



BOARD MEETING MINUTES
Wednesday, February 3, 2010 – 8:30 a.m.
Tahoe City Public Utility District

FINAL MINUTES

ATTENDANCE: Alex Mourelatos, Ron McIntyre, Ron Parson, Jennifer Merchant, Allen Highfield, Roger Beck, Kali Kopley (8:43 a.m.), Phil GilanFarr (8:43 a.m.), and Tom Murphy (8:51 a.m.)

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

OTHERS IN ATTENDANCE: Steve Kastan

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 Steve Kastan thanked Alex Mourelatos and Steve Teshara for supportive comments made at the January 27th TRPA Governing Board meeting related to the Kings Beach Commercial Core Improvement Project. Steve Teshara reported that the Board vote on the project was unanimous.

3.0 AGENDA AMENDMENTS AND APPROVAL

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

4.0 CONSENT CALENDAR

4.1 **M/S/C (Parson/Merchant) (6/0) to approve consent calendar with the additions of items C1 and C2 that were submitted to the Board under separate cover on Monday, February 1st.**

5.0 DISCUSSION AND POSSIBLE ACTION TO APPOINT NLTRA REPRESENTATIVES ON THE NORTH LAKE TAHOE MARKETING COOPERATIVE COMMITTEE FOR 2010

5.1 Andy Chapman reviewed that the North Lake Tahoe Resort Association and Incline Village Crystal Bay Visitors Bureau are partners in the North Lake Tahoe Marketing Cooperative Committee (NLTRC). Consistent with the cooperative agreement, committee members are appointed on an annual basis. The

committee is made up of four members from each organization including the Executive Director/President & CEO from each organization, two Board members, and one lay member from each organization. Andy reported on the proposed slate for 2010. As recommended by the NLTRA Marketing Committee, the NLTRA appointees are as follows; Deb Dudley, Alex Mourelatos, Julie Maurer, and Steve Teshara. Jennifer Merchant noted that the NLTRC Committee does not take action prior to or separate from the NLTRA Board. The Board provides direction on marketing expenditures. Andy explained the process begins with the Marketing Committee. The Marketing Committee makes recommendations to the Board for approval and both the Board and Committee provide direction to the NLTRA representatives. Those representatives on the NLTRC Committee forward recommendations to the broader group. Andy noted that there has never been a conflict between the two entities in regards to marketing expenditures. Alex noted that the NLTRA Board approves the Marketing budget. Ron Parson clarified that Jennifer is referring to paragraph of C.5a-d in the NLTRA-Placer County Contract.

- 5.2 M/S/C (Parson/Highfield) (6/0) to approve the recommended slate of NLTRA representatives on the North Lake Tahoe Marketing Cooperative Committee for 2010 as follows: Deb Dudley, Alex Mourelatos, Julie Maurer, and Steve Teshara.**

6.0 DISCUSSION AND POSSIBLE ACTION TO ENDORSE PARTICIPATION BY NLTRA PRESIDENT & CEO IN THE NORTH LAKE TAHOE/EASTERN PLACER COUNTY COMMUNITY INITIATIVE

- 6.1 Steve Teshara reported that he seeking formal endorsement by the NLTRA Board to participate in the North Lake Tahoe/Eastern Placer County Community Initiative. Ron Parson said the purpose of the initiative is to provide an additional channel of gaining community consensus on local issues. He feels it is important that our President & CEO be involved in the initiative and that it is consistent with the goals and objectives of the Association. Alex Mourelatos added that it is important that the community and special districts “speak with one voice” and are unified on issues such as redevelopment, economic development and affordable housing.
- 6.2 Discussion followed in regards to the President and CEO’s participation in the North Lake Tahoe/Eastern Placer County Community Initiative.
- 6.2.1 Roger Beck expressed concern about Steve’s time spent on the initiative and its focus. Alex said the group is still defining the focus of the initiative; however, its priorities are to work more collaboratively with the County to establish open lines of communication and effective partnerships. To date, approximately 25 community members have been involved in the early discussions of how to proceed; including how best to expand to a broader community representation. Roger said the NLTRA should be fulfilling this role. Ron McIntyre added that we have a small voting body in the area which makes it difficult to have influence with governing agencies, so it is important to establish a broader consensus to address issues. Roger expressed concern about an ad hoc committee being representative of the community. Steve noted that although the

group is currently ad hoc, it may become more formal as participation expands. It was clarified that another priority for the initiative would be to secure funding to conduct a financial review of the revenue generated in eastern Placer County and what is reinvested back into the region.

- 6.2.2 Alex reported that there is a perceived fracturing in the community and we need to come up with a better mechanism to develop consensus. Roger expressed concern about the effort fracturing the community even more. He suggested that if the NLTRA is not adequate to represent the community, then we should expand the Board. Ron Treabess said many districts and organizations are working separately with the County and TRPA on specific needs, so we are perceived as fractured. He stressed the importance of working cohesively with government agencies. Roger said he doesn't want the role of the NLTRA to be "watered down".
- 6.2.3 Jennifer Merchant reported that it is the opinion of the CEO's office that this initiative is not consistent with the scope of work as outlined in the Placer County/NLTRA contract. She said Placer County currently contracts with the NLTRA to provide services such as tourism marketing, visitor support services, and infrastructure. The County is not interested in contracting with the NLTRA to speak on behalf of the County. She said the NLTRA should not be involved in this effort. Placer County CEO Tom Miller has expressed concerns about this issue and has suggested the NLTRA Board table the item until further discussion between the CEO's office and the NLTRA Executive Committee.
- 6.2.4 Phil GilanFarr said he does not understand the purpose of the group. He said local organizations already interconnect with one another such as the Chamber of Commerce and business associations. He feels it is up to the various Boards to work together to open lines of communication. He also expressed concern that another group could diminish our importance to the County. Steve said community outreach is consistent with the NLTRA CEO's goals and objectives that were established by the Board. He said a subset of this group is likely to become the advocates for the 2% TOT Tax renewal. Phil said he is not comfortable that a central group is taking a leadership role over everyone else. Alex said this is not the case. The sentiment was not to create another organization, but to develop a better way to collaborate and communicate. Jennifer said she appreciates that community outreach is part of Steve's goals, but the County does not contract with NLTRA to communicate with the community on the County's behalf and then communicate back to the County. She expressed concern that as the County representative on the Board, she was not made aware that the group had met and briefed Supervisor Jennifer Montgomery. Ron Treabess said this group of local citizens has said they plan to meet regardless of the NLTRA's participation. Alex explained that discussions just became substantial enough to bring forward to the Board. The intent is to work with the County, both at the Board of Supervisor and CEO level.

- 6.2.5 In answer to Kali Kopley's question regarding the NLTRA's role, Steve said the group discussed the NLTRA, its role in the community, and potential growth of the organization in terms of how the Board is elected, its representation and whether it should be more community focused. It would be difficult to discuss these topics without NLTRA representation. Kali noted the lack of community participation at today's meeting. She suggested that we invite the initiative group to make a presentation to the Board.
- 6.2.6 Steve Kastan clarified that Supervisor Montgomery was made aware of the work of the group last month. He will report back to Supervisor Montgomery on the CEO's reaction/opinion related to this effort.
- 6.2.7 Ron Parson feels the NLTRA clearly has a role in this effort, but said we need to schedule a meeting with the CEO's office to address concerns. Tom Murphy suggested a subcommittee of the Board attend the meetings and not staff. He also expressed concern that he was not aware of the initiative meetings. Steve clarified that this is not a NLTRA project nor driven by the NLTRA. He, along with other leaders in the community, was invited to participate in the meeting. It was requested by members of the Board to bring forward the information at today's NLTRA meeting. Ron McIntyre said it is important for the Executive Committee to meet with the County to discuss the purpose of the group before the NLTRA makes a decision. He said the initiative group should also meet with CEO's office and the Supervisor to demonstrate that this is not an "insurgent" group. Roger Beck agreed with Tom that the Executive Committee should participate in the group and not staff. He expressed concern with staff time on this issue. Alex said the recommendation does not specify that Steve spend staff time on the initiative, but that we have a role in this effort.
- 6.2.8 Phil feels the group wants to undermine the work of the NLTRA. He suggested the NLTRA take more of a leadership role in the community. The Board is suffering from a lack of understanding and it would be helpful for staff to bring forward more information. Alex agreed that this issue needs further discovery and suggested that after the Executive Committee meets with the CEO's office, that the discussion be part of the Board Workshop in March.
- 6.3 This item was tabled until further discussions with the Placer County CEO's office.

7.0 REQUEST FOR BOARD DIRECTION – SELECTION OF DATE/TIME IN MARCH FOR NLTRA BOARD/MANAGEMENT TEAM STRATEGIC PLANNING AND ORGANIZATIONAL WORKSHOP

- 7.1 It was Board consensus to schedule the NLTRA Board/Management Team Strategic Planning and Organizational Workshop for Tuesday, March 9th from 9:00 a.m. to 3:00 p.m. The Executive Committee will work with staff to develop the agenda for the workshop. The regularly scheduled Board meeting is still

planned to be held at the Tahoe City Public Utility District on Wednesday, March 3rd beginning at 8:30 a.m.

8.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE DECEMBER 31, 2009 FINANCIAL STATEMENTS

- 8.1 Sally Lyon reported that the Finance Committee met on Monday, February 1st and recommended approval of the December 31, 2009 Financial Statements. She said the committee provided recommendations to staff on CPA firms that may be interested in submitting a bid to perform the NLTRA's annual independent audit for the next three years. Staff will mail request for proposal letters to five firms. Sally reported that based on a request from Jennifer Merchant, staff prepared an analysis of beginning net assets related to Infrastructure for committee review and discussion. Allen Highfield added that the committee also discussed making a connection between the financial statements and the Placer County/NLTRA TOT revenue and expenditure report. Jennifer Merchant added that the Finance Committee asked staff to prepare a similar summary of beginning net assets for Transportation.
- 8.2 Discussion followed in regards to the beginning net assets line item. Ron McIntyre asked if the intent is to roll over excess research and planning money to the following year. Jennifer confirmed that the contract does not address excess research and planning money, but those dollars are meant for research and planning purposes only and should not be used for shortfalls. Steve suggested this subject could be part of contract discussions for next fiscal year.
- 8.3 M/S/C (Parson/Highfield) (9/0) to approve the December 31, 2009 Financial Statements.**

9.0 CHAMBER OF COMMERCE REPORT

- 9.1 Kym Fabel announced that a Chamber mixer/SnowFest Fundraiser is scheduled to be held at the North Tahoe Events Center tomorrow, February 4th beginning at 5:30 p.m. She encouraged all Board members to attend. The Chamber is partnering with Tahoe Training Partners, a Sierra Human Resources group, to host a *Situational Leadership and Delegation Techniques* workshop at the Cedar House Sport Hotel on Wednesday, February 10th. Kym announced that the 56th Annual Community Awards Dinner is scheduled to be held Thursday, February 11th beginning at 6:00 p.m. She encouraged Board members to attend.

10.0 MARKETING REPORT

- 10.1 Andy Chapman regrettably announced that North Lake Tahoe did not win the Travelocity Gnome, although our region generated significant publicity as a destination "finalist". Andy reported that spring and summer media planning is underway. The Marketing Committee has discussed the planning process and scheduled a spring workshop session on Tuesday, February 23rd. The committee will review initiatives that were advanced last year and discuss how best to move forward. The Committee also discussed the development of a Golf cooperative similar to the Ski Resort Cooperative Campaign in San Diego.

- 10.2 Andy also reported that the Marketing Committee is working closely with the Wedding and Honeymoon Association to align the two creatives. He said this collaboration process has been positive.
- 10.3 Preliminary results from the San Diego campaign show 2,600 Web visits; 508 linked to our partners and 406 went to the purchase page. Ski ticket sales have increased this week from the San Diego marketplace. Andy reported on other Web statistics. He said San Diego Web visitation from mid-December through January 22nd is up 65%, San Francisco is up 19% for the same time period, and Sacramento is up 17%. Andy noted that the total cost of the cooperative campaign was \$106,000; our contribution was \$50,000. A joint meeting with the Chamber of Commerce Advisory Committee is scheduled for March 23rd with a community meeting on March 30th. Andy reported that he anticipates the announcements today for the 2012 Mountain Travel Symposium (MTS). He confirmed that the Resort at Squaw Creek submitted a bid to host the event in 2012.
- 10.4 Roger Beck said he is very concerned that property pictures on the GoTahoeNorth Web site are small and not as effective as they could be. Andy said staff is working with our agency to expand linkages and photo opportunities. Roger feels that if we are gearing our marketing program to focus on the Web site as our call to action, it needs to be up-to-date. Ron Parson suggested this as a topic for the Board workshop. Roger said this concern and issue should be handled by staff and the Marketing Committee. Jennifer Merchant suggested this subject is not necessary for high level discussions. She continued that staff needs to respond to Board direction. Kali Kopley said trends are fast changing, especially on a Web site, so the site will constantly need updating. Andy said the basic architecture remains the same; however, we update content regularly and photos on a seasonal basis. He said staff is working with our agency to streamline navigation. Roger Beck said the disconnect is that the Marketing Committee is not looking at the site from a retail perspective. Alex asked the Board to review the site prior to the Board workshop. Jennifer suggested Andy send the link to the Marketing Committee for review and feedback prior to next meeting. Ron McIntyre asked for a Web site comparison. Andy noted comparisons need to be made with visitor bureaus and not resorts. He noted that it is important to keep in mind while comparing sites that we do not own lodging inventory.

