



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, August 1, 2018

Time: 8:30 a.m. – 10:45 a.m.

Location: Sugar Bowl Ski Resort
Coldstream Room

629 Sugar Bowl Rd., Norden, CA

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 – Establish Quorum 8:37 a.m.

Board Members in attendance:

Adam Wilson (arrived at 8:42 a.m.), Samir Tuma, Aaron Rudnick, Brice Seigel via telephone, Dan Tester, Gary Davis, Greg Dallas, Jim Phelan, Karen Plank, Kevin Mitchell, Lynn Gibson, Tom Turner (arrived at 8:54 a.m.) Advisory: Erin Casey

Staff in attendance: Cindy Gustafson, Liz Bowling, Amber Burke, Sarah Winters, Greg Howey, Daphne Lange, Jason Neary, Bonnie Bavetta, Anna Attwood, Dawn Teran

Others in attendance: JJ Jansen, Dave Wilderotter, Lindsay Romack, Placer County representatives Jerry Gamez, Ashley Harper, and Doug Jastrow

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.

- Dave Wilderotter – CAP Committee Member/Owner Tahoe Dave’s – Re: Support for a permanent Kings Beach Visitor Center. Encourages a North Tahoe Resort Assn. plan. Cindy said that the CAP Committee approved funding for Donner Summit Group to add visitor center on the Summit. There is current Visitor Center staffing at the Kings Beach Recreation Area in the summer and a location would be needed for a permanent Kings Beach area Visitor Center.
- Cindy will send out a summary of the CAP committee information.
- JJ Jansen - Placer County Executive Office reported regarding economic development initiatives, community events, local marketing and community engagements. Placer County has partnered with Sierra Business Council on business development seminars. A more detailed overview will be provided at a future meeting.

3. Agenda Amendments and Approval

MOTION to approve the agenda M/S/C: Jim/Gary/10-0-0

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 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.

**Adam arrived at 8:42 am.*

MOTION to approve Consent Calendar items. M/S/C: Dan/Kevin/11-0-0

A. NLTRA Board Meeting Minutes

- July 11, 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

- Business Association and Chamber Collaborative Committee Meeting July 12, 2018 [Link to online preliminary document](#)
- Tourism Development Committee Meeting June 26, 2018 [Link to online document](#) (July will be posted online when available)
- Finance Committee Meeting June, 2018 [Link to online document](#) (July will be posted online when available)

5. Action Items

A. MOTION: Placer County's Dollar Hill Nahas Property Acquisition for Achievable Local Housing:

Requesting Board of Directors consider making the following recommendations to the Board of Supervisors and the Capital Projects Advisory Committee, on the use of Transient Occupancy Fund balance for the acquisition of this property:

(1) The NLTRA Supports the use of TOT fund balances for this specific acquisition; and, (2) supports, and will participate in, the development of a comprehensive funding strategy to address workforce housing needs.

- Cindy reviewed history of land ownership. Workshop on this subject is at TCPUD 3-5 p.m. today.
- Erin spoke regarding total cost/purchase price. There is a Placer County housing trust fund. In addition, the Truckee Airport Board allocated ½ million dollars. Fund balance is unknown at this point and estimated between 1-2 mil. Exact number is not known yet. No plan for specific costs. RFP will be sent out soon. Details regarding employee housing/local housing numbers are not known at this point.
- Cindy will contact Jennifer about the specified Lake Tahoe Tourism budget/2% County disbursement. To clarify, it is not a NLTRA budget item. It is an item out of the County budget.

**Tom arrived at 8:54 am.*

- Samir – Asked Erin what other housing funding sources are being considered. Erin said source is from Trust Fund Bonds, increased TOT, among others. Erin said she could forward that information. He believes funding sources, other than TOT need to be looked at. Discussion about where funding will come from.
- Adam asked whether the approval would go through the CAP committee only. Erin said in the future the item would come to the NLTRA for a recommendation.
- Dave W. commented that advocacy and employee housing needs are a major issue moving forward.

