



BOARD MEETING MINUTES
Wednesday, November 5, 2008 – 8:30 a.m.

Tahoe City Public Utility District

PRELIMINARY MINUTES

BOARD MEMBER ATTENDANCE: Dave Wilderotter, Alex Mourelatos, Ron McIntyre, Graham Rock, Dan Tester, Debbie Casey, Deb Darby, Adam Wilson, Roger Beck, and Julie Regan (9:45 a.m.)

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

OTHERS IN ATTENDANCE: Kelly Atchley, Justin Broglio, Beth Kohn-Cole, Kathy Long, Curtis Aaron, and Duncan Webb

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The NLTRA Board meeting was called to order at 8:36 a.m. by Chair Debbie Casey and a quorum was established.

2.0 PUBLIC FORUM

2.1 There were no public comments.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Tester/Darby) (9/0) to approve the agenda as presented.

4.0 CONSENT CALENDAR - MOTIONS

4.1 M/S/C (McIntyre/Wilson) (9/0) to approve the consent calendar as presented.

5.0 PRESENTATION – FY 2007/08 FINANCIAL STATEMENTS AND INDEPENDENT AUDITORS' REPORT AND MANAGEMENT LETTER PRESENTED BY BETH KOHN-COLE, CPA OF KOHN COLODNY LLP

5.1 Sally Lyon introduced Beth Kohn-Cole, CPA, of Kohn Colodny, LLP. Beth presented her report on the NLTRA's FY-2007/2008 Audited Financial Statements, Auditor Communication Letter and Management Letter. The Auditor Communication Letter summarized that there were no significant issues as a result of the audit. The NLTRA received an unqualified opinion or "clean" audit opinion. Beth reviewed the financial statements for the year ending June 30, 2008. The Statement of Activities reflects an increase in revenue. Expenses also increased from \$4.1 to \$5.8 million mostly due to infrastructure. There is a change in net assets of \$145,000 for the year.

5.2 Beth reviewed comments in the Management Letter and noted that Management responses to the recommendations were included in the letter.

5.2.1 In regards to payroll transfers, the auditor recommended that the final payroll transfer be compared to approved payroll reports to ensure only authorized amounts are being transferred and paid to employees. In response to this recommendation, the Director of Finance has implemented a procedure of reviewing the final payroll calculation to verify that no subsequent changes are made to the amount transferred.

5.2.2 The auditors recommended that commissions should be paid based on cash collected by the Association from member lodging properties to ensure that commissions paid are based on actual revenue generated. The Management Team has initiated a new system to generate, verify and approve commissionable payments to employees, based on actual revenue collected.

5.2.3 The auditors also recommended that all receipts for business related purchases include detailed information. The Management Team has implemented a procedure requiring detailed receipts for all restaurant and other business related purchases. Any exception will be documented and approved by the NLTRA's President and CEO to ensure it is a proper business expense.

5.2.4 Beth reported on Infrastructure expenses. She confirmed that staff had established a tracking system for infrastructure funds that adequately reconciled amounts received from Placer County to amounts expended. She noted that some approved projects have not been fully funded by Placer County. As a consequence, she also noted the association is paying invoices for approved project expenditures with funds available from other approved projects. The County has not reimbursed the Association for these project expenditures. The auditors recommended that the organization request a reimbursement from Placer County for project overages or request formal approval to transfer project funds. Lastly, the auditors asked for a reconciliation of the Infrastructure funds Placer County is holding. This reconciliation should include carryover funds, interest income, and county services. Beth thanked Sally Lyon for her work. She feels Sally does an excellent job for the Association.

5.3 **M/S/C (McIntyre/Rock) (9/0) to receive and approve the FY-2007/2008 Audited Financial Statements and Independent Auditors' report.**

6.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE SEPTEMBER 30, 2008 FINANCIAL STATEMENTS

6.1 Sally Lyon reported that the Finance Committee recommended that the Board of Directors approve the September 30, 2008 Financial Statements. Ron McIntyre added that at the meeting he asked if staff is anticipating a decline in conference sales due to the economy. Staff said projections are tracking close to budget, but any changes in projections will be addressed in the six month forecast.

6.2 **M/S/C (McIntyre/Wilderotter) (9/0) to approve the September 30, 2008 Financial Statements.**

7.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE POLICY RELATED TO EXTERNAL JURISDICTION MARKETING (TRUCKEE), CONSISTENT WITH SECTION 2.H OF THE FY-2008/09 PLACER COUNTY/NLTRA AGREEMENT

- 7.1 Debbie Casey reported that the Executive Committee and staff drafted a policy related to external jurisdiction marketing consistent with section 2.H of the FY-2008/09 Placer County/NLTRA Agreement. Staff has also submitted a formal request and packet of materials to be provided to the Town Manager Tony Lashbrook and Mayor Barbara Green to encourage the Town of Truckee to participate in the North Lake Tahoe Marketing Cooperative for FY-2009/2010. Roger Beck commended the Executive Committee for their work on this issue. Adam Wilson asked for a status report of preliminary discussions. Due to economic considerations, Debbie anticipates that Truckee will not be able to participate in the lodging component of our marketing program this fiscal year and therefore Truckee lodging properties will be removed from the GoTahoeNorth Web site. Jennifer Merchant clarified that the Web site is not the only lodging component of marketing. She said if Truckee does not participate in the coop, they should be removed from all vehicles of marketing. For example, Jennifer noted that Truckee lodging properties are listed in the 2008/09 vacation planner. Andy pointed out that the vacation planner is a publication supported wholly by advertising dollars and Marketing dollars are not allocated to pay for the publication. Roger Beck noted that Marketing dollars are paying to distribute the guide. Alex Mourelatos feels the intent of the policy is to encourage the Town of Truckee to participate in the coop. He said if we eliminate Truckee properties that are Chamber members from our print advertising, we are jeopardizing our Chamber membership. Jennifer said the purpose of the policy is to promote cooperative marketing, but in a manner that does not result in an inequitable funding allocation to businesses not located within Placer County. Dan asked clarification on the fee structure for the guide. Deb Darby said all businesses paid the same amount with the exception of the business associations; they received a discount.
- 7.2 Discussion followed in regards to Truckee's participation in print collateral and other non-jurisdictional lodging properties.
- 7.2.1 Debbie asked for clarification from Placer County regarding Truckee property management businesses that are also included in the guide. Jennifer said the County is concerned with the promotion of Truckee lodging properties, but the issue should be further vetted by the NLTRA Board. In regards to property management, Alex Mourelatos suggested that we should only include property management companies whose core business is in Placer County.
- 7.2.2 Andy Chapman noted that, if adopted, the external jurisdiction marketing policy would not apply to other non-Placer County jurisdictions such as Nevada County (outside the Town boundaries) and El Dorado County (Tahoma and Meeks Bay, south of Placer County). This issue should be addressed along with Truckee lodging. Debbie agreed and said this issue needs to be addressed at the Marketing Committee level before direction can be given by the Board.
- 7.2.3 Roger Beck reminded the group that the NLTRA is primarily funded by TOT and it should not promote properties that pay TOT to other jurisdictions. In addition, Roger said we should not promote outlying activity providers that are far away from Placer County lodging. He feels that that doing so will not encourage businesses to join the Chamber since they are already getting the benefit for free. Roger asked for clarification regarding ad rates for Truckee lodging properties in the publication going forward. Jennifer suggested lodging properties and activities providers outside our jurisdiction be charged higher rates to offset the NLTRA's distribution costs. As a point of reference, Andy noted that the North Lake Tahoe Marketing Coop, not just the NLTRA.

7.2.4 Ron McIntyre reminded the group there is a timeframe associated with implementing this policy and asked Jennifer if this process meets County requirements. Jennifer agreed tiered advertising would allow for fair share marketing.

7.2.5 Andy asked about including Truckee properties in public relations efforts. Debbie suggested that staff approach the Marketing Committee when there is a question of what should be included in public relations.

7.3 **M/S/C (Tester/McIntyre) (8/0/1 No-Darby) to formally adopt the proposed External Jurisdiction Marketing Policy and Action Steps with an addition to the step three consequence to read: If a signed agreement is not secured by January 1, 2009, no Truckee lodging property shall be listed on the GoTahoeNorth.com Web site or in any coop advertising where such lodging properties have not paid an equitable share.** Direction was given to staff to submit the cover letter and package of materials prepared as a formal invitation to the Town of Truckee to consider the NLTRA's request for an equitable contribution and participation in the North Lake Tahoe Marketing Cooperative.

8.0 DISCUSSION AND POSSIBLE ACTION TO APPOINT SUBCOMMITTEE FOR THE PURPOSE OF DEFINING WASHOE COUNTY CONFERENCE MARKETING AND BOOKING "IMPROVEMENTS," CONSISTENT WITH SECTION 2.G OF THE FY-2008/09 PLACER COUNTY/NLTRA AGREEMENT

8.1 Debbie Casey reported that consistent with section 2.G of the FY-2008/09 Placer County/NLTRA Agreement, a subcommittee shall be appointed for the purpose of defining Washoe County Conference Marketing and Booking "Improvements." She reported that the Executive Committee has proposed the following members to serve on the Committee: Debbie Casey, Chair; Alex Mourelatos, Vice Chair; Ron McIntyre, Treasurer; Dan Tester, Secretary; Jennifer Merchant, Placer County representative; and Bill Hoffman, Executive Director, Incline Village Crystal Bay Visitors Bureau. Jennifer reviewed the contract language from Section 2.G. She said the purpose of the subcommittee is to ensure commission structure equity for Washoe County as it relates to conference marketing and booking.

8.2 **M/S/C (Tester/Wilson) (9/0) to appoint the proposed Subcommittee as presented for the purpose of defining Washoe County Conference Marketing and Booking "Improvements," consistent with section 2.G of the FY-2008/09 Placer County/NLTRA Agreement.**

9.0 STATUS REPORT – TRUCKEE-NORTH LAKE TAHOE PLAN FOR ARTS AND CULTURE PRESENTED BY DUNCAN WEBB, WEBB MANAGEMENT SERVICES, INC.

9.1 Ron Treabess introduced Duncan Webb with Webb Management Services, Inc. Duncan is the consultant hired to complete the Truckee-North Lake Tahoe Plan for Arts and Culture. He said Duncan's presentation today on the status of the business plan is for informational purposes only. The project began in March 2008 with the NLTRA's approval of \$60,000 in infrastructure funds for the study. Other organizations have contributed an additional \$42,000 towards the project.

9.2 Duncan Webb provided a status report on the progress of the Truckee-North Lake Tahoe Plan for Arts and Culture. He said his role is to help communities make decisions about arts and cultural facilities. The first phase of work established what types of facilities are needed in the region. He reported that the approach to this study was based on four questions related to audience, demand, current inventory, and the community's vision

related to the arts. The consultants have recommended that the community pursue an arts based economic development strategy. In addition, they also recommended creating or expanding an existing arts service organization to provide programs to strengthen the cultural sector. The consultants prepared a list of seven types of recommended facilities which include an outdoor plaza event venue, large capacity amphitheater, high quality amphitheater (intimate), visual arts center, state-of-the-art performing arts center plus high end gallery, regional cultural arts center and community art facilities. These community facilities would be designed to provide functional space and accessible programs for permanent local and seasonal residents. The regional facility (jewel box) would be larger and target touring productions.

9.3 Currently the consultants are writing a business plan for each of these facilities. He noted that there are projects currently underway and stressed the need to work collaboratively. The consultants are trying to match up needs identified with the project underway and reaching out to various project leads. Duncan reported that the consultants are working with Truckee artists to find a smaller, intimate location for visual arts. In addition, two performing arts facility projects are contemplated with very preliminary planning underway; at Sierra Nevada College and Northstar. The consultants are working both groups to help them draft business plans to determine how to staff and operate the facilities.

9.4 Discussion followed in regards to the performing arts center project. Roger Beck said he thought the intent of the NLTRA allocation was for the one regional facility located within Placer County. Duncan said the presumption going into the project may have been one facility, but the outcome of the research suggests more opportunities. Neil Cunningham gave a status report on the progress of the Northstar project. He said East West Partners is involved in a similar project in Vail, Colorado. They are applying what they have learned from that project to the one proposed in Northstar. He noted that they are also working with the Arts and Culture Council of Truckee Tahoe (ACCTT). Graham asked about the findings related to Tahoe City. Duncan said Tahoe City is a prime location for a community arts center. Ron Treabess added that the golf course was identified as a potential opportunity for an outdoor facility.

10.0 INFORMATIONAL PRESENTATION – OVERVIEW OF OUTCOMES AND RESULTS FY–2007/08 COMMUNITY MARKETING GRANT PROGRAM

10.1 Cheri Sprenger, Chair, Chamber Advisory Committee, reported on the outcomes and results of the FY-2007/08 Community Marketing Grant program. She said this is a very successful program and it continues to evolve. She encouraged the NLTRA to increase the amount of funding available for the program in the future. Cheri gave examples of what the community marketing grant program has accomplished.

10.1.1 The North Tahoe Business Association (NTBA) produced a Bay to Bay map to include all businesses in the district. The NTBA, in collaboration with the Tahoe City Downtown Association (TCDA), secured a year round presence for the North Shore on Tahoe TV and Inside Tahoe. Together they also produced 5,000 summer rack cards that were distributed to multiple locations from Auburn to Reno. The NTBA and TCDA also paid for coop marketing in the North Tahoe Guide and Tahoe Traveler summer edition. In the past, the NTBA had not been able to secure advertising for the district, but this year they tripled their efforts with help of these funds.

10.1.2 The TCDA produced a new walking map which is very popular with visitors at the Visitors Information Center. In addition, their grant funding went to special event promotion for the Heart and Solstice Festival and other holiday and special events.

cycles during each fiscal year. Dave Wilderotter noted that this funding helps promote the work of the NLTRA.

- 11.4 **M/S/C (Wilson/Wilderotter) (9/0) to approve the community marketing program event grants, as recommended by the Chamber of Commerce Advisory Committee.**

12.0 DISCUSSION – STATUS OF \$15,000 IN “ANNUAL CONFERENCE MARKETING SUPPORT” FOR THE NORTH TAHOE COMMUNITY CONFERENCE CENTER

12.1 Steve Teshara reported that staff seeks direction in regards to the status of the \$15,000 in annual conference marketing support for the North Tahoe Community Conference Center (NTCC). The staff report explained that \$15,000 was an annual contribution in the NLTRA's conference marketing budget, but since the marketing budget was reduced by \$276,991 this year, cuts had to be made. Jennifer Merchant said the marketing budget 2007/08 carryover was earmarked for one time expenses and should not affect the conference center line item. Steve explained that at the time the NLTRA's FY-2008/09 budget was being prepared, the NTPUD Board and staff was discussing the future of the North Tahoe Conference Center. It was suggested that the conference center would operate as a community center, so the conference marketing line item was removed. Andy clarified that there were additional expenses for 2008/09. Steve confirmed that based on his conversation with the NTPUD's General Manager/CEO, the NTPUD is still interested in the \$15,000 for annual marketing support. He also confirmed that there are marketing reserves available to fund the allocation. Dan Tester suggested this request and allocation needs to go before the Marketing Committee for further discussion.

12.2 Curtis Aaron, NTPUD General Manager/CEO, reported that while his staff was developing expenditure budgets, it was realized the allocation had gone away. Kathy Long said the expenditure of funds, if reconsidered and granted, would focus on Web advertising rather than print collateral. Curtis said the North Tahoe Conference Center is planning a “Media Day” inviting all local resorts, wedding and event planners, and local and regional media to showcase and market the facility. The center is partnering with the NTBA to assist with this new marketing focus. Roger Beck suggested that when making the presentation to the Marketing Committee, NTPUD staff should include information about how money was spent in the past and the return on investment; in addition include a budget for how the money will be spent this year. Staff confirmed that the discussion would be included on the next Marketing Committee agenda.

13.0 CHAMBER OF COMMERCE REPORT

13.1 Kym Fabel announced that the new Location Based map is now available at the Visitor Information Center. The map features mostly recreational activities and was completed in collaboration with the North Lake Tahoe Chamber and community partners. Kym reported that 25,000 maps were printed and each organization is responsible for the distribution of the map in their district. Jennifer Merchant asked about the funding source for the map. Andy Chapman said the project was included under the program line item of the marketing budget and included a \$3,000 contribution from the Incline Crystal Bay Visitors Bureau. Steve Teshara recognized Maja Thaler and her team at Sandbox Studio for their work on the map. Dave said future community walking maps will include similar icons as the Location Based map. Kelly Atchley expressed concern about ongoing distribution costs for the map.

13.2 Kym Fabel reported on October Chamber mixers and events. The North Lake Tahoe Chamber and Bonanza newspaper co-sponsored three Incline forums last month. The topics ranged from the economy to the elections. She reported that the forums were well attended.

- 13.3 The Chamber has forged a partnership with the Central Sierra Green Business Recognition program. The Chamber is working with local and regional recycling coordinators to formally recognize local businesses that recycle and embrace green practices. The Chamber is also working with Washoe County on a workforce housing needs assessment.
- 13.4 The Chamber is assisting the NTBA with holiday events, promoting a Shop Local program, and the Parasol Foundation's Toys for Tots fundraiser. She distributed the Chamber's events calendar and noted that Winter Recreation Luncheon at Alpine Meadows is scheduled for November 6th. In addition, a Chamber mixer is scheduled that evening at the Tahoe Biltmore beginning at 5:00 p.m. A Joint Chamber mixer with the Truckee Donner Chamber of Commerce is scheduled for November 20th at the Tahoe Maritime Museum.

14.0 MARKETING REPORT

- 14.1 Andy Chapman reported that the next Chamber Education program scheduled for November 20th will feature representatives from the wholesale travel trade. The location has not been determined. The purpose of this program is to inform the lodging community and activity providers on wholesale and Tour operator distribution channels.
- 14.2 Modifications are being implemented to the www.nltra.org Web site so it can include marketing related materials including media plans, ads, and the marketing resource guide.
- 14.3 Andy announced that Orbitz.com has named Lake Tahoe as the #1 package destination for winter season 2008/2009. He said this is the second year in the row Lake Tahoe has to received this honor. Andy said we are doing a big push on new snow PR efforts. He noted that Conference Sales are currently at 88% of our commissionable goal.

15.0 ACTIVITY REPORT

- 15.1 Ron Treabess reported North Lake Tahoe Express ridership shows a 16% increase over last October. Steve said a major factor in the increase in ridership is attributable to group business. Ron reported that less subsidy is being paid per passenger.
- 15.2 Ron reported that concrete is being poured for the first of two new Squaw Valley Bus Shelters. He anticipates that at least one of the two shelters will be completed this year. He said the Contractors Association of Truckee Tahoe (CATT), the volunteers working on the project, has secured insurance to cover worker's compensation.
- 15.3 The Squaw Valley Olympic Museum project request was approved this month by the Placer County Board of Supervisors. They will return to the NLTRA before other project allocations are considered for approval. The committee is meeting today to discuss hiring a consultant and timeline to complete work.
- 15.4 Ron gave a brief status report on the survey package that was approved in April. The package includes new residential and Web site surveys and funding to pay for our portion of the County-wide economic data report. In addition, the allocation will also fund an update of the NLTRA's Dean Runyan report. Staff is working with Jennifer Merchant to determine the funding split between Marketing and Infrastructure for the survey package. The allocation will be included on the November 25th Board of Supervisors agenda for approval.

16.0 PRESIDENT AND CEO'S REPORT

- 16.1 Steve Teshara gave a status report on the 2008 NLTRA Board election process. The applications were due Monday, November 3rd by 5:00 p.m. Candidates are as follows, Ron McIntyre and Richard McLennan for the At-large seat; Debbie Casey, Ron Parson, and Craig Cooper for the Real Estate/Property Management seat; and Jim Kercher for the Ski Area seat. Ballots will go out by the end of the week and are due back to McClintock Accountancy by December 2nd.
- 16.2 Steve reviewed the timeline and process for the 2009 NLTRA committee member solicitation. He reported that this memorandum shall serve as formal notice for the Resort Association's process to formally solicit "lay member" applicants for the Marketing, Chamber of Commerce Advisory and Finance committees. Applications are due back at the end of December. Appointments will be made at the January Board meeting. Steve noted that six of the twelve members of the Infrastructure Committee serve at the pleasure of the Placer County Board of Supervisors.

17.0 DIRECTORS' COMMENTS

- 17.1 Julie Regan announced that the TRPA Governing Board has adopted a new ordinance package creating various new shorezone policies for the Tahoe basin. The invasive species protection ordinance also passed, meaning boat ramps will be closed if they are not staffed with trained inspectors. TRPA is working to get the word out about the new policies. Julie reported that TRPA was recently audited by the State of Nevada. They focused on two areas of improvement – project securities and time tracking. The Regional Plan continues to move forward. She thanked all members who participated in the recent regional plan public workshops.

18.0 MEETING REVIEW AND STAFF DIRECTION

- 18.1 There were no further comments.

19.0 ADJOURNMENT TO CLOSED SESSION

- 19.1 The Board meeting adjourned to Closed Session at 11:25 a.m.

20.0 RECONVENE TO OPEN SESSION

- 20.1 The Board Chair has been directed to provide information to the NLTRA's Chief Financial Officer regarding financial outcomes of the Chief Executive Officer's performance evaluation.

21.0 ADJOURNMENT

- 21.1 The Board meeting adjourned at 12:00 p.m.

Submitted by,
Sarah Holster
Executive Assistant



FINANCE COMMITTEE MINUTES
Monday, November 3, 2008 – 11:00 a.m.

NLTRA Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Mike Salmon, Debbie Casey, Ron McIntyre, and Gretchen Nedved (conference call)

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

OTHERS IN ATTENDANCE: Beth Kohn-Cole, CPA

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order at 11:07 a.m. by Chairman Ron McIntyre and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Ron McIntyre welcomed Gretchen Nedved, the new Placer County CEO representative on the Finance Committee. Gretchen thanked the committee for the welcome and said she would begin attending meetings in person when the weather permits.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **M/S/C (Casey/Salmon) (4/0) to approve the agenda as presented.**

4.0 APPROVAL OF MINUTES

- 4.1 Ron McIntyre asked for an update on Mark Giacomini's follow-up items in bullet points 7.3 and 8.2. of the September 29th meeting minutes. In regards to the issue with TART billing for summer transportation services (7.3), Ron Treabess explained that it could become an issue if billing for summer transportation came before Placer County's monthly payments to the NLTRA. Ron McIntyre suggested the County and NLTRA staff establish a cash flow payment schedule to have money available when we get the billing from TART. Ron Treabess confirmed that he has spoken with Jennifer Merchant since the meeting and she confirmed that prior year funds received through August are available to pay TART's earlier billing. Jennifer added that the earlier billing was a recommendation from the county auditor's office.
- 4.2 Ron McIntyre also asked about the follow-up item related to the Placer County Film Office allocation discussion (8.2). Jennifer reminded the committee that \$20,000 in additional NLTRA funding for the Film Office was requested by the CEO's office during the budgeting process. Prior to the September 29th Finance Committee meeting, Beverly

Lewis, Executive Director for the Placer County Film Office made a presentation to the Marketing Committee about the Film Office and explained the return on investment for the NLTRA.

- 4.3 M/S/C (Casey/McIntyre) (3/0/1 Abstention-Salmon) to approve the Finance Committee minutes of September 29, 2008 as presented.**

5.0 REPORT ON FOLLOW-UP ITEMS FROM PREVIOUS MEETINGS

- 5.1 There were no follow-up items.

6.0 PRESENTATION – FY 2007/08 FINANCIAL STATEMENTS AND INDEPENDENT AUDITORS' REPORT AND MANAGEMENT LETTER – PRESENTED BY BETH KOHN-COLE, CPA, OF KOHN COLODNY, LLP

- 6.1 Beth Kohn-Cole, CPA, of Kohn Colodny, LLP presented the NLTRA's FY-2007/2008 Audited Financial Statements, Auditor's Communication Letter, and Management Letter. Beth reviewed the FY-2007/08 Financial Statements.

6.1.1 The Statement of Financial Position shows that at the end of June 30, 2008 total assets are \$7.6 million, an increase over last year. She said current assets are up as more funds are being held by Placer County for infrastructure. Non current assets are down due to the spending down of infrastructure funds held by the NLTRA, as requested by the County. Liabilities are down slightly from last year. Net assets increased over last year from \$578,000 to \$723,000.

6.1.2 The Statement of Activities reflects an increase in revenue. Expenses also increased from \$4.1 to \$5.8 million mostly due to infrastructure. There is a change in net assets of \$145,000 for the year.

6.1.3 The Statement of Cash Flows shows a total decrease in cash of \$16,023.

6.1.4 Beth reported on the concentration of credit risk detailed in the footnotes to the Financial Statements. At June 30th the FDIC only insured \$100,000, but that amount has increased to \$250,000. She said the associations' uninsured cash balance totals \$968,000, but of this amount, \$500,000 is collateralized by Bank of the West with securities. Ron McIntyre asked if the increase in FDIC insurance is only temporary. Mike Salmon confirmed that the FDIC secured amount will return to \$100,000 on December 31, 2009. Beth added that the NLTRA has a repurchase agreement with Bank of the West. Mike asked for clarification regarding the increase in change in net assets. Sally explained that during the past fiscal year, group commissions were up and there was a net profit in marketing, transportation and visitor information. G and A also had savings. Sally also confirmed that the shortfall in 2006/07 was because we spent additional transportation funds (\$90,000) that were carried over from prior year (2005/06). Mike said the financials lack a comparative budget analysis. He suggested we add this information to the supplemental materials in the future. Sally said that her presentation of unaudited year end financial statements have that comparison and analysis.

6.2 Beth summarized the Auditor Communication Letter. She said there were no significant issues as a result of the audit. The NLTRA received an unqualified opinion or "clean" audit opinion.

6.3 Beth reviewed the Management Letter comments and noted that Management responses to the recommendations were included in the letter.

- 6.3.1 In regards to payroll transfers, the auditor recommended that the final payroll transfer be compared to approved payroll reports to ensure only authorized amounts are being transferred and paid to employees. In response to this recommendation, the Director of Finance has implemented a procedure of reviewing the final payroll calculation to verify that no subsequent changes are made to the amount transferred.
- 6.3.2 The auditors recommended that commissions should be paid based on cash collected by the Association from member lodging properties to ensure that commissions paid are based on actual revenue generated. The Management Team has initiated a new system to generate, verify and approve commissionable payments to employees, based on actual revenue collected.
- 6.3.3 The auditors also recommended that all receipts have detailed information for items purchased in excess of a specific threshold, such as \$250. Sally reported that the Management Team has implemented a procedure requiring detailed restaurant purchases. Debbie suggested that an itemized receipt be required for all purchases, but in the event a receipt is not included, a notation is made. Mike said it should be included in the policy how to handle an exception when there is not a receipt. It was suggested that Steve approve all non-itemized receipts.
- 6.3.4 Beth reported on Infrastructure expenditures. Her review confirmed that staff had established a tracking system for infrastructure funds that adequately reconciled amounts received from Placer County to amounts expended. She noted that some approved projects have not been fully funded by Placer County. As a consequence, she also noted the association is paying invoices for approved project expenditures with funds available from other approved projects. The County has not reimbursed the Association for these project expenditures. The auditors recommended that the organization request a reimbursement from Placer County for project overages or request formal approval to transfer project funds. Ron McIntyre reported that it is his understanding that Placer County allows us to transfer funds between projects. Beth expressed concern that there is not adequate documentation to support this.
- 6.3.5 In addition, the financial statements do not reflect the amount of carryover funds, investment income and actual expenditures for County Services. The auditors believe that this information should be provided by Placer County. Consistent with appropriate accounting procedures, Beth recognized the NLTRA identifies infrastructure funding when Placer County approves specific projects. Steve Teshara suggested staff would prepare a written policy to support infrastructure project reconciliation. This could include a formal policy that would allow the NLTRA to transfer funds from one approved infrastructure project to another. These proposed policies could be reviewed by the Finance Committee and submitted to the CEO's office for approval. Once the review and approval process is complete, with any changes recommended along the way, the policies would be submitted to Beth for review. This will avoid the same comments being repeated in next year's Management Letter. Jennifer confirmed that she would obtain and submit a statement of what infrastructure funds are being held by the Placer County Treasury. Ron McIntyre requested that this statement include the appropriate detail, including carryover, interest and actual expenditures for county services. In concluding the audit discussion, Beth thanked Sally Lyon for her work. She feels Sally does an excellent job for the Association.

7.0 DISCUSSION AND POSSIBLE ACTION TO RECEIVE AND RECOMMEND APPROVAL FOR THE FY-2007/08 FINANCIAL STATEMENTS AND INDEPENDENT AUDITORS' REPORT

- 7.1 M/S/C (Casey/Salmon) (4/0) to receive and recommend approval to the Board of Directors the FY-2007/08 Financial Statements and Independent Auditors' Report with the addition to the credit card documentation policy that detailed restaurant receipts are required for reimbursement and any exceptions are reported to the NLTRA's President & CEO to be approved. The Committee gave further direction to staff to work with the CEO's office to prepare a written procedure related to the reconciliation of infrastructure expenditures.

8.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE SEPTEMBER 30, 2008 FINANCIAL STATEMENTS

- 8.1 Sally Lyon reviewed the Financial Analysis for the three months ending September 30, 2008. The Statement of Financial Position showed that at the end of September operating cash is \$305,000. Marketing Cooperative cash is \$103,000 and Infrastructure cash is \$707,000. The receivable from the County for Marketing, Transportation, and G & A is \$3.2 million. Infrastructure funds being held by the County is booked as a separate receivable in the amount of \$6.2 million. Unearned revenue and deferred support related to Infrastructure is \$6.9 million. Chamber membership customer accounts receivable is down slightly from a month ago. Change in net assets is \$8,000 for the month of September and \$80,000 year-to-date.
- 8.2 The Statement of Cash Flows shows that cash and cash equivalents, including Infrastructure Investments, is down \$1.2 million from the same month a year ago with spending down of infrastructure funds. There is a total decrease in cash of \$287,000 for the three months ending September 30, 2008.
- 8.3 Sally highlighted items on the variance report. She said Autumn Food and Wine revenue is \$6,000 over budget. Expenses are also over budget by \$12,000 due to timing. Sally reported that we continue to receive grant funding for the Performing Arts Center feasibility study that impacts infrastructure. She noted that for the month of September we expended infrastructure funds for the Kings Beach Commercial Core Improvement Project, the Regional Wayfinding Signage project and Performing Arts study. Sally reported that we are behind budget on group sales. Variances in transportation and marketing programs are due to timing.
- 8.4 Discussion followed in regards to the September 30, 2008 Financial Statements. Ron McIntyre asked if we are anticipating a decline in conference sales due to the economy. Andy said projections are tracking close to budget, but any changes in projections will be addressed in the six month forecast.
- 8.5 M/S/C (Salmon/Casey) (4/0) to recommend to the NLTRA Board of Directors the approval of the September 30, 2008 Financial Statements.

9.0 COMMITTEE MEMBER COMMENTS

- 9.1 There were no further comments.

10.0 ADJOURNMENT

- 10.1 The Finance Committee meeting adjourned at 12:07p.m.

Submitted by,
Sarah Holster
Executive Assistant



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

November 4th, 2008 – 9:00 a.m.

Tahoe City Public Utility District

PRELIMINARY MINUTES

SUBCOMMITTEE MEMBERS IN ATTENDANCE: Justin Broglio, Kay Williams, Dave Wilderotter, Joy Doyle, Cheri Sprenger and Liz Dugan (9:20 a.m.)

COMMITTEE MEMBERS IN ATTENDANCE: Mike Young, Alex Mourelatos and Deb Dudley

RESORT ASSOCIATION STAFF: Kym Fabel, Whitney Parks, Andy Chapman and Steve Teshara

OTHERS IN ATTENDANCE: Bill Edic, Pettit Gilwee, Mark Sapoznik, Cheyenne Sabad, Karen Willcuts, Rob Weston, Ernie Brassard, Erin Casey and Ron Parson

I. MEETING OF THE COMMUNITY MARKETING PROGRAM GRANT SUBCOMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 9:10 a.m. by Chair Justin Broglio and a quorum was established.

2.0 PUBLIC FORUM

2.1 No comments.

3.0 DISCUSSION AND POSSIBLE ACTION ON SUBCOMMITTEE RECOMMENDATION TO THE CHAMBER OF COMMERCE ADVISORY COMMITTEE TO APPROVE COMMUNITY MARKETING PROGRAM EVENT GRANTS

3.1 Justin Broglio discussed the various grant awarding options suggested to the Subcommittee via email. Justin proposed that \$2,500 remain in the grant to award in the spring. Joy Doyle was concerned about what would happen to the remaining \$2,500 if no one submitted applications in the spring. Steve Teshara reported that the money would probably carryover into next year's Community Marketing Program grant funds. Kay Williams felt that Melting Man would perhaps not be successful if held in March as it seems to promote that the snow is melting at this time. The Subcommittee discussed establishing a stipulation that date of the event be moved to April. Justin Broglio felt that the grant is to seed as many events that we can, but we should not fund overlapping events. Cheri Sprenger suggested that if carryover money remained in the grant fund to award in the spring, we could give Melting Man \$500 now as a token and ask them to return for additional grant money in the spring. Dave Wilderotter expressed concern that the NLTRA has put money into the Squaw Valley Institute with no on-going recognition from the organization. In terms of today's

proposed action, he suggested granting the entire \$10,000 at this time and working on next year's grant process in the spring.

- 3.2 There was discussion that the intent to apply deadline for both the fall and spring has already passed. Some members of the Subcommittee felt there would be ample time to get the word out again. Cheri Sprenger noted that this is a new process and a learning curve for everyone, and we must be responsible and award this money responsibly and adhere to the Placer County rules. Cheri feels we should award the money and be careful of creating too many stipulations. Kay feels strongly that Melting Man is sending a mixed message; she thinks Trails and Vistas is a good event.
- 3.3 The Subcommittee came to a consensus on the following events and amounts: SnowFest (\$5,000), Ta-Hoe Nalu (\$2,000), Squaw Valley Institute (\$1,000), TOCCATTA (\$500), Melting Man (\$500), Trails and Vistas (\$1000). Stipulations: TOCCATTA and Trails and Vistas are required to show (in advance) that money from these events will benefit Placer County. Melting Man's grant is contingent upon the dates be changed to after April 1 (around Easter).
- 3.4 The Subcommittee gave direction to staff to write a letter to GeoTahoe. The letter is to be drafted by staff and signed by the Committee and Subcommittee chairs. The letter should indicate that GeoTahoe does not have enough focus on North Lake Tahoe. The Subcommittee is concerned about the digital component and how this will be useful to non-Internet users. There were also concerns that a small grant would not help a project with such a large budget and concerns about time limitations regarding creating such a large scale computer component.
- 3.5 **M/S/C (Wilderotter/Sprenger) (6/0) to recommend to the Chamber Advisory Committee that \$10,000 in available funds be awarded to the following events, in the following amounts: SnowFest (\$5,000), Ta-Hoe Nalu (\$2,000), Squaw Valley Institute (\$1,000), TOCCATTA (\$500), Melting Man (\$500), Trails and Vistas (\$1000) with the stipulations that TOCCATTA and Trails and Vistas are required to show that money from these events will benefit Placer County. Melting Man's grant is contingent upon the dates be changed to after April 1 (around Easter).**

4.0 DISCUSSION AND POSSIBLE ACTION ON SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING PROGRAM GRANT REQUEST SUBMITTED BY THE WEST SHORE ASSOCIATION

- 4.1 The West Shore Association (WSA) is requesting a grant in the amount of \$10,000 to assist with four projects that will support and promote the West Shore. Rob Weston discussed the four projects. The first item is the West Shore map/brochure; Rob noted that the map/brochure is constantly updated and corrected. He reported that all business listings are current. The WSA lists all businesses that are visitor-oriented, even if the businesses are not members of the WSA. The map/brochure will be distributed by Certified Folder around the entire Lake. The second item the grant will be used for is marketing and promotion of the West Shore's "Opening Day on the Lake" event over the Memorial Day holiday period. The WSA will print and mail 3,500 event post cards and produce 1,000 Opening Day passports. Joy Doyle expressed concern about the name "Opening Day on the Lake". Other members of the Subcommittee felt the name was descriptive enough of the event. Dave Wilderotter wondered if and how the Tahoe City Downtown Association and other Community Partners could become involved in Opening Day events. The grant

will also be used for marketing and support of the 1960 Olympic Cross Country trails. Rob reported that as the 50th anniversary of the 1960 Winter Olympics approaches, the WSA plans to increase its support through promotional venues, advertising and assistance with interpretive events such as cross country tours and snowshoe tours, with receptions for participations. The grant will also be used for upgrades of the WSA's Web site including visual enhancements to the Business Directory, as well as informational related services to make the website a more valuable tool for businesses.

- 4.2 **M/S/C (Wilderotter/Doyle) (5/0 – Abstain Williams) to accept the grant request from the West Shore Association in the amount of \$10,000, as presented, with a recommendation to the full Chamber of Commerce Advisory Committee to approve the grant request.**

5.0 DISCUSSION AND POSSIBLE ACTION ON SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING PROGRAM GRANT REQUEST SUBMITTED BY THE NORTHSTAR VILLAGE RETAILERS ASSOCIATION

- 5.1 The Northstar Village Retailers Association has submitted a grant request in the amount of \$10,000. Joy Doyle reported that the \$10,000 will be used for Northstar Resort to produce a 4-color, glossy stock, 8-page Village at Northstar magazine. The magazine will be distributed through Certified Folder in North Lake Tahoe, Truckee and Reno and in-room at all lodging units at Northstar beginning December 15, 2008.
- 5.2 Dave Wilderotter asked Joy Doyle about the current situation with parking at the resort. He suggested that Northstar provide the Chamber with information about parking so Kym can send an email blast to the membership. Joy discussed the free parking behind the Village. Parking is also available in Village View lots (ABC lots) and the parking lot by the gas station at the entrance to Northstar. Cheri Sprenger asked if events outside of Northstar would be incorporated into this magazine piece. Joy said she was not sure, but would find out.
- 5.3 **M/S/C (Wilderotter/Williams) (5/0 – Abstain Doyle) to accept the grant request from the Northstar Village Retailers Association in the amount of \$10,000, as presented, with a recommendation to the full Chamber of Commerce Advisory Committee to approve the grant request.**

6.0 SUBCOMMITTEE MEMBER COMMENTS

- 6.1 Dave Wilderotter said that the members of the Chamber Committee need to discuss where certain large scale events such as SnowFest, Autumn Food and Wine and Opening Day on the Lake fit into budget development. Steve Teshara suggested the Marketing Committee and Chamber Advisory Committee should have joint discussions regarding this issue. Cheri Sprenger would like to write a letter to the NLTRA Board and the Marketing Committee to encourage the groups to find a placement for these events, e.g.; an annual budget line item.
- 6.2 Rob Weston noted he has heard from Ron McIntyre that in the planning of the NLTRA, there was originally an event director position. Steve noted that there was a Festival at Tahoe office that was already in place when the NLTRA was formed. Members of the Subcommittee would like this discussion to take place before the budget cycle for next fiscal year.

7.0 SUBCOMMITTEE ADJOURNMENT

7.1 The Subcommittee meeting was adjourned at 10:20 a.m.

II. MEETING OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE**1.0 CALL TO ORDER – ESTABLISH QUORUM**

1.1 The meeting was called to order at 10:20 a.m. by Chair Cheri Sprenger and a quorum was established.

2.0 PUBLIC FORUM

2.1 Pettit Gilwee reported that Lake Tahoe has once again been ranked the number one ski destination in the U.S. for hotel and vacation packages by Orbitz.com, this time for the period November 20, 2008 through April 20, 2009.

2.2 Karen Willcuts reported that the Tahoe City SnowFest parade will be held on Saturday, February 28. Save the date.

2.3 Steve Teshara reported that hard color copies of the NLTRA FY 2007/08 Year End Report are available.

2.4 Rob Weston reminded everyone that the Olympic Heritage Celebration is moving forward. He encouraged everyone to develop events and become involved in the celebration events from January 8-17, 2010. Cheri suggested that Rob send out the draft calendar to all the business association. She also suggested creating a working group of members from the various organizations. Liz Dugan reported that there would be a fundraiser with Johnny Mosely at PlumpJack in February.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Wilderotter/Broglio) (9/0) to approve the Chamber Advisory Committee agenda as presented.

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

4.1 M/S/C (Wilderotter/Williams) (9/0) to approve the Chamber of Commerce Advisory Committee meeting minutes of September 2, 2008 as presented.

5.0 APPROVAL OF GRANT SUBCOMMITTEE MEETING MINUTES

5.1 M/S/C (Doyle/Broglio) (9/0) to approve the Grant Subcommittee meeting minutes of September 30, 2008 as presented.

6.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

6.1 Kym Fabel reviewed the monthly Chamber Business Plan Implementation for the month of October. She reported that the Chamber staff has been very busy this month with various community forums, luncheons, mixers and newsletters. She reported that Steve Teshara discussed the attitudes and perspectives of the membership at the Economic Forum. The special Economic Edition of the Chamber newsletter is posted online at www.NorthLakeTahoeChamber.com, and the November/December 2008 newsletter is now available in print and online. Kym reported that the Chamber has become involved with planning for a Central Sierra Green Business recognition program. She also noted that this past

month, one of the Chamber Web site pages that had the most hits was again the Chamber jobs page. She encouraged everyone to post open jobs at their businesses. She provided the Committee with a list of the upcoming events for November and December.

- 6.2 There was discussion about production of Chamber Education programs and events. All events produced by the Chamber must pay for themselves; the fee must cover the costs. Andy discussed the upcoming wholesaler's seminar and tradeshow.

7.0 DISCUSSION AND POSSIBLE ACTION TO CONSIDER SUBCOMMITTEE RECOMMENDATIONS AND APPROVAL OF COMMUNITY MARKETING PROGRAM EVENT GRANTS

- 7.1 Steve Teshara noted that the grants Subcommittee completed deliberations this morning. The Subcommittee decided that the full amount of \$10,000 should be granted at this time. The Subcommittee recommends the following events and the following amounts: SnowFest (\$5,000), Ta-Hoe Nalu (\$2,000), Squaw Valley Institute (\$1,000), TOCCATTA (\$500), Melting Man (\$500), Trails and Vistas (\$1000) with the stipulations that TOCCATTA and Trails and Vistas are required to show that money from these events benefit Placer County. Melting Man's grant is contingent upon the dates be changed to after April 1 (around Easter).

- 7.2 There was further discussion regarding the dates of Melting Man and whether it could fall under the umbrella of SnowFest. Alex Mourelatos expressed concern about how these grants would be presented to the NLTRA Board and to the various events/project coordinators. Steve Teshara said that we could attach the grant criteria to the grant rewards with the stipulations. Kay Williams noted that there is still capacity for events in the summer and the winter. She feels that it is important for seed money to be given to SnowFest. Alex expressed concern that these events are not shoulder season events and not seed events. Kay noted that shoulder seasons vary depending on locale (e.g. lake properties vs. resort properties). She also reported that the Community Marketing Program is the only money currently available for event grants. Liz Dugan noted that she does not feel that SnowFest puts heads on beds in Squaw Valley. Dave Wilderotter noted that all events are public relations tools and word of mouth from the events is important to encourage repeat visitation.

- 7.3 **M/S/C (Wilderotter/Young) (9/0) to approve the Community Marketing Program event grant requests as recommended by the Community Marketing Program Grant Subcommittee.**

Alex Mourelatos suggested presenting the grant awarding process to Board with information about the event criteria and application process. Cheri Sprenger would like to have a person-to-person meeting to discuss the grants awarding process in the future. Deb Dudley suggested that we research what competitors and other visitor bureaus do to support events.

8.0 DISCUSSION AND POSSIBLE ACTION TO CONSIDER SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING GRANT PROGRAM REQUEST SUBMITTED BY WEST SHORE ASSOCIATION

- 8.1 Kay Williams reported that the West Shore Association is asking for a grant in the amount of \$10,000. This grant will be used to continue production and distribution of the map/brochure, publicity of the "Opening Day on the Lake" event, publicity of West Shore trails and the West Shore Association Web site.

- 8.2 M/S/C (Wilderotter/Dugan) (8/0 – Abstain Williams) to approve the Community Marketing Grant Program request submitted by the West Shore Association.

9.0 DISCUSSION AND POSSIBLE ACTION TO CONSIDER SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING GRANT PROGRAM REQUEST SUBMITTED BY THE NORTHSTAR VILLAGE RETAILERS ASSOCIATION

- 9.1 Joy Doyle reported that the Northstar Village Retailers Association is asking for a grant request in the amount of \$10,000. This grant will be used to produce and distribute a Village at Northstar magazine.
- 9.2 M/S/C (Wilderotter/Williams) (8/0 – Abstain Doyle) to approve the Community Marketing Grant Program request submitted by the Northstar Village Retailers Association.
- 9.3 Alex Mourelatos feels that it is okay for the focus of the Northstar piece to focus on Northstar only. He said this should not be an issue in the future.

10.0 DISCUSSION AND REQUEST FOR PARTICIPATION BY INTERESTED COMMITTEE MEMBERS – NLTRA MARKETING DECISION TOOL DEVELOPMENT

- 10.1 Ron Parson discussed the concept and need behind the proposed Marketing Decision Tool Development. He distributed a handout of slides regarding this issue. He provided background on the Marketing Committee and issues of process and creating actions. He noted that the resorts such as Northstar and Squaw Valley have a slow period in the summer and busy period in the winter where the lake properties are busy in the winter and slower in the summer. Ron discussed that producing an analysis could help determine needs for future marketing. He reported that accuracy is not critical; it is just important to have a basis (e.g. low, medium and high). His hypothesis is that lodging drives everything, but we must prove this which will then prove the value of using the MTRiP program that the NLTRA Marketing Committee and department use to predict future bookings for lodging. This decision tool will help to determine where areas of opportunity are available (e.g. Memorial Day, Thanksgiving).
- 10.2 Ron encouraged members of the Chamber Advisory Committee to join the working group/task force on this project. Andy discussed the importance of also including various geographic areas and the possibility of asking the North Lake Tahoe Truckee Leadership program to assist with the project. Alex Mourelatos hopes this will build on pre-existing framework to create an operating model. He noted that sales tax and TOT information are already available. Justin Broglio also noted that some of this information for Incline Village and Crystal Bay may be available through IVGID. There was discussion regarding the accuracy and skewing of the MTRiP report; the report would be more significant if more properties participated.
- 10.3 The following members agreed to participate in the Decision Tool Development Task Force: Cheri Sprenger (North Tahoe Business Association), Cheyenne Sabad (Tahoe City Downtown Association), Kay Williams (West Shore Association) and Justin Broglio (Incline Village).

11.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

- 11.1 Squaw Valley Business Association (SVBA) – Liz Dugan reported that Squaw Valley is hoping for more snow. She said a few new restaurants are scheduled to open at the Village at Squaw.
- 11.2 Tahoe City Downtown Association (TCDA) – Cheri Sprenger reported that the NTBA and TCDA are combining their holiday programs with a 21 day Shop Local program and contest. Punch cards will be distributed to post office boxes and retailers. Shop Local Week is December 1-7.
- 11.3 Northstar Village Retailer Association (NVRA) – Joy Doyle reported that Northstar is scheduled to open November 22nd. They have expanded their snow making. They have a few new restaurants opening in December. Northstar also has a receipts reward program where if customers spend \$500 more, they receive prizes. Noelle Nights will take place the first three Thursdays of December.
- 11.4 West Shore Association (WSA) – Kay Williams reported that the WSA is working on promoting Olympic cross country trails as their winter activity. She also reported that there will be a Thanksgiving special at Granlibakken.
- 11.5 North Tahoe Business Association (NTBA) – Cheri Sprenger reported that the North Lake Tahoe Leadership Program is looking for input for community projects. There will be a recruitment breakfast on November 12th at Sawtooth Ridge for \$12 per person. The breakfast will feature a motivational speaker. The Web site www.TahoeTruckeeLeadership.com will be updated next week.
- 11.6 Incline Village – Mike Young noted that Toys for Tots has combined resources with Parasol and IVGID for a Holiday Giving program. The event will take place December 3rd.

12.0 ADJOURNMENT

- 12.1 The meeting was adjourned at 11:32 p.m.

Submitted by:

Whitney Parks, Administrative Assistant



**JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE
MEETING MINUTES
Tuesday, November 18, 2008 – 1:30 p.m.**

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE & BOARD MEMBERS IN ATTENDANCE: Dave Paulson, Will Garner, Jan Colyer, Ron McIntyre, Cheri Sprenger, Paula Rachuy, Wally Auerbach, Alex Mourelatos and Debbie Casey (1:42 p.m.)

STAFF IN ATTENDANCE: Ron Treabess, Steve Teshara, and Sarah Holster

OTHERS IN ATTENDANCE: Alexandra Profant, Pete Przybyslawski, Jeff Haack, and Lolly Kupec

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The Joint Infrastructure/Transportation Committee meeting was called to order at 1:38 p.m. by Chairman Ron McIntyre and a quorum was established.

2.0 PUBLIC FORUM

2.1 There were no public comments.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Auerbach/Sprenger) (8/0) to approve the agenda as presented.

4.0 APPROVAL OF JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE MEETING MINUTES

4.1 M/S/C (Colyer/Auerbach) (7/0/1-Abstention Mourelatos) to approve the Joint Infrastructure/Transportation Committee minutes of September 22, 2008 as presented.

5.0 PRESENTATION AND DISCUSSION OF THE DRAFT-IN-PROGRESS COMMUNITY WAYFINDING SIGNAGE STANDARDS MANUAL (REGIONAL WAYFINDING SIGNAGE GUIDELINES MANUAL)

5.1 Ron Treabess reported that the wayfinding signage project process has included input from various regional agencies including land owners, permitting agencies, and potential applicants. Project planning has now been underway for approximately seven months. Jeff Haack, consultant with Carrier Johnson-Culture, has completed the draft Community Wayfinding Signage Standards manual for review and discussion. He said the steering committee will meet

tomorrow to review the draft document. They will also be asked to consider locations for demonstration signage projects.

- 5.2 Jeff Haack gave a brief status report on the project design and progress. He said feedback from the different organizations has been incorporated into the document. In addition, he said the document includes Caltrans requirements. He noted that the consultants are not trying to change what already works, but improve on the system and create consistency. The document is not just intended to be a design manual, but also to assist applicants with sign criteria, the approval process, and installation.
- 5.3 Discussion followed in regards to the draft Community Wayfinding Signage Standards manual.
 - 5.3.1 Ron McIntyre asked for clarification regarding permitting for community wayfinding being delegated to Placer County. He asked if there is a MOU between TRPA and Placer County. He also suggested adding that other jurisdictions are encouraged to use the document. Lolly Kupec, project consultant, Wild West Communications, reported that the interagency MOU is being developed. She said the manual is meant to streamline the signage development and review process. Lolly clarified that as long as the regulations of Caltrans are met, they are willing to allow Placer County to take the lead. Ron noted that each mile marker location had to be approved by Caltrans. Lolly said the consultants are working with Caltrans to get a map to show all Caltrans right-of-way. Jeff added that the manual includes most of the existing Caltrans requirements. He said they are encouraging all jurisdictions to use the manual.
 - 5.3.2 Jeff reviewed signage templates and the benefits of using suggested sign types. Each sign type explains intended visibility and purpose of placement. Alex Mourelatos asked how the existing monument signs fit into the project. Jeff said it has been concluded that this type of sign will be under utilized in comparison to other sign types. Projects are not required to follow the manual; it should be used as guide. Alex asked if there was a statement in the manual preventing businesses from using sign types. Jeff said the manual is for directional signage only. Lolly noted that general off-premise signs are not allowed in Placer County. Alex suggested that businesses or other entities be allowed to use the design off the main highway.
 - 5.3.3 Wally Auerbach asked if pedestrian signs coordinate with bikeways. He said bike trails already have signage. Lolly agreed but said the signage is not consistent. She said another purpose of the manual is to create consistency. Jeff noted that it is not the intent of the manual to add to the quantity of signs, but rather streamline signage.
 - 5.3.4 Jeff reported that there are three phases to the permitting process. The purpose of the phases is to create a "road map" or expectation of the signage development process. The first phase is the presubmittal review which helps the applicant better choose the correct sign template and content. The second phase is the submittal review, and the third phase is inspection.
 - 5.3.5 Cheri Sprenger asked about the status of including a North Lake Tahoe identifier on the signs. Jeff said the consultants are still pursuing the

identifier issue since it is important to stakeholders. Ron Treabess explained that Caltrans does not want North Lake Tahoe to appear as an actual destination. The design has been altered to not appear as a specific geographic point on the sign. Caltrans is currently reviewing the alternatives.