11.0 ACTIVITY REPORT

- 11.1 Ron Treabess briefed the board on the process for updating the NLTRA Integrated Work Plan. He reported the Joint Infrastructure/Transportation Committee reviewed the plan at their last meeting on January 25th and provided feedback. Staff will incorporate suggested changes and present the first revised draft to the Joint Committee on February 22nd and to the Board on March 3rd. A community workshop related to the plan update is now scheduled for March 8th.
- 11.2 Ron reported that the North Lake Tahoe Express airport shuttle is up 20% in ridership and revenue for January this year as compared with January, 2009.

- 11.3 Ron reported that on February 23rd, the Placer County Board of Supervisors are scheduled to take action on infrastructure projects including bike trail signage, TART bus shelter upgrades, and the Bear Box project.

12.0 PRESIDENT AND CEO'S REPORT

- 12.1 Steve Teshara confirmed that on January 27th the TRPA Governing Board unanimously approved the Domus Workforce Housing project and the Kings Beach Commercial Core Improvement Project (KBCCIP). The Placer County Department of Public Works is moving forward with components of the KBCCIP project this summer. He reminded the Board that the NLTRA has allocated \$4.25 million for the project. The total cost of project is estimated at \$48 million, but it could be less due to a more favorable bidding climate. Phil GilanFarr noted that the Kings Beach community came together to support the project. Ron McIntyre recalled that the original North Lake Tahoe Tourism Development Master Plan was completed in 1995 and created the NLTRA. It also identified the Kings Beach Commercial Core Improvement Project and the Tahoe City Downtown project as priority projects. Roger Beck asked if we will be asked for additional funds. Ron McIntyre said if there is a project shortfall, we may be asked for additional funding. Jennifer said there are still some federal stimulus funds available and grant money, both of which Placer County is pursuing.
- 12.2 The TRPA has begun its Milestone White Papers process. A series of meetings is being scheduled with stakeholders to compile feedback in regards to milestone (threshold) issues. Steve and other North Shore leaders have asked the TRPA Regional Plan Update Director to consider scheduling these milestone meetings on the same day each month.
- 12.3 Steve reported that there are currently some 67 ballot initiative proposals in California. In particular, we are following the State Park Access Pass Proposal. Staff is also monitoring the Local Tax Payer Public Safety and Transportation Protection Act of 2010. This initiative seeks to stop the State Legislature from diverting funds from transportation to general fund uses. A great deal of local government and transportation advocacy support is behind this initiative. Steve said he would send a link to the initiative to the Board for review.

13.0 DIRECTORS COMMENTS

- 13.1 Remember that Conflict of Interest forms are due.

14.0 MEETING REVIEW AND STAFF DIRECTION

- 14.1 Staff will work with the Executive Committee to finalize the agenda for the Board workshop.

15.0 ADJOURN TO CLOSED SESSION

- 15.0 The Board meeting adjourned to Closed Session at 10:45 a.m.

16.0 RECONVENE TO OPEN SESSION

- 16.1 Board Chair Mourelatos reported that direction was given by the Board to the Executive Committee in regards to the Employment Agreement between the Board and the NLTRA President and CEO.

17.0 ADJOURNMENT

- 17.1 The meeting adjourned at 12:12 p.m.

Submitted by,
Sarah Holster
Executive Assistant