



**NORTH LAKE TAHOE RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING
August 3, 2011
Tahoe City Public Utility District Board Room
MINUTES**

ATTENDANCE: Ron McIntyre, Wally Auerbach, Allen Highfield, Barb Cohen, Ron Parson, Alex Mourelatos, Phil GilanFarr, and Andy Wirth

NOT PRESENT: Roger Beck (Excused – Out of Town), Deanna Gescheider (Excused – Baby), Jennifer Merchant (Excused – Vacation), Kaliope Kopley

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Kym Fabel, and Andy Chapman

OTHERS IN ATTENDANCE: Jon Killoran and Steve Kastan

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:36 AM by Chairman Ron McIntyre and a quorum was established.

The new NLTRA Board member, Andy Wirth, was introduced.

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions

There were no additions or deletions on today's agenda.

2. Approval of Agenda

M/S/C (Parson/Auerbach) (7-0-0) to approve today's agenda as presented.

C. PUBLIC FORUM

There were no comments on items not on the agenda.

D. REPORTS & ACTION ITEMS

3. Olympic Bid for 2022 – Jon Killoran

Jon Killoran, CEO of the Reno Tahoe Winter Games Coalition presented the organization's efforts to bring the 2022 Winter Olympic Games to Reno/Tahoe. He explained the process and timeframe to bid for the games, first through the United States Olympic Committee (USOC) and then, if this area is selected by USOC, through the International Olympic Committee. Killoran provided statistics on the Vancouver and Salt Lake City winter games and discussed the reasons he feels Reno/Tahoe can secure the bid.

Wally Auerbach asked about the budget for the bid. Killoran estimates approximately \$3 million to \$5 million need to be raised for the USOC bid and an additional \$20 million for the international bid. Killoran stated no public funds will be used for the bids and explained that if Reno/Tahoe is selected by USOC, there could be funds available to assist with the international bid cycle. Visit www.wintertahogames.org for more information.

4. Contract with Placer County Update – Sandy Evans Hall

Sandy Evans Hall presented the notes of her July 26, 2011 meeting with Placer County regarding the NLTRA contract with the County. She highlighted the key points and requested changes, including redistribution of

funds to projects more aligned with tourism. Sandy Evans Hall expects the draft contract will be presented to this Board at the September Board meeting. Discussion followed regarding Chamber funds. Alex Mourelatos suggested the sources and uses of Chamber monies be reviewed and additional sources of revenue be identified. **ACTION: Staff will consider a line-item budget for the Chamber.**

5. Special Event Grant Changes – Phil GilanFarr

Sandy Evans Hall presented the proposed changes to Grant application, including the formation of a Special Event Grant Task Force, which would include members from the Lodging and Marketing Committees. The Task Force would consider the grant requests and make recommendations for funding. Sandy Evans Hall explained how events would be reimbursed for vendor payments and proposed revisions to the reporting process on how funds are used, including benchmarks for Return on Investment (ROI). Phil GilanFarr described the process used to develop the new application. Andy Chapman reviewed the revised rating system, which will assist the Task Force in evaluating funding requests to make sure they align with NLTRA initiatives. **ACTION: Staff was asked to more clearly define the “strike zone” mentioned in the application.**

M/S/C (GilanFarr/Highfield) (7-0-0) to approve the final draft of the 2011/12 Community Special Event Grant Process/Application.

6. Supplemental Operating Procedures and Policies Update for committees – Sandy Evans Hall

Sandy Evans Hall presented the Definition of Committee Responsibilities and Members. Discussion followed and revisions were suggested. Ron McIntyre asked that Placer County be approached about not appointing members to the Joint Infrastructure and Transportation Committee. Action on this item was tabled until all revisions have been made. Later in the meeting, Barb Cohen asked that “weddings” be added to the Marketing Committee section.

7. Strategic Goals/Action Plan – Sandy Evans Hall/Ron McIntyre

Sandy Evans Hall reported a Subcommittee reviewed the goals identified at the Board retreat and associated action plans. The Committee’s revisions were included in the Board packets and reviewed. Discussion followed regarding the actions identified and how staff will manage and report on their progress in each area.

Sandy Evans Hall and Andy Wirth explained that “Net Promoter Scores” is a rating system where visitors are asked how willing they are to promote this area to friends and family. The responses evaluate visitor satisfaction with North Lake Tahoe overall, as it is particularly telling if they are willing to recommend the area. A baseline will be determined and the goal is to increase the positive response by 20% by 2016.

Action Items: 1) NLTRA legislative advocate, Doug Houston, will be directed to specific points in the plan where he can be of most help. Staff will be more proactive in working with him. 2) A Master Plan for wayfinding signage will be developed to show how signs will look and where they will be located.

M/S/C (Parson/Wirth) (7-0-0) to approve the Strategic Goals/Action Plan as amended.

8. RTIA Lease and funding for build out plans/timeline – Ron Treabess

Ron Treabess updated the Board on the status of the lease for the North Lake Tahoe Welcome Desk at the Reno Tahoe International Airport. He has submitted revisions to the lease and is waiting for Airport representatives to respond. In reviewing the space, there were other opportunities for infrastructure improvements, so he is requesting Board action to increase the \$23,000 approved for tenant improvements to \$40,000. Ron Treabess anticipates the Desk opening mid-August and the space remodel will be completed later in the fall.

