



BOARD MEETING MINUTES
April 2, 2008 – 8:30 a.m.

Tahoe City Public Utility District

FINAL MINUTES

BOARD MEMBER ATTENDANCE: Debbie Casey, Dan Tester, Alex Mourelatos, Deb Dudley, Dave Wilderotter, Tom Murphy, Roger Beck, Julie Regan, Graham Rock, Ron McIntyre, and Jennifer Merchant

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

OTHERS IN ATTENDANCE: Lee Schegg, John Wilcox, Kathy Long, and Ron Parson

1.0 CALL TO ORDER – ESTABLISH A QUORUM

- 1.1 The Board meeting was called to order at 8:35 a.m. by Chair Debbie Casey and a quorum was established. She read the NLTRA's meeting ground rules.

2.0 PUBLIC FORUM

- 2.1 John Wilcox announced upcoming events sponsored by the Squaw Valley Institute (SVI). On April 3rd, the Resort at Squaw Creek will host the Squaw Valley Institute Community Involvement Fair in the Grand Sierra Ballroom. There will be 40 non-profit community organizations in attendance to discuss opportunities from membership, to volunteering and financial support. In addition, John Chapman will present *Finding Your Passion: Philanthropy and Volunteerism*. The April 3rd events are free to public thanks to a grant from the Truckee Tahoe Community Foundation. On April 10th, Debra Bowen, California Secretary of State will speak about participating in the political process. Tickets for this event may be purchased at the door or online for \$10.
- 2.2 Jennifer Merchant gave a status report on Senate Bill 1159. She said the bill passed the senate with a majority vote. Jennifer reported that Placer County is developing a companion ordinance for the land side of the Truckee River. The timeframe for the ban is for summer 2008 and 2009. She said she would provide a further status report as the legislation goes to the assembly. She confirmed the ban is for the three day period over the 4th of July weekends in 2008 and 2009. The Board of Supervisors will meet April 14th and 15th at the North Tahoe Community Conference Center (NTCCC) in Kings Beach. Jennifer also reported on April 8th there will be a workshop on Placer County's draft housing element. The workshop is scheduled to be held at the NTCCC beginning at 6:00 p.m.
- 2.3 Alex Mourelatos reported on discussions from the most recent Lodging Subcommittee meeting. He said some members expressed interest in bringing back a call center to

serve the needs of the lodging community. In addition, one member has approached third party providers in regards to this issue. Alex feels it needs to be addressed how our committee members represent the organization. Our current call to action is the GoTahoeNorth.com Web site. The committee intends to continue to monitor this fulfillment channel. He said the Subcommittee discussed the need to survey our members regarding a variety of issues, including channels for a "call to action."

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 M/S/C (Tester/Merchant) (10/0) to approve the agenda with the amendment to move up the Chamber of Commerce report to accommodate Kym Fabel's time constraints.**

4.0 CONSENT CALENDAR - MOTIONS

- 4.1 M/S/C (Merchant/Mourelatos) (10/0) to approve the consent calendar as presented, including the approval of a Community Marketing Program grant for the Lake Tahoe Music Festival, as recommended by the Chamber Advisory Committee.**

5.0 CHAMBER OF COMMERCE REPORT

- 5.1 Kym Fabel reported that last month the Resort at Squaw Creek and Deep Blue Media hosted a joint Chamber mixer with the North Lake Tahoe Chamber of Commerce and the Truckee Donner Chamber of Commerce. She said it was a very successful event and thanked the Resort at Squaw Creek for their hospitality.
- 5.2 The new issue of the North Lake Tahoe Chamber newsletter, *The Advocate*, is available online at www.northlaketahoechamber.com. This month's Community Profile features Chamber Ambassador, Dana Tanner.
- 5.3 Kym reported that unpaid membership renewals are now 90 days past due. She is working with various staff to contact members about the status of their accounts. She said the Annual Membership Directory will be printed in the next six weeks. She asked Board members to check the accuracy of their listing on www.NorthLakeTahoeChamber.com.
- 5.4 The next Chamber mixer is scheduled to be held at the Incline Village Community Hospital on April 10th. The mixer will begin at 5:00 p.m.
- 5.5 The Incline Luncheon honoring teachers is scheduled for Tuesday, April 22nd at the Hyatt Regency Lake Tahoe in Incline. The keynote speaker will be President Robert Maxson from Sierra Nevada College. He will present the curriculum and vision for the college and talk about the role of teachers.
- 5.6 The North Lake Tahoe Business Expo is scheduled to be held at the Hyatt Regency Lake Tahoe in Incline on Thursday, June 5, 2008. She encouraged Board member businesses to attend and participate in the event.
- 5.7 Kym reported that the North Lake Tahoe Chamber of Commerce currently has 672 members.

6.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE FINAL INTEGRATED TRANSPORTATION/INFRASTRUCTURE WORK PLAN FOR FY 2008/09 AND THE LONG RANGE FUNDING PLAN FOR 2008-2013

- 6.1 Ron Treabess requested that the Board approve the final draft of the Integrated Work Plan and Long Range Funding Plan. The Joint Infrastructure/Transportation Committee and the NLTRA Board have identified and approved the priority projects in the plan. The plan is a working document and will be used as a tool for FY-2008/09 budget development. Approval of the document does not preclude other projects from coming forward with an infrastructure allocation request. Suggested changes from both the committee and the Board were incorporated into the document. Ron said he will develop a numbering system for the plan and assign a permanent number to each project going forward.
- 6.2 Discussion followed in regards to the final Integrated Transportation/Infrastructure Work Plan for FY-2008/09 and the Long Range Plan.
- 6.2.1 Jennifer Merchant asked for a status report about the dock improvements project (D-22) and open space acquisition. Ron Treabess explained that open space acquisition was suggested in a staff report to be considered. Dock improvements came from of the Eastern Placer County Transportation report prepared by LSC Consultants to address transportation needs in Eastern Placer County. He said the project is part of a potential water taxi service. Ron noted the funding allocation is categorized as *Possibly*.
- 6.2.2 Jennifer expressed concern that the Truckee River Outlet Winter Plaza Maintenance project (A-12) is too specific. She said there are maintenance opportunities in other areas. She suggested the line item should be more general. Ron said the outlet project would be a cooperative program with the Tahoe City Public Utility District (TCPUD) and Bureau of Reclamation. In regards to Winter Bike Trail Maintenance (D-8), Jennifer feels we need to approach the TCPUD to determine cost of the project. Steve Teshara suggested scheduling a workshop to focus primarily on maintenance issues and the appropriateness of using TOT for operations and maintenance. Jennifer agreed and suggested that the workshop should be completed before next fiscal year.
- 6.2.3 Jennifer felt the allocation for the Highway 89 Relocation project was too high. She feels local monies should not be allocated towards a state highway project on federal land. She said Placer County took the lead on the project to move it forward, but they do not support \$1 million in TOT funds for the project. Ron explained that the allocation is for \$200,000 for the coming year, with the remainder of funds to be spread over future fiscal years. Steve noted NLTRA staff continues to pursue federal and state funding for the project and it is easier to secure funding when local money is set aside and available as a match for other project funds. He said it is important to show that the local community has committed to the project. Discussion followed in regards to an appropriate allocation for the project for 2008/09. The Board agreed to allocate \$225,000 for FY-2008/09 for environmental work and remove the reference to future funding at that time. Steve noted the plan can be readjusted once more information is known about possible new federal funds.
- 6.2.4 Jennifer reported on the current state of TART staffing issues related to Placer County transportation services. She said some services included in the plan cannot be performed by TART. Roger Beck suggested the NLTRA fund the services TART can't perform. Ron Treabess confirmed that the NLTRA is working with TART and other potential transportation operators to provide

services. Jennifer said outsourcing services is appropriate, but it raises issues with the union if TART contracts out too much work. Steve said TART should operate as much service as possible to maintain consistency in the program. He suggested we should meet with Placer County to discuss current and ongoing transportation needs and develop a plan to address any issues.

6.2.5 Jennifer asked for a status report on the Squaw Valley Water Supply Enhancement/Aquifer Storage and Recovery project. Ron said the NLTRA is awaiting one last invoice to be submitted. The balance of that allocation will go back to the general infrastructure account. Ron added that Squaw Valley will have to bring forward another application for any future projects.

6.2.6 Ron McIntyre felt it was not justified to spend TOT funds on bike trail maintenance. He doesn't feel there is enough demand from our visitors. Ron Treabess said any formal request for such a use of funds would go before the Joint Infrastructure/Transportation Committee for consideration. Steve added that there is also a proposal to schedule a workshop to discuss priority maintenance needs. Dave Wilderotter asked how much is available for operations and maintenance. Steve said the Master Plan recommended that \$50,000 be set aside annually for operations and maintenance for specified projects, approved by the NLTRA Board and the Placer County Board of Supervisors.

6.2.7 Alex Mourelatos asked for a status report on Regional Wayfinding Signage project (A-18). He is concerned that an anticipated amount is not called out in the matrix. Ron explained that projects with anticipated funding have not had monies committed to date. Ron said the purpose of the allocation is to provide matching funds for organizations moving forward with the project. Alex asked why waterborne transit is not identified specifically as a high priority. Ron explained that every project in plan is a priority. High priorities were established by the Board and Joint Committee last year and confirmed last month. He said the plan is a working document and can be changed.

6.3 M/S/C (Beck/McIntyre) (10/0) to approve the final draft Integrated Infrastructure/Transportation Work Plan for FY-2008/09 and Long Range Plan with the amendment to change the Highway 89 Relocation project allocation to \$225,000 for initial environmental work and remove reference to any future funding until more information becomes available.

7.0 DISCUSSION AND POSSIBLE ACTION ON NORTH TAHOE PUBLIC UTILITY DISTRICT REQUEST FOR INFRASTRUCTURE FUNDS UP TO \$20,000 FOR NORTH TAHOE COMMUNITY CONFERENCE CENTER, INFRASTRUCTURE SOFTWARE PACKAGE RESEARCH, ANALYSIS, ACQUISITION, INSTALLATION AND TRAINING PROJECT

7.1 Steve Teshara reported that the North Tahoe Public Utility District (NTPUD) has requested two grants from the NLTRA, one from Infrastructure and one from Marketing. The Joint Infrastructure/Transportation Committee unanimously approved the \$20,000 funding request for analysis, acquisition, installation, and training for infrastructure software to more efficiently meet the demands of the market. The \$15,000 Marketing grant was approved by the Marketing Committee for the purpose of improving NTCCC's Web site and marketing collateral. These requests are consistent with recommendations from the 2006 NTCCC Market Study prepared by the Strategic Marketing Group. The study was funded by the NTPUD and NLTRA.

7.2 Roger Beck asked about NTCCC's annual operating loss. Lee Schegg reported that in 2006 the operating loss was approximately \$120,000; lowering to about \$36,000 in 2007.

Roger asked if the SMG study helped minimize the losses. Kathy Long said as a result of the study, the NTCCC has adjusted its fee structure, and made staffing changes. Roger said he does not see the need for a \$20,000 software upgrade for a facility with seven meetings rooms. He said he is skeptical about whether it will lead to more revenue. Jennifer Merchant noted that upgraded software was one of the recommendations in the study. Roger suggested the structure be managed by the lodging properties or a private entity. He feels the NLTRA should not support a conference center that benefits relatively few properties. Kathy explained that the NTPUD is working with a local steering committee to address these issues. Ron Treabess added that the SMG study includes the consideration of a privately run facility. Deb Dudley suggested the NTPUD consider using free scheduling software. Lee reported that following the study, a Technical Working Group (steering committee) was formed to prepare an action plan to address the recommendations from the study. The group is considering a free software alternative along with other alternatives. Ron McIntyre noted that this approach is a “quick fix” until Community Enhancement Projects are implemented in Kings Beach.

