



**BOARD MEETING MINUTES**  
**Wednesday, April 1, 2009 – 8:30 a.m.**  
**Tahoe City Public Utility District**

**Final Minutes**

**ATTENDANCE:** Dan Tester, Ron McIntyre, Tom Murphy, Dave Wilderotter, Jim Kercher, Alex Mourelatos, Roger Beck, Julie Regan, Deb Dudley, and Jennifer Merchant

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

**OTHERS IN ATTENDANCE:** Heather Segale, Geoff Schladow, Pettit Gilwee, Joe Lanza, Gary McKelbey, Dick White, Steve Kastan, and Mike McElravey

**1.0 CALL TO ORDER – ESTABLISH QUORUM**

- 1.1 The meeting was called to order at 8:30 a.m. by Board Chair Alex Mourelatos and a quorum was established. He read the NLTRA's meeting ground rules.

**2.0 PUBLIC FORUM**

- 2.1 Pettit Gilwee reported on behalf of the California Travel and Tourism Commission (CTTC), that the California Tourism Marketing Excellence Award applications are available online at [www.tourism.visitcalifornia.com](http://www.tourism.visitcalifornia.com). The awards will be presented at a California Tourism Conference in June.
- 2.2 Community member Joe Lanza reported on current issues related to the Tahoe Truckee Unified School District (TTUSD). He said the school board is discussing significant changes to the district which could impact businesses and tourism. Mr. Lanza feels that now it is not an appropriate time to make radical changes to the school system especially during uncertain economic conditions. He said there are two major issues facing the district including a significant budget deficit. The second issue is the education model. He feels that the goal of reaching a higher education model by attempting to relocate students and merge schools is unacceptable. The school board has not been successful in communicating with the community. Mr. Lanza reported that on April 8<sup>th</sup>, a school board meeting will be held to make these decisions. Ron McIntyre asked if the teachers were willing to participate in solving the problem. Joe said they are willing, but concerned about layoffs. Steve Teshara announced that a special meeting with the Chamber Advisory Committee and school district representatives is planned for next Tuesday, April 7<sup>th</sup> at the Tahoe City Public Utility District beginning at 9:00 a.m. The purpose of the meeting is to discuss the issues with the business community and provide an opportunity to exchange ideas and discuss alternatives with school representatives. Community member Dick White reported that families are leaving the area due to poor schools and quality of education which will impact businesses. He noted that school meetings have not been scheduled to accommodate business owners, which exacerbates the poor communication. Mr. White formed a Yahoo Group for Truckee-Tahoe Parents and encouraged others to join. He said there is information available related to alternative schooling. Mike McElravey reported he has children in the school system. He noted that according to the Vice President of the teachers union, 52% of TTUSD graduates are university qualified. He said we have an

award winning High School which should attract families to the area. Gary McKelbey said families potentially moving here are concerned about the school district. He said these issues keep our community from growing. Deb Dudley, NLTRA Board member and a former School Board member, said eleven years ago the school board faced similar issues. She said at that time, they addressed the issues with creative solutions. She said the problems are solvable and encouraged the community to work cooperatively with the school board on this issue.

### **3.0 AGENDA AMENDMENTS AND APPROVAL**

**3.1 M/S/C (Wilderotter/McIntyre) (9/0) to approve the agenda as presented.**

### **4.0 CONSENT CALENDAR**

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

### **5.0 PRESENTATION AND POSSIBLE ACTION TO RECOMMEND AN INFRASTRUCTURE REQUEST OF UP TO \$197,080 TO THE U.C. DAVIS TAHOE ENVIRONMENTAL RESEARCH CENTER FOR THE TAHOE CITY STATION (HISTORIC FISH HATCHERY) EXHIBIT INFRASTRUCTURE ENHANCEMENT PROJECT**

