



Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday, August 3, 2011 – 8:30 am – 11 a.m.
Tahoe City Public Utility District

NLTRA Mission

"To promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the area."

Meeting Ground Rules

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM

B. AGENDA AMENDMENTS AND APPROVAL (*Motion*)

1. Agenda Additions and/or Deletions
2. Approval of Agenda

C. PUBLIC FORUM

Any person wishing to address the Board of Directors on items of interest to the Resort Association not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Board on items addressed under Public Forum.

D. REPORTS & ACTION ITEMS

3. Olympic Bid for 2022 – Jon Killoran (20 minutes)
4. Contract with Placer County Update – Sandy Evans Hall (10 minutes)
5. Special Event Grant Changes – Phil GilanFarr (*Motion*) (15 minutes)
6. Supplemental Operating Procedures and Policies Update for committees – Sandy Evans Hall (*Motion*) (5 minutes)
7. Strategic Goals/Action Plan – Sandy Evans Hall/Ron McIntyre (*Motion*) (30 minutes)
8. RTIA Lease and funding for build out plans/timeline – Ron Treabess (*Motion*) (20 minutes)
9. Tahoe City Lighthouse bus shelter allocation – Ron Treabess (*Motion*) (5 minutes)

E. CONSENT CALENDAR – MOTIONS (5 min)

All items listed under the consent calendar-motions are considered to be routine and/or have been or will be reviewed by committee, and will be approved by one motion. There will be no separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar-motions.

10. Board Meeting Minutes – July 6, 2011

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

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 (5 min)

17. Chamber Activities and Events

G. DIRECTORS' COMMENTS

H. MEETING REVIEW AND STAFF DIRECTION

I. CLOSED SESSION (If necessary)

At any time during the regular session, the Board of Directors may adjourn to closed session to consider existing litigation, anticipated litigation, liability claims, personnel matters including employee appointment, employment, performance evaluation, or discipline/dismissal/release, or contract negotiation.

18. Personnel Matters

J. RECONVENE TO OPEN SESSION

19. Closed Session Report

K. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed July 29, 2011

Light the Torch for Reno Tahoe 2022

In 1960 Squaw Valley put our region on the world stage by hosting the Olympic Winter Games. A half century later the Games have grown and so has Reno/Tahoe. We have a tremendous opportunity to welcome the best winter athletes on the planet and by doing so rebrand ourselves to the world as a world class destination and place to do business. Successfully bidding on and hosting the Olympic Winter Games takes many years of planning, preparation and execution.

Potential Bid Timeline

2012 – United States Olympic Committee (USOC) invites interested regions to submit an application

2013 – International Olympic Committee (IOC) accepts single Applicant City from interested countries

2015 – IOC chooses the Host City of the 2022 Olympic Winter Games

Vancouver 2010 Games

Economic impact during the Games (Feb. 12-28)	\$600 million
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Salt Lake 2002 Games

Games operational profit	\$100 million
Amount of profit donated to Salt Lake/Utah non-profits	\$24 million
Amount of profit placed in facilities endowment fund	\$70 million

The Salt Lake 2002 Olympic Winter Games and the business attracted to the area afterwards created \$4.8 billion in sales, 35,000 job years of employment and \$1.5 billion in earnings for Utah workers. The tremendous upgrade of technology and infrastructure throughout the region allowed new and diversified business to move to the area. Salt Lake City is now one of the most desirable places to work and live in the United States.

Reno Tahoe 2022 Opportunities

Opportunity to move infrastructure projects that might otherwise take decades to complete

Vastly upgrade our technological capabilities

Rebrand our region as a world class business and tourism destination

We Can Win

Reno/Tahoe has more accommodations now than Salt Lake City had when it hosted the 2002 Games

We have major in city airports on both sides of the Sierra (Reno and Sacramento)

We have the largest concentration of world class ski resorts in the country

The world wants to come to Lake Tahoe (the most photographed natural wonder in the world)

We enjoy a rich Olympic Heritage from the 1960 Squaw Valley Games and the dozens of Olympians from our area

Help us “Light the Torch” for Reno Tahoe 2022



Contact

Keri Cassinelli

Membership Director

775-622-1889

Keri.cassinelli@renotahoewintergames.org

www.renotahoewintergames.org



County contract notes – meeting July 26, 2011

- Anticipate \$1.1 million fund balance with same split. This amount can be budgeted now with final payment of the split (marketing and visitor services) on the fund balance due 1/2 October, 1/2 January
- Contract approvals: BOS - September, board in September
- Infrastructure money would not be fully released. 1/2 released with Oct. fund balance and remainder would wait on state budget issues then release funds later as needed by NLTRA as long as the County doesn't need them. No funds would be used by County without NLTRA approval.
- Reduce dental clinic funds by half, use for Tahoe beach maintenance and public access/legal protection. Sheriff fund would be for a POP officer that is bilingual. Transition language will be added to the contract as a reminder that these expenses are not to be institutionalized.
- Business associations need assistance and with current changes in leadership, NLTRA should play a role in assisting them with more effective event management or other needs. Amount available for event grants will remain the same as last year; however, county would like a thorough evaluation of events to include ROI potential analysis.
- No marketing funds (\$10,000) for chamber. Any in-market regional pieces will come from marketing budget.
- Need to reevaluate the conference equity; Jennifer will meet with Ron, Alan and Roger soon to develop a plan.
- TART baseline will remain in the budget.
- Acceptance of methodology for G & A spread and initial funding start point for budgeting purposes, using last full year of collections as the beginning number each year.



July 21, 2011

To: NLTRA Board of Directors
From: Chamber Staff

RE: Possible Motion to Approve the Final Draft of the 2011/12 Community Special Event Grant Process/Application as proposed to the Chamber Advisory Committee (CAC)

Background

At the July 20th CAC meeting, three major changes were reviewed, accepted by those in attendance, and incorporated into this final draft of the 2011/12 Community Special Event Grant Process/Application:

- 1) Remove the requirement of the applicant to be a Chamber Member because these are public funds that are being distributed.
- 2) Change the requirement of grant fund pay-out **from** the beginning of the meeting process with NLTRA/Chamber special event staff, **to** upon receipt to Chamber staff of final event report with invoices attached for review of appropriate charges. We understand that some smaller budget events may not have the working funds to wait to pay marketing bills, so we have included special compensation language to accommodate those smaller events, with a vendor direct payment option.
- 3) Develop a Special Event Grant Task Force to review and allocate funds to special event applicants. This task force would be appointed by each committee and is to include:
 - 2 Marketing committee members
 - 2 Chamber Advisory committee members
 - 1 Lodging committee member
 - 1 NLTRA Chamber Board of Directors member

Business Association Grant Funding Application and Process would remain with the Chamber Advisory Committee with no changes to the current process, but similar changes to the application.

Possible Time Line:

8/3: NLTRA/Chamber Board application approval

8/5: Promotion of grants

9/7: Application deadline

9/14: Presentations & allocation recommendation by Task Force

10/5: NLTRA/Chamber Board approval

Requested Action: Recommendation of Approval by the NLTRA Board of Directors for Chamber Special Events Grant, with incorporation of all changes recommended at the July 20th CAC meeting.



2011-12 Special Event Development Grant Program

Purpose:

The North Lake Tahoe Resort Association, in collaboration with the North Lake Tahoe Chamber of Commerce, has established the Community Marketing Grant Program. The purpose of this program is to provide marketing and promotional support to special events or projects and programs targeted at visitors to the region that generate local and regional business revenue; provide local and regional media exposure, and opportunities for public relations.

Criteria for Eligibility

Special Event grant funds are open to any community organization or business with an event or program that meets the following criteria:

- Targeted at visitors to the region that generate local and business revenue.
- Revenue and other benefits generated must accrue principally to areas within Placer County since the funding for this grant program comes from Placer County Transient Occupancy Tax (TOT)
- Opportunities for public relations and local and regional media exposure

CMP grants are designed to provide marketing and promotional support including, but not limited to, the design, development and distribution of marketing collateral, promotional efforts, and/or advertising efforts which help generate local and regional business revenue (including Sales Tax and Transient Occupancy Tax).

Grant Eligible

- Geographic area advertising (TV, radio, print, Internet)
- Production and printing of promotional materials (brochures, flyers, posters, etc.)
- Production and printing of signage used to direct and/or inform visitors.
- Marketing and promotion in support of special events which benefit more than one geographic area of the region, or the region as a whole.

Grant Ineligible

- Capital Investments
- Salaries
- Operational Overhead
- Vehicle expenses (Fuel, etc.)
- Food, Beverage, Entertainment & Transportation
- Supplies, Equipment, Telephone, Security, Clean-up, Facility Rental

Rating form to help you see if you meet the criteria for eligibility:

1) Does your event take place in Placer County? Yes =1 No = 0 # _____

2) Does the event have potential to generate overnight lodging tax?
1 - 10 (1=none, 10=Very Strong) # _____

3) Is this a first time event? Yes =1 No = 0 # _____

4) Does your event have opportunities for local & regional media exposure?
Yes =1 No = 0 # _____

5) When and where does your event occur?
There is special consideration for events occurring during the slower times listed below
and especially during the listed "strike zones"

On the Lake # _____
Jan 1 – Jun 15 = 1
Aug 15 – Dec 15 = 1

Off the Lake # _____
May 1 - Dec 15 = 1

"Strike Zone" # _____
Jan 4 - Jan 13 = 2
May 15 – Jun 15 = 2
Aug 15 - Oct 15 = 2

6) **Special Consideration** for new key initiative recreation events. # _____
Does your event showcase one or more of the following?
Paddle sports, biking, hiking, Nordic skiing (one point for each)

If you have 8 points or more you may qualify **TOTAL** # _____

Grant Program Process and Deadlines:

Grant deadlines apply within the fiscal year (July 1 - June 30).

- **Process**

- Complete application by deadline. Please contact the Chamber to confirm that the application has been received.
- All applications are reviewed by Chamber staff then reviewed by **the Special Events Grant Task Force for allocation recommendations. The grant allocation recommendations must then be approved by the Board of Directors of the North Lake Tahoe Resort Association, typically as a Consent Calendar item on a regular Board agenda.**
- You will be notified by Chamber Staff as to your application status after the NLTRA Board has approved the funding.
- Once approved, the applicant sets a meeting with the NLTRA's Special Event Manager **and Chamber Manager** to review the events' marketing plan and discuss action plans.
- **Grant funds will be paid upon receipt of the Event Final Report and will reimburse itemized expenses and receipts for all appropriate expenses up to the grant total. Some events may need some funds before the final event report can be written. In these cases, the NLTRA/CC can pay vendors from the granted funds. This will be reviewed on a case by case basis.**
- **Event Final Report is due to the North Lake Tahoe Chamber within 60 days of the event.**

Dates:

- **Deadline :** September 7, 2011
- **Presentations:** September 14, 2011
- **Approval:** October 5, 2011
- **Notification:** October 6, 2011

Please send application and invoices to:

Kym Fabel

North Lake Tahoe Chamber of Commerce

PO Box 884

Tahoe City, CA 96145

kym@puretahoenorth.com, fax: 530.581.1686

Dollar amounts to be awarded:

The majority of grant awards given will be in the \$500 to \$2,500 range. Requests for more than \$5,000 should be for a large-scale event and/or program targeted toward a large visitor audience. Unused or unclaimed funds will be reallocated with a deadline of February 1, 2012.

Grant Program Recipient Obligations:

Recipients of the Special Events Development Grants must comply with the following:

1) Use of the North Lake Tahoe Resort Association / Chamber of Commerce logo, indicating sponsorship and/or support on printed promotional materials, including brochures, flyers, advertising, and on signage as appropriate.

2) The North Lake Tahoe Chamber of Commerce and North Lake Tahoe Resort Association shall be named as an additional insured if grant funds are to be used to help support a special event. General liability and liquor liability insurance limits must be at least \$1,000,000 for each occurrence, damage to rented premises and personal injury.

3) An event sponsors must be prepared to provide the Chamber/NLTRA with copies of all approved event permits and licenses, as may be required by local or state agencies, upon the request of the Chamber/NLTRA.

4) Grantee agrees to no less than two meetings with the NLTRA Special Events and Chamber staff to review:

- a) The event plan and provide suggestions and recommendations.
- b) Event Final Report to ensure all information requested at the initial meeting is available and covered in the final report. Once the Event Final Report is approved by staff, grant funds will be released.

5) Accountability and Documentation of the Event Final Report:

All grant recipients must file a complete Event Final Report to the office of the North Lake Tahoe Chamber of Commerce prior to the release of grant funds to reimburse appropriate expenses. (See Section B for Final Event Report requirements).

SECTION A:

Special Event Application:

The following information must be provided to complete the application process. To ensure your application is qualified for the review process, please carefully profile your proposal against the eligibility criteria as listed in the **Community Marketing Program Grant Funding Criteria**, as well as the Special Event Criteria listed below.

1. The event must be held in the North Lake Tahoe area (**E. Placer County**), as further defined by the service area of the requesting organization.
2. The timing of the event **is encouraged** to follow the principle as set forth in the **North Lake Tahoe Tourism and Community Investment Master Plan**.
 - In an effort to reduce pressure on tourism, community resources and infrastructure during periods of peak visitation, the NLTRA should help develop and promote special events during “strike zone” areas of opportunity.
3. Events that generate local and regional exposure and public relations value **are encouraged**.

Date Submitted:		
1. Event Date		Event Name:
2. Grant Amount Requested		
3. Name of Applicant Organization:		
4. Contact Name		
Mailing Address	City/State	Zip:
Telephone:	Email:	
Website:		
5. When was organization founded?		Is organization non-profit?
6. Purpose/Mission of organization		

7. Tax ID Number:
8. What is your organization's annual net revenues (less expenses):
9. Narrative description and purpose of the event?
10. How is your special event consistent with your organization's mission or purpose?
11. How does your event enhance visitation to the area or improve the visitor experience?

12. Submit (attach) complete proposed budget of the event.	
13. If not provided in event budget, please provide (attach) complete marketing and promotional plan. EXAMPLE:	
Type	\$Spent – or describe what you are doing with each category below
Newspaper/Magazine	\$ <u>500</u> or \$0: Complimentary Ad in TQ
Internet/Website	\$ <u>500</u> or \$0: free listing in calendar of events
Radio	\$ <u>500</u>
TV	
Rack Cards	
Brochure	
Direct Mail	
Printed Program	
Other	
14. Grant Amount Requested: \$ _____	
15. Percentage of total event budget requested _____ %	
16. Sources of other funding to support the special event budget, including proposed sponsors.	
17. Description of how the success of your event will be measured:	
_____	_____
Signature	Date

Print Name and Title	

SECTION B:

Final Event Report:

The following information must be submitted before grant funds can be released. Required report must be submitted to the office of the North Lake Tahoe Chamber of Commerce. Please attach additional documentation and materials, as necessary.

Although each event is unique, many measurements of success are standard. Your specific measurements of success will be clearly defined at your initial meeting with NLTRA/Chamber staff.

Please attach your Profit & Loss report, itemized expenditures and receipts for reimbursable items

Your Final Event Report should also include the following information:

MARKETING		
Did you include your event on www.GoTahoeNorth.com calendar?	Yes	No (Please circle)
Did you use NLT Chamber e-mail blast service?	Yes	No
Did you use "Cool-Deals" to generate event/lodging packages?	Yes	No
Please provide samples of all marketing materials.		
RESULTS		
Did your event generate overnight lodging tax?	Yes	No
If so, approximately how many room nights did your event generate in East Placer County?		
How did you measure this information?		
How many unique visitors did your website produce?		
Other measurements (online surveys, YouTube hits, etc).		
Public Relations results?		
Total attendees: _____		
Participants _____		
Spectators _____		
If applicable, how does this compare to previous years attendance?		
What would you do differently to make this event even more successful in the future?		

North Lake Tahoe Resort Association Committees

Definition of Committee Responsibilities and Membership

As of the publication date of this document, the NLTRA has six standing committees, a **Conference Sales Subcommittee**, a Community Marketing Grant Program Subcommittee (advises the Chamber of Commerce Advisory Committee) **and task forces as needed**. The NLTRA Board annually appoints an Elections Committee, whose function is to organize and conduct the annual Board Election. Additionally, the Board appoints members to serve on the Cooperative Marketing Committee (CMC) as part of its agreement with the Incline Village Crystal Bay Visitors Bureau (IVCBVB) to fund and implement the North Lake Tahoe Marketing Cooperative.

Each NLTRA committee and subcommittee includes members of the NLTRA Board, as well as community or "lay" members. The membership of each committee/subcommittee is defined below.

Standing Committees

Infrastructure Committee

The role of the Infrastructure Committee is to provide input and direction to staff and to advise the NLTRA Board on any and all matters pertaining to infrastructure planning, budgets and projects. Committee responsibilities include the consideration of infrastructure project applications. Following such consideration, Committee recommendations are submitted to the NLTRA Board of Directors for consideration and action. The annual NLTRA-Placer County Agreement defines which infrastructure project expenditures approved by the NLTRA Board must be submitted to the Placer County Board of Supervisors for final consideration and approval.

Committee Membership

Consistent with terms of the annual NLTRA-Placer County Agreement, there are a total of 12 members of the Infrastructure Committee. In addition to appointed NLTRA Board members, committee membership includes interested members of the community who have expertise and/or interest in infrastructure development and projects. Six of the twelve members are appointed by the NLTRA Board (including Board representatives) and six are appointed by the Placer County Board of Supervisors. Committee members serve two year terms, and can be reappointed by the appropriate appointing body.

Transportation Committee

The role of the Transportation Committee is to provide input and direction to staff and to advise the Board on any and all matters pertaining to transportation planning, budgets, programs and projects. Committee responsibilities include the consideration of proposed transportation projects and expenditures. Following such consideration, Committee recommendations are submitted to the NLTRA Board for consideration and action.

Committee, recommendations are forwarded to the NLTRA Board of Directors for final approval. Board consideration and action is typically a Board Consent Calendar item, subject to the procedures which govern Consent Calendar actions.

Subcommittee Membership

The membership of this subcommittee has been set at a total of seven, defined as follows: one representative each from the North Tahoe Business Association, Tahoe City Downtown Association, West Shore Association, Squaw Valley Business Association and the Northstar Village Retailers Association, one at-large Chamber member, and one NLTRA Board member who also serves on the Chamber of Commerce Advisory Committee. Subcommittee members serve a one year term, and may be reappointed.

Conference Sales Subcommittee

To be completed by marketing staff and approved by CEO

Elections Committee

As set forth in the adopted NLTRA Bylaws, at least sixty days prior to any election, the NLTRA Board shall appoint an Elections Committee. The responsibilities of the Elections Committee are: 1) to solicit qualified Board candidates for nomination; 2) to prepare a slate of candidates; 3) to give notice of the election; 4) to direct staff in conducting the election; 5) to appoint an impartial party as Inspector of the Election to tally the ballots and announce the results to the Board.

Committee Membership

As defined in the Bylaws, the Elections Committee shall be composed of three (3) to seven (7) members, including at least one (1) Member of the Board and at least one (1) Member not currently serving on the Board. No member of the Election Committee can be a candidate for the election for which they are serving on the Committee.

Cooperative Marketing Committee (CMC)

As defined in the *North Lake Tahoe Marketing Cooperative Participation Agreement* (July 2006), this committee was established by the Cooperative "Participants" (NLTRA and the Incline Village Crystal Bay Visitors Bureau) to coordinate efforts to fund and implement the North Lake Tahoe Marketing Cooperative. The role of the CMC is to finalize the annual Regional Cooperative Marketing Plan and oversee Plan implementation, using the budget resources identified and approved by each Participant. The CMC oversees the Plan by providing direction and oversight to the Plan Administrator. Consistent with Section 1.5 of the Agreement, the Plan Administrator is the NLTRA's Director of Tourism.

Committee Membership

Consistent with Section 8 of the North Lake Tahoe Marketing Cooperative Participation Agreement, the NLTRA's membership in the CMC is defined as follows: Four members, to include the Executive Director, two Board members, and one At Large Member. Note: The Incline Village Crystal Bay Visitors Bureau (IVCBVB) has the same



Strategic Goals 2011 – 2016

Key Initiative Areas – Opportunities to develop across all core function areas in addition to existing initiatives of downhill skiing, boating, culinary arts, music, and hiking

1. Biking
2. Paddle boarding/kayaking
3. Nordic Skiing

Core Function: Infrastructure/Transportation

By 2016, the lodging and commercial environment on the North Lake Tahoe shore will be upgraded to include 3 new or re-developments consistent with our environmental stewardship goals, of which there will be a minimum of 100 quality lodging units.

Ron / Infrastructure - Transportation

ACTION PLAN 2011/2012

- Provide direct support of appropriate proposed developments to reviewing and approving agencies
- Continue participation in local and basin-wide planning recognizing sustainable economy needed to achieve environmental goals
- Work with Placer County to develop incentive programs for new and redeveloped lodging/commercial
- Develop Infrastructure and Transportation projects that will lead to a higher quality experience along the lake
- Interview all existing lodging properties around the lake to gauge future plans for renovation/development and develop tracking mechanism of property ownership and intent
- Coordinate purchase of available properties by appropriate agencies or consider purchase directly to bank for future private development
- Provide factual materials for message planning of TOT renewal

By 2016, transportation systems within the North Lake Tahoe area will effectively link visitor destinations, recreation and lodging products with increased ridership on service and recreational routes of 20% (3% per year).

Ron / Infrastructure - Transportation

ACTION PLAN 2011/2012

- Establish Welcome Center @ RTIA
- Continue implementation of identified improvements/enhancements to existing transit services (TART, nighttime, NLTE)
- Complete RFP process for NLTE provider selection

- Implement initial North Shore/West Shore water shuttle
- Identify and review additional and more efficient transit opportunities with transportation partners
- Continue Infrastructure project development to support effective transit services (shelters, signage, new stops)
- Research funding sources
- Provide additional transit marketing
- Provide factual materials for message planning of TOT renewal

By 2016, there will be additional lift of 200,000 seats into Reno Tahoe International airport or Sacramento airport servicing Northeast and Southeast consumers as well as other markets.

Ron / Infrastructure – Transportation

ACTION PLAN 2011/2012

- Establish Welcome Center at RTIA
- Explore similar facility or physical presence for Sacramento Airport
- Increase the service provided by NLTE
- Work with lodging and resort partners to identify strongest consumer markets not being adequately served by the airports
- Develop incentive programs with partners to encourage airlines/airports to provide beneficial flights/services
- Continue to develop basin transit services to encourage auto-less visitors
- Provide North Lake Tahoe marketing in targeted consumer areas with resort partner participation

By 2014, there will be 30 way finding signs in place within the North Lake Tahoe region, and 50 by 2016.

Ron / Infrastructure – Transportation

ACTION PLAN 2011/2012

- Obtain BOS approval of necessary funding to complete Way finding Design Guidelines
- Apply for and receive guideline approvals from review and permitting agencies
- Implement construction process of demonstration signs
- Prepare North Lake Tahoe way finding sign location plan identifying responsibility
- Distribute approved guidelines and provide incentives for others to use for signage
- Start development of signage to be done by NLTRA and place 6 signs in ground by June, 2012
- Provide factual materials for message planning of TOT renewal

By 2016, there will be a completed trail system linking all areas within the North Lake Tahoe region resort triangle and West Shore to Incline Village to include:

- **Bike path system including paved multi recreation trail and unimproved backcountry trails**
- **Completed visitor ready infrastructure and signage for paddle boarding/kayaking**
- **Trail development and signage for providing Nordic skiing throughout the region.**

Ron / Infrastructure - Transportation

ACTION PLAN 2011/2012

- Continue working with partner organizations and jurisdictions to fund, design, and construct the system's missing links
- Complete the NLT Bike Trail program analysis being lead by PCTPA
- Seek Federal, State and other funding sources
- Support growth of Tahoe Fund for assistance with trail development
- Re-apply for higher status of Bicycle Friendly Community designation
- Provide Infrastructure capital for bike trail support (trailheads, signage, racks, trail maps, bike compatible transit)
- Provide marketing/events that promote trail development

Other areas for consideration:

- Create a "Green" brand to everything we do
- Identify alternative funding mechanisms wherever possible
- Increase transit ridership
- Provide a convenient rent-a-bike system with stations throughout the region
- Develop proof of feasibility of water born transportation services
- Develop more indoor recreation and cultural centers
- Develop workforce housing

Core Function: Membership Services/Economic Development/Business Advocacy

By 2016, the organization will have increased dues and non-dues revenue by a total of 50% (\$100,000) through development of programs and communication that add value to membership.

Kym, Sally / Chamber, Finance

ACTION PLAN 2011/2012

- Increase our business membership by a net 10% (50 members) with one on one meetings and sales calls to new, past and non-member businesses
- Develop and produce a unique annual event that highlights members and the destination that would produce revenue
- Provide timely and valuable ChamberEd programs to public with a price differential to members (i.e.: members \$10/ \$25 non-members)

- Add value and revenue with new online chamber web ware that improves member online listing and visibility, with additional revenue opportunities for sponsorship and enhanced listings
- Develop weekly communications to members via email to keep them informed of issues impacting their businesses
- Develop 2 unique chamber programs that enhance the value of business member relationships in the community – such as monthly business networking over wine, gift certificate program, lodging barometer, sustainable business program
- Membership Retention: involve community business members as ambassadors to reach out to current members
- Proposed dues increase of 3% to keep up with inflation

By 2016, the organization will be the recognized business leader with public and private partners in the regulatory environment.

Ron, Sandy / Economic Development Task Force, Board

ACTION PLAN 2011/2012

- Meet with TRPA and Placer County staff quarterly to discuss barriers and issues with development permits
- Meet with contractors associations to develop list of potential ways to eliminate or streamline permitting process
- Participate in TRPA regional plan update, Tahoe Summit, and other collaborative programs, taking the lead where appropriate
- Meet with other coalitions that support environmentally sensitive development to strengthen voice and support

By 2016, the organization will be the recognized voice of business for legislative issues.

Sandy, Ron, Andy / Board (all committee input)

ACTION PLAN 2011/2012

- Develop agreed upon metrics and formulas for county contract process
- Create pre-board meeting conferences with County staff
- Engage more business members at committee level
- Poll members frequently about issues for stronger representation

By 2013, the organization will have taken the lead on components of Economic Prosperity Plan, Redevelopment Plan, and County Road Map that align with our mission of tourism development, and will be the B.O.S. authority through required organization endorsement or consultation.

Sandy, Ron, Andy / Economic Development Task Force, Board

ACTION PLAN 2011/2012

- Identify all elements of the plans that align with our mission
- Develop an Economic Development Task Force or Committee of members, county appointees and board

- Have staff liaison attend meetings and take lead executing any elements that align with our mission
- Work with County staff to ensure trust in our involvement and inclusion in all future plan discussions or implementation through consistent communication and inclusion on committees and distribution lists

By 2016, the organization will have provided advocacy for all project and program development that aligned with our mission.

Sandy, Ron / Board, Infrastructure - Transportation

ACTION PLAN 2011/2012

- Develop a matrix of preferred options for developments/programs that align with the 1995 Tourism Development Master Plan
- Create a protocol for endorsement/advocacy of projects/programs
- Create a continuum of advocacy from education to endorsement that the board can choose from
- Contact projects/programs and share protocol and matrix and invite presentations where appropriate
- Work closely with county departments and BOS on any projects to fully understand their position

Other areas for consideration:

- Provide opportunities for businesses to package products for promotion.
- Be an advocate for business education either through our organization on a regional basis or through business associations on a more localized basis
- Advocate for social issues such as affordable housing or employee services

Core Function: Marketing/Sales

By 2016, occupancy during identified strike zones will be 20% greater than 2011 and annual occupancy for all lodging will be increased by 10% over 2011

Andy, Jeremy, Jason, Anna, Judy/Marketing, Lodging

ACTION PLAN 2011/2012

- Identify and participate in targeted, regional cooperative efforts to leverage available marketing budgets and resources through partnerships and programs and fully utilize expertise of agency of record
- Target destination markets with good air service and high propensity to travel to North Lake Tahoe
- Promote events with brand alignment targeted at key strike zone periods
- Actively promote new board initiatives through all distribution channels
- Continue to utilize Cool Deals and GoTahoeNorth as a call to lodging for all appropriate special events
- Utilize social marketing, media, and blogs to increase fans by ___%; educate the audience, drive traffic to GoTahoeNorth by ___% increase in unique visitors, thereby increasing the possibility of additional overnight stays

- Continue to fine tune destination branding, reevaluate the 'n' campaign, expand pertinent web content, improve navigation, tracking, online booking system, cool deals, events and test for user friendly applications
- Firmly establish GoTahoeNorth.com as a comprehensive resource for vacation planning and the go-to for lodging, attractions, vacation packages through mobile applications, increasing mobile traffic to site by ____%
- Actively seek out major events that align with the North Lake Tahoe vision and that will generate incremental overnight stays with goal to increase visitation during strike zones by 5% and overall overnight stays by 2%
- Partner with growing local event producers to generate additional participation, awareness and incremental overnight stays through better tracking and goal setting
- Target meetings, conventions and events that take place during identified strike zone periods
- Increase spending on direct sales efforts in strategic markets
- Continue to focus efforts on market segments which have shown positive results.
- Focus national sales efforts on markets that have non-stop air service to Reno-Tahoe International (Chicago, Houston, Dallas, Minneapolis, and Denver) with input from conference sales advisory committee and Coop Marketing Board
- Increase the number of site visits by ____% to North Lake Tahoe (provide funding to pay for visits)
- Continue to educate and increase the number of lodging partners by ____% working within the wholesale/tour operator channel
- Work with lodging partners as well as state offices to further create and push call center and travel agent incentives and contests
- Host key media to cover events, activities and deals during strike zones and increase media visits during this time by ____%

By 2016, the North Lake Tahoe Region will dominate the California market as a destination for alpine and Nordic skiing, biking, and paddle boarding/kayaking and in the top 5 for nationwide winter alpine destination choice according to visitor surveys and NSAA statistics.

Andy, Jeremy, Jason, Anna, Judy/Marketing, Lodging

ACTION PLAN 2011/2012

- Utilize outlets and marketing that has proven successful, (SLT, STN, etc.) with expertise from agency of record
- Continue to partner with all basin Ski Resorts in promoting the area as offering the largest concentration of skiing in the Western Hemisphere
- Continue the Learn to Ski/Board program to drive new participants to the sport and to generate repeat visits
- Position and promote Lake Tahoe as largest flat water paddle venue in the country. Support SUP races with financial and in-kind assistance and recruit national or regional event to spotlight growing sport

- Brand Lake Tahoe as a kayak destination in partnership with the Lake Tahoe Water Trail
- Develop and promote the North Lake Tahoe region as a premier Nordic Cross Country region in the industry by working collaboratively with Nordic centers and developing aggregate messaging
- Develop an interchangeable Nordic lift ticket for North Lake Tahoe
- Target groups that host meetings or produce events related to alpine/Nordic skiing, biking, paddle boarding and kayaking
- Improve overall consumer value of the Ski Tahoe North product
- Continue to add new wholesale/leisure product offerings in the North Lake Tahoe region
- Increase communication and coordination with international sales offices
- Brand Lake Tahoe as the most concentrated region of world-class ski resorts in North America within emerging international markets
- Increase the amount of press by hosted from specialty alpine ski, Nordic ski, paddle sport and biking publications by ___%
- Host additional press to cover lodge-to-lodge kayaking packages as well as single-day excursions
- Create dynamic lodge-to-lodge kayaking/paddleboard package offerings with select wholesale companies
- Expand North Lake Tahoe lodging product offerings with travel trade companies specializing in bike tours.
- Continue to post activity/sport pictures and videos on travel trade social media sites with _____ frequency (weekly, monthly)

By 2012, the marketing department will have a clear marketing brand for North Lake Tahoe.

Andy, Jeremy, Jason, Anna, Judy/Marketing, Lodging

ACTION PLAN 2011/2012

- Develop and execute a brand review project in conjunction with Coop Marketing Board and our agency of record
- Execute appropriate consumer research in support of brand review project
- Develop survey strategies to consumer to see how they interpret our current branding
- Shape branding with input from surveys, research, workshops and strategy sessions with our branding experts and test the results
- Actively work with agency on branding and consumer communications for North Lake Tahoe
- Work closely with CTTC and state offices utilizing international market research gathered

By 2016, Transient Occupancy Tax collections will have increased by 15% over 2010/11 adjusted for inflation.

Andy, Jeremy, Jason, Anna, Judy/Marketing, Lodging

ACTION PLAN 2011/2012

- Implement action plans designed to stimulate overnight visitation and related Transient Occupancy Tax collections
- Utilize the proposed action plans for occupancy during strike zones goals for 2016
- Work closely with other NLTRA departments to ensure a cohesive delivery of vacation product in North Lake Tahoe
- Work with community partners to ensure the consumers pre-vacation expectations are being met once in market
- Increase spending by ____% on direct sales efforts in strategic markets
- Continue to focus efforts on market segments which have shown positive results, primarily national associations
- Focus national sales efforts on markets that have non-stop air service to Reno-Tahoe International (Chicago, Houston, Dallas, Minneapolis, Denver)
- Increase the number of site visits to North Lake Tahoe by ____% (provide funding to pay for visits)
- Continue to extend the average length of stay in North Lake Tahoe by ____
- Expand North Lake Tahoe lodging product offerings into new as well as existing markets
- Increase the number of key travel trade and media FAM visits to the region by ____%

By 2014, conference revenue and attendance will have grown by 25% area wide over 2010/11.

Andy, Jason, Anna/Marketing, Lodging, Conference Advisory

ACTION PLAN 2011/2012

- Rehire sales manager person and deploy them strategically
- Increase spending on direct sales efforts in strategic markets
- Continue to focus efforts on market segments which have shown positive results, primarily national associations
- Focus national sales efforts on markets that have non-stop air service to Reno-Tahoe International (Chicago, Houston, Dallas, Minneapolis, Denver)
- Increase the number of site visits to North Lake Tahoe by ____% (provide funding to pay for visits)
- Special Events to actively work with Conference Sales as a special event resource and partner for inbound groups
- Bid on appropriate annual Tourism Conferences such as, CalTia, Mountain Travel Symposium, Cultural & Heritage Tourism, and others such as County conferences

Other areas for consideration:

- Recruit large region-wide events to spotlight key initiative areas as well as existing brand.
- Increase web site visits
- Leverage new technology to increase visitation
- Develop in-town collateral and information to better deliver brand

Core Function: Visitor Information

By 2016, the organization will have increased net promoter scores by 20% over 2011/12 or up to 85, whichever is lower.

Andy, VIC Director, Kym/Marketing, Chamber, Lodging

ACTION PLAN 2011/2012

- Leverage technology for increased use of distribution of North Lake Tahoe visitor information
- Have a twice a year outreach plan to collaborate and train all lodging on activities, events, packaging potential, and key initiative marketing/promotions
- Develop quality recreation-specific guides/maps for new and existing key initiative areas
- Create THE comprehensive events calendar for the region both web and mobile and distribute broadly to all lodging, retail, and dining
- Research the feasibility of providing a “concierge” or personal “guide” service as a call to action for marketing
- Develop an official consolidated area guide endorsed by the organization and distribute thoroughly to all nightly and seasonal lodging
- Leverage North Lake Tahoe ChamberEducation platform for additional resource distribution and dissemination

By 2012, the organization will have assessed regional needs for Visitor Information distribution via virtual or physical locations and by 2016, will have implemented plans.

Andy, VIC Director, Kym/Marketing, Chamber, Lodging

ACTION PLAN 2011/2012

- Develop needs assessment strategy for regional visitor information
- Conduct visitor and business survey on information distribution needs
- Research new visitor information system and determine cost/benefit analysis
- Determine new visitor information locations as appropriate
- Develop a strategic plan for physical center space, virtual distribution, and product development to execute by June 2012

Core Function: Community Relations

By 2016, the organization will have built trust, confidence and leadership with key partners through accountability, transparency, and frequent and consistent communication following a key partner communication plan.

Sandy/Board

ACTION PLAN 2011/2012

- Develop a key partner communication plan to include B.O.S, County staff, PUD boards and staff, TRPA board and staff
- Meet monthly with County Manager
- Add District 5 B.O.S., County Manager and PUD directors to board distribution list and other committee lists
- Outreach to all groups with strategic goals, seek input and alliance
- Work with NP and philanthropic groups – outreach and communication

By 2016, the organization will be a recognized voice of community in all core function areas, and is approached as an entry point for projects and programs seeking support or endorsement.

Sandy/Board

ACTION PLAN 2011/2012

- Develop stronger alliances with NP and philanthropic groups
- Clearly offer consultation and support services in all community presentations
- Identify community coalitions for relationship building and presentation outreach
- Develop matrix of community goals within each coalition for potential future participation or support
- Develop communications plan for consistent messaging to community
- Increase forums or informational events to 8 per year

Participate in community planning, regional plan and other forums

By 2012, the organization will have a recognized brand message of “Who we are and what we do,” through recurring outreach to all identified partner organizations and members.

Sandy/Board

ACTION PLAN 2011/2012

- Realign structure of organization to fully merge all core functions with a single mission and logo
- Develop presentation for community, business and citizen groups
- Create single website with easy navigation to strategic plan
- Develop outreach calendar for board and staff - August to November 2011
- Work with local media to deliver message on a regular basis
- Develop weekly communication to members – bulleted, concise and valuable

By 2012, the organization will have developed a comprehensive communications plan that utilizes all available mediums with consistency and frequency.

Sandy/Board

ACTION PLAN 2011/2012

- Develop weekly communication to members – bulleted, concise and valuable

- Work with local media to create a monthly communications plan using all appropriate mediums
- Utilize social media where possible to extend message virally
- Leverage public relations where possible to deliver out of market messaging about organization
- Celebrate successes!
- Leverage business associations for delivery of information to their members
- Leverage NP and philanthropic groups for delivery of information to their members
- Create NLT bulletin for County staff and B.O.S.

By 2013, the organization will have successfully provided clear messaging about the value of transportation and infrastructure improvements that will lead to the renewal of the 2% Transient Occupancy Tax.

Sandy, Ron/Board, Infrastructure - Transportation

ACTION PLAN 2011/2012

- Analyze survey data to identify messaging and education
- Facilitate creation of separate campaign committee
- Develop messaging plan to include forums, email, social and neighborhood public events

Other items for consideration

- Increase public relations efforts and celebrations of projects using TOT funds



August 3, 2011

To: Board of Directors

From: Ron Treabess, Director of community Partnerships and Planning

Re: Reno Tahoe International Airport Lease and Infrastructure Funding
Request for Build-Out Plans/Timeline

The Status

At the Board retreat on June 22nd, direction was given to staff to explore expediently securing a contract with the Reno Tahoe Intl Airport to lease a space in the baggage claim area. This would be used to provide a North Lake Tahoe Welcoming Center and the North Lake Tahoe Express ticketing counter in a high visibility location in one of the busiest areas of the airport. As of this writing, we have received a draft contract from the airport which, after review by staff and legal counsel, staff has submitted changes to the airport. Once we have reached an acceptable lease, staff will ask the NLTRA Board Executive Committee for approval to sign the lease. The intent is to have personnel providing visitor services by mid-August, and the space remodeled by late fall. An update will be provided at the Board meeting.

At its July 6th meeting, the Board approved the above first year annual budget of \$69,000 for lease and operations plus an initial infrastructure request of \$23,000. Upon close examination of the space and initial design concept work, staff has concluded that the first year infrastructure funding should be revised up to \$40,000. In addition to exhibit design and fabrication, it will be beneficial to remove a wall, remodel the visitor counter, change some lighting, and add a separate employee entrance.

Recommendation of the Joint Infrastructure/Transportation Committee

M/S/C (Beck/Casey) (12-0-0) to recommend the allocation for improvements for the North Lake Tahoe Welcoming Center at the Reno Tahoe International Airport be increased from \$23,000 to \$40,000.

The Request

That pending the successful negotiation of a contract lease with the Reno Tahoe Intl. Airport, the NLTRA Board approve and recommend that the Placer County Board of Supervisors approve a revised Infrastructure allocation of up to \$40,000 for space renovation, exhibit planning, construction and installation for the purpose of establishing a North Lake Tahoe Welcoming Center at the airport.



August 3, 2011

To: Board of Directors

From: Ron Treabess, Director of community Partnerships and Planning

Re: Action to Recommend an Infrastructure Allocation to Provide a Bus Shelter at the East End of Tahoe City (Lighthouse)

Background

A part of the Tahoe City Beautification Plan to improve the appearance and functionality of the downtown area was to be three "signature" bus stop shelters. Two of these shelters were constructed at the west end of town as the new paver sidewalks were completed. The third shelter has had to await the completion of the sidewalk/Lakeside multi-purpose trail connection at the east end of Tahoe City where the Lighthouse Center meets the Tahoe State Recreation Area campground. This is now occurring.

Phase VII of the Lakeside Trail has just been completed and opened for limited public use. This project, which utilized TOT funding, has included a bus pullout, a shelter foundation and pad, approach walkways, safety rails, and electrical service. The site is located about 30 feet from the existing dilapidated bus shelter which is unsafely placed between two shopping center driveways.

Through an arrangement with the County, the Gary Davis Group, a design and engineering firm, has designed this east end "signature" Lighthouse Bus Shelter and submitted an Infrastructure funding application.

The Proposal

The Infrastructure application requests TOT funding of up to \$150,000 for the total completion of the proposed shelter. The most recent Placer County DPW shelters have cost \$45,000-\$50,000 plus about \$10,000 for administration. The Gary Davis Group is working with DPW to determine the best way to provide the necessary design and engineering, and project management, but is willing to voluntarily donate these services, including construction administration expenses. GDG is also prepared to pursue other funding sources, including private donors, which they feel will greatly reduce the necessary TOT funding. While this one-of-a-kind design is quite different than the recently developed DPW shelters, the project will still include the required double trash receptacles, lighting, place for schedule to be posted, and signage for transit stop location identification. The design has been approved by the Tahoe City Beautification

Committee and Placer County's Tahoe City Design Site Review Committee, pending design modifications, which have been incorporated.

Recommendation of the Joint Infrastructure/Transportation Committee

At its July 25th meeting, the Committee thoroughly discussed this proposal, particularly showing concern for the cost requested as compared to the DPW shelter. There was some additional discussion as to the "signature" design versus the County bus shelter design, but it was accepted that that decision should be made by the previously mentioned design review committees. Staff suggested that the Committee recommend an allocation of up to \$60,000, the cost to complete a DPW shelter, which should be done if the necessary remaining funding is not available.

M/S/C (Casey/Perkins) (7-0-1) abstention from Kopley; Gary Davis recused himself from this vote) to recommend an allocation of up to \$60,000 for construction of the signature Lighthouse Bus Shelter, providing the additional funding required for the project is secured by March 1, 2012. If additional funding is not secured by the date, the Placer County Department of Public Works bus shelter design, or similar, will be constructed in that space.

NLTRA Master Plan and Funding Consistency

The project supports the *North Lake Tahoe Tourism and Community Investment Master Plan* vision by enhancing the natural and human environment, improving the visitor experience and the quality of life for area residents. The Plan states that, "A key shortcoming of current facilities and services is the lack of attractive visitor-oriented transit services." The project also supports two of the NLTRA's Areas of Highest Priorities as stated in the approved Integrated Work Plan:

- **Improve transportation and transit system opportunities to encourage less reliance on the automobile and a healthier environment**
- **Completion of smaller projects, meeting criteria, that can be advanced and completed in a reasonable timeframe**

This request is consistent with the funding capabilities of the 2011-12 NLTRA Infrastructure Budget, the current unallocated prior year's Infrastructure funds available held by Placer County, and the 2011-2016 Integrated Work Plan. The TART Bus Shelters Upgrade (Item A-25) has been included in the IWP for several years, showing a placeholder of \$240,000 over five years. Additional funding requests for bus shelters will be anticipated at the time when TART/DPW has prepared an overall plan for new and replacement shelters. The staff recommended request for up to \$60,000 is included within that placeholder figure and not in addition to it. This request does not have a negative impact on other future anticipated Infrastructure project funding needs as currently being estimated.

Requested Action

Following any questions and discussion, that the Board approves and recommends to the Placer County Board of Supervisors an allocation of up to \$60,000 for the Gary Davis Group/DPW to provide a Lighthouse Bus Shelter at the east end of Tahoe City. It is understood that if the additional funding cannot be secured for the "signature" design by March 1, 2012, the DPW design will be constructed for up to \$60,000.



**NORTH LAKE TAHOE RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING
July 6, 2011
Tahoe City Public Utility District Board Room
PRELIMINARY MINUTES**

ATTENDANCE: Ron McIntyre, Wally Auerbach, Allen Highfield, Ron Parson, Alex Mourelatos, Roger Beck, Phil GilanFarr, Barb Cohen, and Jennifer Merchant. Kali Kopley and Julie Regan arrived at 8:45 AM.

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Kym Fabel, Jason Neary, Andy Chapman, and Sally Lyon

OTHERS IN ATTENDANCE: Steve Kastan, Wendy Hummer of Exl Media, and Kerstin Plemel of Smith + Jones

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:32 AM by Chairman Ron McIntyre and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions

There were no changes to today's agenda.

2. Approval of Agenda

M/S/C (Parson/Auerbach) (8-0-0) 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. Funding Request to complete Regional Way Finding Signage Manual and County Permit Process – Ron Treabess

Ron Treabess presented the revised request to complete the manual and the Placer County permit requirements, stating the purpose is to allow the private sector can begin to use it and NLTRA can get demonstration signs made and installed. He reviewed the history of the project, noting the permitting section and desire to streamline the regulatory process for sign approvals. Ron Treabess is asking the Board to approve a total of \$19,765 to finalize the manual and complete the County requirements. Discussion followed regarding the process for getting the manual approved and into actual use.

ACTION: Staff was asked to provide more detail on the method by which demand will be generated for the private sector to use the manual and install additional signage.

Discussion continued regarding the Placer County process and fees. It was noted that the Manual will not be considered finished until the Placer County required Zoning Text Amendment and edits are completed and approved.

ACTION: Staff will request the Placer County Board of Supervisors waive the review fees for this and similar NLTRA projects being completed at the request and benefit of the County.

M/S/C (Beck/Auerbach) (7-3 Merchant, GilanFarr, Kopley-0) to recommend the Placer County Board of Supervisors approve an infrastructure allocation of up to \$19,765 to complete the Wayfinding Signage Standards Manual and Placer County Permitting Process.

4. Reno Airport Opportunities –Ron Treabess, Jan Colyer

Ron Treabess presented this funding request to establish a North Lake Tahoe Welcome Center and eventual North Lake Tahoe Express ticket counter at the Reno Tahoe International Airport. He is asking the Board to give authority to the Executive Committee to approve the lease, funds for infrastructure improvements, and operational funds, which will be incorporated in the next fiscal year budget. It is hoped that the Welcome Center can be operational by August 1 with collateral materials and exhibits. The Express will move in after the contract for the service provider has been completed. The proposed lease is \$41,000 per year. In addition to marketing funds, \$23,000 is being requested from Infrastructure for improvements, pending approval by the Infrastructure Committee. A security deposit is also being requested. A complete breakdown of costs was included in the Board packets.

Jan Colyer of the Truckee North Tahoe Transportation Management Association (TNT TMA) spoke in favor of the request and outlined the benefits to the North Lake Tahoe Express of the location in baggage claim.

Discussion followed regarding the proposed improvements, lease, staffing, costs, and potential partnerships.

ACTION: Staff was directed negotiate the best lease and terms possible, including tenant improvements and having the security deposit waived.

M/S/C (Parson/Cohen) (10-0-0) to grant authority to the Executive Committee to approve a lease agreement with the Reno Tahoe International Airport for a Welcome Center and associated improvement and marketing costs.

5. TOT Budget Submittal – Ron Parson / Alex Mourelatos

Ron Parson reviewed the budget recommendations submitted to Placer County staff. There is some concern because the County is still not sure how its budget may be affected by the state of California budget. The negotiation between the NLTRA recommended budget and that proposed by the County will continue based on 4 points of process, including: 1) County staff is recommending last year's numbers be used as a starting point, which is different from how it has been done in the past; 2) NLTRA has proposed a new formula for G&A for Infrastructure and Transportation; 3) NLTRA has asked that Transient Occupancy Tax (TOT) expenditures include items more suitable to NLTRA's mission; and 4) a request that NLTRA has more flexibility in how and where funds are spent. Sandy Evans Hall added that special events and funding of lakefront business associations was also discussed at the meeting with County staff.

6. NLTRA Budget Proposal – Ron Parson

Ron Parson presented the request to approve a draft budget for the 2010/2011 fiscal year. He explained the possible changes that could be made to Marketing once the Placer County budget has been finalized, which may not happen until September or October. Discussion followed regarding possible impacts to this budget once Placer County adopts their final version. Jennifer Merchant voiced concern about funding sources shown in "revenue" and wants to be sure that Chamber staff is not being funded by TOT and that the Chamber's Community Grants do not need to be approved by Placer County.

M/S/C (Parson/Highfield) 9-1 Merchant -0) to approve staff recommendation on the proposed budget.

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

Sandy Evans Hall presented the three recommended changes to the Committee's Operating Procedures and Policies in the areas of: 1) Definition of Committee Responsibilities and Membership; 2) Lodging Committee;

and 3) Procurement Policy. Discussion followed regarding the document, proposed changes, and how to include task forces or subcommittees.

ACTION: Conferencing and Weddings will be added as subcommittees. Task Forces will be set up as needed.

M/S/C (GilanFarr/Parson) (10-0-0) to approve the Supplemental Operating Procedures and Policies as modified.

8. Strategic Plan Discussion – Sandy Evans Hall/Ron McIntyre

Sandy Evans Hall presented the Strategic Goals for 2011 – 2016 as determined at the recent Board retreat. She asked that a Committee review them to determine if the plan's associated goals, measurements, and timing are correct. A brief discussion followed. The Board asked for more time to review the document and the Subcommittee's comments.

ACTION: A Subcommittee including Kali Kopley, Wally Auerbach, Ron Parson, and Ron McIntyre will review the Strategic Goals and report back to the Board.

9. Marketing Report - Discussion and Board Direction on North Lake Tahoe Conference Sales Programs - Andy Chapman & Jason Neary

Andy Chapman presented the Conference Sales report and 2010-11 Marketing Strategy. He reviewed the recommendations from the Conference Advisory Committee to refocus efforts to increase conference sales, refocus media dollars, utilize available funds more effectively, and hire an additional commissioned sales person.

Jason Neary explained the results of a survey conducted by the Conference Sales and Marketing group to determine what type of business is being booked, how to target the marketing being done, and how to focus the funds available. He discussed the draft strategy, which was included in the Board packets, and asked for Board input to complete a Strategic Plan.

Wendy Hummer of Exl Media explained how media funds are spent. Kerstin Plemel of Smith + Jones discussed the creative message and branding used to promote North Lake Tahoe.

The Board discussed the draft plan and recommendations. There was general agreement to hire a commissioned sales person with substantial goals being determined. Alex Mourelatos asked that the target market be more defined. He suggested that in addition to focusing on association business as has been recommended, weddings, family reunions, and other fraternal celebrations be considered as group business even though it comes through the leisure markets. Ron Parson suggested asking Placer County associations to consider Tahoe for their meetings. He also asked that tax incentives and TOT exemptions be considered.

Andy Chapman will work with the Marketing Committee to revise the Strategic Plan and present it to the Board.

E. CONSENT CALENDAR

M/S/C (GilanFarr/Kopley) (10-0-0) to approve the Consent Calendar as presented.

The following was approved on the Consent Calendar:

- 10. Board Meeting Minutes – June 1, 2011**
- 11. Retreat Notes – June 22, 2011**
- 12. Financial Statements – May 2011**
- 13. Joint Infrastructure/Transportation Committee – June 27, 2011 MEETING CANCELED**
- 14. Marketing Committee – June 28, 2011**
- 15. Infrastructure/Transportation Activity Report – June 2011**

16. Finance Committee –May 31, 2011

17. Chamber of Commerce Committee – June 23, 2011

18. May Chamber of Commerce Business Plan Progress Report

F. CHAMBER OF COMMERCE REPORTS

19. Chamber Committee Recommendation – Alex Mourelatos/ Kali Kopley

Alex presented the co-op approval process revisions. Heavier weight has been given to the areas identified for additional recreational marketing (paddleboarding/kayaking, biking, and Nordic skiing). The Committee agreed that a local business association can receive funding, and events they sponsor could be considered separately. A fund of \$10,000 will be earmarked for regional marketing activities, such as a common guide for Eastern Placer County. Suggestions were offered and the Committee will continue revising the approval process.

20. Chamber Activities and Events

There were no questions or comments.

G. DIRECTORS' COMMENTS

Ron Parson stated that comments from Placer County CEO Tom Miller assured him NLTRA is on the right track. Miller made some recommendations on the equity issue and suggested that local tax dollars be matched fairly by any partners.

Julie Regan introduced the new TRPA Public Information Officer, Christy Roseman.

Phil GilanFarr asked that set meeting times be honored and as much information as possible be emailed to Board members prior to the meeting so they have time to review it. He suggested the agenda be posted separately from the packet information.

Barbara Cohen feels the organization is on a good track and has a solid direction.

H. MEETING REVIEW AND STAFF DIRECTION

I. CLOSED SESSION

Closed Session was convened at 11:22 PM to consider:

21. Personnel Matters

J. RECONVENE TO OPEN SESSION

22. Closed session report

Open Session was reconvened at 12:15 PM and the following action was reported: Discussion of personnel compensation

K. ADJOURNMENT

The meeting adjourned at 12:15 PM

Submitted by
Judy Friedman, Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

Board Meeting 7-6-11
Staff Action Items

- **Sandy/Ron** - write letter to BOS requesting county to waive fees for way finding signage **IN PROGRESS**
- **Sandy** – Operating Procedures and Policy revision – accept changes proposed 7-6; write additional revision to include adding current sub-committees for conference and wedding and language allowing for the creating of task forces as needed. **DONE**
- **Sandy** – Set up meeting Friday at 8 a.m. for Strategic Goal task force – Kali, Wally, and Ron P. **DONE**
- **Anna** – Try to make sure all handouts for meeting are provided electronically (even the day before) to board members whenever possible. **DONE**
- **Anna** – Separate the agenda from the rest of the packet when posting to the nltra.org site **DONE**
- **Kim** – Make plaque for Andy Wirth for future board meetings and add to the distribution list **DONE**
- **Sandy** – Prepare wage analysis for Executive Session next month **DONE**
- **Kym** – Remove the Chamber membership requirement from the special event grant application **DONE**
- **Kym/Sandy/Andy** – Review the special event grant and community grant applications and process to provide recommendations for change **DONE**
- **Andy/Jason** – Further define target market to provide more specific focus for resources; work with County on potential association leads and TOT waiver in special circumstances **IN PROGRESS**
- **Ron** – Contract negotiations with RTIA – consider rent, deposit, tenant finish etc. **DONE**



COMMITTEE: JOINT INFRASTRUCTURE/TRANSPORTATION

MEETING DATE: JULY 25, 2011

BOARD MEMBERS PRESENT: AUERBACH, GILANFARR, KOPLEY, BECK

ACTION ITEMS TAKEN:

- Staff to work with TMA to determine possible NLTE subsidy necessary to add runs to better serve Placer lodging properties
- Staff to work with CHP to do additional traffic management at various times in Kings Beach and Tahoe City over the next month to see if further reduction in auto/pedestrian conflicts and congestion can occur
- Staff to contact Caltrans about better public notification of road work being done and subsequent traffic delays

MOTIONS MADE/VOTE:

- M/S/C (Colyer/Beck) (9-0-0) to approve Joint Infrastructure/Transportation committee minutes of the May 23, 2011 meeting as presented.
- M/S/C (Beck/Casey) (12-0-0) to recommend the Infrastructure allocation for the North Lake Tahoe Welcoming Center improvements, at the Reno Tahoe International Airport, be increased from \$23,000 to \$40,000.
- M/S/C (Casey/Perkins) (7-0-1) (abstention Kopley; Gary Davis recused himself) to recommend an allocation of up to \$60,000 for construction of the signature Lighthouse Bus Shelter, providing the additional funding required for the project is secured by March 1, 2012. If additional funding is not secured by the date, the Placer County Department of Public Works bus shelter design, or similar, will be constructed in that space.

BOARD APPROVAL/DIRECTION REQUESTED:

- The Committee recommends Board approval to increase the Infrastructure allocation from \$23,000 to \$40,000 for improvements at the RTIA Welcoming Center
- The Committee recommends Board approval of an Infrastructure allocation up to \$60,000 for a Lighthouse Bus Shelter



COMMITTEE: Marketing
MEETING DATE: July 19, 2011
BOARD MEMBERS PRESENT: Ron McIntyre and Ron Parson

ACTION ITEMS TAKEN/REQUESTED:

Action: Conference Media plan review at the next Marketing meeting.

Action: Director of Sales Committee to meet in the next two weeks to select the geographic markets by vote and report the results back to the Marketing Committee.

MOTIONS MADE/VOTE:

- 3.2 M/S/C (McIntyre/Becky) (5/0) to approve the agenda as it stands.
- 4.1 M/S/C (Williams/Moore) (4/0/1-McIntyre) to approve the Marketing Committee meeting minutes from June 28, 2011.
- 9.2 M/S/C (Moore/Williams) (5/1-Parson) to use the current NLTRA FY 2011/2012 Budget as a working document

BOARD APPROVAL/DIRECTION REQUESTED:

Monthly Report June 2011
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 10/11

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>	<u>Variance</u>
Total Revenue Booked as of 6/30/11:	\$1,638,814	\$1,047,596	56%
Forecasted Commission for this Revenue:	\$100,247	\$53,606	87%
Number of Room Nights:	9716	5327	82%
Number of Delegates:	4785	2456	95%
Annual Revenue Goal:	\$2,200,000	\$1,500,000	
Annual Commission Goal:	\$140,000	\$85,000	
Number of Tentative Bookings:	44	48	-8%

<u>Monthly Detail/Activity</u>	<u>June-11</u>		<u>June-10</u>	
<u>Number of Groups Booked:</u>	0		2	
Revenue Booked:	\$0		\$65,433	
Projected Commission:	\$0		\$6,543	
Room Nights:	0		267	
Number of Delegates:	0		104	
Booked Group Types:	0		1 Corp., 1 Socie	
Lost Business, # of Groups:	3		3	
 <u>Arrived in the month</u>	 <u>June-11</u>	 * Est	 <u>June-10</u>	
Number of Groups:	1		5	
Revenue Arrived:	\$9,288		\$72,661	-87%
Projected Commission:	\$928		\$7,266	-87%
Room Nights:	80		618	-87%
Number of Delegates:	50		297	-83%
Arrived Group Types:	1 Assoc.		5 Assoc.	