- 7.3 Dave Wilderotter said the community has expressed concern with regard to the potential loss of recreation at the NTCCC. Kathy reported that the NTPUD is required to provide recreational services, but they intend to limit the impact of recreation on the facility by consolidating recreation into blocks of time. This will provide more consistent availability for conferences. She noted that recreation is secondary to conference uses.
- 7.4 Alex Mourelatos, member of the Technical Working Group, offered to distribute the action plan to the Board for review. He summarized that the group has suggested that the NTCCC focus on specific markets that are appropriate for the local lodging inventory. In addition, the group recommended developing a “teaming” model with local lodging where local properties commit rooms to the NTCCC.
- 7.5 In answer to Graham Rock’s question regarding the allocation, Debbie Casey noted the allocation is an “up to” amount and any unspent monies will be returned to the NLTRA. Graham asked if the Technical Working Group has considered the longevity of software. Alex said they are taking that into consideration and are reviewing various solutions. Graham also asked about the timeline in selecting and installing the software. Alex said the group is currently working on an estimated timeline to refine the evaluation criteria, screen vendors, and develop a timeframe to install the program.
- 7.6 Roger said that in the future, we should know the potential ROI prior to allocating funds.
- 7.7 Jennifer reported that the software is more than just a scheduling system. She said it will maintain a database that will track reservations, customers, and allow the NTCCC to reach out to users. This software “folds into” the request for marketing funds. She noted that the NTCCC has hired a sales based staff as recommended by the study. Jennifer reported that marketing funds for the facility declined from \$65,000 to \$15,000 over time which has greatly affected NTPUD’s ability to market the facility. Placer County is meeting with the NTPUD to discuss the relationship between the conference center and small local lodging. She said the facility benefits more than just a few lodging partners. In regards to concerns related to recreation, she said revenue generated at the NTCCC does not come from recreation, but weddings and conferences.
- 7.8 **M/S/C (Murphy/Merchant) (10/0) to recommended to the Placer County Board of Supervisors the approval of an infrastructure allocation of up to \$20,000 for the North Tahoe Community Conference Center infrastructure software package research analysis, acquisition, installation, and training project.**

8.0 DISCUSSION AND POSSIBLE ACTION ON NORTH TAHOE PUBLIC UTILITY DISTRICT REQUEST FOR A SPECIAL MARKETING GRANT FOR THE NORTH

8.1 Andy Chapman reported that the allocation includes \$5,000 for print collateral and \$10,000 for Web site upgrades. He said the Marketing Committee unanimously recommended approval of the allocation. Graham requested that ROI information be provided to the NLTRA Board. Alex said that plan is already in place for both allocations. Increases will be tracked using the new software. Alex said the new collateral materials will help generate bookings at the NTCCC. Ron McIntyre asked how they plan to tie sales tax and TOT increases to the NTCCC. Alex there is an average daily room rate for lodging in the area, so multiply that by the incremental number of rooms that each conference generates and that will show the incremental increase of TOT. In regards to sales tax, Alex said that is subject to a multiplier that will demonstrate economic activity.

8.2 M/S/C (Wilderotter/Tester) (10/0) to approve the North Tahoe Public Utility District's request for a special marketing grant for the North Tahoe Community Conference Center in the amount of \$15,000.

9.0 DISCUSSION AND POSSIBLE ACTION ON REQUEST FOR INFRASTRUCTURE FUNDS UP TO \$60,000 TO FUND THE NLTRA SHARE IN THE COLLABORATIVE REGIONAL EFFORT TO PREPARE THE TRUCKEE NORTH LAKE TAHOE FEASIBILITY PLAN FOR ARTS AND CULTURE

9.1 Ron Treabess noted that the RFP for this project was previously approved by both the Board of Directors and the Joint Infrastructure/Transportation Committee. He said the RFP calls for a consultant to inventory the existing culture and arts in the region and determine what facilities are needed to support them. He added that the overall project goal is to showcase and promote our region as an arts and cultural destination. He noted that the NLTRA is taking the lead on the project, but working in partnership with the Incline Vision Arts Cultural and Heritage Committee (IVACHC) and the Arts and Culture Council of Truckee Tahoe (ACCTT) to avoid duplicative efforts. Ron reported that eight proposals have been received. A committee was formed to evaluate the submittals. They have selected four firms to interview. He noted that the committee was looking for a firm that has done work in similar areas and is able to consider the region as a whole. The proposals range in cost of \$90,000 to \$110,000. Ron reported that the NLTRA has earmarked up to \$60,000 for the study, but has required matching funds from the other partners. He said that way every area will be equally evaluated in the regional picture. Ron added that it has been made clear that Placer County TOT will not be used for projects in other counties, but is appropriate to contribute to a regional study. Ron reported that currently \$33,000 has been committed to date from other partners. He said there are other organizations that have not yet decided on the amount of their contribution. He anticipates that the contributions will exceed the amount necessary, which will reduce the NLTRA's allocation.

