that the financials were given a "Clean and Unmodified" audit result which is the highest level rating. Much better result on journal entries than in the past. 28 last Fiscal year vs. 13 this fiscal year.
 - The three Placer contracts which were required made the audit more complicated and likely contributed to the 13 adjustments. No problem with audit, was a successful outcome.
 - Dan asked question: Why is excess refunded to Placer County and not rolled over to another fiscal year? Per the contract, it is refunded. There was a roll over procedure in the past, but it was

eliminated a few years ago. Erin explained the reasoning and said the money that is refunded stays in the community and goes back into capital infrastructure (trails, etc.) Per Cindy, County did approve some portion of the fund balance which was used towards TBID research.

- Kendall said the history and details of fund balance refunds can be requested.
- Question from Adam and discussion about replenishing the cash reserve which was used for CEO recruitment. Kendall confirmed that the cash reserve is currently at the correct level.
- Question regarding the two outstanding controls specified in audit, what they were specifically. Bonnie said they were (1) the recommendation that we improve our computer backup, which has been done but tests not yet performed and (2) was to present quarterly reconciliations to finance committee which will begin soon.
- Computer backup procedure was reviewed.
- Brett questioned where the rollover money goes. He suggested reviewing the rollover procedure and including this subject as a discussion prior to next year's contract.
- Samir questioned the current "use it or lose it" system. He suggested implementing a contract-specified amount that can be rolled over and used in the next fiscal year.
- Erin said the question would be: how the fund balance would be applied and used, since there is a substantial amount set aside in Marketing Reserve and Cash Reserve already.
- Adam said there is a potential to look at new initiatives outside of normal budget. Erin explained the procedure for the fund balances which all roles into capital investments in order to balance out the budget in all areas.
- Cindy asked NLTRA to consider specific areas to save/use funds so projections can be made in advance.

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M/S/C Dan/Chris/13-0-0

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

8. Meeting Review and Staff Direction
 - Cindy asked for the Board to consider how hard the staff has been working. Requested that Liz give a review of page 31. Liz reviewed.
 - Samir thanked staff for the TOT ordinance work and getting community involved and thanks to the County.

 - Cindy staff direction:
 - Spartan contract refund or credit and data from Spartan
 - Implement audit control recommendation
 - Track and look at reporting for County contract and opportunity for use of funds

9. Adjourned as NLTRA Board of Directors at 9:31 a.m.