



BOARD MEETING MINUTES
Wednesday, August 5, 2009 – 8:30 a.m.
Tahoe City Public Utility District

FINAL MINUTES

ATTENDANCE: Ron Parson, Alex Mourelatos, Graham Rock, Dave Wilderotter, Jennifer Merchant, Ron McIntyre, Roger Beck, Tom Murphy and Deb Dudley (8:35 a.m.) and Julie Regan (8:42 a.m.)

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

OTHERS IN ATTENDANCE: Monty Waugh, Julie Maurer, Steve Kastan and Jan Colyer

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The meeting was called to order at 8:30 a.m. by Chairman Alex Mourelatos and a quorum was established.

2.0 PUBLIC FORUM

2.1 There were no public comments.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Parson/McIntyre) (8/0) to approve agenda as presented.**

4.0 CONSENT CALENDAR

4.1 **M/S/C (Parson/Merchant) (8/0) to approve the consent calendar as presented.**

5.0 DISCUSSION AND POSSIBLE ACTION TO APPOINT A QUALIFIED CANDIDATE TO THE NLTRA SKI AREA SEAT THROUGH CALENDAR YEAR 2009

5.1 Steve Teshara presented a slate of two qualified candidates for the NLTRA Ski Area Seat through calendar year 2009. Those candidates include Monty Waugh from Booth Creek Ski Holdings and Deanna Gescheider with JMA Ventures. Julie Maurer with Booth Creek introduced Mr. Waugh to the Board. Mr. Waugh gave a summary of his qualifications. The Board took a vote by written ballot and appointed Deanna Gescheider to the ski area seat for calendar year 2009. The Board encouraged Mr. Waugh to participate on the Finance and Infrastructure Committees as a lay person.

6.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE REQUEST FOR INFRASTRUCTURE FUNDS UP TO \$500,000 FROM THE NORTH TAHOE PUBLIC UTILITY DISTRICT FOR PHASE II OF THE TAHOE VISTA RECREATION AREA PROJECT

6.1 The North Tahoe Public Utility District (NTPUD) is requesting an infrastructure funding allocation up to \$500,000 for Phase II of the Tahoe Vista Recreation Area Project. Ron Treabess reported that the Joint Infrastructure/Transportation Committee voted to

recommend approval of this project. Phase I has been completed. The NLTRA contributed \$500,000 to Phase I which helped leverage a major share of funding from the California Tahoe Conservancy (CTC) and Department of Boating and Waterways. He said the Department of Boating and Waterways will contribute the majority of the \$3.2 million needed for this next phase. Phase II includes final planning and construction of recreational amenities on the non-lakeside portion of the project; specifically vehicle and boat trailer parking, bike trail, bus stops and shelters, site preparation for concession/warming structure, and restrooms.

- 6.2 Dave Wilderotter asked for clarification regarding the undergrounding of utilities at this site. Curtis reported that some of the utility costs will be funded by the district. He added that it is more cost effective to coordinate all the undergrounding simultaneously rather than piecemeal projects. Dave asked if the final project would include a structure. Curtis confirmed that the project would include a structure. There is the potential for a park and ride, a warming hut for transportation, or a Visitor Information Center.
- 6.3 **M/S/C (Parson/Wilderotter) (9/0) to recommend to the Placer County Board of Supervisors the approval of an infrastructure allocation of up to \$500,000 from the North Tahoe Public Utility District for Phase II of the Tahoe Vista Recreation Area Project.**
- 7.0 **REVIEW OF MEMORANDUM FROM LEGAL COUNSEL REGARDING NLTRA WHISTLEBLOWER AND DOCUMENT DESTRUCTION POLICIES AND EMPLOYEE EVALUATION FORMS**
- **DISCUSSION AND POSSIBLE ACTION TO APPROVE MINOR CHANGES TO THE DOCUMENT DESTRUCTION POLICY**
- 7.1 **M/S/C (Parson/Murphy) (9/0) to approve minor changes to the Document Destruction Policy.**
- 8.0 **DISCUSSION AND POSSIBLE ACTION TO APPROVE AMENDMENTS TO THE NLTRA EMPLOYEE HANDBOOK**
- 8.1 Steve Teshara reported that Management staff has prepared a set of updates for the adopted NLTRA Employee Handbook including the new Whistleblower policy, approved by the Board in June. Steve said the need to incorporate the Whistleblower policy allowed staff to make other necessary adjustments (based on law) to the handbook. The changes are specified in the staff report. Ron Parson requested the full handbook for review. Steve said staff would provide copies to the Board. Dave Wilderotter asked how staff determines “excessive” use of personal equipment. Steve explained that that is determined by the immediate supervisor. If an issue arises, the employee would receive a verbal warning and review the policies with management. Jennifer Merchant said the Pregnancy Disability Leave should refer to NLTRA and not “you”. Ron Parson asked staff to post the employee handbook online. Steve will check with our legal counsel on potential issues associated with posting the Employee Handbook online. Alex Mourelatos confirmed that the Executive Committee will select a compliance officer for 2009.
- 8.2 **M/S/C (Beck/McIntyre) (9/0) to approve amendments to the NLTRA Employee Handbook.**
- 9.0 **DISCUSSION AND POSSIBLE ACTION TO APPROVE AMENDMENTS TO THE NLTRA BOARD HANDBOOK**
- 9.1 Steve Teshara reported that during recent discussions with legal counsel on new IRS recommended policies, several suggestions and recommendations were made for the

