



BOARD MEETING MINUTES
Wednesday, September 1, 2010 – 8:30 am
Tahoe City Public Utility District

PRELIMINARY MINUTES

ATTENDANCE: Alex Mourelatos, Tom Murphy, Allen Highfield, Ron Parson, Phil GilanFarr, Deb Dudley, Jennifer Merchant, Kaliope Kopley, Deanna Gescheider, Julie Regan, Roger Beck

STAFF IN ATTENDANCE: Ron Treabess, Andy Chapman, Kym Fabel, Sally Lyon, Kim Lambert

OTHERS IN ATTENDANCE: Steve Kastan, Mike Staudenmayer, Wally Auerbach, Craig Trumbull, Martini Morris

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 8:38 by Board Chair Alex Mourelatos and a quorum was established.

2.0 AGENDA AMENDMENTS AND APPROVAL

2.1 M/S/C (Parson/GilanFarr) (8/0) to approve the agenda as presented

3.0 PUBLIC FORUM

3.1 Alex Mourelatos reminded the Board that it had directed staff to dissolve the North Lake Tahoe Chamber of Commerce corporation at a previous meeting. However, Alex has put this action on hold until the Organization/Search Committee determines organizational structure. Therefore, it is necessary to file a "Nonprofit Annual List of Officers, Directors and Resident Agent of" form for the North Lake Tahoe Chamber of Commerce with the State of Nevada.

Sally Lyon explained further that the State of California converted the status of the Chamber of Commerce to a for-profit corporation over ten years ago when it ceased having activity. That is why \$800 is paid to the California Franchise Tax Board every year.

Action: Clarify status of our corporations in California and Nevada

4.0 CONSENT CALENDAR

4.1 M/S/C (Mourelatos/Merchant) (10/0) to approve the consent calendar with item #5 removed for further discussion

Jennifer asked about Return on Investment presentations for special events grants. She wants grantees to come back to the Chamber of Commerce Advisory Committee with

more information such as a comparison of expected and actual ROI. In regards to money granted to the Sierra State Parks Foundation, she was concerned that they only held one of five planned events. Alex Mourelatos commented that even though only one event occurred, it brought in a lot of money from high net worth individuals. Ron Treabess clarified that he is no longer with the Sierra State Parks Foundation. Kym Fabel explained that Sierra State Parks Foundation used the funds for marketing efforts for two events, but only held one due to lack of reservations for the other. They are returning unused funds of \$23.76.

M/S/C (Parson/Merchant) (10/0) to approve item #5

Action: Direct the Chamber of Commerce Advisory Committee to have grantees report expected versus actual ROI, evaluate the event's ROI with the event coordinator to assess the results of the marketing, and have grantees notify the committee if any material changes are made in the grantees' use of funds.

5.0 REPORTS & ACTION ITEMS

- 5.1 Ron Treabess reviewed the status of the Northstar/Martis Valley Community Multi-purpose Trail. In 2005, NLTRA granted \$500,000 to Northstar Community Services District that was used for a community study, a study of where the trail should go, environmental assessments, and to determine what easements were needed.

Mike Staudenmayer, General Manager of the Northstar Community Services District, further stated that the initial funding was used for: aerial mapping, aerial photography, topography, mapping property lines, a biological opportunities and constraints survey, a public opinion survey through Godbe Research, economic feasibility analysis, an archeological study, beginning the CEQA and NEPA process, an EIR, and performing NEPA scope with the Army Corp of Engineers.

Mike stated that the alignment of the trail has shifted from along the highway to a straighter route between Town of Truckee and Northstar Village. This route will have less environmental impact and be more aesthetically pleasing. However, there is an issue with the federal land in Martis Valley. Currently, according to the Army Corps of Engineers, use for a trail is not consistent with the 1977 Master Plan. NCS D has asked for a master plan supplement to clarify this issue. Mike is optimistic that this will happen, but the NEPA process must be done first.

Ron Treabess informed the Board that Joint Infrastructure/Transportation Committee voted to approve the allocation. Ron Parson suggested that a cover letter be written to the Board of Supervisors explaining how this is appropriate use of TOT funds for our core mission. Jennifer Merchant clarified that when she takes a recommendation to the Board of Supervisors, she includes a memo discussing how the recommendation is consistent with the Tourism and Community Investment Master Plan.

