



BOARD MEETING MINUTES
Wednesday, May 6, 2009 – 8:30 a.m.
Tahoe City Public Utility District

Preliminary Minutes

ATTENDANCE: Dave Wilderotter, Graham Rock, Ron Parson, Deb Dudley, Dan Tester, Ron McIntyre, Jim Kercher, Alex Mourelatos, Julie Regan, Debbie Casey, and Tom Murphy

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

OTHERS IN ATTENDANCE: Pettit Gilwee, Steve Kastan, Dennis Oliver, Ted Thayer, Joanne Marchetta, Duane Whitelaw, Rob Weston, Linda Williams, and George Koster

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 On behalf of the California Travel and Tourism Commission (CTTC), Pettit Gilwee reported the CTTC will continue to have a \$50 million budget for tourism promotion next fiscal year. Funds for the budget come from assessed businesses. She confirmed that if business decreases the budget will not be impacted because car rental companies have agreed to make up the difference. This budget is guaranteed for three years.
- 2.2 Bob Bolton with the Tahoe City Public Utility District (TCPUD) reported on the new Lake Forest Boat Ramp hours of operation. He said the Tahoe Regional Planning Agency (TRPA) has required that all boat ramps be closed unless there is a qualified Aquatic Invasive Species (AIS) inspector present. Due to potential impacts on tourism, the TCPUD will hire additional staff to extend the hours of operation at the boat ramp. The hours of operation from Memorial Day through Labor Day weekend will be 5:00 a.m. to 11:00 p.m. This will increase the cost of operations for the boat ramps. To offset the higher costs, the Wildlife Conservation Board is allowing the TCPUD to charge launch fees. As part of the changes, Bob noted that parking at the Lake Forest boat ramp is now free. In order to inform the community about the new process, the TCPUD has issued a press release and flyers have been distributed to local businesses and campgrounds. Cindy Gustafson, TCPUD General Manager, feels the fees are reasonable. She said the TCPUD intends to get regular users through the fee and inspection process quickly. Ron McIntyre asked about resident vs. non resident fees. Bob reported that residents are already paying a portion through property tax so fees for them are discounted. Ron Parson asked how local residents will be identified. Bob said locals can present identification or a utility bill with a local address. Deb Dudley asked about nighttime launches. Bob reported that gates have been installed to prevent late night launches. Cindy asked the Board to encourage visitors to get inspected during off hours since the Lake Forest ramp is already congested. Alex asked NLTRA staff to present this information to the Chamber and Marketing Committees to help get the word out. Alex

asked about the Kings Beach and Tahoe Vista launches. Curtis Aaron, General Manager, NTPUD said the launches will not be open this year due to low lake levels. Alex asked about launches from commercial properties such as resorts. Bob said he would bring the issue before the TCPUD Board. Ron Parson suggested staff prepare a summary of information and issues related to this new process.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Murphy/Merchant) (9/0) to approve agenda as presented.

4.0 CONSENT CALENDAR

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

5.0 REMARKS BY JOANNE MARCHETTA, NEW TRPA EXECUTIVE DIRECTOR AND OVERVIEW OF INFORMATION ON NEW TRPA AQUATIC INVASIVE SPECIES INSPECTION FEE

5.1 Steve Teshara introduced Joanne Marchetta, the new Executive Director with the TRPA. He said Ms. Marchetta will briefly discuss her vision for TRPA going forward. Ted Thayer, TRPA's Natural Resource and Science Team Leader, is also in attendance to present an overview of information on the new TRPA Aquatic Invasive Species Inspection Fee and Management Plan. Joanne Marchetta recognized Ted Thayer for his work related to the Aquatic Invasive Species inspection plan. She also reported on other issues important to the Lake and business community and her new role with the TRPA. In the last 40 years, Joanne said the TRPA has been successful at installing an ecologically sensitive built environment. TRPA, in partnership with other organizations, has also launched the environmental improvement program and secured and invested approximately one billion dollars in environmental improvements. She said that work has positively impacted lake clarity and other environmental values.

5.2 Joanne reported the new regional plan will focus on reinvestment/redevelopment in the existing built environment. She noted that TRPA has limits, but will work to build on successes and focus on the organization's core mission, which is achieving and maintaining environmental thresholds. She encouraged the NLTRA to continue as a partner with the TRPA to accomplish common goals. Joanne reported that TMDL science shows that in order to continue toward lake clarity, the basin needs an additional billion dollar investment. She said in order to leverage federal and state dollars, the local jurisdictions need to invest. Joanne said there is a need to educate the community on the benefits of environmentally sensitive development. The intent is to design the TRPA land use plan to be consistent with the economic development goals. Joanne said TRPA is working with the North Lake Tahoe and Lake Tahoe South Shore chambers of commerce on an economic analysis to assist with the regional plan.

5.3 Discussion followed in regards to Joanne Marchetta's presentation.

5.3.1 Ron McIntyre asked about affordable housing incentives within TRPA's program and the Bi-state Fire Commission recommendations. Joanne said the Bi-state Fire Commission recommendations are a priority for TRPA. She expressed concern with the affordable housing issue. She said funding is needed. The TRPA has a role to play, but solutions will require a partnership with local governments.

5.3.2 Deb Dudley asked if TRPA is measuring the environmental improvements of the redevelopment on the South Shore. Joanne confirmed there are benefits, but TRPA needs to further promote what has been achieved. Deb asked about

Joanne's priorities. Joanne said TRPA has a stated list of priorities which include fuels reduction. She said her highest priority is the regional plan. Ron Treabess expressed concern related to the community comment on the regional plan. Joanne confirmed that public comment on the Regional Plan is by no means completed.

- 5.3.3 Alex said TRPA's goals are similar to the goals of the NLTRA and Joanne's outreach is important to our organization. He said there are clear similarities between TRPA's achieving environmental investments and the use of TOT funds for infrastructure, transportation, and marketing. He feels TRPA's management and project review process needs to be addressed. The length of time to get projects through the entitlement process is what negatively impacts our economy.
- 5.3.4 Jennifer Merchant said Placer County is looking forward to working with Joanne and TRPA. Joanne's attendance at a recent Placer County Board of Supervisor's meeting showed a willingness to work cooperatively.
- 5.4 Ted Thayer reported on the Aquatic Invasive Species Management Plan. He thanked the TCPUD for their efforts in regards to the inspection program. Ted reported that existing invasive species include weeds, warm water fish, and Asian Clams. The TRPA is working to address these issues. He said the Quagga and Zebra Mussels are the current threat to our fishery, recreation, and piers. The economic impacts to our area could be up to \$22 million. Ted confirmed that the Lake's environment can support these species, especially in areas with higher levels of calcium. He said the AIS can be transported by boats and other water vehicles that have been in infected lakes. He said the species have been detected at the Interstate 80 agriculture station.
- 5.5 In 2008, TRPA began AIS education and outreach to other agencies, private citizens, homeowner associations, the business community, and the conservation community. This year, inspectors will be at all boat ramps and the hours of operations have been extended. Decontamination facilities have been installed in various locations around the Lake. Ted confirmed that TRPA is coordinating with local law enforcement to quarantine infected vessels. He reported that grant funding is available for operations and infrastructure. The TRPA is partnering with the TCPUD on inspections which includes a fee structure beginning June 1st. The fees will support inspections, equipment and training, and maintaining the database. Next steps in the plan include moving the inspection process from the ramps to centralized inspection areas around the Lake, working with Fish and Wildlife on a rapid response plan for future threats, working with U.C. Davis to implement long term monitoring for early detections of AIS, and adopting the Lake Tahoe AIS Management Plan.
- 5.6 Discussion followed in regards to the AIS Management Plan.
 - 5.6.1 Graham Rock asked about boat ramps on the West Shore. Ted said TRPA has met with Obexter's and they are part of the program. They will collect the fees and hire their own inspectors.
 - 5.6.2 Dave Wilderotter asked about cleaning facilities on the North Shore. Ted confirmed that TRPA is working with the TCPUD on installing a decontamination facility at Lake Forest Boat Ramp.
 - 5.6.3 Dan Tester asked if the agricultural station is providing inspection seals. Ted said although they are being inspected, it would be impossible to know if the vessel went straight into Lake Tahoe, so they need to go through the process at

the boat ramps. He said TRPA is working with marinas and boat storage facilities on issuing tags.

- 5.6.4 Graham asked about potential Donner Lake cross contamination. Ted said he does not know the status of Donner Lake, but he would like to see a more regional approach to this issue.
- 5.6.5 Dave asked if this effort is taking away TRPA resources and focus from the Regional Plan and other TRPA goals. Joanne said AIS management is an extremely important priority for TRPA. She confirmed that the Agency continues to work on the Regional Plan. Dave said it is easy to make regulation, but the Regional Plan takes greater effort. Ted said regulation alone would not address this issue. Joanne said this is an important environmental and economic issue facing the Tahoe region.
- 5.6.6 Dan Tester asked if the agency has identified areas that vessels could “slip through the cracks”. In addition, he asked if TRPA has considered monitoring vessels coming into the basin on roadways. Ted said TRPA has developed ways more effective ways of monitoring boats since last year. The AIS Committee continues to review the program for ways to improve. There are future plans to inspect vessels on the seven entry points into the basin. He said it would take greater funding to support a larger program.
- 5.6.7 Pettit Gilwee asked about private homeowner launches. Ted said he was not aware of private launches connecting to the highways. He said he would follow-up with Pettit to identify private launches and add that information to the AIS Management Plan.
- 5.6.8 Tom asked if there is a Web site or other mechanism to track the detection of species. Ted said updated information can be found on the Fish and Game Web site in addition to TRPA’s AIS Web site, www.protecttahoe.org. He said there is also a hotline for information and questions at 1 (888) TAHOEAIS. Julie Regan said this is an important issue and again asked for the help of the NLTRA, North Lake Tahoe Chamber, and lodging properties to get the word out. Alex Mourelatos confirmed that he would incorporate the message in the bi-monthly memo to Chamber members. He said we should also include the information, via Podcast, on our visitor Web site. George Koster suggested putting any media on the Coast Guard Web site and local TV channels including RSN and TahoeTV.

6.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE AN INFRASTRUCTURE ALLOCATION IN THE AMOUNT OF UP TO \$200,000 TO THE NORTH TAHOE PUBLIC UTILITY DISTRICT TO CONTINUE WITH ENVIRONMENTAL WORK FOR THE DOLLAR HILL TO TAHOE VISTA MULTI-PURPOSE TRAIL

- 6.1 Ron Treabess reported that the proposed Dollar Hill to Tahoe Vista Multi-purpose Class 1 Trail is consistent with the NLTRA’s Master Plan. This project has resumed after being stalled for two years due to concerns over potential impacts to wildlife. The North Tahoe Public Utility District (NTPUD) is the lead agency and has moved into the environmental review phase of this project. The California Tahoe Conservancy is the primary project funding agency. However, the current California bond freeze has limited the Conservancy’s ability to fund work on this project. Funding from the NLTRA would provide a funding “bridge” to allow the environmental review to continue to ensure timely completion of the environmental review when Conservancy funding is restored. Ron noted that if state funds become available, the NLTRA allocation will not be needed or

could be used for a different element of the project. Ron reported that we currently have funding earmarked for this project.

- 6.2 Curtis Aaron, NTPUD CEO and General Manager, confirmed that the interim funding request will allow the district to continue environmental work for the bike trail project. Deb Dudley asked about the location of the trail. Curtis said that the NTPUD has secured the majority of easements for the project and will connect with the bike trail at Dollar Hill. Ron said eventually the trail will link to Four Corners near Northstar. He said it is a key link in the Resort Triangle trail system. Ron Parson asked about funding available. Ron Treabess restated that funds are available and earmarked for this project. Dave Wilderotter asked if the trail will connect with residential areas near the route. Curtis said that has not been determined, but there are existing trailheads that would provide connections. Ron Treabess reported that this issue will be reviewed as part of the environmental document. Alex Mourelatos asked about the CTC funding freeze and the risk to the project. Ron said he spoke with CTC representatives yesterday and they confirmed that funds would be released for projects previously approved; he did not know the status of any new proposals.