5.1 Alex Mourelatos reported that the infrastructure request of up to \$197,080 for the U.C. Davis Tahoe Environmental Research Center (TERC) Tahoe City Station (Historic Fish Hatchery) Exhibit Infrastructure Enhancement Project was unanimously approved by the Joint Infrastructure/Transportation Committee at their March 24<sup>th</sup> meeting. Ron Treabess noted that the project funding is for interpretive exhibits which are part of a larger renovation at the facility. He also added that the project would serve as a destination attraction for North Lake Tahoe. He noted the project is consistent with the NLTRA's Master Plan and the Feasibility Study and Business Plan for New Cultural Facilities in North Lake Tahoe-Truckee, and last year's report Investing in Heritage Tourism report. Ron introduced Heather Segale, the Education and Outreach Coordinator with TERC. Ms. Segale presented background related to the Tahoe City Field Station. She said U.C. Davis has been researching Lake Tahoe since the late 1950s. The facility was built in the 1920s as a working fish hatchery. According to Tahoe City PUD bike trail data, 16,000 people bike past the facility each year. The project provides a good opportunity to educate the public on environmental issues and the research being conducted by U.C. Davis at Lake Tahoe.

5.2 Heather reported that recently completed renovations to the facility included seismic retrofitting, new walls and windows, scuba locker, laboratory, conference space, and an ADA accessible entrance. She confirmed the building's historic values have been maintained. The outdoor renovations are state funded and include stream restoration, a public walkway, a demonstration garden with native plants and storm water treatment. She said this project is complementary to the California Tahoe Conservancy's nearby restoration project in Lake Forest.

5.3 Heather reported on funding for the project. She said a combination of public and private donations and grant funding went into renovation of the building. State funds (Prop 40, 50, and 84) have been applied toward the restoration portion of the project. TERC is requesting TOT funds for indoor multi-media exhibits. TERC has hired an exhibit design firm to create a seamless interpretive display and presentation which will include historic footage from the 1930s and 40s of the fish hatchery in operation. In addition, exhibits will also include a video of fish species, current research, the food web, impacts of climate change to Lake Tahoe, and environmental issues such as invasive plants and species. Current programs include Saturday tours, special events, community/school programs and continued research.

5.4 Discussion followed in regards to the Tahoe City Field Station infrastructure request.

- 5.4.1 Roger Beck asked about staffing at the facility. Heather said her salary is funded by U.C. Davis. She has been successful in raising funds for three Americorps members who dedicate a year of service as staff at the facility. In addition, they have a strong docent program and volunteers. She noted that there will be times where the facility will be unmanned. The facility will be open year round.
- 5.4.2 Jennifer Merchant asked if the project is on TRPA's Environmental Improvement Project (EIP) list. Heather confirmed that the wetland restoration portion of the project is on the list. Julie Regan reported that the work U.C. Davis has done to enhance our community is significant. She said tying into the cultural, historical and environmental aspects is another way North Lake Tahoe can diversify what we promote. She said although it does not have a specific EIP number attached, the project strongly ties into the EIP.

**5.5 M/S/C (Beck/Murphy) (9/0) to recommend to the Placer County Board of Supervisors the approval of up to \$197,080 for the U.C. Davis Tahoe Environmental Research Center for the Tahoe City Station exhibit infrastructure enhancement project.**

**6.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE REVISED INTEGRATED TRANSPORTATION AND INFRASTRUCTURE WORK PLAN AND LONG RANGE FUNDING PLAN FOR FY-2009/14**

- 6.1 Ron Treabess reported that the purpose of the Integrated Work Plan is a budgeting tool. The process for updating the Integrated Work Plan began in January at the Joint Infrastructure/Transportation Committee meeting. Since then a public workshop was held the evening of February 10<sup>th</sup> to get feedback from the community and our partner organizations. In addition, the Joint Committee provided feedback related to the plan at last month's meeting. The comments from the three meetings/workshops have been incorporated into the document. Ron noted that at last month's meeting, the Joint Committee extensively reviewed the transportation portion of the plan. The budget will not include additional funds for transportation services beyond what is required for next year. He confirmed that any additional transportation changes will be made during the budgeting process. Staff is seeking Board approval of the document.
- 6.2 Ron summarized comments from the Joint Committee meeting. He reported that TOT funding in the amount of \$255,000 will be allocated for TART baseline services next year. The Tahoe City Trolley will be discontinued this summer due to low ridership, however; the service will run on Thursdays for Farmers Markets. Staff hoped to add west shore nighttime service due to increased ridership, but it was suggested to not add new service at this time. He said it had been suggested to increase TOT for summer Highway 267 services to eliminate the funding Northstar invests in the service to be redirected to the Tahoe Vista/Northstar shuttle. The committee decided to keep NLTRA funding at its existing level.
- 6.3 Discussion followed in regards to the Integrated Work Plan.
  - 6.3.1 Alex Mourelatos said that although the Tahoe Vista/Northstar service is not included in the FY-2009/10 budget, the demonstration project operated this winter was valuable in collecting important ridership information.
  - 6.3.2 Dan Tester asked if the current North Lake Tahoe Express subsidy reduction is consistent with what was originally projected. He also asked if there is a contingency plan in place for the Express if visitation and ridership decreases. Ron confirmed that ridership continues to increase. In addition, he anticipates a greater reduction in subsidy this year. Steve Teshara noted that staff monitors the service closely and would bring any funding concerns to the Board for discussion.

- 6.3.3 Jennifer Merchant said the NLTRA's Placer County FY-2009/10 TOT budget is likely to be cut \$500,000. She feels we should not be looking to add new services. Jennifer said it is important to maintain TART base services and review other transit services to look for cost savings. Ron said the proposed TART fare increases should be considered in the baseline funding request. Jennifer confirmed that fare increases are built into TART's baseline request.
- 6.3.4 Jennifer reported that there was discussion at the Joint Committee meeting related to snow removal and storage for Tahoe City businesses. She said the County expressed concern related to that request. In addition, the County does not support allocating funds for projects on state and federal owned land. She clarified that projects such as the Tahoe City Fish Hatchery has a tourism component, but ADA upgrades on state park land is the state's responsibility.
- 6.3.5 Ron McIntyre suggested we increase the fares on the North Lake Tahoe Express to help reduce the subsidy paid. In regards to snow removal, he feels Placer County should help find a solution for snow storage in North Lake Tahoe. Jennifer confirmed that Placer County is actively engaged in working with the community on identifying locations for snow storage.

**6.4 M/S/C (Murphy/Beck) (9/0) to approve the final draft Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan for FY-2009/14.**

**7.0 DISCUSSION AND POSSIBLE ACTION ON REVISED TRANSIT SERVICE GUIDELINES AND CRITERIA TO ENABLE EVALUATION OF EXISTING SERVICES**

- 7.1 Ron Treabess reported that at the last two Joint Infrastructure/Transportation committee meetings, the committee reviewed and provided feedback on Placer County's proposed criteria for transit service. The purpose of the criteria is to enable the evaluation of existing transit services. NLTRA staff worked with Will Garner to draft revised criteria. The guidelines are meant to assist the Resort Association in allocating resources for successful services and are intended to be used collectively.

**7.2 M/S/C (Murphy/Dudley) (9/0) to approve the revised transit service guidelines and criteria to enable evaluation of existing services.**

**8.0 STATUS REPORT/BOARD DISCUSSION, INPUT, AND FURTHER DIRECTION TO STAFF REGARDING DEVELOPMENT OF THE PROPOSED MARKETING PLAN AND BUDGET FOR FY-2009/10**