Board Handbook. Ron Parson said the document should define the role of the Executive Committee including the compliance officer. Steve agreed and said staff would bring back a description next month for review. Jennifer Merchant suggested the description be included in the bylaws as well as the handbook. Steve agreed and said the Board can adopt this bylaw change without sending it to a vote of the membership.

9.2 M/S/C (Dudley/Beck) (9/0) to approve amendments to the NLTRA Board Handbook, as recommended.

10.0 REVIEW AND STATUS REPORT – REQUEST FOR FURTHER BOARD DIRECTION – INITIAL DRAFT NLTRA STRATEGIC BUSINESS PLAN FOR FY-2009/10

- 10.1 Steve Teshara reported on the status of the initial draft NLTRA Strategic Business Plan for FY-2009/10. He reviewed changes to the document such as the updated Infrastructure Project Expenditure table and Goals and Objectives for 2009/10. He noted the budget charts are based on information that is known today. The document will have a similar format as in the past. He asked the board to review the document and provide staff direction.
- 10.2 Deb Dudley asked about the purpose of the document. Steve said the document provides a helpful summary of the organization. It explains our accomplishments to our members and constituents, in addition to our goals and objectives moving forward.
- 10.3 Dave Wilderotter reported on discussions that took place at yesterday's meeting of the Chamber of Commerce Advisory Committee. At that meeting, he spoke to the importance of visitor information services. He said he was not pleased about the reduction in staffing this summer at the Kings Beach Visitor Information location. In his view, there is no NLTRA committee specifically tasked with providing input on Visitor Information Services and believes there should be. Dave expressed his opinion that Visitor Information Services (VIC) should be managed by the Chamber of Commerce, not the NLTRA Marketing department. He suggested that the company Organizational Chart be revised to reflect his suggestion. Steve Teshara noted that the VIC is a fundamental service provided by the NLTRA and Chamber. Every member of the NLTRA staff, as well as our Chamber Manager, assists in providing visitor information. He said that the Organizational Chart, as included in the Strategic Business Plan, is designed to reflect how funding flows within the company and who reports to whom. Dave also expressed a concern that the Chamber Committee makes Community Marketing Program grant recommendations, but has no control over the grant program budget. Deb Dudley agreed and said she feels there is a disconnect between how special events are funded and managed, suggesting that the Chamber should develop a mechanism to fund events that are managed by the Chamber. Deb said the Chamber Committee recognizes the importance of the VIC and would like to market visitor information services more aggressively. Steve referred to the adopted Chamber Business Plan which sets forth how the Chamber Committee interacts with both Visitor Information Services and the Community Marketing Grant Program. Jennifer Merchant said that if VIC funding was shifted from Marketing to the Chamber, decisions would still be made by the same people within the organization, including the Chamber Committee and NLTRA Board. She said the Chamber Committee needs to advise the Board on projects and programs that are important to the Chamber. Discussion followed as to the location of the Chamber office, roles and responsibilities, and funding capabilities. Ron McIntyre suggested the Board agendaize this topic for further discussion. Ron Parson agreed and suggested we need to work to strengthen Chamber functions. Alex said he feels our Chamber is very strong. He suggested that we include the Marketing Committee in these discussions, since they should be working closely with the Chamber Committee, as discussed in previous community workshops.

- 10.4 In regards to advocacy, Jennifer said the document addresses TRPA, but she suggested the Chamber Committee may want staff to advocate in some other area on their behalf. Jennifer said we need to include a goal of contract compliance in the document.
- 10.5 Ron Parson asked Alex to include his 2009 Board Chair vision statement in the document. Alex agreed to look for ways to apply his vision statement into the document. He said this document is the most effective tool to use in educating our members about our organization.

11.0 REVIEW AND STATUS REPORT – REQUEST FOR FURTHER BOARD DIRECTION – INITIAL DRAFT NLTRA YEAR END REPORT FOR FY-2008/09

- 11.1 Steve Teshara reported on the development of the draft NLTRA Year End Report for FY-2008/09. He confirmed that staff is preparing fiscal year end financials and a compilation of data for the marketing indicators. Steve said staff will provide an initial draft copy of the document for review next month. Alex Mourelatos asked staff to contemplate including a contract compliance report and incorporate his 2009 vision statement.

12.0 CHAIRMAN'S REPORT

- 12.1 Alex Mourelatos gave a status report on contract negotiations. The Executive Committee sent a letter to the Board of Supervisors expressing our concern of how contract negotiations were being managed. The letter requested a change in the County representative who handles our contract and manages our relationship. The Executive Committee also asked the Board of Supervisors to redefine our long term funding policy. The Executive Committee will meet with Jennifer Merchant and Tom Miller this Thursday to review our FY – 2009/10 contract package submittal. In preparation for that meeting, staff has submitted, to Jennifer and Tom, a packet of materials including the NLTRA Board approved \$3.6 million TOT Budget with \$50,000 in infrastructure funds to marketing and an “upside” element over and above a stated TOT dollar amount. Alex reported that the County continues to face budget cuts. He anticipates conceding some ground, but is prepared to ask for flexibility in our budget to further market our destination. The Executive Committee may need to make changes to the budget that was approved last month in order to come to an agreement with the County. He suggested the Board be prepared to attend a special meeting in a week, to review the revised budget and contract terms in order to move through the process. Alex said there has been a commitment from Supervisor Robert Weygandt, Supervisor Jennifer Montgomery, Tom Miller and the Executive Committee to meet in September or October to discuss the NLTRA’s long term funding strategy moving forward.
- 12.2 Alex asked Jennifer when our final budget would go before the Board of Supervisors. Jennifer said her intent is to bring the budget forward to the Board of Supervisors on September 8th. Jennifer recognized the cash flow issue this timing creates. In answer to Steve Teshara’ question regarding cash flow, Sally Lyon said a double payment in October (based on no payment in September) would be manageable if we could get our infrastructure payment that has been pending since June and a timely August payment. Jennifer said she would follow-up with that request. She has not resolved internal issues with the lack of contract between the NLTRA and Placer County. Steve said it is important for the Executive Committee to address this interim funding issue with Mr. Miller at the meeting tomorrow. After some discussion, the Board scheduled the next Special Board meeting for August 19th beginning at 9:00 a.m. The meeting will be held at the Tahoe City Public Utility District.
- 12.3 Ron McIntyre disclosed that he had separate meetings with Holly Heinzen and Tom Miller. He emphasized the importance of funding for NLTRA going forward and asked for carryover this year.

- 12.4 Dave Wilderotter thanked the Executive Committee for their work on contract negotiations and the budget.

13.0 CHAMBER OF COMMERCE REPORT

- 13.1 Kym Fabel noted that the Chamber uses the Chamber Business Implementation Plan as a guiding document for reporting on monthly activities and programs. Objective 3 of the plan focuses on taking specific actions to improve the economic climate of the greater North Lake Tahoe community. She reported that Steve has been very active in the Lake Tahoe Community Sustainability Indicators Project. He has also been working with partners on the Regional Plan Initiative, being conducted in collaboration with the TRPA.
- 13.2 Kym announced that membership is holding steady at 646 members.
- 13.3 The Chamber is currently planning for fall events such as chamberEDucation classes, the 2010 Leadership Program (beginning in January) and Welcoming Places seminars.
- 13.4 Kym reported the Chamber Web site now includes a bulletin board feature for business to business networking, services, and communications.

14.0 MARKETING REPORT

- 14.1 Andy Chapman reported that planning for the Autumn Food and Wine Festival is currently underway. He said early ticket sales show an increase over the same period last year. The AFW schedule is available online at www.TahoeFoodandWine.com.
- 14.2 The second half of the summer radio campaign in the Bay Area will begin next week with local activity and lodging specials. The Marketing Committee has begun preliminary discussions on the winter media planning outline. The Committee will continue these discussions in August. Leisure Sales is working with the tour operators and wholesalers to get out the North Lake Tahoe message. Graham Rock asked about the status of Virgin Tours. Andy said Virgin is still a strong operator out of the UK. He said they have our Ski Tahoe North interchangeable lift ticket incorporated into their sales ticketing program. It is also advertised in their brochures and on their Web site.
- 14.3 Andy announced that Ski Lake Tahoe has purchased a segment that highlights Lake Tahoe in the upcoming Warren Miller film.
- 14.4 Andy recently attended a forum for the Placer County Wine Task Force. Placer County's winery ordinance is now in place and we are looking to maximize that asset and identify ways North Lake Tahoe can help promote other regions of Placer County. Roger Beck expressed concern about using our resources to promote other areas. Andy explained that the Placer County Wide Tourism Study focused on ways to link the three tourism sub regions of Placer County. He feels having a wine product and tasting opportunities closer to our region is a valuable asset. Tom Murphy added his concern about putting resources into Placer County wineries and related tourism when we are seeing decreases in our own visitation. Deb Dudley reported on the program and concept. She said there is a growing movement to buy and consume locally grown products. In an attempt to portray Placer County as a cohesive region, Supervisor Jennifer Montgomery is trying to strengthen the *Placer Grown* program to where our hotels and community buy and use locally grown products from Placer County. Supervisor Montgomery looked at our marketing expertise and has asked for our help in expanding awareness of the program. Tom said he recognized the importance of the Placer Grown program, but is concerned about the use of our resources. Alex said the recent County-wide tourism study focused on the I-80 corridor to market an experience on the way up to North Lake

Tahoe. Graham said he does not support or approve of the policy to share our expertise with future competitive markets.

- 14.5 Alex Mourelatos reported on the conference budget. In order to address declining share in group business, NLTRA staff member Jason Neary is working with our conference program properties to do more innovative direct sales programs vs. buying more media. He said the goal is to sustain our conference market share. Andy indicated that there is stronger conference activity already on the books for 2010/11.

15.0 ACTIVITY REPORT

- 15.1 Ron Treabess reported the NLTRA/Chamber of Commerce is taking a lead role to prepare an application for the North Lake Tahoe-Truckee Resort Triangle to be designated a "Bicycle Friendly Community". The application is being submitted to the League of American Bicyclists located in Washington D.C. Our hope is that the designation will be granted in March. Ron noted that the bike trail network is still a priority project in North Lake Tahoe, adding that the NLTRA and Truckee North Tahoe TMA are co-applicants with the Chamber for the "Bicycle Friendly" designation.
- 15.2 The Board of Supervisors approved three NLTRA projects at their last meeting including the Traffic Calming Devices, the three Regional Wayfinding Signage demonstration projects, and the allocation for the Squaw Valley Olympic Museum.
- 15.3 Ron Treabess reported that for next month's Joint Committee meeting, he will be inviting all our current project sponsors and request a report from each as to the status of their projects.
- 15.4 Ron Parson expressed concern about West Shore transportation services. He said transportation is not timely and does not cover the same geographic area as last year. Ron Treabess reported that the service now runs hourly which is more frequent than last year. However, the issue of route coverage has been discussed with TART. Will Garner with Placer County Department of Public Works said TART could not make stops to Granlibakken and Rideout this year without disrupting the hourly schedule. Ron said nobody was able to persuade TART of the importance of the two stops. Alex Mourelatos noted that other TART concerns have been recently raised related to transfers, routes, and cost increases. Ron Parson said in order to accommodate all riders, the schedule should run every two hours and include pertinent stops with an emphasis on stops that generate significant ridership, even if they are "off the highway." He also said the West Shore schedule should also begin earlier and run later in the day to accommodate employee ridership. Tom Murphy noted that many Squaw Valley employees are no longer riding the bus due to transfer issues. Jennifer Merchant said the change on the West Shore occurred due to South Shore's BlueGo wanting to change its schedule. She said TART thought it was a better service since it ran hourly; however, the more frequent service omitted stops. Steve Teshara summarized that BlueGo's decision to run regular service to meet TART in Tahoma impacted Forest Service funding by eliminating support for the Emerald Bay Shuttle already in place. At the same time, TART needed more funding for baseline services which left us in a dilemma for West Shore service. He said it seems that standard TART service cannot deviate to Granlibakken and Rideout which are the two highest sources of ridership on the West Shore. Accordingly, it is no surprise that ridership has decreased. The Emerald Bay Shuttle was willing and able to go where the riders wanted. He feels in order to have a successful program, TART needs to be flexible and customize service to meet the needs of the community. Jennifer suggested we go back to the two hour service to accommodate riders. Ron Treabess added that since the meeting with the resorts related to transit services, TART is considering alternatives to the new "pass" system.