MOTION to approve Consent Calendar items. M/S/C Dan/Gary/ 12-0-0

B. MOTION: Peter Greenberg Hidden Gem Opportunity

- Staff is requesting the Board to provide direction on this opportunity.
- Daphne described the opportunity. The filming of an 8 min segment will be in the fall/air in January. We will have control of locations and content, will show diversity of our region, (activity/experiential driven). Funding is through the Coop: \$50,000. All of the video would be for NLTRA use/at our disposal. 55+ target market. Great opportunity for TV exposure. North Lake Tahoe region would be focused. If coop funds are utilized, then there would be some filming on the Nevada side of the region. The NLTRA could fund it completely but that would use up all of the opportunistic funds available.

- Bruce added that in his opinion the investment is worth it.
- Kevin asked about time of year of filming. Can it be filmed in the winter? Cindy said non-peak times are targeted.
- NLTRA will be bringing item to the Coop on the 22nd.
- Segment will air in January across all PBS stations and will repeat as needed. Daphne can get a full station rundown with run times. Guarantee 3.2Mil impressions.
- Tom: Asked about possible opportunities to highlight other seasons. No guarantee but we use content wisely and push messages with other seasonal activities.
- On a different subject, Tom asked about Placer County Film Office filming and if we are typically notified when it occurs. Do we have access to the product? The content of Placer County Film Office is owned by the entities that request/produce the filming. Tom suggested obtaining content from those entities somehow.
- Samir asked if we proceed, will we get a license for the content and whether we can use excerpts from the content to repurpose. Daphne answered that the Hidden Gem entity would retain ownership and we would have the license to use it. Will find out if we can repurpose and use smaller excerpts.

Motion for Approval of the Peter Greenberg Hidden Gems opportunity contingent on Tourism Development Committee approval. In event that Coop does not approve it, then it would come back to be considered for the NLTRA opportunistic budget. M/S/C Dan/Jim/12-0-0

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. Informational Updates/Verbal Reports

A. Update from Placer County on TOT Enforcement and Proposed Ordinance Revision Workshop

- Doug Jastrow and Ashley Harper presented, reviewed slide show
- **Add PC slide show to website** **completed by D. Teran 8.1.18*
- Samir would like to know if the trend is up or if we have leveled off since 2016/17 (Slide 6). Doug can provide the documentation/statistics.
- Bruce asked about other communities' benchmarks and if they are as successful at collecting/what are best practices. Town of Truckee is successful with TOT collection, as well other areas around the basin. Bruce suggested looking at other destination communities' successes. Samir added information about San Francisco structuring a different model of TOT collections.
- Regarding slide 7; this is referring to new revenue.
- Online registration process is being rolled out by Oct /3rd Quarter.

B. Report on Voter Survey for Sales and TOT Increases

- Cindy reported on results of voter survey. Over 70% believe in the necessity to raise more money for the needs we are facing and are in support of raising TOT. Resort Association support/appreciation is up.
- Erin pointed out that a comprehensive strategy based on the results will need to be comprised. She said that the next phase of TBID will be worked on together with the NLTRA.
- Tom suggested survey be geared towards visitors and what they think about increases. Cindy said the local voters would need to support the tax.
- Discussion about scope of Tourism Master Plan, how that interacts with the goals on the voter survey and how to disseminate what the survey results reported.
- Discussion about TBID funds collection.

C. Staff Presentations on Events, Sales and Membership

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

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

9. CEO and Staff Updates

- Housing opportunity/advocacy
- Strategic planning session in Sept. Facilitator not committed. Look out for doodle poll.
- Cap committee update will be provided next business meeting.

10. Directors Comments

11. Meeting Review and Staff Direction

- Report on CAP committee.
- Permanent site for visitor center in Kings Beach.
- Peter Greenberg/partial footage/license agreement.

12. Adjourned at 11:27

This meeting is wheelchair accessible

Posted online at www.nltra.org
