

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

1. Call to Order at 8:33 AM – Quorum established

Board members in attendance:

Chris Brown, Greg Dallas, Gary Davis, Lynn Gibson, Jim Phelan, Aaron Rudnick, Samir Tuma, Tom Turner, Karen Plank, Adam Wilson, Brett Williams (via teleconference).

Board members absent:

Andre Priemer, Christy Beck, Dan Tester, Kevin Mitchell, Bruce Seigel, Erin Casey (non voting member), Stephanie Hoffman.

Staff Members in attendance:

Cindy Gustafson, Bonnie Bavetta, Amber Burke, Sarah Winters, Liz Bowling, Dawn Teran

Others in attendance:

Keith Vogt, Sam Rudnick, Lindsay Romack, Emily Setzer

2. Public Forum

- There were no comments on items not on today's agenda.

3. Agenda Amendments and Approval

Gustafson asked to table Item 5.C.

MOTION to approve the agenda as amended M/S/C PHELAN/TUMA/11-0-0

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.

A. NLTRA Board Meeting Minutes

- NLTRA Board Meeting March 6, 2019 [Link to preliminary online document](#)
- B. Approval of NLTRA Financial Statements of February, 2019
- C. Approval of CEO Expense Report
- D. 18.19 Opportunistic Event Sponsorship Funds Allocations – 2019 Broken Arrow Skyrace Additional Funding
- E. Augmentation to SMARI Insights 18.19 Contract
- F. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org
 - Finance Committee Meeting February, 2019 [Link to online document](#)
 - Tourism Development Committee – February, 2019 *posted online at nltra.org when available
 - In – Market Tourism Development Committee February, 2019 [Link to online document](#)
 - Business Association and Chamber Collaborative/Tourism Dev Committee – February 2019 [Link to online document](#)

MOTION to approve Consent Calendar items as presented. M/S/C DAVIS/RUDNICK/11-0-0

5. Action Items

A. Selection of Auditor for FYE 2019-2023 Audit and Tax Preparation

Bavetta reported five proposals were submitted. The Finance Committee recommends approving the proposal from McClintock Accountancy.

MOTION to accept the recommendation of the Finance Committee and select McClintock Accountancy for the FYE 2019-2023 Audit and Tax preparation. M/S/C PHELAN/RUDNICK/11-0-0

B. Resolution Appointing Signatories for NLTRA and NLTMC Bank Accounts

MOTION adding Liz Bowling and Amber Burke as signatories on the NLTRA and NLTMC bank accounts and removing Daphne Lange as a signer. M/S/C DAVIS/DALLIS/11-0-0

C. Consideration of Participation in Peak Tourism Research Study by SMG Consulting

This item was tabled pending more information regarding the survey data to be collected.

D. Letter of Support in Concept for – The Stages at Northstar

Keith Vogt presented details of the proposed Stages at Northstar. Gustafson noted the draft letter of support included in the meeting packets and said the project is consistent with the Tourism Master Plan. Because NLTRA is a partner in the CAP Committee process, the letter is not related to the requested TOT grant, but directed to other potential funders. Discussion followed as the request and project were clarified and pros and cons of NLTRA submitting letters of support for any project. Dallas supported the project in general but felt NLTRA should remain neutral. Revisions to the draft letter were suggested.

Wilson asked that at the next meeting, a presentation be given regarding the ranking procedure adopted by the CAP Committee to better understand the process. He suggested this Board review the summary of applications and offer feedback prior to the May 30th CAP Committee meeting, when funding recommendations will be made.

MOTION to approve the draft letter of support in concept for The Stages at Northstar as amended. M/S/Carried with Dallas voting no. PHELAN/TUMA/10-1-0

E. 18.19 Opportunistic Event Sponsorship Funds Allocation – Enduro World Series Race at Northstar California

Burke presented the request for an \$80,000 sponsorship for this August event, including the budget and promotional opportunities. She answered questions regarding the race course and how the public will be notified of the event.

The Marketing Committee was asked to consider strategies for additional exposure at events and present event results such as spikes in social media in order for the Board to gauge the value of these investments.

MOTION to approve an \$80,000 sponsorship for the 7th leg of the Enduro World Series International Bike Competition taking place at Northstar California August 23-25, 2019. M/S/Carried with Wilson abstaining TUMA/DAVIS/10-0-1

6. Informational Updates/Verbal Reports

A. Tourism Business Improvement District Update

Gustafson presented the report included in the Board packets. The Placer County Board of Supervisors has approved the TBID contract with Civitas, which was previously approved by this Board. A brief discussion followed regarding the impacts of other funding mechanisms on businesses, such as the Squaw TBID, and components of the project that will be considered during a more in-depth Strategy Session.

B. 2018.19 Budget Reforecast and Budget Preparation for 19.20-Ver

Bavetta presented the information in the meeting packets, including the re-forecast showing expenses are approximately \$100,000 - \$125,000 under budget at this point. The largest change is in wages. The co-op is about \$80,000 over budget, primarily because of the cost of Peter Greenberg Hidden Gems, which was funded from a previous surplus. Membership is on track. Discussion followed as specific line items and variances were clarified and the potential revenues from a TBID.

C. Staffing Transition Plan

Gustafson reported on her meeting with the Executive Committee regarding staffing changes.

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 March, 2019**
- B. Conference Revenue Statistics Report February 2019, March, 2019**
- C. Tourism Development Report on Activities, March, 2019**
- D. Chamber of Commerce Board Report March, 2019**
- E. Visitor Information Center Visitor Report March, 2019**
- F. North Lake Tahoe Marketing Coop Financial Statements February, 2019**
- G. Membership Accounts Receivable Report February, 2019**
- H. Financial Key Metrics Report February 2019**
- I. Board Correspondence**

8. CEO and Staff Updates

Gustafson gave a presentation on TOT collections from FY 2003/04 through FY 2017/18 noting comparisons by quarter. As the focus has shifted to driving occupancy in off season, Q2 and Q4 numbers are increasing. The backup data submitted by DestiMetrics was included in the meeting packets.

Burke distributed the February Tourism Development Report. She highlighted the Treasures of Tahoe Campaign. Seasonal campaigns are designed to encourage visitors to visit the lake in the winter and the mountain villages in summer.

Burke reported a photographer and videographer have been attending events to build an asset library.

Winters reviewed international media mentions of the area, most recently focused on Squaw, Alpine, and Homewood. She recently attended the Mountain Travel Symposium in Whistler. The 2020 event will be held in Squaw. Winters described the event hosted by NLTRA and six local lodging partners while in Canada for the Symposium. It was a good opportunity to educate travel agents about this area now that there is direct air into Sacramento.

Bowling reported NLTRA.org has launched. She reviewed the PR messages placed over the past month.

The Community Awards Dinner is scheduled for April 18. Bowling discussed some of the components and logistics for this year's event. The NLTRA Annual Report will be distributed in the gift bags.

9. Directors Comments

There was a brief discussion about the recent Winter Wondergrass.

10. Meeting Review and Staff Direction

- Regarding Item 5E, staff will work with Northstar to provide notification about the use of public trails
- Staff will develop means to evaluate and track results other than digital and social media mentions for events.
- Staff will ensure better overall use of NLTRA branding and messaging on print ads and banners.
- Timing, parking, and traffic concerns regarding Winter Wondergrass will be discussed with Squaw.
- Information regarding the CAP Committee evaluation, ranking, and selection process will be presented to this Board.
- A strategic meeting will be convened to discuss net versus gross revenues for TBID and how other non-tourist businesses are assessed.

11. Closed Session

Closed Session was convened at 10:51 AM. Regular session was reconvened at 11:20 AM.

12. Adjournment 11:21 AM