M/S/C (Parson/Dudley) (9/0, 1 abstention - Merchant) to approve and recommend to the Placer County Board of Supervisors an Infrastructure Allocation of up to \$500,000 to Northstar Community Services District for Portion of Necessary Funding for Finishing the CEQA/NEPA Process, Developing the Detailed Design Documents, and Initiating Construction of the Northstar/Martis Valley Community Multi-purpose Trail

Action: Present the overall bike trail plan to the Board.

- 5.2 Alex Mourelatos reported that the process of finalizing the County Agreement went very well. Ron Treabess gave highlights:
- Schedule C has a conservative estimate of TOT.
 - Overhead is based on actual costs incurred.
 - \$40,000 is allocated for community survey/education for TOT renewal in 2012.
 - \$50,000 is allocated for special events marketing.
 - \$50,000 is allocated for community marketing grants.
 - \$100,000 for snow removal has been moved from infrastructure to visitor support services.
 - \$667,000 is allocated for capital improvements that require the Board of Supervisors' approval.
 - Beach maintenance funding to Special Districts will be “trued up.”
 - Washoe County Conference Equity is still being worked out with Placer County.
 - 50% of the 2009-10 Fund Balance is in this year's initial budget with the balance to be considered later.
 - \$150,000 is reserved for heavy maintenance (catastrophic or one-time).
 - \$40,000 has been added to the marketing budget for the purpose of funding the Placer County Welcome Center (Auburn) to better promote the North Lake Tahoe area.

Discussion followed. The payment schedule will be adjusted so that there are two payments in October 2010 and the last one in August 2011. Jennifer Merchant explained that the threshold for competitive bids is \$25,000 to align with Placer County. She also clarified that the heavy maintenance reserve is not in the budget because it will come from equity the NLTRA already has. Also, the NLTRA bylaws will be revised to include codification of all permanent NLTRA committees.

Tom Murphy expressed his frustration with the timeliness of the TOT Budget. He also thinks it would be helpful to have last year's TOT Budget for comparison. He questioned the scope of work and the amount of marketing overhead. Ron Treabess stated that approval of the County Agreement and TOT Budget did not have to be approved today; it could be done later. Jennifer Merchant further clarified that approval of the TOT Budget and County Agreement are on the Board of Supervisors agenda for September 14, 2010. It can be moved if the NLTRA Board wants to have further discussion and/or a special Board meeting.

Regarding marketing overhead, Andy Chapman reminded the Board that most of the organization's employees are in the Marketing Department (Marketing, Conference Sales, Leisure Sales, Special Events and Visitor Information Services).

In the future, a budget with a fourth column for County Services may be decided upon to make the budget easier to read and understand. It was noted that the dates on Attachment E, (Performance Measurement Document) are wrong. They will be corrected. More discussion followed regarding the scope of work. Staff was directed to begin revising the scope of work for next year.

M/S/C (Parson/Murphy) (10/0, 1 abstention - Merchant) to approve the Placer County/NLTRA FY 2010/11 Agreement with correction of administrative errors

Action: Begin the revised Scope of Work**Action: Redline a comparison between the 2009/10 TOT Budget and the 2010/11 TOT Budget**

- 5.3 Andy Chapman reported that the Amgen Tour of California site inspection went exceptionally well. The race organizers looked at locations, possible routes, services, and hospitality. They were especially impressed with Emerald Bay. Official announcement of the locations will be in October.

The 25th Annual Autumn Food and Wine Festival is September 10 – 12. Invitations for the Board have been sent. Ticket sales are down slightly from last year, but are improving each week. Advertising was placed in Sunset Magazine, the San Francisco Bay Area, Sacramento, Reno and South Lake Tahoe. There were suggestions for cross-promotion with the Alpen wine event at the Village at Squaw Valley. Ron Parson added that he thought the event could be made broader.

The High Notes campaign is wrapping up and has been very successful.

Roger Beck commented that he thinks our billboards in San Francisco are poorly located. Andy Chapman replied that a better location will be sought after the current agreement is up in March 2011.

- 5.4 Ron Treabess reported that The Houston Group has submitted a Draft Scope of Services and a Legislative Activity Report in paragraph form for review. They are included in the packet. Also included, is the "State and Federal Legislative Watch List & Initiatives in Circulation and Approved" in chart form that is done for the California Parks and Recreation Society. It is included as a comparison of the paragraph and chart formats. Jennifer Merchant suggested that the Board of Directors give Doug Houston a top three list of objectives it is interested in trying to achieve. Alex Mourelatos commented that advocacy was discussed at an Executive Committee meeting and decided that the Board as a whole should look at issues; there should not be a separate committee. Ron Parson suggested that the Chamber of Commerce could provide distribution of legislative information as a membership benefit. Additionally, Jennifer reported that Placer County is in the process of working on a legislative platform. Alex suggested that Doug check the NLTRA's position against that of Placer County.

Action: Have Placer County present its legislative advocacy platform when appropriate.

- 5.5 Ron Treabess introduced the Granicus Streaming Media System that is currently in place in the Tahoe City Public Utility District Board Room. Use of the system will reduce subjective interpretation of discussions in meetings and promote transparency. It will also cut down on minute preparation time. Craig Trumball, Information Technology Manager for the TCPUD, gave a brief demonstration of the system. Jennifer Merchant stated that Placer County uses Granicus and she finds it useful as a user from a remote location. Discussion followed and no action was taken at this time.
- 5.6 The Board Follow-up on Previous Action Items chart is in the packet. Discussion ensued regarding Marketing Conference Equity. Andy Chapman stated that he, Ron Treabess, Jennifer Merchant, and Mark Giocomini met and the issue is that Placer County is not accepting the \$96,000 amount that the Incline Village Crystal Bay Visitors and Convention Bureau is showing as operational overhead. Ron Parson suggested putting

together a formal letter to Placer County. It was decided that Roger Beck and/or the Executive Committee would speak to Tom Miller about this issue before preparing the formal letter.

Action: Document Chronology of the Marketing Conference Equity Committee negotiations and present it to the Executive Committee and Director Beck for resolution direction.

6.0 CHAMBER OF COMMERCE REPORTS

- 6.1 Kym Fabel introduced Martini Morris from the Sierra Business Council. The SBC has partnered with National Geographic for a geotourism project. Martini reported that geotourism encourages sustainable tourism and promotes local services. This geotourism project has three elements: a website (SierraNevadaGeotourism.org), a printed map guide and the Geocoucil. Locals can make nominations for inclusion on the website. The North Lake Tahoe Chamber of Commerce has agreed to help with outreach efforts such as nominations of attractions and notification of the launch of the website. As the deadline for inclusion on the website has passed, Martini clarified that nominations can be made after the deadline; approval will just be delayed. Alex Mourletatos suggested that everyone nominate their properties and attractions.
- 6.2 Andy Chapman attended the Lake Tahoe Forum. The Prosperity Plan was presented. It was well received and the press was good. There was also an initial meeting of the Tahoe Fund. This fund will bring in private funds as state money is drying up.
- 6.3 Kym Fabel gave the Chamber Manager report:
- A Certificate of Appreciation from the Census Bureau was issued to the Chamber of Commerce for its help with the 2010 Census.
 - There is a mixer at the Resort at Squaw Creek on Wednesday, September 8th at 5:00 pm.
 - On Tuesday, September 14th, Chamber Education is presenting the “Art of Public Speaking” at The Chateau, Incline Village from 8:00 am to noon.
 - On Tuesday, September 21st, Chamber Education is presenting “Windows 7 and Office 2010” at Granlibakken from 8:30 – 10:30 am.
 - The Chamber is partnering with the Bonanza and Sierra Sun for three candidate forums.
- 6.4 The next Board of Directors meeting is Wednesday, October 13th at the North Tahoe Event Center at 8:30 am. It will be followed by the Annual Membership Luncheon at noon. Joanne Marchetta, Executive Director of the Tahoe Regional Planning Agency, will be the featured speaker.

7.0 DIRECTORS' COMMENTS

- 7.1 Deb Dudley commented that the search document was comprehensive and well written.

8.0 MEETING REVIEW AND STAFF DIRECTION

- 8.1 Staff will:
- Clarify status of our corporations in California and Nevada.
 - Direct the Chamber of Commerce Advisory Committee to have grantees report expected versus actual ROI and have them notify the committee if any material changes are made in the grantees' use of funds.

- Present the overall bike trail plan to the Board.
- Begin a revised Scope of Work for next year.
- Redline a comparison between the 2009/10 TOT Budget and the 2010/11 TOT Budget.
- Have Placer County present its legislative advocacy platform when appropriate.
- Document Chronology of the Marketing Conference Equity Committee negotiations and present it to the Executive Committee and Director Beck for resolution direction.

9.0 CLOSED SESSION

9.1 The meeting adjourned to closed session at 12:10 pm.

10.0 RECONVENE TO OPEN SESSION

10.1 There is no closed session report at this time.

11.0 ADJOURNMENT

11.1 The meeting adjourned.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant