



BOARD MEETING MINUTES
Wednesday, October 7, 2009 – 8:30 a.m.
North Tahoe Events Center

PRELIMINARY MINUTES

ATTENDANCE: Dave Wilderotter, Roger Beck, Jennifer Merchant, Dan Tester, Deb Dudley, Ron Parson, and Deanna Gescheider (8:47 a.m.) and Tom Murphy (9:17 a.m.)

STAFF IN ATTENDANCE: Steve Teshara, Kym Fabel, Andy Chapman, Ron Treabess, Sally Lyon, and Sarah Holster

OTHERS IN ATTENDANCE: Phebe Bell, Cindy Gustafson, Matt Homolka, Bob Bolton, Rob Weston, Peter Kraatz, Wally Auerbach, and Steve Kastan

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The meeting was called to order at 8:38 a.m. by acting Chair Deb Dudley and a quorum was established.

2.0 PUBLIC FORUM

2.1 There were no public comments.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Parson/Tester) (6/0) to approve agenda as presented.**

4.0 CONSENT CALENDAR

4.1 **M/S/C (Parson/Tester) (6/0) to approve the consent calendar as presented.**

5.0 DISCUSSION AND POSSIBLE ACTION TO ADOPT A RESOLUTION OF SUPPORT, ACCEPT THE NINE “TOOLS OF CIVILITY” AND COMMIT THE NLTRA TO PARTICIPATION IN THE SPEAK YOUR PEACE CIVILITY PROJECT

5.1 Steve Teshara reported that the NLTRA was recently approached by the Truckee Tahoe Community Foundation (TTCF) to adopt a resolution of support for the nine “Tools of Civility” and commit the NLTRA to participate in the Speak Your Peace Civility Project. Phebe Bell with the TTCF reported that the purpose of using the tools is to be more effective in public meetings. If civility breaks down it impacts the quality of conducting public business and community dialogue. She presented the nine “Tools of Civility.” The nine tools are, pay attention, listen, be inclusive, don’t gossip, show respect, be agreeable, apologize, constructive criticism, and take responsibility. Phebe encouraged the board to consider civility in working with others and implement the nine tools. The TTCF is asking all public and private organizations in the North Lake Tahoe – Truckee area to officially adopt the nine tools and set the tone for public discourse. She suggested reading the nine tools before each meeting as a reminder to be civil.

5.2 Steve said staff drafted a proposed resolution including the nine “Tools of Civility”. He noted that if adopted, the tools will be integrated into the existing meeting ground rules. Ron Parson said in an effort to be consistent with others in the community, we should adopt the nine tools of civility as presented while at the same time maintaining our existing adopted meeting ground rules.

5.3 **M/S/C (Parson/Merchant) (7/0) to adopt a resolution of support and accept the nine Tools of Civility as presented and commit the NLTRA to participation in the Speak Your Peace Civility Project.**

6.0 DISCUSSION AND POSSIBLE ACTION TO RECOMMEND AN INFRASTRUCTURE REQUEST OF UP TO \$1,075,503 TO THE TAHOE CITY PUBLIC UTILITY DISTRICT TO ASSIST WITH CONSTRUCTION OF PHASES V, VI, VII TO COMPLETE THE LAKESIDE MULTI-PURPOSE TRAIL