- 8.1 Andy Chapman reported on discussions focused around the marketing plan and budget for FY-2009/10. He said priorities emerging from the most recent marketing workshops were mostly focused around special events. He reported that a Special Events Workshop is scheduled to be held at the North Tahoe Events Center (NTEC) on Wednesday, April 22<sup>nd</sup> beginning at 9:00 a.m. Other priorities expressed at the workshops included increasing the funding for the Community Marketing Grant Program. The Placer County Film Office, coop marketing, total marketing budget increases, drive vs. destination marketing and conference bookings were also discussed. Staff was directed to not only focus on special events and return on investment, but also to work with the Wedding and Honeymoon Association on a more consistent brand message. Staff and agency were directed to work on optimizing and improving the effectiveness of the GoTahoeNorth Web site. In addition, staff was asked to work with the various communities on seasonal marketing needs or "strike zones" for their particular areas. The next Marketing Committee meeting is scheduled to be held at NTEC on Thursday, April 30<sup>th</sup> starting with another Joint Marketing/Chamber/Lodging workshop at 1:00 p.m. Staff has been asked to bring back a detailed budget with recommendations on line items for committee review and discussion.

- 8.2 Discussion followed in regards to the marketing plan and budget for FY-2009/10.
- 8.2.1 Roger Beck asked if there are dollars allocated in this year's budget for research to measure the effectiveness of our marketing efforts. Andy said there was no funding for marketing research in the current budget, but funds are likely to be proposed for next year. Roger feels there should be ongoing research of our program. In addition, he suggested we further define North Lake Tahoe on the Web site. Roger feels that in order to encourage more visitation during the shoulder seasons, we need a winter event or series of promotions that go beyond SnowFest! He suggested that businesses offer significant discounts during that period.
- 8.2.2 Deb Dudley confirmed that the Chamber Advisory Committee is very much in line with the Marketing Committee recommendations. She sees the challenge in defining "events".
- 8.2.3 Ron McIntyre agreed with Roger's earlier comment in regards to research but asked about the level of funding. Roger suggested an informal evaluation process conducted by staff should be sufficient. The information should include Web site statistics. Steve Teshara confirmed staff intends to include research funding in next year's budget. He said typically research has been funded from carryover, but due to the uncertainty of carryover next fiscal year, it will be included as a line item in the proposed marketing budget. Alex said there were several comments related to the Web site at the workshops. He feels the Web site is a significant asset with the potential to be better utilized. He said research would confirm whether our marketing efforts are effective.
- 8.2.4 Roger said we need to better measure whether events (large or small) are bringing visitors to our area. Andy said that issue will be discussed at the Special Events Workshop. Tom Murphy said in regards to events, we need to focus on shoulder seasons such as the first two weeks in January. Alex confirmed that that issue was raised during the workshops. He said that will also be discussed at the Special Events Workshop.

**9.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE RECOMMENDED REVISIONS TO THE NLTRA'S MARKETING PERFORMANCE MEASURE/ROI TRACKING DOCUMENT**

- 9.1 Andy Chapman reported that staff worked with our advertising and marketing agency specialists to revise the marketing performance measure/ROI tracking document. Most of the changes occurred around leisure advertising. He said each section now includes input (demand drivers) and output (return) indicators. Andy reviewed each section of the document and the revised indicators. Revised indicators include cost per click and average click thru rate. Under *Total Leads*, staff is now tracking cost per aware visitor. The Go Tahoe North Online Activity is where the bulk of ROI analysis takes place. Staff has implemented *Cool Deals Pageviews* and a geographic breakdown of total visitors to the Web site. Other changes include better tracking of Autumn Food and Wine. Dan Tester suggested that staff include a measurement baseline. Andy confirmed that ongoing indicators will be measured against prior year. Alex Mourelatos suggested integrating performance results into our decision making. He said we need to develop operational goals for each department. Andy confirmed that going forward, an executive summary or trend analysis will be included with the reporting document.
- 9.2 **M/S/C (Dudley/Wilderotter) (9/0) to approve the revisions to the NLTRA's Marketing Performance Measure/ROI Tracking Document.**

