

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

To view the December 5th, 2018 meeting via live streaming, go to: <https://vimeo.com/306478701>

1. Call to Order – Meeting called to order at 8:34 a.m. Quorum not established.

Board members in attendance: Samir Tuma, Brett Williams, Aaron Rudnick, Bruce Siegel (joined at 8:42 a.m.), Chris Brown, Dan Tester, Jim Phelan, Lynn Gibson, Stephanie Hoffman

Non-voting: Erin Casey, Tom Lotshaw (arrived at 8:45 a.m.)

Board members absent from meeting: Adam Wilson, Andre Priemer, Christy Beck, Gary Davis, Greg Dallas, Karen Plank, Kevin Mitchell, Tom Turner.

Staff members in attendance: Cindy Gustafson, Liz Bowling, Amber Burke, Bonnie Bavetta, Daphne Lange, Dawn Teran.

Other in attendance: Sherina Krueel, Katherine Hill.

While lacking a quorum, Daphne presented first on the Tahoe Treasures campaign, Item 7.A. She presented a slide show.

Quorum established at 8:42 am

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 forum.

3. Agenda Amendments and Approval

- Agenda amendment: Action item 5.E. moved to top of action items.

MOTION to approve the Agenda and amendments. M/S/C Dan/Brett/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 the remainder of consent calendar motions.

MOTION to approve the Consent Calendar. M/S/C Brett/Aaron 9-0-0

A. NLTRA Board Meeting Minutes

- NLTRA/IVCBVB Joint Board Meeting November 7, 2018 [Link to preliminary online document](#)
- NLTRA Board Meeting November 7, 2018 [Link to preliminary online document](#)

B. Approval of NLTRA Financial Statements of October, 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 October 30, 2018 [Link to online document](#) (November, 2018 will be posted online when available)
- Finance Committee Meeting October 30, 2018 [Link to online document](#) (November, 2018 will be posted online when available)

5. Action Items

A. MOTION/DISCUSSION: Appointment to the Capital Project Advisory Committee

- Cindy reported that the Executive Committee has requested that the Board solicit applications for the next 30 days for CAP Committee and Board make appointment to CAP Committee in January meeting. She reviewed the purpose of CAP Committee, and the commitment. Criteria is based on geographic distribution of entire committee and no more than one from an organization. Alex Mourelatos was elected to the NTPUD Board and there is already one CAP committee member from the NTPUD Board, which is the reason for the vacancy.
- Cindy clarified what seats are available and what types of seats they are.
- Erin said the commitment is once a month and described value of being on the committee.
- No action on this item required.

B. MOTION/DISCUSSION: Review of Placer County TOT Ordinance revisions

- Cindy announced that the Board of Supervisors approved the ordinance.
- Erin addressed questions that were presented yesterday. Another workshop will be held in January, possibly January 9th, at the Administrative Center. Revised version of ordinance and booklet will be Board approved. Copy can be supplied by end of this week. Samir requested the red-lined version and Erin said that will be supplied. Taxable items list will be updated per Board request.
- Samir reported that Supervisor Montgomery implemented that the list come quarterly instead of yearly.
- Brett clarified changes in ordinance. It was stated that property management firms were not required to previously file for each Condo hotel properties. Single family homes have their own individual certificate.
- Dan expressed disappointment in the decision regarding procedure from a multiple lodging property manager's point of view; that each individual condo owner will have to submit the TOT form and individually go through filing process.
- No action on this item required.

C. MOTION/DISCUSSION: Review of Proposed Committee Structure

- Cindy presented overview of page 62, NLTRA Board of Directors Committee Structure, in packet.
- Cindy described where we can have more Board involvement in committees and the estimated frequency of meetings/commitments.
- Samir urged Board members involvement in committees which would most likely result in less Board meetings, and less time spent at each Board meeting.
- Jim asked if there is a duties list for the Executive Committee. Cindy said the duties and responsibilities will be defined. A sample duties list consists of: Contract negotiations with county, agenda review, personnel issues, CEO review, staffing and high-priority, pressing issues.
- Erin commented regarding the Business Advocacy Committee and suggested that this committee can take a role in engaging the business community as part of their duties.
- Discussion regarding the Business Advocacy Committee. Cindy urged the Board to sign up and get engaged.
- No action on this item required.

D. MOTION/DISCUSSION: Preview of Winter Creative – Daphne Lange

- Daphne presented this item which had already been reviewed by the Coop and Tourism Committee. This campaign is geared towards those coming via airlines, not geared to those traveling from the bay area. Longer stays targeted.
- Samir suggested changing the headline to: "Clear Skies" instead of "Clear Water" for winter messaging.
- Lynn expressed concern over using word "Budget" in messaging and Daphne said that language is not consumer facing.
- Bruce asked what the total budget dollars are going into the campaign. Daphne said she will get him that information at a later time via the flow chart.
- Bruce commented regarding the tactical campaign and how the budget was allocated. Daphne responded that the bulk is towards digital display advertising with print being the smallest percentage. Bruce requested that information be supplied to the Board, along with budget information and flow chart.
- Daphne explained how the images will be used in the Awareness portion of the campaign.

- Bruce asked about how time on site conversions is measured. Time on the site is monitored and also clicks on the “Book Now” button. Current goals have been set based on past campaigns. Time-on-site goal has been increased. “Book Now” conversions per-month goal is increased as well. Cindy asked Bruce to present what goals he would like to add to the Tourism Development Committee.
- It is requested that the reports be included in Board Packet. Cindy offered that, as the reports are long, important factors and key information will be highlighted by staff in the report.
- Brett explained feeder markets.
- New snowshoeing and new campaigns have been added to the winter creative.
- Daphne reviewed fall lifestyle campaign photos.
- Photos were adapted to the SMARI research that was completed and tailored to the findings.
- No action required on this item.

E. MOTION/DISCUSSION: Review and approval of 2019 Special Event Partnership Funding allocation recommendations. – Amber Burke

- \$58,000 was the final ask from the opportunistic funds budget.
- Criteria used for selection was reviewed.
- Amber reviewed comments made previously from the Partnership Funding committee.
- Jim asked about spending restrictions on funds granted, and Amber replied that the money must be used for marketing purposes. There is much help from NLTRA to help make decisions on what the money is used for.
- Dan T. asked about how the success is measured. An event recap is submitted and how money is utilized. A template has been created to obtain the appropriate information and will be completed and forwarded.
- Samir asked if a larger amount is recommended if we want to choose to help fund the TCDA event further. Cindy recommends that we meet with TCDA and see if they can expand event and provide more funds. After meeting with them and a plan is worked out, it can be brought back to the Board.
- Brett asked if there are other events that may have higher priority, Amber said that the Lake Tahoe Dance Collective event is one that may have a need as well.
- Kathryn Hill, President of the Tahoe City Downtown Assn. Board, spoke on behalf of grant request and presented statistics on attendance, growth, hotel stays, etc.
- Cindy requested more time to meet with TCDA to discuss and then come back to the Board with this item and the total of funds which will be requested.
- Jim asked what the difference is between “TCDA” events vs. “Tahoe City” events. TCDA has ability to market all of Tahoe City events. The producers of each event files their own applications, etc.
- Samir asked if we supply funding to any of the other business associations. Amber replied yes.
- Question regarding the event profit. Amber said the classic made \$22,000 and Oktoberfest made \$7,000.
- Jim asked for timeframe information. Amber said that the 2019 calendar year applications were due November 2nd. Information was distributed 5 weeks prior to that.

MOTION to approve the 2019 Partnership Funding allocation applications that have been recommended by the Partnership Funding Committee, and that the Partnership Funding Committee reconvene in January to review applications, prioritize them and consider additional funding opportunities with event opportunistic funds. Then, the Partnership Funding Committee present those prioritized recommendations to the Tourism Development Committee for their recommendations for presentation to the Board in February to discuss along with other funding possibilities.

M/S/C Brett/Chris/8-0-1 Stephanie abstained.

- Lynn suggested to reevaluate those who didn’t previously get grant funding then prioritize. (Motion amended.) She asked if this should be made public to other applicants. Group agreed that they should.
- Samir asked if other entities are seeking opportunistic funds. Amber said 3 other groups are requesting the opportunistic funds for bigger events. Sugar Bowl and Donner Summit are also being looked at for events in those locations.
- Brett recommends that these events should be looked at in the February meeting, in order to present the committee recommendations to Tourism development meeting in January first. (Motion amended.)
- More discussion about motion. Amber said a Tough Mudder cancellation could open up additional funds.
- Samir recommended not exhausting the entire fund in case there are other events that come up. Cindy commented that once the events are self-sustaining, we would like to see the events move on and not be included in funding requests in the future.
- Discussion about value of promoting everything in the region, and what we provide.
- Daphne clarified that opportunistic funds are funds designated specifically for the event.

F. MOTION/DISCUSSION: Review and possible approval of an agreement with ADVNC Lacrosse and Summit Lacrosse Ventures to sponsor the 2019 Lake Tahoe Summit Classic Lacrosse Tournament taking place in North Lake Tahoe and Truckee, June 21 – 23, 2019 with a \$5,000 cash sponsorship.

- Amber reviewed statistics and contract summary.

MOTION TO APPROVE AGREEMENT WITH ADVNC Lacrosse and Summit Lacrosse Ventures to sponsor the 2019 lake Tahoe Summit Classic Lacrosse Tournament. M/S/C Dan/Lynn/9-0-0

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. Tahoe Treasures Content Campaign Update – Daphne Lange

B. Staff updates on Events, Sales, Membership and Visitor Center

- Liz reviewed Visitor Information Center and Chamber statistics. Front line training coming. Board staff urged to participate.
- Filmfest will begin this weekend.

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 November 30, 2018

B. Conference Revenue Statistics Report November, 2018

C. North Lake Tahoe Marketing Coop October, 2018 Financial Reports

D. Membership Accounts Receivable Report, November 30, 2018

E. Financial Key Metrics Report

9. CEO and Staff Updates

- Bringing back budget revision in January to continue TV webcast.
- Next Board meeting will be on January 9th, location TBA.

10. Directors Comments

- Erin provided an update about the Nahas property. County staff has been authorized to begin negotiating with a developer on a proposed concept. Apartments and single family homes are included in the current concept. Much revision is still anticipated, based on the feedback from community in order to align the vision with community feedback.
- Erin provided an update regarding the Station 51 facility repurpose. Two proposals were received, one was arts related and the other was mixed-use including retail. Feasibility studies for both proposals were approved yesterday.
- Tom: The TRPA Governing Board approved the Kings Beach Pier project. The US 50 South Shore revitalization project was also approved.

11. Meeting Review and Staff Direction

- Moving January Board meeting to 9th.
- Partnership funding process.
- Follow up with budget and flow chart for winter campaign.

12. Adjourned to Closed Session at 11:10am

13. Adjournment at 11:54 a.m.