9.2 Discussion followed in regards to the Truckee-North Lake Tahoe Feasibility Plan for Arts and Culture.

9.2.1 Graham Rock asked if we are planning to use the North Tahoe Community Conference Center as an arts and culture venue. Ron said the consultant will review the inventory of our facilities as part of the analysis. The NTCCC is an existing venue. The NTCCC is an existing venue.

9.2.2 Dan Tester asked if the criteria will include how a facility(s) will benefit business and promote tourism. Ron explained that that is one of the leading criteria.

- 9.2.3 Roger Beck expressed concern with regard to the selection committee. He feels that participation on the committee should be based on funding contributions. Ron explained that the NLTRA is the contractor.
- 9.2.4 Jennifer expressed concern that our contribution may be misspent if the study determines that the facility should be located somewhere outside Placer County. She noted the Master Plan calls for a Performing Arts Center, specifically in Placer County. She feels we should focus our funds on a Placer County based study. Jennifer suggested we change our allocation to \$52,500 to motivate other partners to come up with half the cost of the study. Ron Treabess said the motivation is there, but some organizations are waiting for fiscal year budgets to be completed before contributing funds. He said we need to be able to cover the cost of the study, but as money comes forward, it will reduce the amount of our allocation. Steve said it is critical to have the funds in place when the contract is signed. Ron McIntyre agreed and suggested we not restrict funds because the study needs to be completed. Jennifer asked about Streamline's experience as contract managers. Ron assured the Board that Streamline Consulting is experienced in managing contracts. Contract management is a significant component of Streamline's consulting practice.
- 9.2.5 Dave Wilderotter expressed concern with naming implications. He said going forward, the study should be referred to as North Lake Tahoe-Truckee. Tom Murphy said Truckee is part of North Lake Tahoe. He said wherever the location is determined for a Performing Arts Center, visitors will come to the Lake. Deb Dudley said that we shouldn't worry about the location of a facility because ultimately it will be decided by where contributions are coming from.
- 9.2.6 Graham Rock noted that there has not been private participation to improve hotels in Kings Beach and Tahoe City. He said the study should consider both lodging and transportation. Ron Treabess explained that site capabilities and transportation will be considered in the study. Deb noted the feasibility aspect of the study may determine that our region cannot support a Performing Arts Center.

9.3 M/S/C (McIntyre/Dudley) (10/0) to recommend to the Placer County Board of Supervisors an Infrastructure allocation of up to \$60,000 to fund the NLTRA share in the collaborative regional effort to prepare the Truckee-North Lake Tahoe Feasibility Plan for Arts and Culture.

10.0 DISCUSSION AND POSSIBLE ACTION ON DIRECTION TO STAFF REGARDING DEVELOPMENT OF THE FY 2008/09 ANNUAL MARKETING PLAN AND OTHER MATTERS RELATED TO INPUT RECEIVED DURING RECENT COMMUNITY MARKETING WORKSHOPS

- 10.1 Dan Tester summarized discussions from the facilitated Community Marketing Workshops. The first workshop in February was well attended. Concerns raised during that meeting included issues with branding and the *N is for North* campaign, the role of a DMO organization and the linkage with other organizations in the area, performance measures, and the marketing budget. From those discussions, the facilitator Lauren O'Brien (Streamline Consulting), prepared an Executive Summary. This summary formed the basis of focus for the 2nd workshop. The second workshop included presentations on the brand and campaign, linkages, performance indicators, and the budget. Each topic was discussed with attendees as a group and separately at break out tables. It was determined that there was a further need to communicate NLTRA marketing strategies and the relationship of DMO efforts with local organizations to fulfill the brand promise, *Pure Experiences*.