- 6.3 M/S/C (Parson/Murphy) (10/0) to recommend to the Placer County Board of Supervisors the approval of an infrastructure grant request in the amount of up to \$200,000 of bridge funding to the North Tahoe Public Utility District to proceed with the environmental work for the Dollar Hill to Tahoe Vista Multi-Purpose Trail.**

7.0 PROJECT STATUS REPORT AND BOARD DISCUSSION – ACTIVITIES OF THE SQUAW VALLEY OLYMPIC COMMITTEE

- 7.1 Ron Treabess reviewed that in October 2008, the Placer County Board of Supervisors approved an infrastructure allocation (as recommended and approved by the NLTRA Board) to accelerate planning and development of Phase II of the Business Plan for the Squaw Valley Olympic Museum and Western Sports Heritage Center. As part of the approval process, the NLTRA Board requested that the committee present a status report to the Joint Committee and Board on the progress of work.
- 7.2 George Koster reported on the progress of the Squaw Valley Olympic Museum Committee. He confirmed the committee has secured its IRS 501(C) 3 charitable non-profit status and has formalized a financial structure. As the NLTRA Board will recall, the committee, in partnership with the NLTRA and Streamline Consulting Group, prepared a business case for the project including a return on investment calculation. This document, entitled *Investing in Heritage Tourism: Ensuring Placer County's Place in Olympic History (2008)*, is available for review and download at www.nltra.org. Through an RFP process, the committee selected a Master Plan consultant team led by the Gary Davis Group. The team includes a museum planning firm. The committee is also working with an architect to design conceptual space for the museum. George reported the committee continues working with the International Olympic Committee (IOC) and the United States Olympic Committee (USOC) to secure licensing for use of the Olympic name and five rings logo. The licensing will help support branding and the ability to solicit and secure corporate sponsorships. In addition, the licensing will also allow the group to develop official Olympic merchandising opportunities for local retailers.
- 7.3 Linda Williams reported on the public outreach and awareness program for community involvement. She noted logo development will be finalized once Olympic licensing has been secured. The committee has launched two preliminary Web sites to raise public awareness and encourage donations. She has also contacted local organizations, schools, and businesses to create awareness. Linda noted the committee, in partnership with the North Lake Tahoe Chamber and Pettit Gilwee PR, recently issued a "call for collections" press release. Responses have been positive. Linda also reported that in

March, members of the committee attended the International Ski History Congress in Mammoth. She said it was a great opportunity to promote our anniversary celebration to an international audience. The committee is currently working with historians to contact and invite athletes and participants from the 1960 Winter Olympics to participate in an ambassador program.

- 7.4 The museum master planning effort is being lead by the Gary Davis Group. The completion date is scheduled for June 2009. The master plan includes several components – a site analysis, museum concepts and collections, an operations plan, and funding analysis. The consultants have been speaking to many members of the community to get feedback related to the museum. In April, the consultant made a presentation which included opportunities for community feedback on the interpretive planning of the museum. She said it was a turning point in the planning process because it gave the group a tangible feel for how this project will proceed. Graham Rock asked if a site would be chosen in time for a February 2010 groundbreaking ceremony. Linda said she anticipates a site to be selected by that time, but the start of construction must await much more study, analysis and fundraising. George noted that the Master Plan Team has identified six potential sites. The committee hopes to present three options to the community for feedback. He said the museum needs approximately 18,000-22,000 square feet of space. George anticipated a possible temporary museum site in time for the celebration. Tom suggested the consultants broaden their site scope to include locations with other zoning designations that are not commercial. He said he would submit his recommendations to the committee for review and consideration.
- 7.5 Alex Mourelatos asked if the committee intends to market the celebration on a national level. George explained that the Olympic Heritage Committee (OHC) is working with the NLTRA and Pettit Gilwee PR to incorporate the event into NLTRA's overall marketing and PR efforts. George said the committee will reach out to Vancouver when our official licensing is in place. The IOC has a new policy that only the host countries can carry the Olympic Torch. This is because of the protests in other countries as the Torch was being carried last year to Beijing. Rob noted that the OHC is planning a local torch event for our area. Ron McIntyre asked about the status of the committee's business plan development. George said the Master Plan Team has incorporated all accomplishments thus far into the business plan to include in their June presentation to the Joint Committee and NLTRA Board. This presentation will include a project budget.
- 7.6 Rob Weston reported on progress of the planned Olympic Heritage Celebration, built around next year's 50th anniversary. He confirmed the NLTRA has agreed to integrate marketing for the celebration into its efforts. He said the committee plans to request additional funding support from the NLTRA for marketing the celebration. Rob reported that the OHC has a great deal of community support. The fundraising events have been well attended. Suggested events for the celebration include historical reenactments, modern sports competitions, youth and educational events, community and cultural events. Tom reported that NBC is doing a countdown to the 2010 Winter Olympic Games and will be looking for content. He suggested the committee submit their information to the network. Alex said in terms of funding, it is important to bring forward requests with a clear description of plans along the delineated lines of the NLTRA's funding categories. As it relates to the next funding request, he said it is important for the group to bring forward operating estimates, a projected budget, analysis of revenue sources, and an implementation schedule. He said this information will be essential if the NLTRA is to consider releasing the second \$100,000 in infrastructure funding for the Olympic Museum project next month. As for marketing, the NLTRA recognizes the importance of the Olympic anniversary celebration to the community. He said our contribution may not translate to direct dollar funding, but other resources to make the celebration as impactful as possible. Dave Wilderotter said he believes the planning process for the fundraising component of the plan is an appropriate infrastructure project.

Alex said the original intent for infrastructure funds was to invest in a marketing effort to build an asset, not to invest in a marketing effort to promote an event. The requests need to be clearly delineated. Rob said once licensing is in place, the committee can outreach to larger sponsors. He feels a strong marketing investment now, could decrease the amount of infrastructure funds needed later for the actual construction of the museum. Tom agreed and said we have one shot in getting national attention for this event.

8.0 STAFF PRESENTATION AND BOARD DISCUSSION – RESULTS OF EASTERN PLACER COUNTY RESIDENT & SECOND HOMEOWNER SURVEY AND WEB SITE VISITOR SURVEY

- 8.1 Ron Treabess reported that during the 2003/2004 Master Plan process it was recommended to regularly update community surveys and information to help the Master Plan remain current for NLTRA planning and invest priority purposes. In 2008, the NLTRA Board and the Placer County Board of Supervisors approved a funding request to update three reports including the *Economic Significance of Travel to the North Lake Tahoe Area (Runyan Report)*, the *Eastern Placer County Community Survey*, and the *North Lake Tahoe Visitor Web Site Survey*. The update of the *Economic Significance of Travel to the North Lake Tahoe Area* is expected to be completed later this spring. NLTRA staff members Ron Treabess and Andy Chapman reported on highlights from the Community Mailback and Visitor Web Site Surveys and provided an initial analysis related to Transportation, Infrastructure and Marketing issue findings. A full analysis of the information is forthcoming.
- 8.2 Andy reported that the GoTahoeNorth Web Site Visitor Survey ran from August 2008 through June 2009 with a total response of 995. The Eastern Placer County Community Survey was mailed out in December 2008 with 819 responses and 283 absentee responses received. He said that the survey participants match with the visitation to the GoTahoeNorth.com Web site in terms of where they are from. He noted a decrease in visitation from the California market during that time period. The highest visitation was from the US Southern census region with substantial increases in the international market. Demographics of respondents showed an increase in female visitation to the site. He said other demographic information tracks closely with our 2003/04 survey data. Andy reported that some respondents indicated they would not travel to our area due to time constraints and the perception that we are too expensive. He said these issues can be addressed through marketing. When asked what the primary reason was for visiting the Web site, respondents said they were currently planning or considering a trip to the area. Booking trends showed an increase of Web bookings and direct bookings to lodging properties. Other preferred booking methods include travel Web sites, travel planners, and “word of mouth” recommendations. Andy noted that booking timeframes show shorter planning and booking patterns. Jennifer Merchant asked how that correlates to the length of stay. Andy said he would follow-up with that information; however, for those that travel from outside California, they tend to stay longer. He said those who responded generally said they are taking fewer trips and staying closer to home (nearcations).
- 8.3 Ron reported on Infrastructure and Transportation highlights. He said areas of improvement include accessibility issues, traffic congestion, crowding at events, public transit, and nightlife activities. He noted that the survey feedback supports our current planning and project priorities. Transportation concerns are still key issues for our community and visitors. Bike trail projects continue to be a high priority, in addition to regional wayfinding signage. The community would like to see improvements to economic development in the area, affordable housing, transportation and open space acquisition. The survey results confirmed that the community is more informed about local organizations. When asked about arts and cultural facilities, the feedback shows that the community welcomes new programming but does not support the use of public funds to build new facilities. They feel we need to utilize the existing facilities more

efficiently. Some of the priority concerns of the community include water quality improvements. Ron reported that the 70% of both the residents and second homeowners said they would support renewing the TOT tax as its current rate (2%). There was also some support for including tax on recreational services. Ron said survey results are currently available on www.nltra.org.

- 8.4 Alex Mourelatos said the findings show we have “moved the needle” on traffic congestion and accessibility. Julie Regan said the results are consistent with survey work done in connection with the TRPA Regional Plan update. Ron McIntyre noted that TART ridership has doubled since the formation of the NLTRA. Alex suggested the findings be part of quarterly report to the County. Ron Treabess confirmed that staff will also make community presentations on the survey results.

Graham Rock left the meeting at 11:48 a.m.

9.0 DISCUSSION AND POSSIBLE APPROVAL OF PROPOSED TRANSPORTATION AND INFRASTRUCTURE PROJECT BUDGET FOR FY-2009/2010

- 9.1 Ron Treabess reported on the FY-2009/10 budget development process. The budget has been reviewed and recommended for approval by the Joint Infrastructure/Transportation Committee. He said the only service eliminated from the budget is the Tahoe City Trolley which failed to meet ridership criteria. There will also be a reduction in summer and winter traffic management and the subsidy for the North Lake Tahoe Express airport shuttle. The most significant change is an additional \$255,000 for TART baseline services requested by Placer County and supported by the Joint Committee. Ron reported on Transportation and Infrastructure budget needs. The transportation request is for \$1,174,000 for services and \$324,000 for research and planning, personnel and overhead for a total of \$1,498,000. He said this represents an increase of approximately \$126,000 over last year. Ron said staff will continue to look for additional cost savings in the transportation budget. He reported that the NLTRA and TNT/TMA are currently working to secure SNPLMA funds in the amount of \$30,000 from the U.S. Forest Service as a contribution to TART’s summer West Shore service (The Emerald Bay Connection). Ron reported that currently there are infrastructure projects anticipated for next fiscal year in the amount of \$1.9 million, although he does not anticipate the full amount actually being applied for and spent. He noted that \$5.6 million of undesignated infrastructure funding is being held by Placer County.
- 9.2 Discussion followed in regards to the proposed Transportation and Infrastructure Project Budget for FY-2009/10.
- 9.2.1 Dave Wilderotter asked about funding percentages for transportation and infrastructure. Ron explained that the TOT budget is divided 42% for marketing, 47% infrastructure and 11% visitor support services. He noted that transportation needs continue to increase. The County has allowed us to use infrastructure funds (flexible funds) for transportation services. Jennifer Merchant expressed concern that the transportation budget request is not taking in consideration other departments. She noted that it is still unknown what infrastructure projects will come forward this fiscal year. Steve Teshara said the entire TOT budget package will be reviewed by the Finance Committee on May 18th. It has been suggested to schedule a Special Board Meeting sometime between the 18th and the end of the month for further budget review and direction to staff and the NLTRA Executive Committee on a TOT budget request to formally submit to the County. Based on this approach, Jennifer expressed concern that the transportation budget is requesting approximately half of the budget so the balance would have to be divided by marketing and infrastructure without reviewing other cost saving measures. Ron McIntyre confirmed that

there will be alternative budget scenarios for review. Alex Mourelatos confirmed that the Board will consider the transportation budget in context of the overall budget.

- 9.2.2 Jennifer Merchant repeated her previous statement that for FY-2009/10, the CEO's office is recommending a \$3.6 million budget for the NLTRA. She said this is based on direction from the Placer County Board of Supervisors. She acknowledged there is some disagreement about the Board of Supervisors direction.
- 9.2.3 Ron Parson requested more information regarding the research and planning line item as the budget is presented to the Finance Committee on May 18th.
- 9.2.4 Jennifer reported on other items of concern in the budget. She said operations for the North Lake Tahoe Express airport shuttle are still being reviewed by Placer County. She is working with staff on opportunities for cost savings. Jennifer said the \$20,000 earmarked for the Sugar Bowl service is still pending additional information and detail. The year round Highway 267 non-winter service in the amount of \$58,000 was not approved last year (although the project was ultimately funded); the CEO's office is leaning against supporting the project this year. The Board directed staff to address Placer County's concerns before the next budget discussion.

- 9.3 **M/S/C (Wilderotter/Dudley) (7/0/2 Abstentions – Merchant and Parson) to approve the draft Infrastructure/Transportation 2008/09 Project Budget in the amount of \$1.4 million as the working draft amount for the overall NLTRA budget development process.**

10.0 MARKETING UPDATES – PRESENTED BY ANDY CHAPMAN

- 10.1 **Bay Area Winter Advertising Campaign** – Andy Chapman reported that the NLTRA Board directed staff to reallocate up to \$40,000 in marketing reserves to extend the Bay Area Winter Campaign. The total media budget for this campaign was \$37,386 with a total campaign value of \$114,901. The total impressions were approximately 3.5 million with 2,507 total clicks to the Web site. The total unique contest entries were 16,173. Andy said the campaign included a three week radio schedule as well as a two week radio promotional campaign. The buy was from February 23rd through March 29th. The Web site Stat Summary shows that although unique visitors decreased, referrals to lodging properties increased. Andy reported that economic issues impacted skier visits. He said more media is planned for the drive market this year. Although overall web traffic was down, the extended winter campaign was viewed as a success due to increases in several key indicators. Dan Tester agreed and said the purpose of allocating additional funds was to drive traffic to the Web site and business from the drive market. The increased web visits from the Bay Area during that time period is a positive indicator. Jim Kercher confirmed that similar destinations were also down. Tom Murphy said it is good the Marketing Committee reacted quickly during the economic downturn.
- 10.2 **Special Events Workshop** – Andy reported on the outcomes from the April 22nd Special Events Workshop. The data collected from the meeting was included in the board packet of materials. He said workshop participants suggested the NLTRA should not be producing, but promoting events. Staff was directed to prepare a Special Events Resource Guide for event organizers on how to produce an event and what the NLTRA offers in support of events including technical expertise. Some of the themes that emerged from the workshop included extending the different "strike zones". A summary of workshop outcomes is available for review and download on www.nltra.org.

- 10.3 **Marketing Budget Development for FY-2009/10** – Andy reported on budget discussions from the last Marketing Committee meeting. He said committee members made suggestions for a budget “wish list” including hiring a Regional Sales Manager, funding the Olympic Heritage Celebration in the amount of \$100,000, and funding special events granting in the amount of \$75,000. He said the Marketing Committee asked staff to incorporate some of these suggestions into the draft budget process. Deb Dudley confirmed that the suggestions came from the community, not staff, and they should be used as a priority list to develop a budget. Alex Mourelatos said the purpose of discussions was to explore areas of the Marketing plan and focus on targets of opportunity. Deb suggested we now provide budget scenarios to the Marketing Committee based in reality. Jennifer Merchant restated that the NLTRA has heard from the Placer County CEO’s Office which manages the NLTRA contract, that the recommended budget will be \$3.6 million for FY-2009/10. She suggested coming up with scenarios consistent with that number. Andy noted that we fund the coop based on TOT which does not include special event funding.

11.0 STATUS REPORT – DISCUSSION – FY-2009/10 CONTRACT COMPLIANCE MATRIX

- 11.1 Steve Teshara provided information related to the contract compliance matrix. He noted the Washoe County Booking Equity issue is still subject to some discussion. Staff has provided requested information. Steve said our budget submittal is due to the County by May 31st. Deb Dudley added that Bill Hoffman is willing to meet with Placer County in regards to the Washoe County Booking Equity issue. Jennifer is working with members of the Executive Committee to schedule a meeting with Bill Hoffman.

12.0 EXECUTIVE COMMITTEE REPORT – MEETING WITH CHIEF ASSISTANT CEO

- 12.1 Steve Teshara reported on the timeline of meetings leading up to negotiations with Placer County. The Finance Committee is scheduled to review budget scenarios on May 18th. Our TOT budget submittal is due to the County by the end of May. Staff suggested a Special Board meeting before the end of May to further review further budget scenarios and provide direction to staff and the Executive Committee on which budget request to submit. Consistent with contract requirements, NLTRA will also prepare a scope of work to the County. Alex Mourelatos asked staff to send out a meeting request to the Board in order to schedule a Special Board Meeting later in May.
- 12.2 Alex Mourelatos reported on the outcomes of the Executive Committee meeting with Placer County Chief Assistant CEO Rich Colwell regarding FY-2009/10 contract negotiations. The Executive Committee asked that the NLTRA contract reaffirm the 60/40 split of TOT. The Executive Committee asked Rich to work with the committee to move beyond last year’s change to a “fixed fee” contract. Alex reported that there is a difference of opinion on this matter. For next year, the County Executive Office is recommending a fixed fee budget amount of \$3.6 million. The Executive Committee directed staff to develop two budget scenarios based on a 60/40 split. Jennifer Merchant asked for clarification regarding the requested carryover. Ron McIntyre said the Executive Committee requested that carryover from this year be included in next year’s budget. He reminded everyone that the NLTRA “gave up” nearly \$1 million in carryover this year. Steve confirmed that staff will bring forward a budget scenario that includes the additional \$500,000 for County Services requested by the CEO’s office. Alex agreed and said we will apply a 60/40 split methodology to budget scenarios consistent with budget development in the past. Ron McIntyre asked that staff prepare a third budget scenario based on actual TOT collections.
- 12.3 The NLTRA Board supported the direction of the Executive Committee regarding budget development. Ron Parson said it is critical to prepare a budget that supports our principles with clear line items and to address the CEO’s intent to erode the organization.

Ron said it is important to clarify that the NLTRA disagrees with the idea that on a technicality, this money can be spent anywhere in North Lake Tahoe. He feels the County's position shows a lack of confidence in the Resort Association. He feels a detailed budget will help regain confidence with the Board of Supervisors. Ron said our community is creating TOT for specific purposes and an agreement was developed. He said if the agreement is broken, the community will oppose TOT in the future which will be detrimental to the County and the community. Tom Murphy said we need to be sensitive to the economic crisis facing the County. Ron McIntyre agreed and said the NLTRA is looking for equitability with other cuts in the County. He said last year our cuts were substantially higher.

13.0 CHAMBER OF COMMERCE REPORT

13.1 Kym Fabel reported that we have a current total of 644 chamber members. The recent ChamberEDucation Series was very successful. The most popular seminar was *Enhancing Your Web site and PR*. The Chamber will be partnering with Smith and Jones and Pettit Gilwee to host a similar workshop in Incline. On April 7th, the Chamber conducted a business community outreach forum with the Tahoe Truckee Unified School District. She said it was a good opportunity to give the business community a voice on school related issues. She said it was well attended. Kym reported the Business Expo is scheduled to be held at the North Tahoe Events Center on June 3rd. She encouraged Board member to participate in the event.

14.0 MARKETING REPORT

14.1 There were no further comments.

15.0 ACTIVITY REPORT

15.1 There were no further comments.

16.0 PRESIDENT & CEO'S REPORT

16.1 Steve Teshara reported that he has been working with Senator Cox and Assemblyman Gaines on California Senate Concurrent Resolution 13 to provide further State of California support for the Lake Tahoe Environmental Improvement Program.

16.2 The Nevada Assembly Bill 18 is in the legislature moving forward. This bill provides for the sale of bonds to continue Nevada's commitment to its share of Tahoe EIP projects.

16.3 Steve said the County recently asked the NLTRA to support funding requests at the federal level for the Kings Beach Commercial Core Improvement Project and the Tahoe City Transit Center. He provided the Board with copies of the NLTRA's letters of support.

16.4 Steve said a conference call is scheduled today to continue the development of consensus on draft language for reauthorization of the Lake Tahoe Restoration Act.

16.5 The Placer County Office of Economic Development is ready to launch the County-wide Economic Development study. More information will be presented next month.

16.6 Steve said the NLTRA, TNT/TMA and other partners have completed work with the Nevada Department of Transportation and Caltrans on the 2009 Tahoe Basin Highway Construction Season Map. He said there are large laminated versions of the maps for those who would like to post the map at their lodging or other properties.

17.0 DIRECTOR'S COMMENTS

17.1 There were no further comments.

18.0 MEETING REVIEW AND STAFF DIRECTION

18.1 Staff will prepare three budget scenarios for TOT budget discussions.

19.0 ADJOURNMENT

19.1 The meeting adjourned at 1:42 p.m.

Submitted by,
Sarah Holster
Executive Assistant