6.1 Cindy Gustafson, TCPUD General Manager, presented an infrastructure request for up to \$1,075,503 to the TCPUD to assist with construction of phases V, VI, VII to complete the Lakeside Multi-purpose Trail. She noted that current missing links in the TCPUD trail system include a section in Homewood, Sugar Pine Point State Park to Meeks Bay, and the Tahoe City Lakeside Trail. She said issues associated with completing the Lakeside Trail include integrating construction with commercial and business operations and public and private properties. The trail was first called for in the Tahoe City Community Plan. TRPA code does not allow new roads, but traffic congestion is a major concern for visitors and residents. In order to mitigate car congestion the community looked to sidewalks and the expansion of our network of bike trails to address improved mobility. She gave a brief overview of the project. The final three phases will complete the connection of existing trails through Tahoe City from the West Shore, the Truckee River, and the North Shore Trail (east of town). Phase V will start at bottom of Grove Street along the water to the Boatworks Mall. Phase VI will run along the shore in front of the lighthouse Shopping Center to the State Parks Facility. Phase VII will go through the Tahoe State Recreation Area campground and connect with the existing trail along Highway 28 to Dollar Hill. She said survey results show that pedestrian/bicyclists use the trails as a means of transportation and not just for recreation. 66% of trail users are visitors. Project funding sources include state, federal and local funds. To date, \$8 million has been spent on the project. Of that \$716,000 of TOT has been spent on the project through the NLTRA. Cindy reported that Patrick Wright, California Tahoe Conservancy (CTC) Executive Director, anticipates CTC funding to be available next spring. He said the local investment for the project will help encourage the CTC to maintain its current funding commitment to the Lakeside Trail as a priority.

6.2 Discussion followed in regards to the TCPUD infrastructure request.

6.2.1 Cindy reported that concerns raised at the Joint Infrastructure/Transportation Committee meeting included the interest to review a more detailed budget, engineers cost estimate, lighting costs, and material costs for multi-year contract. She reported that the project is estimated at \$4.3 million. Cindy noted that it is not just a trail, but a linear parkway. Costs for this project include raised trails, lighting, stone walls, landscaping, and easement acquisitions. Matt Homolka, TCPUD District Engineer, confirmed that regulatory requirements also increase costs. He said internal value engineering saved costs by opting to use more pavement and replacing wood with steel railings. The TCPUD wants to maintain the design style and characteristics of the existing trails in Tahoe City. Cindy said the district would like to take advantage of the current favorable bidding climate. The TCPUD Board requires funding to be in place before they authorize the bidding process to begin. Cindy said the TCPUD intends to plan for the worse case scenario to avoid coming back to request additional funding. She

said if not used, NLTRA funding will be returned or not fully invoiced. Cindy reported that the TCPUD has reviewed prices of asphalt and other materials to ensure their estimate of the cost of materials. In answer to Tom Murphy's concern related to a multi-year contract, Cindy said material costs are included in the bid. Tom asked about a potential reimbursement to local agencies. Cindy said state funding does not require a reimbursement so any reimbursement if the project does not cost as much as the estimate would go back to local agencies, such as the NLTRA.

6.2.2 Dan Tester agreed that the funding request is high, but said he supports the allocation since the project is a priority for the community. He asked about the segment of missing trail in front of the Tahoe Marina Lodge condominiums and private homes near Commons Beach. Cindy said a significant amount of funding is needed to secure an easement through that area; however, an easement is available in front of the facility. Dan reported that common interest developments in California are struggling with foreclosures; he said it may be a good time to approach them about an easement.

6.2.3 Dave Wilderotter asked that the district to retain as many plazas as possible in the project plan. He said our plazas are widely used.

6.2.4 Deb Dudley said the completion of the Lakeside Trail will address safety issues in Tahoe City.

6.3 M/S/C (Parson/Merchant) (7/0) to recommend to the Placer County Board of Supervisors the approval of an infrastructure request up to \$1,075,503 to the Tahoe City Public Utility District to assist with construction of phases V, VI, VII to complete the Lakeside Multi-purpose Trail.