- 15.5 Dave Wilderotter said he feels that traffic management for Farmers Market has been successful. He suggested the program include Grove Street and be performed by an independent company familiar with traffic management services, and not overtime CHP.
- 15.6 Roger Beck suggested the Board take a field trip to a proposed site for a performing arts center and continue to advocate for the project. Ron Treabess will ask Neil Cunningham to attend the August 24th Joint Infrastructure/Transportation Committee meeting to give an update on the potential performing arts center project at Northstar.
- 15.7 Alex Mourelatos asked for a status report on the traffic calming devices that were approved by the NLTRA and Placer County Board of Supervisors. Ron reported that the project is delayed until a maintenance agreement is in place with a local organization or agency. He noted that Caltrans will not enter into an agreement with a non-profit business association due to liability concerns. The business associations (NTBA and TCDA) have asked the PUDs to enter into an agreement with Caltrans. Jennifer Merchant confirmed that there is a liability and insurance issue with the signs. She reported that Public Works is working with Placer County Risk Management and Caltrans to resolve the issue.

16.0 PRESIDENT & CEO'S REPORT

- 16.1 Steve Teshara updated the Board on the Kings Beach affordable housing development. On July 22nd, the TRPA Governing Board unanimously approved a boundary line adjustment policy change for the Kings Beach Community Plan that will help facilitate the Domus Development "scatter" housing project.
- 16.2 Steve provided a report by TRPA Executive Director, Joanne Marchetta on TRPA Work Program Priorities (July 2009 Report).
- 16.3 Steve said the Placer County Economic Development Strategies Tahoe workshop is scheduled to be held in September in conjunction with the Economic Development Board meeting. He reported that our Chamber Advisory Committee will spend a significant portion of its September 1st meeting agenda preparing for this workshop.
- 16.4 The NLTRA continues to work on the California State Park closure issue. In partnership with the Sierra State Parks Foundation, California State Parks Foundation and local constituents our goal is to keep the parks in our region from closing. He said there is some indication that our parks will not be included on the closure list, but the list won't be released until mid-September.
- 16.5 The Annual Lake Tahoe Forum is scheduled to be held at Round Hill Pine Beach in Zephyr Cove on August 20th. Senator Ensign will host the event. Majority Leader Harry Reid and Senator Dianne Feinstein will also attend the forum.

17.0 DIRECTORS' COMMENTS

- 17.1 Jennifer Merchant reported on the Kings Beach Commercial Core Improvement Project. She said the project should go before the TRPA Governing Board in November. Placer County is preparing an addendum to the Environmental Impact Statement (EIS). The addendum will go out to the public for review 60 days prior to the November deadline. If not, the project will go before the TRPA Governing Board in January.
- 17.2 Deb Dudley asked if TRPA is assessing issues associated with the new boat inspection program. Julie Regan said yesterday she met with the Tahoe Resource Conservation District, the lead agency for boat inspectors, to discuss service issues. They feel most people are aware of the program, but those who are not, are significant service issues

and warrant major attention. She said the multi-agency Working Group is planning additional public outreach. There will also be changes next year, such as offsite inspection locations. Julie noted that the program is getting a lot of interest at the Congressional level and it is the most aggressive Aquatic Invasive Species inspection program in America. Ron Treabess reported on behalf of TCPUD, that other than the July 4th holiday, the inspection process has gone smoothly at Lake Forest Ramp. Three contaminated boats have been identified. The PUD is keeping the boat ramp open earlier and later to accommodate boaters. He said Lake Forest will be the only North Shore public ramp open in the next week due to declining water levels. The Conservation District has allowed the TCPUD to charge launching fees in order to help support extra staff.