**10.0 STATUS REPORT/BOARD DISCUSSION AND INPUT ON UPDATING THE CHAMBER OF COMMERCE BUSINESS PLAN**

- 10.1 Steve Teshara reported that consistent with the *Strategic Planning and Budget Development Process* (Six Month Plan), the Chamber Advisory Committee has been working to update the Chamber Business Plan. Last year there were significant changes to document related to Location Based Marketing and the Community Marketing Grant Program. He confirmed that to-date, relatively minor changes are suggested for the document this year. A final draft of the revised document will come before the Board in June for approval.
- 10.2 Jennifer Merchant said the document needs to show what steps are being taken to support the actions in the plan. Kym Fabel reported that during the Chamber Advisory Committee meetings she provides a monthly report on how staff is implementing the plan. Steve said staff will include examples of in the revised document. Alex Mourelatos said it is important to note that objectives are being developed within the committee structure. He asked Kym to attach an example of the monthly report to the document for review. Alex noted that the Special Events Workshop will help guide the revisions to Objective 4 (Community Marketing Grant Program).

**11.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE FEBRUARY 28, 2009 FINANCIAL STATEMENTS**

- 11.1 Sally Lyon reported that the Finance Committee recommended approval of the February 28, 2009 Financial Statements. She noted that Ski Tahoe North ticket sales are up significantly from last year and from budget. In addition, February conference sales are up from budget. She said there was discussion related to how the NLTRA allocates G & A. She said our independent auditor indicated that the process we use is acceptable. Sally reported that the next Finance Committee meeting is scheduled to be held in the NLTRA Conference Room on Monday, May 18<sup>th</sup> beginning at 11:00 a.m. The Committee will look at a preliminary budget and forecast.
- 11.2 Steve Teshara provided more detail on the Finance Committee discussion of our process for allocating G & A. He confirmed that the County and our independent auditor have approved the methodology. Steve reported that Gretchen Nedved, the County representative on the Finance Committee, said she would bring the information back to Placer County for a reaffirmation of the methodology. Alex Mourelatos said the discussion was in reaction to a concern that Marketing takes on a much heavier burden of overhead due to specific contract conditions that do not allow the NLTRA to allocate more than a specific amount for infrastructure and transportation. The committee is trying to determine whether there is a more appropriate allocation method across the organization. Sally clarified that allocation methodology is typically subjective. The key, and what auditors look for, is a systematic and rationale approach. Our methodology has been determined by the auditors to be systematic and rationale method. Steve said the issue related to the contract cap on G & A for transportation and infrastructure is a key policy issue and needs to be further discussed by the Executive Committee to determine whether they should further address the issue with Placer County. He said there is approximately \$115,000 that marketing is subsidizing this year for the overhead costs for Infrastructure and Transportation. Alex reported the Finance Committee directed staff to bring forward a recommendation with a possible different allocation method for review. Jennifer Merchant feels the administrative position for Infrastructure and Transportation has not changed. She expressed concern that an increase in overhead could impact transportation projects. Ron McIntyre said the priority is to reinstate the 60/40 funding percentages. He feels we need to address overhead at a later time. Alex said we need to close the issue on an area of much criticism. Jennifer confirmed that Placer County is again reviewing the NLTRA's G & A methodology.
- 11.3 Roger Beck anticipates lower TOT for the quarter. He said we need to modify our spending patterns to address the decline in TOT. Steve said each year the amount of TOT to the

NLTRA is negotiated and a very conservative approach is taken. He said budget scenarios are based on conservative estimates. Sally confirmed that on an ongoing basis she scrutinizing what we are paying for to ensure cost effectiveness. Andy said we are looking at cost saving measures in marketing, but not necessarily cutting programs at this time. Ron McIntyre expressed concern about \$500,000 cut to our budget and the lack of carryover. Alex clarified the Board has not directed staff to cut the budget further at this time.

- 11.4 Discussion followed in regards to projections of TOT this year and next year's base budget. Jennifer said next year's budget is anticipated to be \$3.6 million without carryover. Ron McIntyre reiterated his earlier comment that the priority should be reinstating the 60/40 split. Dave Wilderotter said less money in marketing will negatively impact business and the County budget. He said would like carryover to come back as a cushion to an under budgeted item that has been approved by the Board of Supervisors. He would like to avoid undoing the formula of funding percentages. Deb Dudley said we need funds for marketing. Numbers show that for every dollar spent in marketing generates over \$300 spent in our community. Roger clarified that we should not stop marketing but we should cut costs this year in anticipation of a decrease in TOT going forward. Steve Teshara said staff will prepare a history of TOT collection for distribution to the Board next month. He said we only receive a portion of the TOT that is actually collected. Dan Tester asked Jennifer for TOT information for the last quarter. Jennifer confirmed that the information would be available by mid-May. Jennifer stated the position of the CEO's office which is that funding percentages will not be reinstated next year. She said \$3.6 million is the projected budget. Alex said the Executive Committee in discussions with Supervisor Montgomery in regards to this issue. Alex asked staff to agendize this discussion for next meeting.

- 11.5 **M/S/C (Wilderotter/Dudley) (9/0) to approve the February 28, 2009 Financial Statements.**

## **12.0 STATUS REPORT – DISCUSSION – FY-2008/09 CONTRACT COMPLIANCE MATRIX**

- 12.1 Steve Teshara provided a monthly report on the contract compliance matrix. He reported that staff met with Board member Roger Beck to review the NLTRA's previous calculation of Placer and Washoe County revenues and expenditures as they relate to "Conference Program Equity" as part of the North Lake Tahoe Marketing Cooperative's Conference Marketing and Booking program. Andy Chapman reviewed the revised calculation. Placer and Washoe County room revenue was reviewed separately in addition to Conference Operational Expense and marketing expense. He confirmed that NLTRA's expense to drive \$1.3 million in room revenue was \$354,955 (20%). Washoe County's cost is \$185,192 to drive \$898,756 (20.6%). The Board's earlier finding of "equitability" was reaffirmed. Roger Beck recognized Placer County's concern related to Washoe County expenses, but confirmed that this methodology for determining equity is responsible. Jennifer agreed that methodology appears to be sound, but Placer County is still concerned with reporting based on booked revenue (what is projected) vs. actual arrived. She requested conference information from 2005/06. Jennifer clarified that Placer County's concern is not based on marketing expense, but operational expense. She said the issues brought forward in December 2008 have not been addressed. Jennifer feels that in order to determine whether the coop is a beneficial partnership, we need to understand how Incline's efforts benefit Placer County. Ron McIntyre expressed concern that this issue will not be resolved; however, he suggested if there is a final solution, that a broader margin of equity is set (25%) to determine equitability in the future.

## **13.0 CHAMBER OF COMMERCE REPORT**

- 13.1 Kym Fabel reported that 50 members renewed their memberships in March for a current total of 644 chamber members. Steve Teshara noted that although we have experienced some cancellations, membership renewals are generally coming in strong despite the current challenging economic climate.

- 13.2 Kym reported that in March, the Chamber organized a ChamberEDucation series related to marketing. She noted that topics were drawn from results from the Chamber's holiday business survey. She said the seminars have been generally well attended. The final seminar in the current series entitled *Marketing 101* will be held tomorrow, Thursday April 2<sup>nd</sup> beginning at 8:30 a.m. The event will be held at Sawtooth Ridge in Tahoe City.
- 13.3 Kym announced that a joint mixer with the Truckee Donner Chamber of Commerce is scheduled to be held tonight at EventMaster's new location in Truckee. The next mixer is a joint mixer with the North Tahoe Business Association on April 16<sup>th</sup>. The event will be held at the North Tahoe Events Center (NTEC) beginning at 5:00 p.m.
- 13.4 The June 3<sup>rd</sup> Business Expo is also scheduled to be held at NTEC. This is a new location for the event. Kym reported that she has begun planning for the Summer Recreation Luncheon scheduled to be held June 10<sup>th</sup>. The Membership Directory will be distributed to the membership at the end of June.

#### **14.0 MARKETING REPORT**

- 14.1 Andy Chapman reported that on March 19<sup>th</sup>, several NLTRA staff attended the annual Placer County Economic Development Summit. The keynote speaker was Caroline Betetta with the California Travel and Tourism Commission (CTTC). She reported on what California is doing to market the state in the current economic climate. Andy reported that Dean Runyan was also there to present the preliminary findings and recommendations of the Placer County Countywide Tourism Study. The study will be available on the [www.nltra.org](http://www.nltra.org) this month. Staff is reviewing a draft of the Web site Visitor survey conducted by RRC Consultants. The study will also be on [www.nltra.org](http://www.nltra.org). Steve Teshara said the Executive Committee directed staff to prepare an analysis of the Resident and Visitor Surveys to highlight changes from the last surveys. The surveys will be distributed to the Board for review and discussion at the next meeting.
- 14.2 Andy reported that February data shows that unique visitors to the Web site are down 4.1% from last year, but property referrals (conversion) are up.
- 14.3 Andy said a full report on the expanded winter marketing campaign will be presented to the Board next month.
- 14.4 The 2009 Mountain Travel Symposium (MTS) is underway in Keystone, Colorado, and staff is currently meeting with travel and wholesale operators to sell next winter season. Andy confirmed that there is an effort to bring MTS back to our area in 2011/12.

#### **15.0 ACTIVITY REPORT**

- 15.1 Ron Treabess reported on the current status of the North Lake Tahoe Express. He said both ridership and revenue for February and March have increased over last year.
- 15.2 Ron reported that ridership on the Tahoe Vista/Northstar demonstration shuttle has averaged 7.75 passengers per vehicle service hour which compares favorably with the adopted transit criteria.
- 15.3 Ron reported that the Regional Wayfinding Signage demonstration project that was approved by the NLTRA Board at last month's meeting is moving ahead. The project is now awaiting Board of Supervisors approval. The complete Tahoe City Transit Center project received TRPA approval this week.



- 15.4 On March 18<sup>th</sup>, the performing arts stakeholder group met to discuss forming an organization to provide support for performing arts and other cultural activities in the area. He said the NLTRA is not the lead, but participating in this process.
- 15.5 The Olympic Heritage Museum and Celebration group will give a status report on their progress at the May Board meeting.
- 15.6 Ron reported that staff has received the results from the Resident survey. He noted that he used the information to determine whether projects in the Integrated Work Plan projects are still consistent with community feedback.
- 15.7 Ron reported that the TRPA has also approved the final three sections of the Lakeside Bike Trail. The TCPUD is looking to begin work this fall and will be coming back to the NLTRA for additional infrastructure grant funding.

## 16.0 PRESIDENT & CEO REPORT

- 16.1 Steve Teshara confirmed that the TRPA Governing Board approved the Tahoe City Transit Center project. In addition, as Ron Treabess indicated, they also approved the Lakeside Trail phases V through VII. The TRPA appointed former Agency Counsel Joanne Marchetta as TRPA's new Executive Director. He feels Ms. Marchetta has a clear grasp on issues and challenges facing TRPA and the Tahoe Basin.
- 16.2 Steve reported that the TNT/TMA will meet at Granlibakken tomorrow to discuss the numerous Caltrans projects this summer along Highway 80, Highway 89 and Highway 28 and the potential impacts to visitation; also the NDOT projects on Nevada State Route 28 which include a three week highway closure. Jennifer suggested the consumer Web site include a link to the Caltrans Web site or weekly updates about the highway situation. Alex confirmed that the Chamber would notify the lodging providers of the highway closures.
- 16.3 Steve reported that the staff at Dean Runyan Associates is working to update our previous report on the *Economic Significance of Travel to the North Lake Tahoe Region*. He said our portion of the update relied on the completion of the Countywide study. He noted that it was cost effective to coordinate with the County effort. A draft of the study should be completed in the next month.
- 16.4 Steve Teshara repeated that a special meeting with the Chamber Advisory Committee and school district representatives is planned to be held at the Tahoe City Public Utility District on Tuesday, April 7<sup>th</sup> beginning at 9:00 a.m. The purpose of the meeting is to discuss the issues facing the school district with the business community.

## 17.0 DIRECTORS' COMMENTS

- 17.1 Julie Regan announced that the new General Counsel at TRPA is Nicole Rinke. Julie reported that she serves on a 5 person TRPA executive team. She committed to continue representing the concerns of the NLTRA Board as they strategically plan to tackle issues facing the Tahoe Basin. Julie reported the TRPA Governing Board passed an invasive species inspection fee going into effect May 1<sup>st</sup>. She suggested that the NLTRA pass the information along to all lodging providers. More information is available at [www.trpa.org](http://www.trpa.org). She offered to make a presentation to the Board about the program.
- 17.2 Steve Kastan reported on comments in a letter written by Placer County Supervisor Jennifer Montgomery to the NLTRA Board. She thanked the Board for their work and partnership with Placer County on behalf of the community. She assured the NLTRA Board that she would work to reaffirm the long standing relationship with the County. Her commitment is to maintain the 60/40 funding split. She said in difficult economic times there is a need to work together to provide "the best level of service to eastern Placer County residents." She said

the current and anticipated reductions in NLTRA funding levels are short term. Jennifer vowed to work with her staff to create a better working relationship with the NLTRA. Discussion followed in regards to TOT collections and amount budgeted for this fiscal year. Ron McIntyre confirmed that if TOT is down significantly, 25% in third quarter and 50% in 4<sup>th</sup> quarter, the NLTRA would still make its contract amount. Jennifer said that is based on the 60/40 split which no longer exists. Dave Wilderotter said the amount should be based on a percentage of TOT. Ron McIntyre expressed concern that the funding amount is not currently based on existing Board of Supervisors policy. Jennifer said the contract was negotiated as \$4.1 million based on collections. Alex Mourelatos said the 60/40 split does exist and although the Board of Supervisors approved a contract, there was no vote on a funding policy change. Jennifer recommended the Executive Committee discuss the issue with County Counsel. Alex feels it is not the opinion of the Board of Supervisors that a single contract modified the previous resolution. He participated in the contract negotiations last year and the NLTRA accepted the contract as a fixed amount at the request of the CEO's office and we were not given an alternative.

### **18.0 MEETING REVIEW AND STAFF DIRECTION (ACTION STEPS)**

- 18.1 The Board directed staff to include a measurement baseline in the Marketing Performance Review Document. It was also suggested to integrate performance results into our decision making and develop operational goals for each department.
- 18.2 Staff will prepare a history of TOT collections for distribution to the Board next month.
- 18.3 The Board directed staff to agendaize for further discussion the issue related to TOT collections, funding percentages, and the amount budgeted for next fiscal year.
- 18.4 Andy will provide Jennifer Merchant with information related to 2005/06 conference sales.
- 18.5 Steve Teshara confirmed that the Executive Committee directed staff to prepare an analysis of the Resident and Visitor Surveys to highlight changes from the last surveys. The surveys will be distributed to the Board for review and discussion at the next meeting.
- 18.6 Staff will make a full report on the expanded winter marketing campaign at the May Board meeting.

### **19.0 ADJOURN TO CLOSED SESSION**

- 19.1 The meeting adjourned to Closed Session at 12:07 p.m.

### **20.0 RECONVENE TO OPEN SESSION**

- 20.1 Board Chair Mourelatos reported that the Board provided direction to the President and CEO regarding personnel matters.

### **21.0 ADJOURNMENT**

- 21.1 The meeting adjourned at 1:20 p.m.

Submitted by,  
Sarah Holster  
Executive Assistant