M/S/C (GilanFarr/Parson) (7-0-0) to approve increasing the budget for improvements to the North Lake Tahoe Welcome Desk at the Reno Tahoe International Airport from \$23,000 to \$40,000.

9. Tahoe City Lighthouse bus shelter allocation – Ron Treabess

Ron Treabess presented this proposal for Tahoe City's third bus shelter, which will be located at the east end of town, at the beginning of the Phase 7 Lakeside Bike Trail. Gary Davis Group has an arrangement with Placer County to do that shelter and have requested \$150,000 to build their design. At the Joint Infrastructure and Transportation Committee meeting, a recommendation was made for NLTRA to fund the Gary Davis Group proposal up to \$60,000, which is the current cost for Placer County Department of Public Works to build a shelter. If Gary Davis Group cannot raise the additional funds required by March 1, 2012, the \$60,000 will be allocated to the standard County shelter design. It was noted that the Gary Davis Group contract would be managed by NLTRA or Placer County. Discussion followed regarding the proposal and Joint Committee's recommendation. Ron Parson reminded the Board that last time a bus shelter was approved, it was agreed that no more shelters would be approved until a Master Bus Shelter Plan was developed. Ron Treabess agreed, however this shelter was one of the originally approved shelters. Phil GilanFarr suggested that a more appropriate scenario would have been for Gary Davis Group to present documentation of approval from Tahoe City Design Review Committee and the Tahoe City Beautification Committee before requesting funding from NLTRA.

ACTION: Staff will propose a Master Bus Shelter Plan for review and approval prior to any future bus shelter improvements.

M/S/C (GilanFarr/Auerbach) (6-1 Parson-0) to approve the recommendation of the Joint Infrastructure and Transportation Committee to allocate up to \$60,000 for construction of the Lighthouse Bus Shelter submitted by Gary Davis Group, subject to the enhanced design receiving approval from the Tahoe City Design Review Committee and Tahoe City Beautification Committee. If Gary Davis Group cannot secure the balance of funding required for the project by March 1, 2011, the Placer County Department of Public Works design will be built during summer 2012.

Andy Wirth left the meeting at 10:05 AM.

E. CONSENT CALENDAR

Wally Auerbach asked that Item E10 be removed for discussion.

M/S/C (Parson/Auerbach) (6-0-0) to approve Items E11 – 16.

Discussion regarding Item E10: Wally Auerbach voiced concern that what seem to be comments by Board members during meetings become action items that require staff time. Discussion followed. It was noted that when an item is summarized and direction is identified with no objection from other Board members, staff assumes the Board is requesting action. It was agreed that at the end of each meeting, staff will recap Action Items to clarify Board direction.

M/S/C (Auerbach/Highfield) (6-0-0) to approve Item E10.

The following was approved in the Consent Calendar:

- 10. Board Meeting Minutes – July 6, 2011**
- 11. Joint Infrastructure/Transportation Committee – July 25, 2011**
- 12. Marketing Committee – July 19, 2011**
- 13. Conference Sales Reports**
- 14. Infrastructure/Transportation Activity Report – July 2011**
- 15. Chamber of Commerce Committee – July 20, 2011**
- 16. June Chamber of Commerce Business Plan Progress Report**

F. CHAMBER OF COMMERCE REPORTS

- 17. Chamber Activities and Events**

Kym Fabel reported the Chamber is focusing on educational classes. Over the next few months, 6 classes will be offered in Tahoe City, Incline Village, and Kings Beach. She reviewed the calendar listing upcoming events and Mixers. Phil GilanFarr asked if a Food Handler course could be offered, noting the requirement by the State for restaurant workers. Discussion followed regarding the requirement and ways the class could be offered.

ACTION: Kym Fabel will consider the options for offering a Food Handler course through the Chamber.

G. DIRECTORS' COMMENTS

Allen Highfield reported on SB432, a Senate bill being considered that will require all lodging facilities to use fitted bottom sheets. He noted the potential financial impacts to lodging facilities, NLTRA, and Placer County, as tourism will be affected. Discussion followed. **ACTION: Staff was directed to advise Placer County and the NLTRA lobbyist of the NLTRA Board's strong opposition to SB432 and encourage the County to also oppose it.**

Phil GilanFarr stated that until he is assured the Reno/Tahoe area can handle all the needs and requirements of hosting the 2022 Winter Olympics he will oppose NLTRA funding the effort.

Andy Chapman is working on securing a Tahoe stage in the 2012 Amgen Tour of California.

H. MEETING REVIEW AND STAFF DIRECTION

Sandy Evans Hall is participating in the roundtable discussions regarding topics for the August 16 Tahoe Summit in Homewood.

Board members are invited to attend the annual Community Leader's Breakfast on August 16, 2011, hosted by Senator Ted Gaines.

Sandy Evans Hall reviewed the Action Items from today's meeting.

I. CLOSED SESSION

Closed Session was convened at 10:45 AM to discuss:

18. Personnel Matters

J. RECONVENE TO OPEN SESSION

19. Closed Session Report

Open Session was reconvened at 11:05 a.m. and the following action reported: – **The board discussed personnel matters regarding wage and salary history, bonus history and comparative wages**

K. ADJOURNMENT

The meeting adjourned at 11:10 a.m.

Submitted by

Judy Friedman, Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS