



BOARD MEETING MINUTES
Wednesday, June 3, 2009 – 8:30 a.m.
Tahoe City Public Utility District

FINAL MINUTES

ATTENDANCE: Ron McIntyre, Dan Tester, Jennifer Merchant, Dave Wilderotter, Ron Parson, Graham Rock, Roger Beck, Alex Mourelatos, Deb Dudley and Tom Murphy

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

OTHERS IN ATTENDANCE: Steve Kastan, Pettit Gilwee and Cheri Sprenger

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The meeting was called to order at 8:40 a.m. by Vice Chairman Ron McIntyre and a quorum was established.

2.0 PUBLIC FORUM

2.1 Roger Beck expressed concern about the state's proposal to close State Parks in our area. Steve said the NLTRA submitted a letter to the governor's office explaining that state parks are economic generators for our area. Ron McIntyre reported that Pam Armas with Sierra State Parks is looking for assistance. He said she has some data available regarding revenue generated at local state parks. Steve reported that the California State Parks Foundation has a campaign underway. Their calparks.org Web site allows you to customize and send a letter to the governor's office directly. Steve also sent letters of opposition to the park closure plan to our State Senator Dave Cox and Assemblyman Ted Gaines to reinforce our message. A chamber e-mail blast was sent out to the membership with the link. Staff will keep the Board informed about this issue. Staff encouraged the Board to submit a letter to the Governor opposing the closure of state parks using the calparks.org site. Pettit Gilwee reported that the California Travel and Tourism Commission (CTTC) has also been very active in this effort.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Parson/Wilderotter) (10/0) to approve agenda as presented.**

4.0 CONSENT CALENDAR

4.1 **M/S/C (Parson/Wilderotter) (10/0) to approve the consent calendar as presented.**

5.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE UPDATED CHAMBER OF COMMERCE BUSINESS PLAN FOR FY-2009/10

5.1 Steve Teshara reported the Chamber Committee has worked to provide input and direct staff in the update to the Chamber Business Plan for FY-2009/10. The plan includes a new section entitled, *Review of FY-2008/09 Activities and Accomplishments*. This

section was added consistent with Objective 5.2 regarding preparation of an Annual Report on Plan Accomplishments. Other changes focused on Objective 4 which outlines the Chamber's role in development and implementation of coordinated *In Market* advertising.

5.2 Ron Parson feels the North Lake Tahoe Chamber of Commerce needs to be involved in more legislative and regulatory issues. He said there is not a clear conduit from the chamber to the business community on these matters, which is a traditional role for a chamber. He suggested that next year, the business plan include a legislative and regulatory advocacy component. Steve said the Chamber is multi-jurisdictional and it is difficult to stay on top of all legislative, regulatory and other governmental issues. He encouraged Board members to help the chamber identify and prioritize issues that they believe are important for chamber involvement. Staff agreed to place this issue on the next Chamber Advisory Committee agenda for discussion.

5.3 M/S/C (Parson/Dudley) (10/0) to approve the updated Chamber of Commerce Business Plan for FY-2009/10.

6.0 PRESENTATION, DISCUSSION AND POSSIBLE ACTION TO APPROVE A REQUEST FROM THE NORTH TAHOE BUSINESS ASSOCIATION FOR AN INFRASTRUCTURE ALLOCATION OF UP TO \$26,700 FOR THE PURCHASE AND INSTALLATION OF TRAFFIC CALMING AND PEDESTRIAN SAFETY DEVICES IN NORTH LAKE TAHOE

6.1 Ron Treabess reported that Cheri Sprenger, Executive Director with the North Tahoe Business Association (NTBA), has been working with Dan LaPlante with the Placer County Department of Public Works (DPW) and the Tahoe City Downtown Association (TCDA) on plans to purchase and install additional traffic calming and pedestrian safety devices in North Lake Tahoe. He reported that in the past, the NLTRA has been involved in traffic management projects. Last summer, the NLTRA provided funding for the purchase and installation of portable radar speed detector signs in Kings Beach which have proven to be very successful, according to the California Highway Patrol (CHP). Due to this success, the intent of this project is to install additional safety devices at three other locations on the North and West Shores for visitor and resident safety. Ron confirmed that the DPW is working with Caltrans and CHP on identifying the three locations. He reported that the project is currently being held up as Caltrans will not issue the permit until an acceptable agency, other than the business associations, is identified to be responsible for maintenance. The signs take two weeks to make and be delivered.

6.2 Cheri confirmed that as of this morning, the Tahoe City Public Utility District and the North Tahoe Public Utility District have agreed to enter into an agreement with Caltrans for maintenance of the devices. The devices would be in place through the summer season and removed during the winter. The intent is to have signs installed by the Fourth of July holiday. Jennifer Merchant indicated that the allocation request would not go before the Placer County Board of Supervisors until the June 23rd meeting. Discussion followed with regard to CHP's role in traffic management. Cheri noted that although CHP will not be the maintenance agency, they still support the project. Ron confirmed that the CHP will still assist with traffic management services in Tahoe City and Kings Beach.

6.3 M/S/C (Parson/McIntyre) (10/0) to recommend to the Placer County Board of Supervisors the approval of an infrastructure allocation request of up to \$26,700 for the purchase and installation of traffic calming and pedestrian safety devices in North Lake Tahoe.

7.0 PRESENTATION, DISCUSSION AND POSSIBLE ACTION TO APPROVE AN INFRASTRUCTURE ALLOCATION OF UP TO \$33,000 TO FUND THE DESIGN OF THREE REGIONAL WAYFINDING SIGNAGE DEMONSTRATION PROJECTS

- 7.1 Ron Treabess reported that the final draft manual *North Lake Tahoe Community Wayfinding Signage Standards* is at a point where actual demonstration projects based on the proposed design criteria will be beneficial to test the manual. The first project has already been approved to accompany the Tahoe City Transit Center project. During the approval process, it was suggested that other demonstration projects be installed at different locations (with different challenges) to further test the manual. Staff has solicited consultant Carrier Johnson + Culture to provide a proposal for the design of wayfinding signs in the three different locations. The proposed sites include Lake Forest Road, Village Road (Highlands) and National Avenue. The sites will require coordination with several agencies and organizations. The consultants work will include the pre-design/programming phase, design intent documents, and project observation during the construction phase. The consultants will work with the NLTRA and various partners to determine signage needs and content. Final drawings and specs will be provided to the NLTRA to use in soliciting competitive bids and fabrication. The consultant's proposal to complete the work is \$29,500 plus \$3,500 for reimbursable expenses and professional services. Each location may require up to 3-4 signs for a total cost of approximately \$105,000-\$120,000.
- 7.2 Discussion followed in regards to the Wayfinding Signage Project.
- 7.2.1 Roger Beck asked about the progress of wayfinding signage related to the Tahoe City Transit Center project. Ron Treabess confirmed that the project is scheduled to be completed in 2010. Roger feels that project will not be completed in time to be useful as a demonstration project. He asked about the necessity of constructing three demonstration signs. Ron Treabess explained that each of the sign locations will address different challenges. The funding request is for the design of the signs. Roger suggested doing one sign to save costs. Ron said the purpose of these projects is to demonstrate to others the benefit of a cohesive wayfinding signage program.
- 7.2.2 Jennifer Merchant asked if the potential code changes would be completed in advance of the demonstration projects. She noted that the sign planned for National Avenue will require a zoning text amendment to the community plan. Ron confirmed that code changes will be included with the completion of the manual. Jennifer asked about the timeline. Ron said in regards to National Avenue, we need to determine whether the North Tahoe Public Utility District (NTPUD) will include the sign as part of a greater project. If not, the NLTRA will take the lead on filing the zoning amendment.
- 7.2.3 Tom Murphy reminded the group about the issues associated with the Squaw Valley Signage project. He suggested there should be one test project and not three, using this approach, the manual can be tested and any necessary adjustments made before expending resources at multiple locations. Ron McIntyre said future signage will take the Squaw Valley sign design into account. Tom asked about the bidding process. Ron said he requested a bid from Carrier Johnson + Culture since they are familiar with the project. Tom suggested we use a local agency. Ron confirmed that the consultants continue to work with a local firm (Wild West Communications) on the project.
- 7.2.4 Roger Beck reiterated his earlier comment regarding the cost effectiveness of testing one sign instead of three. Ron McIntyre explained that wayfinding signage is a priority in the Master Plan. He said a larger program is needed and

the NLTRA may be the sole funding partner for all signs. Alex referred to Will Garner's comment from the Joint Committee meeting about focusing more on phase II of the project (Design Intent Documents) rather than phase I (Pre Design). Jennifer agreed and said many concerns expressed today would be addressed in phase II. Alex asked about the cost of updates to the manual after the demonstration projects are completed and reviewed. Ron reported that there will be no additional cost for updates to the manual. He noted that demonstration projects are funded separate from the manual. Ron said he does not anticipate issues with design since the Wayfinding Signage Steering Committee is comfortable with the design principles. Ron confirmed that demonstration signs could be constructed with low cost materials. Jennifer suggested we proceed with the design of the three signs, but construct one for *lessons learned* before the other two are installed.

7.2.5 Ron Parson reminded the group that we already approved the construction of the demonstration sign for the Transit Center project. He said that signage should be part of the review process for this project. Ron Treabess reported that the Placer County Department of Public Works (DPW) is working within the manual design guidelines to develop the Transit Center signage.

7.3 M/S/C (Wilderotter/Beck) (10/0) to recommend to the Placer County Board of Supervisors the approval of an infrastructure grant request of up to \$33,000 to fund the design of three regional wayfinding signage demonstration projects with the understanding that during the construction phase, one sign is installed and reviewed prior to the other two signs being installed and that the scope of work include an analysis of the Tahoe City Transit Center demonstration signage if it does not inhibit the project from moving forward.

8.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE RECOMMENDED ADDITIONS TO THE NLTRA SUPPLEMENTAL OPERATING PROCEDURES AND POLICIES DOCUMENT, CONSISTENT WITH NEW RECOMMENDATIONS IN IRS FORM 990

8.1 Steve Teshara reported the NLTRA uses IRS Form 990 to file our annual tax report. The IRS recently modified the form and made recommendations on information that should be included. While not required, our independent auditor recommends adopting three formal policies including a Whistleblower Policy, a Document Destruction Policy, and a written description of the Association's process for determining compensation for the Chief Executive Officer (CEO) and management. Steve reviewed each draft policy prepared by staff in response to the IRS recommendation. All three policies have been reviewed and recommended by our legal counsel. Steve reported that the Whistleblower Policy includes the designation of one member of the Executive Committee to be the Compliance Officer for the organization so employees have the ability to bring issues forward related to the CEO. Staff asked that in addition to including the policy in the *NLTRA Supplemental Operating Procedures and Policies Document*, they approve including the Whistleblower Policy in the Employee Handbook.

8.2 Discussion followed in regards to the proposed policies.

8.2.1 Graham Rock asked why the IRS would be interested in our Whistleblower policy. Sally explained that Form 990 is a public document. Although the policy is only a recommendation, we are taking steps to improve organizational transparency.

8.2.2 Dave Wilderotter said this is an opportunity for the Chamber, through an education forum, to inform other businesses about these recommended policies.

8.2.3 Ron Parson expressed concern about approving the documents without further review. He noted that employment law changes often. Steve confirmed that staff reviewed the documents with NLTRA's legal counsel. Ron said there should be a "no expectation of satisfaction" statement included in the Whistleblower policy. In regards to the Document Destruction Policy, he recommended not setting standards higher than minimum legal requirements. Ron reported that since January he has been asking for a salary range for each division of the company and the organization has not provided it. He feels the Board needs to further review the compensation policy before it is approved. In addition, Ron has a philosophical issue with the evaluation process and forms. He reported that there are more current models available. Steve recognized Ron's concern with the evaluation form, but confirmed that the NLTRA's use and experience with these evaluation forms has been positive. He said all forms have been reviewed by legal counsel. Steve will ask legal counsel to draft a letter to the Board in response to concerns raised at the meeting related to these policies. Deb Dudley noted that the Board could approve the policies today in order to have them in place by the end of the fiscal year, with further review and subsequent changes at a later time. The Board agreed they would further review existing employee evaluation forms. This review will include input from our legal counsel.

8.3 M/S/C (Beck/McIntyre) (10/0) to adopt the Whistleblower Policy to include a *no expectation of satisfaction* statement.

8.4 M/S/C (Beck/Tester) (10/0) to adopt the Document Destruction Policy consistent with IRS recommendations and current legal standards.

8.5 M/S/C (Beck/Rock) (10/0) to adopt the written description of the Association's process for determining compensation for the CEO and management (Attachment C) with the removal of the last sentence.

9.0 DISCUSSION AND POSSIBLE ACTION TO APPOINT A "TASK GROUP" TO DISCUSS AND DEVELOP RECOMMENDATIONS FOR NLTRA SPECIAL EVENT AND WEB SITE STRATEGIES AS A FOLLOW-UP TO OUTCOMES OF RECENT MARKETING WORKSHOPS

9.1 Alex Mourelatos reported that he worked with staff to prepare a slate of recommended appointments to a "Task Group" for the purpose of developing recommendations for NLTRA Special Events and Web site strategies as a follow-up of outcomes from recent marketing workshops. The proposed slate members represent various geographic areas within our region and, more importantly, have marketing expertise. Proposed members include Cheri Sprenger, Debra Dudley, Alex Mourelatos, Kay Williams, Dave Wilderotter, Liz Dugan, Deanna Gescheider, Steven Holt, and Nick Pullen. Alex said the work of the Task Group would be to develop a set of deliverables within 90 days to define events, develop guidelines for events with criteria, and to define the role of the NLTRA in special events. The outcomes would also include a timeline to implement the strategy and long term goals. The group will also be tasked with identifying resources necessary to achieve goals. The Web site strategies will focus on content management and social marketing. The Group will make recommendations on types of changes that should be considered on the Web site, a timeline for implementing recommendations, and a set of recommendations for social marketing. Debra Dudley suggested John Monson from Sugar Bowl be invited to serve on the Task Group. She said he has a great deal of experience in recruiting sporting events. Alex agreed and said Bill Hoffman with the IVCBVB and Kelly Houston with Smith and Jones will also be asked to participate. Jennifer Merchant asked about budget for this program. Steve Teshara added that there are funds available through new event development. Roger Beck suggested the group include someone familiar with revenue management.

- 9.2 M/S/C (McIntyre/Tester) (10/0) to appoint the slate as recommended to a Task Group to develop recommendations for NLTRA special event and Web site strategies as a follow-up to outcomes of recent marketing workshops, with the Task Group to include a member with expertise in revenue management.**
- 10.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE MARCH 31, 2009 FINANCIAL STATEMENTS**
- 10.1 Sally Lyon reported that the Finance Committee met on May 18th to review the financial statements and the Nine Months Actual, Three Month Forecast. The committee recommended approval of the March 31, 2009 Financial Statements. Sally noted that both Ski Tahoe North ticket sales and Group Sales are positive to budget for the year.
- 10.2 M/S/C (Parson/Rock) (10/0) to approve the March 31, 2009 Financial Statements.**
- 11.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE FY-2009/10 PLACER COUNTY TOT BUDGET, SCOPE OF WORK AND RELATED MATERIALS FOR SUBMITTAL TO PLACER COUNTY**
- 11.1 Alex Mourelatos reported that staff has completed the draft FY-2009/10 Placer County TOT Budget, Scope of Work and related materials for submittal to Placer County. Although the budget was due by May 31st, he requested an extension from Rich Colwell until the Board reviewed the documents further. The Executive Committee directed staff to develop two versions of the TOT Budget for submittal. Steve Teshara led review of the \$3.6 million budget. Footnotes were added to clarify line items. Steve noted the Placer County/NLTRA Contract caps the amount of personnel/overhead and direct costs that can be assigned to transportation and infrastructure. Those costs above the cap are absorbed by marketing.
- 11.2 Discussion followed in regards to the budget format for personnel and overhead. Ron McIntyre said he would like to review specific costs for infrastructure and transportation overhead. Steve said staff will bring forward the numbers consistent with the policy for G and A allocation. Ron McIntyre requested staff also bring forward the G & A policy for further review. Alex noted that specific costs of the organization are more clearly identified in the NLTRA budget. He said the TOT Budget ensures the appropriate level of funding for Marketing, Infrastructure and Transportation. Steve clarified that the NLTRA Budget will also show revenues other than TOT. Ron Parson suggested we request the actual needs of the organization in the budget request instead of letting the County dictate the allocations. There was discussion regarding why the cap on infrastructure and transportation exists. Ron McIntyre said the resolution that created the NLTRA said all administrative costs should come out of Marketing. He said we renegotiated that stipulation due to shortfalls in marketing so some of the G & A costs were shifted to infrastructure and transportation. Steve noted that last year the County did raise the cap on infrastructure and transportation overhead by 5%. Ron McIntyre said we need to review assumptions in infrastructure and transportation to determine if costs are appropriate and to make a legitimate argument for funding.
- 11.3 Dave Wilderotter asked about a potential fund balance carryover. Ron McIntyre clarified that by contract, we will not receive carryover this current fiscal year. It is still being determined whether we will get carryover from any subsequent fiscal year. Dave asked where excess funding above TOT projections will go. Alex said it is our intent to show rationale to be funded based on a 60/40 split. He said we are submitting a supplemental scope of work for funds in excess of TOT projections. Alex said the fund balance carryover discussion will be part of contract negotiations later this month. Ron McIntyre said the NLTRA recognizes funding issues facing the County and said the NLTRA is willing to contribute funding on an equitable basis.

- 11.4 Steve reported that the Executive Committee directed staff to develop a budget in the amount of \$4.1 million based on potential funds generated in excess of TOT projections. NLTRA plans for the investment of these additional funds are described in the Supplemental Scope of Work. They include additional consumer marketing, a contribution to Placer County regional cross marketing, the remaining amount necessary to fund year round transit service on Highway 267, and additional funds for Infrastructure capital improvements. Jennifer asked for clarification regarding additional funding. Alex said we are submitting a budget based on a conservative projection of TOT (60%). The submittal will also include a request for any amount collected over what is projected for TOT. Discussion followed in regards to the percentage amount for personnel and overhead. Sally Lyon explained that it is an estimate based on 60% of marketing expenditures. Jennifer said that information needs to be clear in the NLTRA Budget. Dave expressed concern about how the percentages are determined for personnel and overhead. He feels it is an internal discussion for the Board, not the County. Jennifer said the County has not specified an appropriate amount for personnel and overhead. She is requesting a better understanding of the allocation methodology.
- 11.5 Ron McIntyre confirmed that transit service on Highway 267 is an unmet need and we should fund the portion needed by Placer County to provide the service. Ron Treabess said we are working with multiple partners to help fund the service.
- 11.6 Tom Murphy said the \$4.1 million budget should be the only budget submitted. He said we need to secure more funds for marketing. He asked once submitted, who will “sell” the importance of the \$4.1 million budget. Deb Dudley said we would clarify in the cover letter that we are not satisfied with the \$3.6 million budget. Ron McIntyre said the submittal package will be sent not only to the CEO’s Office, but also to all five Placer County Supervisors. Alex said we are making case to show that we are being compliant during these economic times, but our budget reductions are not equitable. Tom said he understands the County’s plight, but does not feel it is our role to provide a solution.
- 11.7 Roger Beck does not agree with the approach for budget submittal. He said we cannot ask for more funding if we are not making necessary cuts. Alex said we will adopt a NLTRA budget in response to the economy. Jennifer expressed concern that the NLTRA is proposing to cut capital improvements, but not staffing levels. Steve confirmed the NLTRA Budget will show reductions in overhead. Roger said information related to cuts should be included in the letter to Placer County to show that we are being fiscally responsible. Alex said our scope should not show decreases since we are trying to maintain our market share. Jennifer said if excess funds become available, the \$50,000 suggested for Placer County regional cross marketing should be removed and put back into programs. Ron McIntyre feels the County would be more likely to put funding towards programs if we showed a reduction in G & A. Deb Dudley said she recognized there may be a need to make reductions, but she suggested we develop a strategic plan for cuts. She feels the newly appointed Task Group may be able to identify cost savings. She suggested that savings may be in renegotiating contracts and not staff cuts. Ron Parson said we need to show the County that we are being fiscally responsible such as reducing staff costs. Ron Treabess said the NLTRA staff is doing more with the same level of staffing. Andy said the Nine Months Actual, Three Month Forecast reflects budget reductions made this year.
- 11.8 Tom agreed with Jennifer and said he does not support funding Placer County regional cross marketing. Steve explained that it is a strategic marketing investment. Discussion followed in regards to this potential allocation. Alex said this discussion will be further vetted by the Marketing Committee.

- 11.9 M/S/C (Wilderotter/Dudley) (8/1 No-Murphy/1 Abstention-Merchant) to accept and submit the two TOT budget scenarios, with appropriate materials as recommended by the Executive Committee.**

12.0 STATUS REPORT – DEVELOPMENT OF DRAFT NLTRA BUDGET FOR FY-2009/10

- 12.1 Steve Teshara provided a brief status report on the development of the draft NLTRA Budget for FY-2009/10. He said the budget will be reviewed at the next Finance Committee meeting scheduled to be held Wednesday, June 17th in the NLTRA Conference Room. The Board will have the opportunity to review consider and adopt the NLTRA Budget at the Special Board meeting scheduled to be held in the TCPUD Board Room on Friday, June 26th. That meeting will begin at 9:00 a.m.

13.0 CHAMBER OF COMMERCE REPORT

- 13.1 Kym Fabel reported that the Chamber is distributing its new **Two Week Rolling Calendar of Events** to lodging properties. The purpose of the calendar is to inform guests of a representative sampling of events scheduled during their stay.
- 13.2 The 23rd Annual Chamber Business Expo is being held tonight at the North Tahoe Events Center beginning at 5:00 p.m. There are 50 local businesses and community organizations being represented at the event. Admission is free. Kym encouraged all Board members to attend.
- 13.3 The Chamber's Summer Recreation Luncheon is scheduled to be held at Sunnyside Resort on June 10th. She said this is a great opportunity for front line employees to learn about the activities going on this summer.
- 13.4 Kym reported that the Chamber is hosting a ChamberEDucation Field Trip to the Tahoe Environmental Research Center on June 11th and 13th. The purpose of the Field Trip is to inform front line employee about Lake Tahoe environmental and resource issues.

14.0 MARKETING REPORT

- 14.1 Andy Chapman reported on outcomes from yesterday's Lodging Subcommittee meeting. He said there was a discussion about creating a retail component to our Web site such as concierge service or a reservations system. The committee also discussed a format change to the committee structure. They proposed a forum format to better encourage participation from all lodging properties. The committee feels a forum structure would encourage a more collaborative working relationship between properties and better understanding and participation in NLTRA marketing initiatives. The committee will consider approval of a format change at the next meeting.
- 14.2 Andy reported that Leisure Sales Manager, Jeremy Jacobson, just attended the International POW WOW, the largest travel trade show in the U.S. Jeremy met with several international wholesalers and travel agents. The High Sierra Media Golf FAM is in North Lake Tahoe for the next two days. The group will be playing at area golf courses.
- 14.3 The High Sierra Visitor Council just submitted its proposal to receive California Travel and Tourism Commission (CTTC) grant funds to stimulate more travel into our region.

15.0 ACTIVITY REPORT

- 15.1 Ron Treabess reported the Squaw Valley Museum/Olympic Heritage Committee is ready to make a presentation to the NLTRA Joint Infrastructure/Transportation Committee and

Board on the results of phase I of the project and apply for a second request in the amount \$100,000 for site design for the museum. The application will be reviewed by the Joint Committee on June 22nd. The consultants will attend to make a thorough presentation. The Board will be asked to consider the approval of the allocation at its June 26th Special Board meeting.

16.0 PRESIDENT & CEO'S REPORT

- 16.1 Steve Teshara reported on the final outcomes of Lake Tahoe expenditures for Round 10 of the Southern Nevada Public Lands Management Act, as recommended by the Lake Tahoe Federal Advisory Committee. He said we secured some new watershed restoration funds for North Lake Tahoe.
- 16.2 Steve gave a status report on the Placer County Economic Development Study. He said the study is underway. He will contact consultants to have them begin to review issues in our area.
- 16.3 The Annual Tahoe Meeting of the County Economic Development Board is tentatively scheduled for Thursday, September 17th.
- 16.4 Steve reported Nevada Assembly Senate Bill 18 which authorized \$100 million in Bonds to fund Nevada's round two share of investments in the Lake Tahoe Environmental Improvement Program (EIP) was unanimously passed in the final days of the 2009 Legislative Session. The NLTRA and North Lake Tahoe Chamber supported passage of the bill.

17.0 DIRECTOR'S COMMENTS

- 17.1 Ron McIntyre expressed concern that recent Caltrans water quality improvement projects in Tahoe City did not incorporate local design elements.
- 17.2 Jennifer Merchant suggested the Board take turns in bringing refreshments to the Board meetings since they are lengthy. Jennifer confirmed that from the CEO's perspective, the Conference equity issue has not yet been resolved.
- 17.3 Graham Rock reported that the annual Concourse d' Elegance event is scheduled to be held a month earlier this year in June.
- 17.4 Dave Wilderotter reported that Concerts at Commons Beach begin this Sunday. There are sponsorships available. The deadline to submit sponsorship applications is this Friday. The Heart and Solstice Festival begins next week.

18.0 MEETING REVIEW AND STAFF DIRECTION

- 18.1 Staff will ask legal counsel to draft a letter in response to concerns raised at the meeting related to recommendations on IRS Form 990.
- 18.2 Staff will submit two budget scenarios with appropriate materials to Placer County.

19.0 ADJOURNMENT

- 19.1 The meeting adjourned at 12:53 p.m.

Submitted by,
Sarah Holster
Executive Assistant