



BOARD MEETING MINUTES
Wednesday, December 2, 2009 – 8:30 a.m.
Tahoe City Public Utility District

FINAL MINUTES

ATTENDANCE: Alex Mourelatos, Dan Tester, Jennifer Merchant, Tom Murphy, Ron Parson, Debbie Casey, Roger Beck, Dave Wilderotter, Deb Dudley (8:40 a.m.), and Ron McIntyre (8:40 a.m.)

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

OTHERS IN ATTENDANCE: Steve Kastan, Jan Colyer, Jennifer Martinez, Peter Kraatz, Linda Williams, and Bill Clark

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The meeting was called to order at 8:35 a.m. by Chairman Alex Mourelatos and a quorum was established.

2.0 PUBLIC FORUM

2.1 Jan Colyer thanked the NLTRA for its continued support of transit programs such as the North Lake Tahoe Express airport shuttle. She noted that the service is in its third year of operation. Jan reported that the TMA has launched the Google Transit Program which will be promoted at various ski shows. The TMA is spearheading a volunteer driver program in partnership with social services.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Parson/Wilderotter) (7/0) to approve the agenda with an addition to the consent calendar to include the approval of a Community Marketing Program Grant in the amount of \$10,000 for the Squaw Valley Business Association (SVBA), as recommended by the Chamber of Commerce Advisory Committee. In addition, he asked that item D2 be tabled until next month since the SVBA has yet to choose a representative to serve on the Chamber of Commerce Advisory Committee.**

3.2 In answer to Jennifer Merchant's question regarding the \$10,000 Community Marketing Program grant to the SVBA, Steve Teshara reported that \$5,000 of the grant will go to fund New Year's Eve fireworks in Squaw Valley and the other \$5,000 will be applied to the site fee for the Wanderlust Festival in Squaw Valley next summer. Steve reported that based on concerns expressed at the Board meeting last month regarding the turn around time for grant approval, the Chamber Advisory Committee has agreed to reschedule their meeting date a week prior to the Board meeting.

4.0 CONSENT CALENDAR

4.1 **M/S/C (Dudley/Murphy) (9/0) to approve the consent calendar as amended.**

- 4.2 Roger Beck reminded staff that last year we had significant outdoor music events. He suggested that staff outreach to music event planners and venues to coordinate a music calendar for 2010. Steve Teshara confirmed that the Chamber Advisory Committee will take the lead on organizing a schedule for outdoor music events. Roger said in addition to our community partners, it is important to outreach to venues such as Martis Camp, Old Greenwood and the Town of Truckee.

5.0 ANNOUNCEMENT OF RESULTS FROM THE 2009 BOARD OF DIRECTORS ELECTION AND BOARD CERTIFICATION OF NEWLY ELECTED DIRECTORS REPRESENTING RESTAURANT, RETAIL, LARGE LODGING, AND SKI AREA SEATS

- 5.1 Steve Teshara announced the results from the 2009 Board of Directors election. The final results are as follows: Phil GilanFarr of CB's Pizza and Grill was elected to the Restaurant Seat, Kali Kopley of Uncorked at Squaw Valley to the Retail Seat, Allen Highfield, General Manager of the Ritz Carlton was elected to the Large Lodging Seat and Deanna Gescheider, JMA Ventures, was re-elected to the Ski Area Seat for the balance of the two year term. Alex Mourelatos commented on the positive tone of this year's candidate letters.
- 5.2 Steve thanked Board members Dan Tester, Dave Wilderotter, and Graham Rock for their 6 year commitment to serving on the NLTRA Board of Directors. Alex also recognized Dan, Dave, and Graham's contribution to the Board. He said the Executive Committee would not have accomplished its goals without the guidance of senior Board members.
- 5.3 **M/S/C (Murphy/Parson) (9/0) to certify the newly elected directors, Phil GilanFarr to the Restaurant Seat, Kali Kopley to the Retail Seat, Allen Highfield to the Large Lodging Seat and Deanna Gescheider to the Ski Area Seat (2 year term).**

6.0 DISCUSSION AND POSSIBLE ACTION TO APPOINT A NEW REPRESENTATIVE OF THE SQUAW VALLEY BUSINESS ASSOCIATION (SVBA) TO THE CHAMBER OF COMMERCE ADVISORY COMMITTEE

- 6.1 This item was tabled until next month.

7.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE FY-2008/09 YEAR END REPORT EXECUTIVE SUMMARY AND FINDINGS AND RECOMMENDATIONS

- 7.1 Steve Teshara reported that staff has prepared a revised FY-2008/09 Year End Report Executive Summary as recommended by the Board. The revisions focused primarily on the Findings and Recommendations portion of the document. Jennifer Merchant asked that the document clarify the level of funding between fiscal years. She also suggested adding a timeline to the last section (last two paragraphs).
- 7.2 Roger Beck said the document focuses on funding and not the effectiveness of our marketing. The goal should be to increase visitation to North Lake Tahoe. Steve clarified the document is an analysis of indicators. He said more specific organizational goals are called out in the Strategic Business Plan. Steve said staff would look for ways to incorporate recommendations into the Strategic Business Plan to better link the two documents. Alex Mourelatos agreed and suggested that next month we review the organization's planning documents with the new Board members. Deb Dudley clarified that the purpose of the Executive Summary is to provide a review of the larger more in-depth document and should be reviewed in context with the full report. Steve said staff would clarify the purpose of the document by changing the title to *Analysis of Performance Metrics*. Steve summarized that staff will change the title of the document to *Analysis of Performance Metrics*, follow-up regarding consistency between the levels of funding between fiscal years, and add specificity to the last section of Findings and Recommendations. Staff will bring back the document next month in context with the

Strategic Business Plan for review. Ron McIntyre asked that the document also demonstrate our leveraging efforts in transportation and marketing.

7.3 Ron Parson asked staff to develop a “score card” that shows when recommendations have been completed. He requested a monthly (or periodic) report on action items.

7.4 **M/S/C (McIntyre/Murphy) (9/0) to agendaize the final approval of the FY-2008/09 Year End Report Executive Summary and Findings and Recommendations at next month’s meeting after the review of organizational documents with new Board members.**

8.0 DISCUSSION AND POSSIBLE ACTION TO CONSIDER RECOMMENDATION OF THE NLTRA MARKETING COMMITTEE ON THE EXPENDITURE OF \$150,000 IN FY-2008/09 TOT CARRYOVER FUNDS FOR FY-2009/10

8.1 Alex Mourelatos reported that \$150,000 in FY-2008/09 TOT carryover funds is available for marketing expenditures in FY-2009/10. The budget was submitted with a Supplemental Scope of Work in the event carryover funds became available. The Scope, including marketing expenditures, has been vetted through the Marketing Committee. Roger Beck asked for clarification in regards to the \$130,000 of additional media. Andy Chapman reported that the committee discussed the importance of spending additional funds to defend our message in the Bay Area drive market. \$77,000 will go towards a winter radio buy. The intent of this strategy is to be reactive to weather conditions. Andy reported that additional print media will include an ad in the winter edition of Sunset magazine. Roger Beck asked about our e-mail database. Andy confirmed that we have a database of approximately 35,000. Roger reported that his company’s experience shows that print ads and radio are ineffective. He suggested we focus on e-marketing. Andy confirmed that we have a substantial online effort with contesting to build our database. Andy said it is difficult to track radio, but our reports documented that targeted markets are showing increases. Deb Dudley requested a media mix report from our advertising agency to show media trends and how a broader mix of media generates increased activity to the Web site.

8.2 Tom Murphy feels we need to focus our marketing efforts during the slow periods. He said our customers need to make a travel decision before it snows. Steve Teshara said other competitors are in the same market. We need to be there in equal measure or we will not be in the decision making set. Alex agreed and said our diverse media buy allows us to be reactionary to the weather. He said we are engaged in a defensive strategy and it is important to influence visitors when it snows.

8.3 Jennifer Merchant asked for clarification regarding the transition of our marketing focus from Los Angeles to San Diego. Andy confirmed that we are still maintaining a message in Los Angeles. Our ski coop partners are leveraging dollars to target San Diego. He said we have had success in that market with direct flights to and from the Reno/Tahoe International Airport. Jennifer asked how the ski mural will be measured. Andy said it is difficult to measure an outdoor board, but we are working with Sports Chalet on promotions. The coop intends to track success through ticket sales.