<u>Monthly Detail/Activity</u>	<u>May-11</u>		<u>May-10</u>	
<u>Number of Groups Booked:</u>	1		4	
Revenue Booked:	\$18,808		\$183,097	-90%
Projected Commission:	\$0		\$18,309	-100%
Room Nights:	162		1262	-87%
Number of Delegates:	56		462	-88%
Booked Group Types:	1 TA		1 Corp., 2 Assoc., 1 Film	
Lost Business, # of Groups:	2		7	
 <u>Arrived in the month</u>	 <u>May-11</u>		 <u>May-10</u>	
Number of Groups:	0		3	
Revenue Arrived:	\$0		\$160,019	
Projected Commission:	\$0		\$1,227	
Room Nights:	0		859	
Number of Delegates:	0		262	
Arrived Group Types:	0		2 Assoc., 1 Film	

Monthly Detail/Activity	<u>April-11</u>	<u>April-10</u>	
<u>Number of Groups Booked:</u>	4	2	
Revenue Booked:	\$95,192	\$22,002	333%
Projected Commission:	\$5,239	\$1,169	348%
Room Nights:	812	113	619%
Number of Delegates:	635	63	908%
Booked Group Types:	2 Assoc., 1 Film, 1 TA	1 TA. 1 Film Crew	
Lost Business, # of Groups:	4	8	

<u>Arrived in the month</u>	<u>April-11</u>	<u>April-10</u>	
Number of Groups:	2	3	
Revenue Arrived:	\$98,559	\$83,099	19%
Projected Commission:	\$9,855	\$8,309	19%
Room Nights:	944	572	65%
Number of Delegates:	305	239	28%
Arrived Group Types:	1 Govt., 1 Film Crew	1 Assoc., 1 Govt and 1 Film	

Monthly Detail/Activity	<u>March-11</u>	<u>March-10</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$34,141	\$105,325	-68%
Projected Commission:	\$3,414	\$10,532	-68%
Room Nights:	340	665	-49%
Number of Delegates:	140	205	-32%
Booked Group Types:	1 Smerf	2 Corp.	
Lost Business, # of Groups:	6	6	

<u>Arrived in the month</u>	<u>March-11</u>	<u>March-10</u>	
Number of Groups:	1	2	
Revenue Arrived:	\$91,524	\$17,885	412%
Projected Commission:	\$0	\$645	-100%
Room Nights:	488	79	518%
Number of Delegates:	150	26	477%
Arrived Group Types:	1 Corp.	1 Corp. 1 TA	

Monthly Detail/Activity	<u>February-11</u>	<u>February-10</u>	
<u>Number of Groups Booked:</u>	0	0	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:	0	0	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>February-11</u>	<u>February-10</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$49,579	\$187,426	-74%
Projected Commission:	\$4,384	\$9,371	-53%
Room Nights:	257	360	-29%
Number of Delegates:	115	225	-49%
Arrived Group Types:	1 Assoc.	1 TA	

Monthly Detail/Activity	<u>January-11</u>	<u>Januray 10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$2,902	\$27,523	-89%
Projected Commission:	\$145	\$2,752	-95%
Room Nights:	25	198	-87%
Number of Delegates:	10	89	-89%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>January-11</u>	<u>January-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$6,412	\$0	
Projected Commission:	\$0	\$0	
Number of Room Nights:	28	0	
Number of Delegates:	14	0	
Arrived Group Type:	1 Assoc.		

Monthly Detail/Activity	<u>December-10</u>	<u>December-09</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$36,491	\$96,066	-62%
Projected Commission:	\$3,649	\$8,961	-59%
Room Nights:	65	748	-91%
Number of Delegates:	194	380	-49%
Booked Group Types:	1 Corp.	2 Assoc., 1 TA	
Lost Business, # of Groups:	2	2	

<u>Arrived in the month</u>	<u>December-10</u>	<u>December-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$2,550	
Projected Commission:	\$0	\$255	
Number of Room Nights:	0	34	
Number of Delegates:	0	18	
Arrived Group Type:	0	1 Govt.	

Monthly Detail/Activity	<u>November-10</u>	<u>November-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$176,553	\$60,389	192%
Projected Commission:	\$9,922	\$6,038	64%
Room Nights:	1530	521	194%
Number of Delegates:	525	360	46%
Booked Group Types:	1 Govt., 1 Assn.	1 Corp., 1 Smf	
Lost Business, # of Groups:	1	1	

<u>Arrived in the month</u>	<u>November-10</u>	<u>November-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$40,363	
Projected Commission:	\$0	\$0	
Number of Room Nights:	0	414	
Number of Delegates:	0	150	
Arrived Group Type:	0	1 Assn.	

Monthly Detail/Activity	<u>October-10</u>	<u>October-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$293,259	\$70,173	318%
Projected Commission:	\$14,775	\$7,017	111%
Room Nights:	1525	630	142%
Number of Delegates:	247	1030	-76%
Booked Group Types:	1 Corp., 1 TA	1 Corp., 1 Society	
Lost Business, # of Groups:	1	5	

<u>Arrived in the month</u>	<u>October-10</u>	<u>October-09</u>	
Number of Groups:	9	3	
Revenue Arrived:	\$427,827	\$74,371	475%
Projected Commission:	\$12,597	\$3,217	292%
Number of Room Nights:	2991	480	523%
Number of Delegates:	1715	199	762%
Arrived Group Type:	1 Corp., 4 Assn., 1 Govt., 1 Smf, 1 Found	1 Corp., 1 Assn., 1 TA	

Monthly Detail/Activity	<u>September-10</u>	<u>September-09</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$26,865	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	150	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Corp.	0	
Lost Business, # of Groups:	5	0	

<u>Arrived in the month</u>	<u>September-10</u>	<u>September-09</u>	
Number of Groups:	4	2	
Revenue Arrived:	\$145,651	\$42,522	243%
Projected Commission:	\$14,565	\$637	2186%
Number of Room Nights:	980	265	270%
Number of Delegates:	302	86	251%
Arrived Group Type:	4 Corp.	1 Assn. and 1 TA	

Monthly Detail/Activity	<u>August-10</u>	<u>August-09</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$52,758	\$117,185	-55%
Projected Commission:	\$5,275	\$11,230	-53%
Room Nights:	430	954	-55%
Number of Delegates:	575	183	214%
Booked Group Types:	1 Corp. 1 Assn 1 TA, 1 Foundation	1 Corp., 1 Assn. 1 Govt.	
Lost Business, # of Groups:	9	6	

<u>Arrived in the month</u>	<u>August-10</u>	<u>August-09</u>	
Number of Groups:	8	5	
Revenue Arrived:	\$219,566	\$101,663	116%
Projected Commission:	\$14,117	\$9,237	53%
Number of Room Nights:	1294	534	142%
Number of Delegates:	830	330	152%
Arrived Group Type:	1 Corp., 6 Assn. 1 Society	1 Corp., 1 Assn., 1 Smf 1 Govt., 1 TA	

<u>Monthly Detail/Activity</u>	<u>July-10</u>	<u>July-09</u>	
<u>Number of Groups Booked:</u>	5	2	
Revenue Booked:	\$47,336	\$213,831	-78%
Projected Commission:	\$4,733	\$21,373	-78%
Room Nights:	484	575	-16%
Number of Delegates:	373	1220	-69%
Booked Group Types:	1 Corp., 3 Assn. 1 Govt.	1 Corp. 1 Assn.	
Lost Business, # of Groups:	8	3	

<u>Arrived in the month</u>	<u>July-10</u>	<u>July-09</u>	
Number of Groups:	8	7	
Revenue Arrived:	\$579,888	\$293,154	98%
Projected Commission:	\$44,258	\$18,331	141%
Number of Room Nights:	2813	1268	122%
Number of Delegates:	1479	724	104%
Arrived Group Type:	1 Corp., 6 Assn. 1 Smf	5 Assn., 1 Smf, 1 TA	

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2011/12:	\$833,909	\$650,000
For 2012/13:	\$567,077	\$250,000

NUMBER OF LEADS Generated as of 6/30/11: 92

Total Number of Leads Generated in Previous Years:

2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205
2005/2006: 240
2004/2005: 211
2003/2004: 218
2002/2003: 247
2001/2002: 293
2000/2001: 343
1999/2000: 415
1998/1999: 456
1997/1998: 571
1996/1997: 484

Monthly Report June 2011

CONFERENCE REVENUE STATISTICS

South Shore Properties

Year to Date Bookings/Monthly Production Detail FY 10/11

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>	<u>Variance</u>
Total Revenue Booked as of 6/30/11:	\$216,150	\$426,655	-49%
Forecasted Commission for this Revenue:	\$23,170	\$31,369	-26%
Number of Room Nights:	1993	3991	-50%
Number of Delegates:	1220	1586	-23%
Annual Revenue Goal:	\$300,000	\$450,000	
Annual Commission Goal:	\$15,000	\$35,000	
Number of Tentative Bookings:	32	53	-40%

<u>Monthly Detail/Activity</u>	<u>June-11</u>	<u>June-10</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$9,288
Projected Commission:	\$0	\$0
Room Nights:	0	80
Number of Delegates:	0	40
Booked Group Types:	0	1 Non-Profit
Lost Business, # of Groups:	2	3

<u>Arrived in the month</u>	<u>June-11</u>	<u>June-10</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:	0	0

<u>Monthly Detail/Activity</u>	<u>May-11</u>	<u>May-10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$34,042	\$19,269	77%
Projected Commission:	\$5,106	\$2,890	77%
Room Nights:	425	110	286%
Number of Delegates:	80	157	-49%
Booked Group Types:	1 SMF	1 Assoc., 1 SMF	
Lost Business, # of Groups:	2	7	

<u>Arrived in the month</u>	<u>May-11</u>	<u>May-10</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$14,007	\$38,791	-64%
Projected Commission:	\$0	\$5,818	-100%
Room Nights:	203	494	-59%
Number of Delegates:	79	150	-47%
Arrived Group Types:	1 Corp.	1 Corp.	