7.0 DISCUSSION AND POSSIBLE ACTION TO RECOMMEND AN INFRASTRUCTURE REQUEST OF UP TO \$29,260 TO THE TAHOE CITY PUBLIC UTILITY DISTRICT FOR VISITOR BIKE TRAIL SYSTEM SIGNAGE

7.1 Cindy Gustafson presented an infrastructure request of up to \$29,260 to the Tahoe City Public Utility District for Visitor Bike Trail System Signage. She said directional signage would enhance the experience of our visitors. Ron Treabess added that the trail system signage would include a "You are Here" feature in addition to the location of nearby restrooms, transit stops, recreation areas and business districts. The signs will also include information on trail etiquette. Ron noted the Joint Infrastructure/Transportation Committee requested that the final signage design be brought back to the committee for informational purposes. Cindy introduced Bob Bolton, TCPUD Director of Parks and Recreation. Bob reported that signage is proposed to be located at 24 main entry points along the trails based on locations of major trailheads, intersections, pull-offs, and areas with existing conflicts. He said the TCPUD will seek approval from Placer County to place a sign at the Squaw Valley Park trailhead, as requested. The TCPUD will be responsible for installing and maintaining the signs. The NLTRA is being asked to purchase the materials and fund design of interior panels.

7.2 Discussion followed in regards to the TCPUD infrastructure request for bike trail signage.

7.2.1 Deb Dudley asked if the design would be consistent with regional wayfinding signage criteria. Bob confirmed that they will use the design concepts for trail signage. Deanna Gescheider asked that the signs be consistent with our branding. She suggested Andy Chapman consult on the design to integrate our marketing brand.

7.2.2 Dave Wilderotter expressed concern related to existing trail etiquette. Bob reported that the rules are consistent with other trail systems in similar destinations. The intent is to keep walkers on the left side and bicyclists on the right side (Yield to Wheels). Cindy said it is similar to driving rules, walk facing traffic. Dave said we need to determine if that is the best approach before we make signs. In addition, he suggested we include a symbol for pedestrians on the signs and call it multi-use trail rather than a bike trail.

7.2.3 Ron Parson expressed concern about integration and consistency of signage. He said signs should integrate our history. Cindy agreed and said the TCPUD's intent is to work with NLTRA staff and the wayfinding signage consultants to develop signage. Ron Treabess added that interpretive descriptions will be included on trails, but are different from directional signage. He said historical markers are not always in the same location as appropriate directional signage. Andy said the NLTRA, in partnership with local business associations, have developed a regional map with a consistent use of icons. He requested that the icons be included in the signage to coordinate with the map.

7.3 M/S/C (Wilderotter/Murphy) (8/0) to recommend to the Placer County Board of Supervisors the approval of an infrastructure request of up to \$29,260 to the Tahoe City Public Utility District for Visitor Bike Trail System Signage with the review of continuity and content.

8.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE “FINAL DRAFT” FY-2008/09 YEAR END REPORT

8.1 Steve Teshara reported staff is still working to complete the final draft FY-2008/09 Year End Report. The final draft report should be included on next month's Board agenda for review and approval.

9.0 STATUS REPORT ON 2009 BOARD ELECTION AND WORK OF THE ELECTIONS COMMITTEE

9.1 Steve Teshara reported that the letter to the membership announcing the 2009 Board Election has been mailed. The Elections Committee is currently recruiting for open seats including Large Lodging, Restaurant, Retail and the Ski Area seat (two year term). Steve reported that the deadline to file as a candidate is November 10th. He asked the Board to encourage members of constituency to run for election. Steve reported that McClintock Accountancy will serve as our Inspector of Elections. The Inspector receives the ballots, assists in the counting process and undertakes related actions to ensure the integrity of the voting process. Jennifer Merchant reported that Placer County CEO Tom Miller recently asked her to look into where NLTRA Board members live. She noted that many members do not live in Eastern Placer County particularly in the areas east of Tahoe City. Dave Wilderotter said it doesn't matter where people live, but where they do business. He noted the NLTRA is a business organization. Jennifer suggested the organization should reach out to areas such as Tahoe Vista and Kings Beach for Board member recruitment.