- 5.3.6 Jeff reviewed the different sign types. He noted that the Neighborhood Monument may not be as utilized as vehicular directional signage, but will remain in the document. The manual identifies finishes, materials and scale of signage. Typeface requirements are included as well as acceptable colors. Jeff noted that Caltrans is immovable on color as it relates to vehicular signage. Pedestrian and monument signage have a consistent color palette with vehicular signage, but they are not held to the Caltrans green. Jeff noted that Caltrans requirements on color, icons, and break away requirements are included in the manual.
- 5.3.7 Ron asked the committee to consider appropriate locations for demonstration signage projects.
- 5.3.8 Dave Paulson asked if the manual addresses a snow removal plan for signs. Jeff said the manual will address maintenance and snow removal. The consultants are working with the agencies to decide who will take maintenance responsibility for signs.
- 5.3.9 Alexandra Profant with the Tahoe Foundation suggested we work to regionalize signage ordinances. In addition, the Washoe Tribe is interested in participating in the wayfinding signage project. She said it is important to include a cultural aspect in signage.

6.0 PRESENTATION, DISCUSSION OF WINTER TRANSPORTATION PLANNING, ROUTE AND SCHEDULING BY TART AND TNT/TMA

- 6.1 Will Garner reported on TART additional winter services. He said the daytime route between Truckee/Northstar/Kings Beach/Stateline has been added this season. Winter services begin December 20th and conclude on April 12th. Will noted that last year, the route was very successful.
- 6.2 Jan Colyer reported on the nighttime transit service. She said there is a new campaign this year called the *Night Rider*. She hopes the campaign will encourage ridership. Night routes will not include the Town of Truckee this year due to funding constraints. She noted that last year Truckee properties helped fund the service to encourage the Town to fund the service going forward. Unfortunately, the service provider increased their costs this year. The North Shore's night service will run from Northstar to Stateline, Squaw Valley to Stateline, Stateline to Squaw Valley and Tahoe City to Tahoma. The service will again be free to riders and funded by the NLTRA. The hours of operation will be 6:30 p.m. to midnight. Ron McIntyre suggested encouraging the Town to include a line item in their budget next year for this service. Jan said her team will be "hitting the streets" to provide transit information to local businesses. All transportation related information needs to be submitted to Jan by November 26th. The NLTRA's contribution to the nighttime service, including marketing, is \$179,000.
- 6.3 Discussion followed in regards to the lack of service between Tahoe Vista and Northstar.

- 6.3.1 Ron Treabess reported that concern was expressed at the NLTRA's September 30th Lodging Subcommittee meeting about the lack of service. Pete Prezybyslawski with FireLite Lodge in Tahoe Vista explained that hourly service was abruptly cut prior to last winter and there is a need to serve skiers. Alex Mourelatos, also a lodging provider in Tahoe Vista, feels it is important to have service to accommodate skiers. In addition, he said it is important for our marketing to have effective transportation from lodging to the resorts. He asked that if the service cannot be provided, that there be a tighter linkage for transfers. Alex said Tahoe Vista can justify the service. He said he would work with the Tahoe Vista lodging providers to further promote ridership.
- 6.3.2 Dave Paulson reported on Northstar's participation in the service. He said Northstar recognizes the importance of the route, but since ridership information is not available, they cannot justify the expenditure, especially in the current economic climate. Dave said they need to know the return on investment before they provide funding for the service. Ron Treabess suggested we make a request to the County to fund service this season to determine ridership. This would allow Northstar to decide whether to participate in the service next year.
- 6.3.3 Will Garner reported that it was TART's intent to include the Tahoe Vista to Northstar route in the TART system. He said the route that was serviced by the prior contractor had low ridership. Will reported that although the service now requires a transfer at Stateline, ridership has been strong. Will also questioned whether the prior service ran on an hourly basis. He suggested we consider reallocating services from the West Shore to the Tahoe Vista/Northstar.
- 6.3.4 Steve Teshara suggested that to the maximum extent possible the benefit of TOT investments should accrue to the lodging properties that collect it. Based on information available, he feels TART has "done the right thing" with the current schedule. He doesn't feel TART should change its current plan, but rather that it be supplemented in Tahoe Vista. Ron Treabess asked Dave to submit projected operating costs for Northstar to provide the service. Steve urged the committee to request a one season infrastructure allocation to fund a demonstration project. Steve said it is important to address the needs of our lodging providers. Debbie asked about the budget. Steve said it would require a supplement to the transportation budget from Infrastructure. Debbie feels that changes at Northstar will attract more ridership and sees the importance of conducting the demonstration project research. Jan Colyer said she would check all available statistics related to the service. In the meantime, Will said he would ask the operators to make a tighter linkage at the transfer point. Ron McIntyre noted that the problem could be addressed with continuous service around the Resort Triangle.
- 6.3.5 The committee directed staff to work with Placer County to make a better connection with the current transfer and ask for funding for a one year pilot program to complete service from Tahoe Vista to Northstar. Alex confirmed that he would work with the lodging community to promote ridership. Cheri Sprenger said the North Tahoe Business Association would provide a letter of support for the service. Steve said staff will review the committee's discussions with the Placer County CEO's office. Staff will include an item on the Board agenda to consider approval of an

infrastructure allocation to fund a demonstration ski shuttle service from Tahoe Vista to Northstar for the 2008/09 Winter season.

7.0 STATUS REPORT – NORTH LAKE TAHOE EXPRESS FY-2007/08 YEAR END REPORT AND FARE ADJUSTMENTS BY TNT/TMA

7.1 Ron Treabess briefly reviewed the North Lake Tahoe Express Year End report. He said there is carryover from last year. The County's CEO's office has approved rolling that funding over into our current fiscal year for the purpose of providing one additional route each way to increase ridership and revenue. He said we will continue this discussion next month. Jan reported that the new fare schedule on the North Lake Tahoe Express went into effect November 15th. There will be two more runs to and from the airport to our area.

8.0 STATUS REPORT – SUMMER TRANSPORTATION SUMMARY REPORTS BY TART, TNT/TMA, AND STAFF

8.1 Will Garner reported on summer transit service. He said the nighttime service from Squaw Valley to the Hyatt continues to be the most popular route. He said the earlier route (6:05 p.m.) has the highest ridership and is causing operational issues. TART is considering keeping the service a bus run and charging for it. Will reported that although the service is impacting the total numbers, the other runs are strong. Will noted that 10 passengers per service hour is good for a rural area. The largest passenger per segment run is the Tahoe City to Crystal Bay run and at Tahoe City.

8.2 Will reported on issues with the added trolley service. Crystal Bay to Tahoe Vista daytime trolley by hour is steady with most of the ridership in Kings Beach. The Tahoe City Trolley by hour is not reaching the 10 passenger minimum. He said we should reconsider the service next year. Will reported that cost per hour by service hour should not exceed \$8. The Tahoe City Trolley cost per passenger is currently at \$13.

9.0 PRESENTATION, DISCUSSION AND POSSIBLE DIRECTION ON PROPOSED TRANSIT SERVICE GUIDELINES AND CRITERIA TO ENABLE EVALUATION OF EXISTING SERVICES BY TART AND STAFF

9.1 Will Garner reported on draft guidelines and criteria to enable the evaluation of existing transportation services as prepared by he and Jennifer Merchant. He has been working with the CEO's office to develop the criteria to determine the effectiveness and efficiencies of transit services. They have prepared a list of metrics to measure the cost effectiveness for services and guide expenditure decisions. Placer County is concerned about the serious decline in state funding for transit. He said TOT should not be the only funding source for transit. Ron Treabess disagreed and said when overall transportation money is not available; TOT is still an appropriate funding source paid by the visitors to improve visitor opportunities. Will asked the committee to review the proposed measurements and provide feedback. He said the metrics are flexible and could be applied by service.

10.0 ACTIVITY REPORT – DIRECTOR OF COMMUNITY PARTNERSHIPS AND PLANNING

10.1 Ron Treabess encouraged the committee to complete the resident survey that will be mailed out in the next few weeks.

11.0 COMMITTEE MEMBER COMMENTS

11.1 The next Joint Infrastructure/Transportation Committee meeting is scheduled to be held December 15th beginning at 1:30 p.m. The meeting will be held at the Tahoe City Public Utility District.

12.0 ADJOURNMENT

12.1 The meeting adjourned at 3:45 p.m.

Submitted by,
Sarah Holster
Executive Assistant

Monthly Report October 2008, 2009
CONFERENCE REVENUE STATISTICS
Year to Date Bookings/Monthly Production Detail/FY 08/09
 Prepared By: Anna Atwood, Sales/Marketing Coordinator

Total Revenue Booked for FY 08/09 as of 10/31/08	\$ 2,184,778 * Estimated
Forecasted Commission for this Revenue:	\$ 139,829
Number of Room Nights:	13549
Number of Delegates:	5782
Annual Revenue Goal for FY 08/09:	\$2,000,000
Annual Commission Goal for FY 08/09:	\$140,000
Number of Tentative Bookings as of 10/31/08:	62

Monthly Detail/Activity for October:

<u>Number of Groups Booked:</u>	4
Revenue Booked:	\$ 151,895
Projected Commission:	\$ 12,572
Room Nights:	706
Number of Delegates:	232
Booked Group Types:	1 Corp. and 3 Associations
Lost Business, # of Groups:	4

Arrived in the month of October:

Number of Groups:	8
Revenue Arrived:	\$ 381,874
Projected Commission:	\$ 37,852
Number of Room Nights:	2711
Number of Delegates:	1108
Arrived Group Type:	4 Corp., 1 Assoc., 1 Smerf., 1 TA and 1 Govt.

Monthly Detail/Activity for September:

<u>Number of Groups Booked:</u>	5
Revenue Booked:	\$ 172,818
Projected Commission:	\$ 5,440
Room Nights:	1046
Number of Delegates:	435
Booked Group Types:	5 Corp.
Lost Business, # of Groups:	12

Arrived in the month of September:

Number of Groups:	11
Revenue Arrived:	\$ 437,195
Projected Commission:	\$ 10,914
Number of Room Nights:	2472
Number of Delegates:	1153
Arrived Group Type:	4 Corp., 2 Assoc., 2 TA's, 1 Govt., 1 University and 1 Seminar

Monthly Detail/Activity for August:

<u>Number of Groups Booked:</u>	3
Revenue Booked:	\$ 34,219
Projected Commission:	\$ 2,957
Room Nights:	343
Number of Delegates:	165
Booked Group Types:	2 Corp and 1 Foundation
Lost Business, # of Groups:	11

Arrived in the month of August:

Number of Groups:	5
Revenue Arrived:	\$ 37,094
Projected Commission:	\$ 3,412
Number of Room Nights:	275
Number of Delegates:	183
Arrived Group Type:	2 Corp., 2 Assoc., 1 Govt. and 1 University

Monthly Detail/Activity for July

<u>Number of Groups Booked:</u>	6
Revenue Booked:	\$ 174,483
Projected Commission:	\$ 9,756
Room Nights:	1045
Number of Delegates:	614
Booked Group Types:	1 Corp., 3 Assoc., 1 TA and 1 Seminar
Lost Business, # of Groups:	10

Arrived in the month of July:

Number of Groups:	3
Revenue Arrived:	\$ 161,513
Projected Commission:	\$ 11,154
Number of Room Nights:	1265
Number of Delegates:	710
Arrived Group Type:	3 Assoc.

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2009/10:	\$593,839	\$ 750,000
For 2010/11:	\$607,999	\$ 200,000

NUMBER OF LEADS Generated as of 10/31/08: 62

Total Number of Leads Generated in Previous Years:

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
1995/1996: 379
1994/1995: 450
1993/1994: 374

Monthly Report October 2008
CONFERENCE REVENUE STATISTICS
South Shore Properties

Year to Date Bookings/Monthly Production Detail/FY 08/09

Prepared By: Anna Atwood, Sales & Marketing Coordinator

Total Revenue Booked for FY 08/09 as of 10/31/08:	\$521,269 * Estimated
Forecasted Commission for this Revenue:	\$33,273
Number of Room Nights:	3975
Number of Delegates:	2890
Annual Revenue Goal for FY 08/09:	\$600,000
Annual Commission Goal for FY 08/09:	\$42,000
Number of Tentative Bookings as of 10/31/08:	55

Monthly Detail/Activity for October:

<u>Number of Groups Booked:</u>	1
Revenue Booked:	\$ 31,392
Projected Commission:	\$ 0
Room Nights:	320
Number of Delegates:	230
Booked Group Types:	1 Assoc.
Lost Business, # of Groups:	5

Arrived in the month of October:

Number of Groups:	1
Revenue Arrived:	\$ 10,746
Projected Commission:	\$ 1,289
Number of Room Nights:	60
Number of Delegates:	40
Booked Group Type:	1 TA

Monthly Detail/Activity for September:

<u>Number of Groups Booked:</u>	1
Revenue Booked:	\$ 8,872
Projected Commission:	\$ 1,064
Room Nights:	62
Number of Delegates:	47
Booked Group Types:	1 Assoc.
Lost Business, # of Groups:	13

Arrived in the month of September:

Number of Groups:	4
Revenue Arrived:	\$ 70,415
Projected Commission:	\$ 6,897
Number of Room Nights:	722
Number of Delegates:	590
Booked Group Type:	2 Corp., 1 Assoc. and 1 TA

Monthly Detail/Activity for August:

<u>Number of Groups Booked:</u>	0
Revenue Booked:	\$ 0
Projected Commission:	\$
Room Nights:	
Number of Delegates:	
Booked Group Types:	
Lost Business, # of Groups:	12

Arrived in the month of August:

Number of Groups: 4
Revenue Arrived: \$ 84,077
Projected Commission: \$ 5,892
Number of Room Nights: 598
Number of Delegates: 335
Booked Group Type: 2 Corp., 1 TA and 1 Seminar

Monthly Detail/Activity for July

Number of Groups Booked: 4
Revenue Booked: \$ 54,081
Projected Commission: \$ 5,176
Room Nights: 425
Number of Delegates: 795
Booked Group Types: 1 Corp., 1 Smerf and 2 TA's
Lost Business, # of Groups: 6

Arrived in the month of July:

Number of Groups: 1
Revenue Arrived: \$ 1,350
Projected Commission: \$ 162
Number of Room Nights: 15
Number of Delegates: 5
Booked Group Type: 1 TA

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2009/10:	\$ 336,296	\$200,000
For 2010/11:	\$	\$100,000

NUMBER OF LEADS Generated as of 10/31/08: 56

Total Number of Leads Generated in Previous Years:

2007/2008: 203
2006/2007: 155
2005/2006: 213
2004/2005: 183
2003/2004: 194
2002/2003: 233
2001/2002: 257
2000/2001: 248
1999/2000: 323
1998/1999: 366

NLTRA MARKETING/ CONFERENCE ACTIVITY REPORT FOR NOVEMBER 2008

KEY MEETINGS/LUNCHEONS/RECEPTIONS ATTENDED BY STAFF

- Attended SJ Marketing Meeting: Andy
- Attended NLTRA Board Meeting: Andy
- Attended NLTRA Chamber Meeting: Andy
- Attended Marketing Committee Meeting: Andy, Jeremy, Judy, Jason
- Attended CTTC California Snow Campaign Committee Meeting: Andy
- Attended Finance Committee Meeting: Andy
- Attended Chamber Mixer: Andy, Jeremy, Judy
- Attended Infrastructure Meeting: Andy
- Attended planning meeting for Holiday Showcase Trade Show: Jason
- Attended wholesale meeting with Biltmore sales team: Jeremy
- Attended wholesale meeting with Plumpjack sales team: Jeremy
- Met with Torrey Pines Ski Club in San Diego: Jeremy
- Met with First Tracks Productions regarding 2009 MTS luncheon video: Jeremy

SPECIAL PROJECTS

- Attended AST Dew Tour Meeting at Northstar: Andy
- Attended Chamber Winter Recreation Lunch: Andy, Jeremy, Judy
- Attended Marketing Working Group on Decision Tool: Andy
- Ritz Carlton PR Meeting: Andy, Pettit
- Meet with Dave Ferrari on Conference Program: Andy, Jason
- Hosted site visit for System Planning Corporation: Jason
- Hosted site visit for NCH: Jason
- Hosted site visit for Bead Unique Magazine: Jason
- Hosted site visit for MAPPS: Jason
- Hosted site visit for Cox Media: Jason
- Attended planning meeting for Holiday Showcase Trade Show: Jason
- Attended SF Ski Show: Jeremy
- Attended San Diego Snow Jam on behalf of Ski Lake Tahoe: Jeremy
- Trained participating Ski Tahoe North ticket depts. on 2008-09 procedure: Jeremy
- Revamp and re-launch of Historic Sites & Tours on GTN web, Judy
- Daily maintenance of both NLTRA sites and content on Visit California, Judy
- Coordination of February calendar of events targeted to lodging peak days in Feb.
Judy
- Coordination of welcome program for AST Winter Dew Snowboard Tour, Judy