8.4 **M/S/C (Parson/Dudley) (8/0/1 No-Murphy) to approve the NLTRA Marketing Committee’s recommendation on the expenditure of \$150,000 in FY-2008/09 TOT carryover funds for FY-2009/10.**

9.0 DISCUSSION AND POSSIBLE ACTION TO REAFFIRM NLTRA POSITION OF SUPPORT FOR PREFERRED ALTERNATIVE FOR THE KINGS BEACH COMMERCIAL CORE IMPROVEMENT PROJECT AND DIRECT STAFF TO PREPARE LETTER OF SUPPORT TO THE TRPA GOVERNING BOARD

- 9.1 Steve Teshara reported that the final hurdle in the Kings Beach Commercial Core Improvement Project (KBCCIP) moving forward is TRPA Governing Board approval. The Placer County Board of Supervisors has previously taken action on the project by approving the preferred alternative or “Three Lane Alternative.” The County, the NLTRA and partners have encouraged TRPA Senior Management to get this project back before the TRPA Governing Board. The project is currently scheduled to go before the Board in January 2010. In preparation, staff intends to draft a letter to reaffirm our position of support for the preferred alternative for the KBCCIP. Steve reminded the Board that the NLTRA is a significant funding partner for this project. Through the Federal Advisory Committee, the NLTRA also helped secure funding for the project through the Southern Nevada Public Lands Management Act (SNPLMA).
- 9.2 Dave Wilderotter asked if the County has addressed traffic issues within the grid. Peter Kraatz said based on a request from the TRPA, the Placer County Department of Public Works completed the Neighborhood Traffic Management Plan which analyzes and mitigates traffic impacts on the back streets of Kings Beach as part of the project. He said the document is available on the Placer County Web site. Peter noted that there are existing traffic issues in the back streets of Kings Beach. A supplemental document to the EIS will be available for public review in the near future. It will be available on the County Web site. Roger Beck said he was not familiar with all of the project details and has not spent enough time in Kings Beach to know whether this is a project we should support. However, he will support the Board’s position.
- 9.3 Ron McIntyre reported that in the past, it has not been in the NLTRA’s purview to publically support project planning. Jennifer confirmed that support is on a case by case basis. She suggested we develop criteria for project support. Steve Teshara said our Strategic Business Plan adopted by the Board, supports projects such as the KBCCIP and workforce housing. Ron Treabess said we are already providing funding for the project so the issue lies in projects that we are not funding. Dave feels the NLTRA should be able to oppose projects supported by Placer County. Ron McIntyre said it needs to be clarified if we have latitude as a Board to make recommendations on planning matters that are different from Placer County. Dave said if we are providing funds, we should have a say. Ron McIntyre said the Board needs to discuss this issue further.
- 9.4 Ron Parson asked staff to provide a report on points of interest as it pertains to the project for those who are not current. Steve said staff intends to coordinate with other project supporters and draft a letter to the Board six weeks prior to testimony so our statement is current and not duplicative to other statements. Alex requested a review of the letter once completed.
- 9.5 Peter Kraatz thanked the NLTRA for ongoing funding support for the project. He said the NLTRA’s funding is very flexible and allowed the County to get through the environmental analysis process.
- 9.6 M/S/C (Parson/Beck) (8/0/1 Abstention-Merchant) to reaffirm NLTRA’s position of support for the preferred alternative for the Kings Beach Commercial Core Improvement Project. The Board directed staff to prepare a letter of support to the TRPA Governing Board.**

10.0 STATUS REPORT ON MARKETING AND PROMOTION OF THE 50TH ANNIVERSARY OLYMPIC HERITAGE CELEBRATION, JANUARY 8-17, 2010

- 10.1 Linda Williams updated the Board on the marketing and promotion of the 50th Anniversary Olympic Heritage Celebration January 8-17, 2010. She reported that the Olympic Heritage Celebration Committee (OHCC) is undergoing extensive community outreach for the event. Exterior events are being developed. Sponsorships are also being secured. She reported that Anheuser Busch and Brown Forman have expressed interest in being cash sponsors for the event. Other large companies are being targeted for sponsorships including Coca Cola, Omega, and Sprint. Several table sponsorships have been secured for the Gala. The Resort at Squaw Creek is hosting the gala event that will include Peggy Fleming. Linda noted that Ms. Fleming participated in a pre-skate at the 1960 Winter Olympics. The OHCC is working with Pettit Gilwee on media and promotion. Linda and Bill Clark are meeting with the San Francisco Chronicle today on an article they want to feature in the Date Book Travel section. Linda reported that Squaw Valley is working with the Reno/Tahoe International Airport to feature an Olympic display at the airport during the holiday travel season. So far 18 athletes from the 1960 Winter Olympics are confirmed for the event. 14 local retail stores are carrying Olympic merchandise. Linda reported that there has been significant community and volunteer support for the event.
- 10.2 Jennifer Merchant asked about support for the museum. Linda explained that the celebration event is the kick-off for the capital campaign for the museum. The gala is the keystone fundraising event for the museum. Roger Beck reported the Resort at Squaw Creek staff has expressed concern about the organization of the gala event. Linda said she would follow-up with the Resort at Squaw Creek.
- 10.3 Bill Clark reported that the location for the interim museum in Squaw Valley is still being finalized. Linda said if needed, there would be a temporary hospitality suite to showcase the Olympic collection. Linda reported that the committee is working with Squaw Valley Ski Corp to issue invitations through its consumer database. George Koster is assisting with Bay Area outreach for the event. Alex Mourelatos asked about media coordination. Linda said the Committee is working with Pettit Gilwee on accreditation for different levels of media access. Pettit is also taking the lead on organizing accommodations for media members. Alex suggested the committee outreach to clubs and associations in the Bay Area to generate interest for the event. He reminded the Committee to track resource time and the return on investment for this effort.

11.0 CHAMBER OF COMMERCE REPORT

- 11.1 Kym Fabel reported that the North Lake Tahoe Chamber of Commerce is supporting the Olympic Heritage Celebration by organizing 700-1,000 "goodie" bags for event participants. She will ask Chamber members to provide coupons for the bags.
- 11.2 Last month the Chamber hosted the Winter Recreation Luncheon at Northstar. The event was well attended. The Keep Sierra Green Luncheon was held at the Cedar House Sports Hotel in Truckee to recognize local green businesses. A mixer was held at the Parasol Community Foundation in Incline. She noted the Parasol Community Foundation houses several non-profit and service agencies. The Chamber partnered with the Sierra Human Resources Association (SHRA) to host ChamberEDucation programs on *What it Takes to Take the Lead* and *Coaching with Care*. Kym reported that the Chamber will continue to partner with SHRA on events since these seminars are informative and well attended. Kym reported that she met with the Washoe County Workforce Housing Association on housing and transportation needs for employees. A draft document is available for review. To no one's surprise, the results show that there is a need for affordable workforce housing in our community.

- 11.3 The next mixer is scheduled to be held on December 3rd at the Bank of America in Tahoe City. The mixer will begin at 6:00 p.m. On December 4th, the Christmas Tree Village is hosting a mixer with Santa.
- 11.4 The North Lake Tahoe Chamber of Commerce is partnering with the Truckee Donner Chamber of Commerce and north shore business associations on the 3/50 Project. The project supports local businesses by encouraging locals to spend \$50 a month at three independently owned businesses.
- 11.5 The 2010 Leadership Class will begin in January. The program is in its seventh year with over 150 graduates.

12.0 MARKETING REPORT

- 12.1 Andy Chapman reported on the Marketing Committee lay member rotation process. The purpose of the rotation is to maintain continuity on the committee. He said at the ballot count meeting last night, the election inspector pulled out three names of committee members who would need to end their term and reapply for 2010. He noted that the three members selected are all interested in reapplying to serve on the committee. They are Christine Horvath, Les Pedersen, and Nick Pullen. Since there is a vacant seat, 4 people will be appointed to the committee by the NLTRA Board next month. A press release has also been issued to advertise the vacant seats.
- 12.2 Andy reported on the Ski magazine article featuring the Ultimate Guide to Lake Tahoe. The article is 22 pages long with 11 pages focusing solely on North Lake Tahoe. Combined with the Warren Miller ski film segment, it makes a significant impact. Andy gave a brief updated on the San Diego Ski Cooperative Campaign. He attended the San Diego Ski Show recently and said the efforts were impactful with numerous sign-ups for e-mail notifications for the program. The total campaign budget is \$107,000 with over half of that coming from our partners including ski resorts, participating lodging partners, the State of Nevada Commission on Tourism, and the North Lake Tahoe Express airport shuttle. The creative specifically identifies all the participating ski resorts. Other components of the program include an insert in San Diego magazine and the San Diego Reader which feature the other participants and offers. The coop is working with San Diego radio stations on ticket promotions. Andy confirmed that there is a significant coordinated “push” from the Leisure Sales side and PR efforts.
- 12.3 Andy gave an update on the Special Event Task Force workshop. He said Judy Laverty is completing her meetings with community grantees as part of Community Marketing Program grant criteria. He said the process has been beneficial on both sides. Another Task Force meeting is being scheduled and a final report will be presented to the Board.

13.0 ACTIVITY REPORT

- 13.1 Ron Treabess reported that the Placer County Board of Supervisors recently approved the NLTRA Board's recommendation on an infrastructure grant up to \$1 million for the Lakeside Bike Trail.
- 13.2 The Squaw Valley bus stops have been completed. In answer to Roger Beck's question regarding signage, Ron reported that signs will be in place in addition to a plaque recognizing project proponents.
- 13.3 Ron reviewed agenda items for the upcoming Joint Infrastructure/Transportation Committee meeting scheduled to be held December 7th. The Committee will consider an infrastructure grant approval in the amount of \$153,000 for Tahoe Basin transit stop improvements as requested by the Placer County DPW. In addition, the Truckee North

Tahoe TMA is requesting an infrastructure grant up to \$15,000 for the installation of bear boxes at heavily-used TART bus shelters/stops.

14.0 PRESIDENT & CEO'S REPORT

- 14.1 Steve Teshara reported that we are awaiting the draft Placer County Economic Development Strategies report. Once the draft is received, the Economic Development Board will review the document and provide final direction to the consultants. It is anticipated that a final version of the report will be available by the end of the year.
- 14.2 The Request for Proposals (RFP) for the Lake Tahoe Prosperity Plan has been released. The RFP was funded by a grant from the Economic Development Administration and matched by local dollars. 13 proposals were received. The Steering Committee has winnowed that down to 4 proposals. Interviews will be conducted on Friday, December 11th. The contract will be awarded through the Western Nevada Development District. The chosen consultants should begin work in January 2010 and be completed with the project next fall.
- 14.3 Steve Teshara reported that the TRPA Regional Plan update is still underway. Staff is working with TRPA staff to compile information related to the update. TRPA staff will be presenting portions of the update to the Governing Board on a monthly basis for the next 18 months.
- 14.4 The Workforce Housing Needs Assessment of Incline Village and Crystal Bay will be finalized and distributed by Washoe County.

15.0 DIRECTORS' COMMENTS

- 15.1 Debbie Casey reported that tickets are still available for the Project MANA annual benefit this Sunday at Coyote Moon in Truckee. Debbie thanked the Board for inviting her back to serve on the Board this past year as an Ex Officio member. She said the experience has been very educational and enlightening. She hopes to continue serving on the Joint Committee.
- 15.2 Ron Parson agreed with earlier comments related to the need to promote outdoor music events. He said there is also a need to promote our extensive cross country trails and Nordic skiing.
- 15.3 Dan Tester reported that he enjoyed serving on the NLTRA Board for the past 6 years.
- 15.4 Jennifer Merchant announced that Chief Assistant Executive Officer Rich Colwell has retired from Placer County as of Monday. Due to accumulated time, his effective retirement date is in March. Dave Wilderotter asked about Redevelopment leadership. Jennifer Merchant said his position is not being filled due to the hiring freeze at the County level. Tom Miller and Holly Heinzen with Placer County will oversee Redevelopment and Health and Justice issues that were previously under Mr. Colwell's purview.

16.0 MEETING REVIEW AND STAFF DIRECTION

- 16.1 Staff will schedule meetings with new Board members prior to the January meeting to prepare them for the new year. Staff will bring forward the Year End Report Executive Summary and Findings and Recommendations for approval at next month's meeting. The report will be reviewed in context with the Strategic Business Plan. Staff will draft a letter of support for the Kings Beach Commercial Core Improvement Project for review.

17.0 ADJOURN TO CLOSED SESSION

17.1 The Board meeting adjourned to Closed Session at 10:50 a.m.

18.0 RECONVENE TO OPEN SESSION

18.1 Board Chair Mourelatos reported that the Board provided direction to Steve Teshara regarding the preparation for his annual review.

19.0 ADJOURNMENT

19.1 The meeting adjourned at 12:30 p.m.