10.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE JULY 31, 2009 FINANCIAL STATEMENTS

10.1 Sally Lyon reported the Finance Committee met on Monday and recommended to the Board of Directors the approval of July 31, 2009 Financial Statements. She said there was discussion related to the variance in the Placer County funding line item for transportation. She explained that the County is holding approximately \$500,000 of transportation funds for TART projects. The committee is reviewing whether to revise the

budget. Sally will discuss the issue with our auditors before making a recommendation to the Finance Committee. She said that approved expenditures for transit projects will be transferred between departments in Placer County. Steve explained that for this purpose our County contract specifies “internal journal transfer” of funds within the County. The County will report the transfer once it occurs. He clarified that staff is still unclear how to address this process in our financial statements and will seek direction from our auditors. Deb Dudley reported that concern was raised at the Finance Committee regarding transparency of funds. Jennifer Merchant reported that as it relates to the Finance Committee discussions regarding transportation fund transfers, it will not affect allocation percentages this year. As for the process to notify the NLTRA, she has worked with Ron Treabess on an appropriate reporting system. She said we need to address how to reconcile any potential left over funding from services. Ron Parson noted that the current budget is built around the submitted budget and not the final contract budget, which includes FY-2008/09 carryover. He said once it is revised, the Board will need to reaffirm the budget. Steve Teshara said an amended budget will be submitted to the Board for review and discussion.

10.2 M/S/C (Parson/Dudley) (8/0) to approve the July 31, 2009 Financial Statements.

11.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE AUGUST 31, 2009 FINANCIAL STATEMENTS

11.1 Sally Lyon reported the Finance Committee met on Monday and recommended to the Board of Directors the approval of August 31, 2009 financial statements. She noted that Group Sales is positive to budget.

11.2 M/S/C (Beck/Parson) (8/0) to approve the August 31, 2009 Financial Statements.

12.0 CHAMBER OF COMMERCE REPORT

12.1 Kym Fabel reported on chamber events. She said another installment of the Welcoming Places initiative began yesterday, October 6th. She said there was a positive response from the workshop. Welcoming and customer service are a priority for local business. The next workshop is scheduled for October 15th. Another initiative will be available this winter. She noted that private workshops are available for businesses with 15 or more participants.

12.2 The Annual Membership Luncheon is scheduled to be held at the North Tahoe Events Center today following the Board meeting. John Breternitz, District 1 Commissioner for Washoe County and Placer County District 5 Supervisor, Jennifer Montgomery will each give presentations at the luncheon.

12.3 The Annual Educator's Awards Luncheon is scheduled to be held at the Hyatt Regency Lake Tahoe on October 20th. The keynote speaker at the luncheon will be Dr. Heath Morrison, Ph.D, Superintendent of the Washoe County School District. Dr. Morrison is the recipient of the Outstanding New Professional Award from the University of Maryland, the Distinguished Educational Leader Award from the Washington Post, and named Maryland's Principal of the Year in 2004.

12.4 Upcoming chamber events include a joint mixer with the Truckee Donner Chamber of Commerce celebrating the 40th Anniversary of Sierra Nevada College. The Keep the Sierra Green Luncheon is scheduled to be held November 10th at the Cedar House in Truckee. The luncheon will feature awards for green businesses.

12.5 Ron Parson asked if Kym has made a plan to integrate traditional functions of a Chamber into our chamber plans. Kym confirmed the Chamber has scheduled a labor law update

on October 23rd for local businesses. In addition, the Chamber is partnering with the Sierra Human Resources Association on a Time Management for Professionals seminar. Ron suggested Kym maintain a “score card” to identify goals and accomplishments for the chamber. Dave asked Kym to research health insurance plans for non-profits to provide to Executive Director professionals. Kym said she would ask our insurance carrier to assist with this request.

13.0 MARKETING REPORT

- 13.1 Andy Chapman gave an update on the Autumn Food and Wine festival. He said a full report will be presented to the Board next month. Andy reported that the event was successful operationally. Saturday attendance was down from prior year, although revenue was up. He reported that Sunday’s attendance was up 7% over prior year.
- 13.2 Andy reported that the Special Events Task Force is scheduled to meet Friday, October 16th at the TCPUD. Board Chair Alex Mourelatos is working with staff to develop an agenda.
- 13.3 The new North Lake Tahoe Ski Coop is moving forward with a buy 2 get 1 free promotion. Andy said the lodging properties will be approached this week with a similar offer. The cost of the campaign will be \$115,000. A fee structure has been developed to fund the campaign. The coop effort will be supported by a PR campaign in San Diego at retail shops. Andy reported that the Marketing Committee reviewed the coop creative at their last meeting. He said staff and agency will make a presentation to the Board next month.
- 13.4 Leisure sales fall training continues with third party wholesalers this month. In addition, the Web site will go through its winter update this month. He said the NLTRA is looking for a Web site content manager to take our Web site and social media to the next level. Deanna Gescheider reported on the Marketing Committee discussion related to the Wedding and Honeymoon Association (WHA). She said there is room for improvement in marketing for the Association, especially as it relates to their Web site. Andy confirmed that staff will meet with the WHA to discuss the use of NLTRA funds and to develop a consistent look and feel with our Web site.
- 13.5 Rob Weston asked about integration of the Olympic Heritage Celebration (OHC) in NLTRA marketing efforts. Andy said the message has been incorporated in our marketing efforts throughout the summer. Since the logo just became available, the NLTRA will use it going forward. In addition, Pettit Gilwee has included information related to the OHC in PR. Andy reported that Leisure Sales has also included the message with domestic and international wholesaler training. Smith and Jones is working with the Olympic Heritage Celebration Committee (OHCC) on the design for a splash page for the event. Jennifer Merchant asked staff to make a report to the Board on efforts by the NLTRA on behalf of the OHCC. She said the OHC message should be included in the ski coop efforts. Andy said the priority is to develop a fulfillment for the event. Deb Dudley encouraged the OHC to work with the lodging community to develop packages related to this event. Ron Parson reported that Squaw Valley Central Reservations (SVCR) has taken the lead on lodging packages. He said any property can participate in the program through SVCR. Deb said packages should be included on the NLTRA Web site. Andy reported that the NLTRA can further outreach to local lodging properties in regards to the Squaw Valley Central Reservation efforts.

14.0 ACTIVITY REPORT

- 14.1 Ron Treabess reported that the Board of Supervisors approved the \$500,000 infrastructure grant request from the NTPUD for the Tahoe Vista Recreation and Access Improvement Project.
- 14.2 Ron reported that due to the decline in state sales tax revenue, revenue available for TART for FY-2009/10 has further decreased leaving a new shortfall of \$102,000 for baseline services in North Lake Tahoe. He said NLTRA staff has met with TART and TMA staff to identify cost savings in order to address shortfall. The CEO's office recommended that in order to expedite the completion of the NLTRA's FY-2009/10 budget, funds should be provided from FY-2008/09 fund balance carryover until savings amounts are accurately determined. This is a one year agreement. Ron asked the Board to endorse the use of carryover funds in the amount of up to \$102,000 for TART baseline services. Dave Wilderotter asked if base services in other areas of Placer County been cut. Steve said transit services for western Placer County were also cut. He noted that some of the sales tax was issued to do road work in Western Placer County, but here in the basin, all sales tax revenue for transit goes to transit services and the County did not have the ability to backfill transit needs. We do have the ability to use TOT for transit at North Lake Tahoe. Ron Parson requested the Board receive a presentation on the final contract negotiations. Steve confirmed that the Executive Committee will make presentation to the Board next month. He will send out the contract to the Board for review prior to the meeting. Steve distributed comments that were read at yesterday's Board of Supervisors meeting.
- 14.3 **M/S/C (Beck/Parson) (8/0) to endorse the use of \$102,000 of FY-2008/09 carryover funds for baseline TART services for FY-2009/10.**

15.0 PRESIDENT & CEO'S REPORT

- 15.1 Steve Teshara reported on current NLTRA/Chamber federal and state legislative activities. He said as it relates to the reauthorization of the Lake Tahoe Restoration Act (LTRA), work is being focused on language related to Aquatic Invasive Species, language in support of funding for transit operations and capital through the U.S. Forest Service, and language which would authorize consideration of funds for urban environmental restoration as part of the Environmental Restoration Priority List. In addition, language is being developed to reinforce Tahoe's existing and proposed needs in the reauthorization of the federal transportation bill (MAP-21). Our specific priorities in this bill are to maintain existing Tahoe-specific provisions and to secure a formula based source of federal funds for transit operations within the Lake Tahoe Basin.
- 15.2 Steve reported that we have provided a letter of support urging the Governor to sign AB-1115. The bill adds the California Tahoe Conservancy, Sierra Nevada Conservancy, and other conservancies to this list of state agencies eligible for federal Land and Water Conservation Fund (LWCF). Steve reported that Senate Concurrent Resolution 13 has been approved. The resolution establishes the Joint Committee for the Protection of Lake Tahoe. The committee's main focus is to be on California's "round two" share of the Lake Tahoe Environmental Improvement Program (EIP). Steve reported that the proposed State Water Bond is considered by many to be the most likely source of revenue for California's "round two" share of the Lake Tahoe EIP, including a new source of funds for the California Tahoe Conservancy. He said staff is working with the CTC and the TRPA on Tahoe language for the proposed bond. Steve reported that there is skepticism regarding the Governor's recent announced "plan" for "keeping state parks open." The Chamber continues to monitor the situation. Ron Parson said there is an assault against California ski resorts related to risk. He said a bill failed this past year, but said the association should support the efforts to prevent any bill related to this issue

which would eliminate the individual's assumption of risk. Steve said we keep track of and work on legislation related to the ski industry by working with the California Ski Industry Association.

- 15.3 Steve gave a status report on the Placer County Economic Development Strategies workshop. Staff worked with the Chamber Committee to prepare comments for submittal to the Placer County Economic Development Board and consultant team related to local economic development strategies. Placer County Economic Development Director, Dave Snyder, confirmed that a draft strategies report will be available in early November. He said the Lake Tahoe Prosperity Plan was presented to the Board by the North and South Shore Chambers. Tahoe has received a federal grant for the development of a basin prosperity plan. A local match from Placer County has been requested to put towards this project.

16.0 DIRECTORS' COMMENTS

- 16.1 Dave Wilderotter said he appreciates that Placer County CEO Tom Miller is interested in our NLTRA Board election process.
- 16.2 Deb Dudley asked about ongoing communications with Truckee related to the marketing cooperative. Steve reported that staff members have met with several individual Town Council members on this issue. He said we are actively pursuing ways to encourage them to participate in our marketing cooperative efforts. Steve said the Town Council needs to hear from their constituents, including Truckee lodging properties. Deb said there is confusion from the Truckee properties about the issue. Andy Chapman noted that staff met with lodging properties at the beginning of this process and they did not participate in the click through program that was offered. Deb said it has been a year and she believes Truckee properties are now seeing the ramifications of not being on our Web site. She suggested we present the benefit of participating in the coop to the Truckee Donner Chamber of Commerce. Steve said the Truckee Chamber has said they prefer to do their own destination marketing. Dan Tester proposed that we approach the Chamber Board about the opportunity to participate in the cooperative.

17.0 MEETING REVIEW AND STAFF DIRECTION

- 17.1 Staff will prepare a draft FY-2008/09 Year End Report.

18.0 ADJOURNMENT

- 18.1 The NLTRA Board meeting adjourned at 11:26 a.m.

Submitted by,
Sarah Holster
Executive Assistant