Monthly Detail/Activity	<u>April-11</u>	<u>April-10</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$19,269
Projected Commission:	\$0	\$2,890
Room Nights:	0	110
Number of Delegates:	0	157
Booked Group Types:	0	1 Assoc., 1 SMF
Lost Business, # of Groups:	5	

<u>Arrived in the month</u>	<u>April-11</u>	<u>April-10</u>
Number of Groups:	1	0
Revenue Arrived:	\$1,193	\$0
Projected Commission:	\$179	\$0
Room Nights:	7	0
Number of Delegates:	10	0
Arrived Group Types:	1 Corp.	0

Monthly Detail/Activity	<u>March-11</u>	<u>March-10</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$72,000
Projected Commission:	\$0	\$10,800
Room Nights:	0	800
Number of Delegates:	0	350
Booked Group Types:	0	1 Smerf
Lost Business, # of Groups:	5	6

<u>Arrived in the month</u>	<u>March-11</u>	<u>March-10</u>
Number of Groups:	1	0
Revenue Arrived:	\$4,791	\$0
Projected Commission:	\$718	\$0
Room Nights:	39	0
Number of Delegates:	50	0
Arrived Group Types:	1 Corp. 1 Assn.	0

Monthly Detail/Activity	<u>February-11</u>	<u>February-10</u>
<u>Number of Groups Booked:</u>	0	0
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	6	3

<u>Arrived in the month</u>	<u>February-11</u>	<u>February-10</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$20,013	\$187,426	-89%
Projected Commission:	\$3,002	\$9,371	-68%
Room Nights:	225	360	-38%
Number of Delegates:	150	225	-33%
Arrived Group Types:	1 Assoc.	1 TA	

Monthly Detail/Activity	<u>January-11</u>	<u>Januray 10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$2,902	\$27,523	-89%
Projected Commission:	\$145	\$2,752	-59%
Room Nights:	25	198	-91%
Number of Delegates:	10	89	-49%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>January-11</u>	<u>January-10</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Projected Commission:	\$0	\$0	
Number of Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Type:			

Monthly Detail/Activity	<u>December-10</u>	<u>December-09</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$36,491	\$96,066	-62%
Projected Commission:	\$3,649	\$8,961	-59%
Room Nights:	65	748	-91%
Number of Delegates:	194	380	-49%
Booked Group Types:	1 Corp.	2 Assoc., 1 TA	
Lost Business, # of Groups:	2	2	

<u>Arrived in the month</u>	<u>December-10</u>	<u>December-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$2,550	
Projected Commission:	\$0	\$255	
Number of Room Nights:	0	34	
Number of Delegates:	0	18	
Arrived Group Type:	0	1 Govt.	

Monthly Detail/Activity	<u>November-10</u>	<u>November-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$176,553	\$60,389	192%
Projected Commission:	\$9,922	\$6,038	64%
Room Nights:	1530	521	194%
Number of Delegates:	525	360	46%
Booked Group Types:	1 Govt., 1 Assn.	1 Corp., 1 Smf	
Lost Business, # of Groups:	1	1	

<u>Arrived in the month</u>	<u>November-10</u>	<u>November-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$40,363	
Projected Commission:	\$0	\$0	
Number of Room Nights:	0	414	
Number of Delegates:	0	150	
Arrived Group Type:	0	1 Assn.	

Monthly Detail/Activity	<u>October-10</u>	<u>October-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$293,259	\$70,173	318%
Projected Commission:	\$14,775	\$7,017	111%
Room Nights:	1525	630	142%
Number of Delegates:	247	1030	-76%
Booked Group Types:	1 Corp., 1 TA	1 Corp., 1 Society	
Lost Business, # of Groups:	1	5	

<u>Arrived in the month</u>	<u>October-10</u>	<u>October-09</u>	
Number of Groups:	9	3	
Revenue Arrived:	\$427,827	\$74,371	475%
Projected Commission:	\$12,597	\$3,217	292%
Number of Room Nights:	2991	480	523%
Number of Delegates:	1715	199	762%
Arrived Group Type:	1 Corp., 4 Assn., 1 Govt., 1 Smf, 1 Found	1 Corp., 1 Assn., 1 TA	

Monthly Detail/Activity	<u>September-10</u>	<u>September-09</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$26,865	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	150	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Corp.	0	
Lost Business, # of Groups:	5	0	

<u>Arrived in the month</u>	<u>September-10</u>	<u>September-09</u>	
Number of Groups:	4	2	
Revenue Arrived:	\$145,651	\$42,522	243%
Projected Commission:	\$14,565	\$637	2186%
Number of Room Nights:	980	265	270%
Number of Delegates:	302	86	251%
Arrived Group Type:	4 Corp.	1 Assn. and 1 TA	

Monthly Detail/Activity	<u>August-10</u>	<u>August-09</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$52,758	\$117,185	-55%
Projected Commission:	\$5,275	\$11,230	-53%
Room Nights:	430	954	-55%
Number of Delegates:	575	183	214%
Booked Group Types:	1 Corp. 1 Assn 1 TA, 1 Foundation	1 Corp., 1 Assn. 1 Govt.	
Lost Business, # of Groups:	9	6	

<u>Arrived in the month</u>	<u>August-10</u>	<u>August-09</u>	
Number of Groups:	8	5	
Revenue Arrived:	\$219,566	\$101,663	116%
Projected Commission:	\$14,117	\$9,237	53%
Number of Room Nights:	1294	534	142%
Number of Delegates:	830	330	152%
Arrived Group Type:	1 Corp., 6 Assn. 1 Society	1 Corp., 1 Assn., 1 Smf 1 Govt., 1 TA	

<u>Monthly Detail/Activity</u>	<u>July-10</u>	<u>July-09</u>	
<u>Number of Groups Booked:</u>	5	2	
Revenue Booked:	\$47,336	\$213,831	-78%
Projected Commission:	\$4,733	\$21,373	-78%
Room Nights:	484	575	-16%
Number of Delegates:	373	1220	-69%
Booked Group Types:	1 Corp., 3 Assn. 1 Govt.	1 Corp. 1 Assn.	
Lost Business, # of Groups:	8	3	

<u>Arrived in the month</u>	<u>July-10</u>	<u>July-09</u>	
Number of Groups:	8	7	
Revenue Arrived:	\$579,888	\$293,154	98%
Projected Commission:	\$44,258	\$18,331	141%
Number of Room Nights:	2813	1268	122%
Number of Delegates:	1479	724	104%
Arrived Group Type:	1 Corp., 6 Assn. 1 Smf	5 Assn., 1 Smf, 1 TA	

Future Year Bookings, booked in this fiscal year:

For 2011/12:	\$49,135	(Goal) \$100,000
For 2012/13:		\$50,000

NUMBER OF LEADS Generated as of 6/30/11: 65

Total Number of Leads Generated in Previous Years:

2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205
2005/2006: 240
2004/2005: 211
2003/2004: 218
2002/2003: 247
2001/2002: 293
2000/2001: 343
1999/2000: 415
1998/1999: 456
1997/1998: 571
1996/1997: 484

North Shore:						
April '11						
Groups Booked: 4						
Placer County:	1	Room Nights:	162	Delegates:	80	Revenue: \$39,220
Washoe County:	2	Room Nights:	615	Delegates:	530	Revenue: \$51,457
Nevada County:	1	Room Nights:	35	Delegates:	25	Revenue: \$4,515
Groups Arrived: 2						
Placer County:	1	Room Nights:	909	Delegates:	280	Revenue: \$94,044
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	1	Room Nights:	35	Delegates:	25	Revenue: \$4,515
May '11						
Groups Booked: 1						
Placer County:	1	Room Nights:	162	Delegates:	56	Revenue: \$18,808
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 0						
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
June '11						
Groups Booked: 0						
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 1						
Placer County:	1	Room Nights:	80	Delegates:	50	Revenue: \$9,288
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Quarter total by county:						
Groups Booked: 5						
Placer County:	2	Room Nights:	324	Delegates:	136	Revenue: \$58,028
Washoe County:	2	Room Nights:	615	Delegates:	530	Revenue: \$51,457
Nevada County:	1	Room Nights:	35	Delegates:	25	Revenue: \$4,515
Groups Arrived: 3						
Placer County:	2	Room Nights:	989	Delegates:	330	Revenue: \$103,332
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	1	Room Nights:	35	Delegates:	25	Revenue: \$4,515



MEMORANDUM

DATE: August 3, 2011

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
And Planning

SUBJ: July 1-31, 2011
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Express (B-15)

NLTRA staff, in concert with Tahoe Transportation District and the TNT/TMA, has conducted a performance review of the North Lake Tahoe Express airport shuttle program. The purpose of this study was to assess how well the NLTE is doing in meeting the goals of the program, and make recommendations as to the level of NLTRA support that should continue and strategies that can be implemented to improve the program. The draft of the performance review is now complete and is posted on www.nltra.org. TMA and staff have met with Airport Mini-Bus and have begun incorporating the appropriate recommendations. Staff is working with LSC, TMA, and TTD to develop a Request for Proposals for solicitation prior to the renewal of the next operator contract.

In addition, staff, under Board direction, is working with the Reno Tahoe Intl. Airport and the TMA to develop a highly visible North Lake Tahoe Welcoming Center and NLTE ticket counter in the airport baggage claim area. We are anticipating an initial opening about September 1st, with full operation being in place for the start of the winter travel season.

The current Monthly Summary, which shows the year end revenue up 19% and the ridership up 7%, is attached.

2. Enhanced Summer Transit Service and Traffic Management (B-8, 9, 11)(B-3)

The various transit services that are provided and/or increased during the summer season commenced on June 30th and will continue through September 6th. These include earlier, later, and more frequent runs on Highway 89 between Truckee and Tahoe City, and on Highway 28 across the North Shore. Another component is the summer nighttime service (Night Rider) providing 60 minute headways between Squaw Valley and Stateline, with routes that serve Northstar and for the first time in many years, the West Shore. All of these routes should show increased ridership compared to last summer. Funding is provided for traffic management in downtown Tahoe City each Thursday morning to assist the Farmer's Market traffic flow, and in downtown Kings Beach on busy Saturdays.

Staff is working with the CHP to do some additional traffic management testing this summer in Kings Beach and Tahoe City.

3. Year Round TART Baseline Service (B-20)

Will Garner, DPW/TART, is requesting the same subsidy for 2011-12 as was needed in 2010-11. He said that until the State budget is determined, the required subsidy is unknown. The NLTRA Board has requested that the County consider shifting a portion of this funding to the 40% of the general TOT that the County utilizes, but only to the extent that there would be no service reductions. This is being discussed by the NLTRA and the County during the budget meetings.

4. Water Shuttle Pilot Program (A-3)

A proposal is being developed to initiate a water shuttle service that would start on a small scale along the north and west shores of Lake Tahoe. The Tahoe Transportation District (TTD) is looking at this potential project as a possible component in the overall lake shuttle program that they have taking the lead to develop. The TNT/TMA, Placer County, and the NLTRA have been included in the planning discussions. TTD engaged LSC Transportation Consultants to prepare a study on the proposal, including specific routes, possible docking sites, number and types of vessels, etc. At its December meeting, the TTD Board voted to continue the project as a partnership with the other organizations including the NLTRA. The Joint Committee directed staff to continue staying involved with supporting this project and offering participation as appropriate. Staff is anticipating expenditure of some research and planning funds, as well as requesting an Infrastructure allocation to begin preparation this summer to allow commencement of the service in 2012.

5. Lakeside Multi Purpose Trail (A-11)

Construction is nearing completion on the Phase VII and limited public use is now available. The contract has been awarded to construct Phases V and VI, which will be started this season and completed in the fall of 2012.

6. Homewood Class 1 Bicycle Trail (A-15)

The TCPUD request for an Infrastructure allocation of up to \$144,500 to prepare the Environmental Documents and Compliance Tasks as required by Caltrans was approved by the Board of Supervisors in April. The total project will cost \$164,500. The previous document only addressed CEQA (California Environmental Quality Act) compliance, and now it has been determined that the NEPA (National Environmental Policy Act) process must also be completed. This section of trail is one of the highest priority trail projects in the Lake Tahoe Basin. A public workshop was held in June to provide an update on the development of alternatives. The completed Resort Triangle bike trail system is a very important component in the overall "Biking North Lake Tahoe" experience. The Funding Agreement between the TCPUD and the NLTRA has been completed.

7. Truckee River Corridor Access Plan/Squaw-Truckee Bike Trail (A-14)

One of the important missing links in the overall Resort Triangle bike trail system is in the northernmost section of the Truckee River corridor stretching from the Placer/Nevada County line to Squaw Valley. The first steps in this coordination have been the funding and preparation of the draft Truckee River Corridor Access Plan, which identifies environmental and access related river corridor issues and projects. In order to implement the goals and objectives of the Truckee River Corridor Access Plan, Placer County Planning Division is requesting Infrastructure Funding of up to \$265,000 to prepare a programmatic Environmental Impact

Report (EIR) to allow the adoption of the Plan by Placer County. The total project cost is estimated at \$350,000 and will take approximately 20 months to complete. Completion of the EIR will allow Placer County to seek additional funding to move forward with the construction of a multi-purpose trail linking Squaw Valley to the Town of Truckee. The Planning Division is now preparing to put out a Request for Proposals hoping to have a consultant on line in September. They are also pursuing the purchase of a private parcel in the corridor for trailhead purpose. The Funding Agreement between Placer County Planning and the NLTRA has been completed.

8. Tahoe City/ West Commons Beach/Fire Station Redevelopment (A-19)

The NLTRA master plan has identified the need to relocate the existing visitor information center in Tahoe City to a more visible, larger facility, which would better serve visitor and community needs for welcoming to the lake, information and interpretive education. A potential location for this purpose is the existing fire station site which, when the fire station function is relocated, will need to be redeveloped and restored to be an integral part of the existing Commons beach and plazas. While a broad range of alternatives need to be analyzed, one alternative for this site may be as a location to include a multi-agency North Lake Tahoe Visitor Center, Lake Tahoe interpretation/performance theater, and other visitor serving enhancements.

The Tahoe City Public Utility District requested an Infrastructure allocation of up to \$45,000 to prepare a conceptual analysis of alternatives for the westerly portion of Commons Beach. The total alternative analysis will cost \$56,000. This request received final approval from the Board of Supervisors at its May 24th meeting.

A steering committee has been assembled and a consulting group selected to prepare the broad range of alternatives for public review later this fall. The Funding Agreement between the TCPUD and the NLTRA has been completed.

9. Regional Wayfinding Signage (A-1)

This project was updated and discussed at the May Joint Committee meeting and an Infrastructure funding request for up to \$19,665 to complete the Wayfinding Signage Standards Manual was recommended for Board of Supervisor approval at the July 6th NLTRA Board meeting.

10. East Tahoe City TART Bus Shelter Upgrade (A-25)

A request for Infrastructure funding will be presented at the Board meeting to rebuild and replace the existing bus shelter at the Lighthouse Center in Tahoe City. The new shelter will be an integral part of the Lakeside Multi-purpose Trail VII, which is now being completed,

11. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, August 29th, 2011.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Tuesday Morning Breakfast Club
- US Forest Service New Supervisor Reception
- Lake Tahoe Forum Organizational Meeting
- TNT/TMA Board

- Resort Triangle Transportation Planning Coalition
- Chamber of Commerce Incline Mixer
- SB 271/TRPA/Strategy Session
- Olympic Museum Steering Committee
- Welcome Center/Reno Tahoe Airport Site Visit
- North Lake Tahoe Historical Society Annual Dinner
- Squaw Valley Winter Trail Infrastructure Request Meeting
- NLTE Recommendations Meeting w/Airport Mini-Bus
- Farmers Market/TCDA Fundraiser Dinner
- Public Roundtable Logistics Planning for Lake Tahoe Forum
- NTPUD Reg. Park Ribbon Cutting for Playground
- Lighthouse Bus Shelter Infrastructure Request Meeting
- NLTRA/County Budget Meeting
- Board of Supervisors Meeting

NLTE Monthly Summary -- June 2011

Truckee - Northstar
Squaw Valley - Tahoe City - Sunnyside
Incline Village - Kings Beach - Tahoe Vista

Month	Monthly Passenger Revenues							
	FY 2006-07	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11			
	Total	Total	Total	Total	Total			
July	\$0	\$32,220	\$43,438	\$42,006	\$6,448	\$21,000	\$26,346	\$53,794
Aug	\$0	\$28,427	\$41,564	\$40,810	\$4,663	\$18,448	\$25,132	\$48,243
Sep	\$0	\$28,383	\$29,982	\$34,440	\$4,180	\$17,419	\$17,115	\$38,714
Oct	\$0	\$26,803	\$31,756	\$25,516	\$4,489	\$15,485	\$31,285	\$51,259
Nov	\$7,066	\$20,294	\$17,838	\$15,706	\$2,133	\$6,415	\$15,647	\$24,195
Dec	\$43,288	\$57,943	\$68,123	\$51,200	\$15,075	\$31,607	\$30,700	\$77,382
Jan	\$41,022	\$65,700	\$50,905	\$64,889	\$12,253	\$34,335	\$24,334	\$70,922
Feb	\$40,191	\$65,583	\$75,355	\$72,647	\$18,919	\$35,525	\$28,650	\$63,094
Mar	\$4,375	\$59,871	\$81,088	\$75,514	\$16,381	\$43,432	\$26,795	\$86,608
Apr	\$26,628	\$20,536	\$23,882	\$37,230	\$5,710	\$11,317	\$10,433	\$27,459
May	\$16,625	\$17,176	\$18,016	\$23,158	\$1,368	\$6,928	\$9,570	\$17,866
June	\$29,016	\$28,212	\$33,214	\$40,196	\$2,910	\$19,850	\$18,902	\$41,662
Total	\$258,211	\$451,147	\$515,159	\$523,311	\$94,529	\$261,761	\$264,909	\$621,198
Year to Date				\$523,311	\$94,529	\$261,761	\$264,909	\$621,198
Change over Previous Year to Date								19%

Month	Monthly Passengers							
	2006-07	2007-08	2008-09	2009-10	2010-11			
	Total	Total	Total	Total	Total			
July	0	1187	1618	1473	190	676	816	1682
Aug	0	1001	1538	1350	129	601	796	1526
Sep	0	1009	1108	1137	129	645	543	1317
Oct	0	884	1196	853	130	508	953	1591
Nov	245	640	623	546	69	205	508	782
Dec	1749	2446	2527	1924	516	1086	1093	2695
Jan	1667	2685	1955	2461	136	1241	779	2156
Feb	1537	2506	2688	2699	1203	622	941	2768
Mar	2191	2384	2953	3059	543	1495	253	2291
Apr	1645	756	840	1361	213	384	440	1037
May	602	632	605	730	42	196	296	534
June	1112	1064	1152	954	99	688	616	1403
Total	10748	17194	18783	18547	3399	8347	8034	19780
YTD				18547	3399	8347	8034	19780
Change over Previous Year to Date								7%

Current Year Expenditures		Target Funding \$164,764
Subsidy to Airport Mini Bus:	\$50,780 July-June 2011	Partners: Hyatt, Biltmore,
IT for Activity Tickets:	\$1,413 July-June 2011	CBIV-CVB, Placer-NLTRA TOT,
TMA Administration:	\$15,000 July-June 2011	Truckee-Tahoe Airport,
Marketing:	\$47,490 July-June 2011	Cedar House Sport Hotel
	\$114,683	

- Management Activities in Month**
1. Work with wholesalers for 11/12 season - getting contracts out/signed and returned
 2. NLTE Group Business - work with 2 Hyatt groups/July and August, 1 RSC group/2012, & 1 Village @ SV/June
 3. Continue to Shared LSC Transportation's Performance Review with Stakeholders
 4. Work with Bryan/RSC to set up second account with NLTE logo & link for website
 5. Continue Updating collateral for summer transit season - Add SawMill Heights as NLTE stop
 6. Wedding group in Tahoe Vista - Master and Pay on own accounts - help group with master billing bookings and final payment via credit card authorization.

Paid to Airport MiniBus for Operations					
Month	2006-07	2007-08	2008-09	2009-10	2010-11
July	\$0	\$10,352	\$15,363	\$22,200	\$0
Aug	\$0	\$13,426	\$10,372	\$5,475	\$830
Sept	\$0	\$18,287	\$31,278	\$13,196	\$1,982
Oct	\$0	\$18,380	\$14,155	\$21,225	\$22,857
Nov	\$6,790	\$16,316	\$22,419	\$13,273	\$17,326
Dec	\$15,548	\$2,750	\$0	\$0	\$0
Jan	\$21,289	\$1,294	\$1,916	\$0	\$0
Feb	\$17,896	\$3,946	\$0	\$0	\$0
Mar	\$15,629	\$12,315	\$0	\$0	\$0
Apr	\$26,379	\$24,964	\$21,890	\$8,570	
May	\$18,738	\$7,918	\$15,483	\$9,417	
June	\$10,012	\$15,379	\$5,778	\$1,290	
Total	\$121,945	\$145,327	\$138,654	\$94,646	
YTD			\$75,369	\$42,995	
Change over Previous Year to Date					-43%



COMMITTEE: Chamber Advisory
MEETING DATE: July 20, 2011
BOARD MEMBERS PRESENT: Phil GilanFarr

ACTION ITEMS TAKEN/REQUESTED:

Action: Chamber of Commerce Committee to elect 2-Chamber Advisory Committee members to the Special Event Task Force for recommendation to the NLTRA Board at the August Meeting.

MOTIONS MADE/VOTE:

- 3.1 The Chamber of Commerce Advisory Committee accepted the agenda by acclimation.**
- 4.1 Due to lack of a quorum approval of the minutes from May 25th and June 23rd will be approved at the next Chamber of Commerce Advisory Committee Meeting.**

BOARD APPROVAL/DIRECTION REQUESTED:

Recommendation: Approval of the changes made to the Community Grant Application process with the addition of verbiage to include rendering direct payment to vendors for events with limited marketing budgets and recommended the creation of a task force consisting of 2-Marketing Committee members, 2-Chamber Advisory Committee Members, 1-Lodging Committee Member and 1-NLTRA/Chamber Board of Directors member. Each Committee should select task force members at August meetings

2010-11 Business Plan Progress Report

JUNE 2011

Goal: Promote Business and Tourism with emphasis on promoting and supporting Chamber members

- June 9—Summer Recreation Luncheon
- June 22—Mixer hosted by IV Corporate Center
- June 23—Chamber Sales Event at McBride's Nursery

Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community

- June 7—Breakfast Club
- June 15—Business Expo

Goal: Create, promote and deliver improved value, marketing and delivery of Chamber Member services

Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community: Economic Development, Redevelopment, Diversification and Sustainability

- June 14—Public Forum—Winter Games Coalition

Percentage of Membership by Location

	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11
Incline/Crystal Bay	26%	25%	25%	25%	25%	25%	25%
Tahoe City	27%	26%	26%	26%	26%	27%	27%
Truckee	14%	15%	15%	15%	15%	14%	14%
KB/CB/ Tahoe Vista	12%	12%	12%	12%	12%	13%	13%
Reno/Sparks/Carson	6%	6%	6%	6%	6%	5%	5%
South Shore	5%	5%	5%	5%	5%	5%	5%
Squaw Valley	3%	3%	3%	3%	3%	3%	3%
Other	5%	6%	6%	6%	6%	6%	6%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	638	601	601	575	555	525	520








www.NorthLakeTahoeChamber.com

North Lake Tahoe's #1 Resource for Business & Community Information

Event Schedule

All classes can be registered online at www.NorthLakeTahoeChamber.com

August

- | | | | |
|-----------------|---|---------------|---|
| 4 | Mixer – David Bradley Maintenance
Incline Village | 5-7pm | |
| 9 | ChamberED – Costco Gift Card Program
River Ranch, Tahoe City | 2-3pm | |
| 9&16 | ChamberED – QUICKBOOKS
Incline Village | 9am-4pm | |
| 9 | Mixer – Northstar
Joint Mixer with Truckee Chamber | 5-7pm | |
| 10 | ChamberED:
Is Your Business Protected Against Identity Theft? | Noon – 1:30pm |  |
| 18 | ChamberED:
Grow the Green (\$\$) by Going Green, | Noon – 1:30pm |  |
| 24 | ChamberED: Sexual 24 Harassment Awareness
Cedar House Sport Hotel, Truckee | 9-11am | |
| 25 | ChamberED:
How to Start a Business, | Noon – 1:30pm |  |
| 30 | ChamberED:
Internet Marketing (Beginner), | Noon – 2pm |  |
| 31 | ChamberED:
Thinking of Selling Your Business? , | Noon – 1:30pm |  |