- 17.3 Julie reported that the TRPA Governing Board has endorsed unanimously the update of the EIP, *Investment in Restoration for the next 10 years*. She thanked the NLTRA, through Steve Teshara, and Placer County for supporting this effort. Julie also reported on the Regional Plan update. She thanked Placer County for organizing a walking tour of Kings Beach preceding the Domus/Community Plan amendment vote. She attributed the passage of the vote to the tour.
- 17.4 Roger Beck reported on this weekend's Wanderlust Festival in Squaw Valley. He said the festival brought in significant tourism and should be encouraged to return to our area. Andy Chapman said he spoke with the producer of the event and he intends to bring the festival back next year. He will make a formal announcement in January. Andy noted that the NLTRA helped promote the event. Deb noted there were many outdoor concerts this summer. She suggested we promote our area, under a marketing umbrella, as an outdoor live music destination. Tom Murphy agreed and said if we promote an outdoor music festival, the NLTRA Special Events Manager should schedule these events so that they do not conflict with one another.
- 17.5 Deb reported that we can't underestimate the significant impact of the Sunset magazine article on Lake Tahoe. Andy agreed and said the article is worth approximately \$700,000 in ROI value. Deb announced that there will be direct flights on Horizon Air from Reno to Mammoth throughout the winter season. Mammoth is apparently subsidizing the costs of these flights as well as direct flights daily from San Francisco and San Jose into Mammoth. She said we should monitor this competitive development.
- 17.6 Ron McIntyre reported that he submitted a list of North Lake Tahoe Infrastructure projects leveraged with TOT through the NLTRA dating back to 1996 to Tom Miller. Mr. Miller was significantly impressed with the work of the Resort Association. Ron said the NLTRA has contributed \$16 million to projects worth over \$140 million which shows we have leveraged our dollars very effectively. Steve said staff would send out this information to the Board as an *On the Radar* report.
- 17.7 Jennifer Merchant said the lawsuit against Placer County over the King Beach Commercial Core Improvement Project has been dropped. She said due to this lawsuit, Placer County incurred additional costs, lost out on stimulus money, and was unable to take advantage of the current competitive bidding environment. Jennifer reported that when the Board of Supervisors were here last month, they had a hearing regarding an appeal from Exclusive Resorts related to back TOT and penalties of approximately \$500,000. The administrative ruling was upheld. More hearings are ongoing. She said this could mean an addition to TOT collections. Jennifer reported that Placer County is getting ready for 2010 census. She asked the NLTRA/Chamber to assist the County in the counting processing and possibly developing a task force to help ensure an accurate count.

- 17.8 Alex Mourelatos said in regards to the future funding strategy, the Board will request from the Infrastructure and Transportation Committees anticipated project needs for the region, including a discussion of O & M needs. This information is being requested in preparation of discussions with CEO's office and Board of Supervisors this fall.

18.0 MEETING REVIEW AND STAFF DIRECTION

- 18.1 As part of the *On the Radar* report, staff will send out the infrastructure project list (leveraged TOT investments) to the Board for review. Staff will update the Document Destruction Policy and amend the NLTRA Employee and Board Handbooks. Once amended, Staff will mail out the Employee Handbook to the Board for review. Staff will follow-up with legal counsel on the advisability of posting the NLTRA Employee Handbook online. Staff will draft a description of the duties of the Executive Committee for review and discussion at next meeting.
- 18.2 Staff will continue to develop the Year End Report for FY-2008/09 and the Strategic Business Plan for FY-2009/10 for Board review. The Board asked staff to prepare an Executive Summary of the Year End Report and an analysis of how the data will impact the organization in terms of future strategies.
- 18.3 Staff will prepare an Executive Summary for the 2009 Update of the *Economic Significance of Travel to the North Lake Tahoe Area* (Detailed Visitor Impact Estimates 2003-2008p). In addition, the Board directed staff to include implications of the research to our long term strategy and an assessment of the data.

19.0 ADJOURNMENT

- 19.1 The meeting adjourned at 11:30 a.m.

Submitted by,
Sarah Holster
Executive Assistant