- 10.2 Discussion followed in regards to the FY-2008/09 Annual Marketing Plan and feedback from the Community Marketing Workshops.
- 10.2.1 Jennifer Merchant thanked staff for their efforts in organizing the workshops and felt participants benefited from the presentations. She said we need to incorporate concerns in our strategies going forward. Jennifer expressed concern with regard to how the organization will move forward on developing a plan to react to feedback from the community. Dan said the Marketing Committee will review recommendations from the workshop and begin to develop strategies. He said the Chamber Advisory Committee is working on *In Market* advertising and, as mentioned earlier, will work closely with the Marketing Committee on methods of fulfilling the brand promise at the local level. He added that the Marketing Committee will begin to review and update the Three Year Marketing Strategy. Steve Teshara said there was a recommendation to have another community workshop to review the Three Year Marketing Strategy. Dan said the Board needs to first vet the plan. Steve noted that the summer plans will continue to go forward. Instead of preparing an annual marketing plan with two seasonal plans, two seasonal plans will be prepared each year incorporating off season marketing, as appropriate.
- 10.2.2 Alex Mourelatos reported that there was significant investment to establish the *N is for North* logo. The Board needs to decide if the N campaign is the right image for North Lake Tahoe. If so, we need the Chamber Advisory Committee to include the logo on their street maps and other In Market collateral. Alex said we need to continue to educate the community about our marketing efforts, brand, and campaigns.
- 10.2.3 Ron McIntyre said it is important to communicate to the participants at the workshops on how we intend to proceed. In regards to the *N is for North* campaign, he noted that it has been suggested to reinforce the campaign as *N is for North Lake Tahoe*. He said until this issue is thoroughly analyzed through surveys, we shouldn't move forward with discussions.
- 10.2.4 Tom Murphy expressed concern related to the confusion surrounding the *N is for North* campaign. Jennifer agreed and said we need to be clear on the brand vs. the campaign. Andy clarified that N is a campaign identifier. He explained that the brand is *Pure Experiences* and the campaign is *N is for North*. The purpose of the N campaign is to identify North Lake Tahoe. Tom feels the N is not effective. Andy said there may have different opinions about the campaign, but the results show that consumers are identifying N and *Pure Experiences* with North Lake Tahoe. In addition, the marketing team is currently planning focus groups in L.A. and the Bay Area to further test the campaign. Tom feels the results would be more significant if there is one focus on an ad instead of three. Tom also reported that feedback from the workshops included a desire for more marketing during shoulder seasons and slow periods.
- 10.2.5 Deb Dudley said it is important to show tangible results on how our ads are impacting our target markets. The second challenge is to develop a marketing campaign the community can embrace.
- 10.2.6 Roger Beck feels the N is not effective, but would like to see a measure. Andy said the ROI report will be available for Board review next month. Andy offered to review the draft with Roger prior to the meeting.

- 10.2.7 Jennifer said we need to admit if the campaign results aren't positive. She asked staff to develop a timeline to address issues related to the campaign. Tom said there is no need for additional studies; the community has expressed that they do not support the N campaign. Alex said we need to respect the opinion of the experts on the Marketing Committee and the Board. He said when the campaign is finalized, we need to support it and move forward. Dan clarified that there are many constituents who support the campaign. Deb agreed and noted the community embraces the *Pure Experiences* brand. Alex said the community supports the brand, but the problem lies in the execution of establishing the brand. Ron McIntyre said we need to review the analysis of the campaign.
- 10.2.8 Dave Wilderotter said N is clouding what is otherwise a great campaign. He does not anticipate community support for the campaign and the perception is the marketing department intends to defend the campaign instead of addressing the issue. Dan said the purpose of the marketing workshops was to begin addressing the marketing issues. Dave said the community partners may not want to include the N on their marketing collateral. Alex said it is important to incorporate the N identifier, whatever is established. Debbie Casey said we need to review the research before we can make a decision. She expects Board members to express to the community that we are working to address the issues surrounding the campaign. Deb said the purpose of a focus group is to test a variety of concepts, not to justify our position. Dave asked if the focus takes into consideration our community partners. Jennifer said there are two issues, the focus of the visitor to North Lake Tahoe and whether the campaign is resonating with the community. She said ultimately the decision is made by the Board. Andy noted that the Chamber Committee expressed enthusiasm about In Market linkage with the broader campaign.
- 10.2.9 The Board directed staff to move forward with campaign research and schedule the focus groups in a timely manner. Roger Beck added that the focus groups should also review the *Neighborhoods and North Lake Tahoe* concept. Andy said that information is being incorporated into our ads and will be tested. Deb noted we have a different execution for our drive vs. destination markets. She hopes the test groups will help identify a strategy for each market. Debbie summarized that the Marketing Committee at their next meeting will review the ROI analysis. In addition, they will discuss a timeline for the focus groups and decisions made on the campaign. The Marketing Committee will also begin discussions on updating the Three Year Marketing Strategy and the Annual Plan. The Marketing and Chamber Committees will also discuss scheduling a joint workshop. Alex added that we should also discuss the implications of changing the N campaign and the development and timeline of establishing a new campaign.

11.0 STATUS REPORT BOARD DISCUSSION AND INPUT ON UPDATING THE BUSINESS PLAN FOR THE NORTH LAKE TAHOE CHAMBER OF COMMERCE

- 11.1 Steve Teshara reported that the Chamber Advisory Committee has begun the process of updating the Business Plan for the North Lake Tahoe Chamber of Commerce. The Committee will look at a final draft next month. The final document will be submitted to NLTRA Board for review and approval in June. Alex Mourelatos added that a special Chamber Committee workshop was held to gather input in drafting the plan update. He said the updated draft accurately reflects those recommended changes. Steve also reported there was a great deal of Chamber Committee participation at the Community Marketing Workshops. The committee is working to strengthen the In Market efforts. He anticipates a joint Chamber and Marketing Committee workshop this spring to work on coordination of the marketing message at the local level.

12.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FEBRUARY 29, 2008 FINANCIAL STATEMENTS

12.1 Sally Lyon reported that the Finance Committee met on Monday and recommended approval of the February 29, 2008 financial statements.

12.2 M/S/C (McIntyre/Dudley) (8/0) to approve the February 29, 2008 Financial Statements.

13.0 MARKETING REPORT

13.1 Andy Chapman reported that the Lodging Subcommittee is developing a survey to be distributed to the lodging providers. The questions consist of demographic stats, room rates, occupancy, and awareness questions related to the activities of the NLTRA and Chamber of Commerce. In addition, the survey will also include questions related to channels of distributions, fulfillment and the economic health of the property. The survey will be distributed as soon as it is completed and the results will be reviewed by the Lodging Subcommittee next month. Andy said he would report the results to the Board next month.

13.2 Andy reported on the travel trade schedule for Leisure Sales. Jeremy Jacobson attended Ski Tops last week to talk with domestic wholesale operators. Mountain Travel Symposium will begin next week, featuring opportunities to talk with our international markets. Next month Jeremy will attend POW WOW.

13.3 The NLTRA is working with the Placer County Economic Development Office on the county-wide tourism study. A consultant, with Dean Runyan and Associates, has been selected to conduct the study.

13.4 Conference sales commissions are up 32% year-to-date. Andy noted association business is strong, but corporate business is dropping slightly.

14.0 ACTIVITY REPORT

14.1 Ron Treabess reported on the status of Infrastructure and Transportation projects.

14.1.1 The winter nighttime transit program continues to grow and has exceeded ridership over last year. He attributes the increases to the fourth bus implemented this year. All transportation services are continuing to increase. He anticipates more ridership due to the rise in fuel costs.

14.1.2 Revenue and ridership for the North Lake Tahoe Express airport shuttle has also increased over last year. He said there is more awareness about the service this year.

14.1.3 Ron reported that TART had over estimated its ability to provide year round service on Highway 267. He said the NLTRA has funds set aside for the service in the 2007/08 budget. Northstar will continue the Highway 267 service between Northstar and Kings Beach. He reported that Truckee is currently running a bus to the airport and will have to decide whether to go to Northstar to complete the link. According to TART, the Highway 267 route is the fastest growing service. He said there is a need to continue the service. TART intends to pick up the 267 service again next winter.

- 14.1.4 A Regional Wayfinding Signage meeting is scheduled for Tuesday, April 15th. Key stakeholders and consultants will meet to discuss how to get the project underway.
- 14.1.5 Ron reported the Tahoe City Downtown Association (TCDA) has requested an Infrastructure grant to implement a Tahoe City Walking Tour. He is working with the TCDA on their application.
- 14.1.6 Ron gave a report on the status of The Friends at Squaw Creek allocation. The intent of the allocation was to assist the organization in establishing a 501(c)(3) status and begin restoration of the Squaw Creek. He said they have been very effective in securing grants for restoration, but are just now establishing themselves as a 501(c)(3) organization. They are using the Truckee Tahoe Community Foundation (TTCF) as their fiscal agent. Ron suggested we transfer the remaining \$4,000 of the allocation to TTCF.
- 14.1.7 Ron reported that he received a request for infrastructure funds by Igloo Ice Skating Rink Group for the purpose of developing an ice skating rink in our area. Ron said he is working with the group on their application. They have approached Placer County Facilities about the project. Placer County said the project may be acceptable for the Placer County land near Truckee, but there are also other considerations for that location.

15.0 PRESIDENT AND CEO'S REPORT

- 15.1 Steve Teshara gave a status report on the SNPLMA Round 9 request for an additional \$3 million for the Kings Beach Commercial Core Improvement Project (KBCCIP). He reported that the Lake Tahoe Federal Advisory Committee (LTFAC) has endorsed a package of project funding proposals that includes another \$3 million for the KBCCIP, as recommended by the Tahoe Working Group, a technical group that advises LTFAC. He said there is a commitment from our colleagues on the LTFAC to carry the package through the process to final recommendation.
- 15.2 Steve Teshara reported that Caltrans Director Will Kempton, District 3 Director Jody Jones, and State Senator Dave Cox, toured Lake Tahoe on March 27th to review and discuss local projects. He said Caltrans has \$500 million dollars committed to Lake Tahoe for water quality improvement projects. In addition to those needs, the tour identified other important projects needed in our area including the Mousehole Project in Truckee, the KBCCIP, and the Highway 89 Realignment Project.
- 15.3 Steve gave a status report on Lake Tahoe's Federal Transportation Requests for FY-2009. He said members of the Lake Tahoe Transportation and Water Quality Coalition are pursuing federal funds in the amount of \$1.5 million per year to support transit operations in Lake Tahoe. Julie Regan thanked Steve for his leadership during the Coalition's most recent trip to Washington DC. The trip featured a meeting with the Deputy Administrator of the Federal Transit Administration. Julie said Steve made a very effective presentation on behalf of Lake Tahoe.

16.0 DIRECTORS' COMMENTS

- 16.1 Roger Beck appreciates how challenging it must be for staff to handle issues related to marketing. Marketing discourse comes from the right place.
- 16.2 Ron McIntyre expressed concern about allocating funds to the ice skating rink project. He said it encourages existing entities with ice skating rinks to come forward with an

allocation request. Jennifer said that eligibility would depend on whether those entities operated with non-profit status.

17.0 MEETING REVIEW AND STAFF DIRECTION

17.1 NLTRA staff will incorporate agreed upon Board changes into the final draft Integrated Infrastructure/Transportation Work Plan for FY-2008/09 and Long Range Plan. Staff will also finalize the Chamber Business Plan for review and consideration by the Chamber Advisory Committee in May and the Board in June. In regards to the discussion related to Marketing, Staff will distribute ROI results from the brand awareness study to the Marketing Committee and Board for review next month. Staff will develop a timeline for the focus groups and further action plan items as an outcome of the marketing workshops and Board direction.

18.0 ADJOURNMENT

18.1 The Board meeting adjourned at 11:48 a.m.

Submitted by,
Sarah Holster
Executive Assistant