



Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday, December 1, 2010 – 8:30 am
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

The NLTRA Board has also adopted the Nine Tools of Civility of the Speak Your Peace Civility Project: Pay Attention, Listen, Be Inclusive, Not Gossip, Show Respect, Be Agreeable, Apologize, Give Constructive Criticism, Take Responsibility.

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM

B. AGENDA AMENDMENTS AND APPROVAL

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

C. PUBLIC FORUM

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. CONSENT CALENDAR – MOTIONS (5 minutes)

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. All committee meeting minutes are provided for informational purposes only.

1. Board Meeting Minutes – November 3, 2010
2. Finance Committee Minutes – November 2, 2010
3. Chamber of Commerce Advisory Committee Minutes – November 17, 2010
4. Joint Infrastructure/Transportation Committee Minutes – November 22, 2010
5. Letter of Agreement for Disbursement of TOT Funds to the TMA for FY-2010/11
Approved North Lake Tahoe Express Budget
6. Letter of Agreement for Disbursement of TOT Funds to the TMA for FY-2010/11
Approved Night Rider Winter Transit Budget
7. Conference Revenue Statistics – October 2010
8. Conference/Marketing Activity Report – November 2010
9. Infrastructure/Transportation Activity Report
10. North Lake Tahoe Chamber of Commerce Business Plan Implementation Report
11. Finance Activity Report

E. REPORTS & ACTION ITEMS

12. Announcement of Results from the 2010 Board of Directors Election and Board Certification of Newly Elected Directors Representing Recreation, General, and Small Lodging Seats (*Kym Fabel*)
13. Executive Director Search Process Update: Progress and Next Steps (Alex Mourelatos and Deanna Gescheider)
14. Interim Executive Director's Report (*Ron Treabess*)
15. Marketing Report (*Andy Chapman - verbal*)
16. Presentation and Discussion on New www.GoTahoeNorth.com Consumer Website (*Andy Chapman/Mike Williams*)
17. Presentation and Possible Action to Approve \$9,755 Transportation Research and Planning Allocation to LSC Transportation Consultants to Conduct a Performance Review of the North Lake Tahoe Express Airport Shuttle Program (*Ron Treabess*)
18. Discussion and Possible Action to Appoint Lodging Committee Members (*Andy Chapman*)
19. Discussion and Direction on Upcoming Board Officers Election, and Board and Committee Appointment Process (*Ron Treabess/Andy Chapman*)
20. 2011 Meeting Calendar (*Ron Treabess*)
21. Board/Staff Follow-up on Previous Action Items (*Ron Treabess*)

ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE RESORT ASSOCIATION AND CONVENE AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE

F. CHAMBER OF COMMERCE REPORTS

22. Lake Tahoe Basin Prosperity Plan Update (*Andy Chapman*) 2
23. Chamber Manager Report (*Kym Fabel*)

ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE AND RECONVENE AS THE BOARD OF THE NORTH LAKE TAHOE RESORT ASSOCIATION

G. DIRECTORS' COMMENTS

H. MEETING REVIEW AND STAFF DIRECTION

I. CLOSED SESSION

24. Personnel Matters – Executive Director
25. Status report and direction to Organization/Search Committee

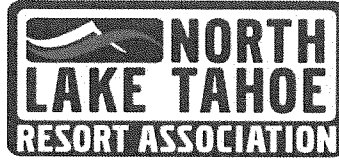
J. RECONVENE TO OPEN SESSION

26. Closed session report

K. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, November 24, 2010



BOARD MEETING MINUTES
Wednesday, November 3, 2010 – 8:30 am
North Tahoe Event Center

PRELIMINARY MINUTES

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

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

OTHERS IN ATTENDANCE: Ruth Schnabel, Steve Kastan, Cheri Sprenger

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 8:40 am by Board Chair Alex Mourelatos and a quorum was established.

2.0 AGENDA AMENDMENTS AND APPROVAL

2.1 Alex Mourelatos recommended that item E6 (Executive Director Search Progress Update) be a closed session discussion to take place after approval of the consent calendar. Item J will be removed.

2.2 **M/S/C (Parson/Kopley) (9/0) to amend the agenda to make item E6 a closed session discussion to take place after approval of the consent calendar and to remove item J**

3.0 PUBLIC FORUM

3.1 There was no public comment.

4.0 CONSENT CALENDAR

4.1 **M/S/C (Parson/McIntyre) (9/0) to approve the consent calendar except for item #4, the Chamber of Commerce Advisory Committee minutes**

5.0 CLOSED SESSION

5.1 The Board adjourned to closed session.

6.0 RECONVENE TO OPEN SESSION

- 6.1 The Board reconvened to open session.
- 6.2 Closed session report: further direction was given to the search committee.

7.0 REPORTS & ACTION ITEMS

- 7.1 Ron Parson reported that the audit of the 2009/10 Financial Statements went well. Two recommendations were made by the auditors. First, monthly journal entries will be reviewed by the Executive Director. Second, the Executive Director's reimbursed expenses will be reviewed by the Finance Committee at its meetings.

Jennifer Merchant asked about the undesignated Marketing funds in regards to a designation to transportation. It is her understanding that the NLTRA made a recommendation to designate transportation monies to transportation reserve.

Jennifer also asked about insurance of the bank accounts. Sally Lyon stated that Bank of the West changed their FDIC insurance policy and she is working on moving some accounts to different banks.

M/S/C (Parson/McIntyre) (9/0) to approve the 2009/10 Audited Financial Statements, implement the two recommendations of the auditors, and correct the designation of the transportation reserve

- 7.2 The follow-up chart was discussed next. Ron Treabess reported that the status of the Performing Arts Center would be discussed at the Joint Committee meeting on November 22nd. The Executive Committee and Marketing Conference Equity Committee are working together to address the Marketing Conference Equity issue.

Allen Highfield asked about the status of Booth Creek/Vail Resorts, the Performing Arts Center and the Lake Tahoe Music Festival. Ron Treabess clarified that Tahoe Mountain Resorts Foundation is who is involved with working with CNL, the owner of the proposed site. Sally Lyon, Board President of the Lake Tahoe Music Festival, said that the LTMF Board is working with Northstar for sponsorship of the festival for next year.

Alex Mourelatos suggested that on-going items should not be on the list. He thinks the list should only be items with a due date or time limit.

- 7.3 Alex Mourelatos reviewed the Special Event Policy recommended by the Marketing Committee. He reported that strike-zone time-frames in the calendar where demand for rooms decreases have been identified. The strategy is to encourage events to occur during these times so that TOT is positively impacted. Another part of the strategy is to market events with common themes together. Amgen is a good example; it is in May and other events could be added and related to its theme. Two types of events have been categorized: Community fabric (Chamber), and Marquee (NLTRA). Different resources will be allocated to each type.

Jennifer Merchant asked what the parameters of a marquee event are. Alex replied that this is a framework and staff will need to define the parameters. Jennifer noted that the definitions need to be sorted out and criteria needs to be established.

Deanna Gescheider stated that the Reno-Sparks Convention and Visitors Authority has a scientific process. She thinks the framework is a good starting point, but that details need to be worked out. Deanna believes that events that bring room nights and TV exposure should be strongly supported. Deb Dudley stated that it has been determined that the NLTRA does not want to produce events.

The discussion then moved to Amgen. Roger Beck thinks we should figure out how to stretch it out longer and get more room nights. Andy Chapman stated that there is a "Tahoe 10-day Countdown to the Tour" concept in development. Deb noted that Amgen will bring millions of dollars worth of national and international TV coverage. Roger asked how the impact of Amgen will be measured. He thinks that Amgen will improve May 2011, but wants to know how it will affect the future. He suggested that a multi-year contract be explored. Then Deanna commented that too much detail is being discussed at Board level; details should be done at committee level. Ron McIntyre noted that the NLTRA has limited funds and needs to prioritize expenditures. Jennifer asked the Board to return to discussing the Special Event Policy.

Deb said that an addendum to the Marketing Committee motion to recommend the Special Event Policy was that the NLTRA will come up with a way to measure the Return on Investment of all events using the same criteria. Currently, event producers ascertain the ROI of their events and report it to the NLTRA.

Autumn Food and Wine was mentioned throughout this discussion. In the future, the Board will need to determine where AFW fits in the event policy. Deb asked about the transition of Autumn Food and Wine to Northstar. Andy replied that interest is there and an agreement could be reached in 30 to 60 days. Jennifer reminded the Board that the NLTRA's contract requires RFPs for things that happen that are over a certain amount of money; other properties besides Northstar would need to be asked. Andy clarified that NLTRA would be a presenting sponsor. Jennifer thinks that AFW has value and should not just be handed over to someone else.

M/S/C (Parson/Dudley 9/0) to adopt the NLTRA Special Event Policy recommended by the Marketing Committee

- 7.4 Andy Chapman reported that the Marketing Committee had a task-force discuss Snowfest in context of the new Special Event Policy. In the past, SnowFest has received Community Marketing Grants. However, Ruth Schnabel, Executive Director of SnowFest, presented a sponsorship proposal to the Marketing Committee at its last meeting. The Marketing Committee unanimously recommended that the NLTRA sponsor SnowFest with up to \$25,000 of cash and in-kind services. Deb Dudley expressed appreciation to Ruth for her openness and willingness to collaborate. Ruth thanked the Board for the opportunity to ask for sponsorship, as SnowFest realizes it needs support.

Roger Beck suggested that North Lake Tahoe should have a major winter week that has a theme and is nationally promoted. Marketing people from the ski areas could get together and generate ideas. Deanna Gescheider said that many of the resorts do not want to be involved in SnowFest until it gets better. Alex Mourelatos said that sponsoring SnowFest is a good test to see if NLTRA investment can help an event be successful. Allen Highfield commented that SnowFest is in March and does not bring any room nights. Jennifer agrees, but also thinks that a small investment now can possibly move SnowFest in a better direction.

MSC (Dudley/Merchant) (9/1) to approve the Marketing Committee recommendation to sponsor SnowFest with up to \$25,000 of cash and in-kind services

- 7.5 Andy Chapman gave the Marketing Report. The Lodging Committee formation is underway and a request for interested parties has been distributed. The Small Lodging effort will be discussed at the next Marketing Committee meeting. Amgen organizers came for a site visit. They will drive the course and discuss logistics. Judy Laverty and Andy will attend an Amgen host city symposium in Los Angeles on November 9th. A local organizing committee for Amgen is structured and in place. In response to Allen Highfield's question, Andy stated that NLTRA will have its own marketing in addition to Amgen's marketing.

The NLTRA Board adjourned and reconvened as the North Lake Tahoe Chamber of Commerce Board.

8.0 CHAMBER OF COMMERCE REPORTS

- 8.1 Kym Fabel gave background on the Community Marketing Grant Program, which has grown over the years from \$15,000 to its current level of \$50,000. This year, there were more requests for grants than funds available. Kym stated that potential impact on TOT was a major criterion of determining the grants.

A discussion about the grant process ensued. Ron Parson believes that the Board needs to give the committee better direction. Kalliope Kopley agreed that a focus is needed. Allen Highfield asked why some events were funded and some were not. Reasons for granting or rejecting a request are listed in the Chamber of Commerce Advisory Committee minutes. Kym said that the Special Event Policy was taken into consideration when making decisions on the grants.

Cheri Sprenger noted that an additional \$50,000 is earmarked for Business Association Grants. The West Shore Association, Tahoe City Downtown Association, North Tahoe Business Association, Squaw Valley Business Association and Village at Northstar Association receive \$10,000 each for marketing. Cheri then stated that there has been dialogue with Placer County about the North Lake Tahoe Chamber of Commerce being able to receive \$10,000 like the other business associations. Ron Treabess clarified that \$10,000 is being held for potential granting to the NLTCC. Use of this money will be discussed at the next committee meeting. Allen Highfield believes that grant money could be better spent on a big ticket item.

Alex Mourelatos noted that the Chamber Advisory Committee discussed if events belonged in the sponsorship category or the Community Marketing Grant Program category. The committee also discussed delineation of Business Association Grants and Community Marketing Grants.

M/S/C (Parson/Merchant) (8/0) to accept the Chamber of Commerce Advisory Committee's recommendation for Community Marketing Grants except \$10,000 set aside for the North Lake Tahoe Chamber of Commerce

Action: Direct the Chamber of Commerce Advisory Committee to use the adopted Special Event Policy in determining future Community Marketing Program Grants.

Action: Clarify the requirements for Business Association Grants and Community Marketing Grants.

- 8.2 Alex Mourletos reported that the Executive Committee discussed staff's recommendation to resume the dissolution of the North Lake Tahoe Chamber of Commerce and the Tahoe North Visitors and Convention Bureau as separate corporations. The NLTRA currently does business as the North Lake Tahoe Chamber of Commerce and Andy Chapman further clarified that all intellectual property of the NLTCC and TNVCB are under the NLTRA umbrella.

Action: Resume the dissolution process for the NLTCC and TNVCB as separate corporations

- 8.3 Andy Chapman reported that action plan and implementation steps for the Lake Tahoe Basin Prosperity Plan are being finalized. It has not been presented to the Tahoe Regional Planning Agency yet.
- 8.4 Kym Fabel informed the Board that Ryan Slabaugh from the Sierra Sun has moved and resigned his position on the Chamber of Commerce Advisory Committee. Michael Gelbman from the Sierra Sun applied for the position and was recommended by the Committee.

M/S/C (Parson/Kopley) (8/0) to approve the appointment of Michael Gelbman to the Chamber of Commerce Advisory Committee

- 8.5 Kym Fabel stated that Chamber of Commerce Activity Report is now included in the Board packet. The Chamber and North Lake Tahoe Bonanza did a candidate forum for both IVGID and the North Tahoe Fire Protection District that were very well attended. A Placer County candidate forum was held on October 12th. Chamber Ed classes on internet marketing are being held on November 2nd, 9th and 16th. Both the Winter Recreation Lunch and a mixer at the Gatekeeper's Museum will be on November 10th. Another mixer will be on November 18th at the North Tahoe Arts Center next to the fire station.

The North Lake Tahoe Chamber of Commerce Board adjourned and reconvened as the NLTRA Board.

9.0 INTERIM EXECUTIVE DIRECTOR REPORT

- 9.1 Ron Treabess reported that staff are looking at ways to make reporting information to the Board clearer and more concise. For example, Conference Revenue Statistics now include a prior year comparison.

The Election Committee met on November 1st. Kay Williams, Gary Davis, Dave Wilderotter, and Kali Kopley comprise the Committee, which oversees the Board election process. Results of the election will be announced at the December Board meeting. As of today, the committee has received only one application; it is for the Small Lodging Seat. Other seats up for election are Recreation and General. Applications are due by Friday at 5:00 pm.

The TOT Renewal Committee met on November 2nd. It identified four consulting firms to solicit for proposals to conduct a community survey to gather factual data to be used in the renewal campaign.

The 1st Quarter Report for Placer County is being prepared.

Ron also stated that he gave the annual verbal report to the Board of Supervisors at their October meeting at Granlibakken. Additionally, the Board of Supervisors approved a

\$500,000 Infrastructure Grant to continue planning work on the Northstar/Martis Valley Bike Trail. There is a meeting on November 10th to discuss consolidation of all links of the Resort Triangle bike trail into one document. Ron has also received a TRPA survey on travel modes (who uses what and when).

In response to Jennifer Merchant's question, Ron explained that the Water Shuttle Study proposal that was discussed by the NLTRA Joint Committee has been completed and will be presented to the Tahoe Transportation District Board on November 12th. There may be action to accept the study and implement the service for next summer.

10.0 DIRECTORS' COMMENTS

- 10.1 Roger Beck commented that the mousehole is better lit.
- 10.2 Alex Mourelatos is on the TRPA's Tourist Accomodation Unit task-force. A TAU is a unit of use regardless of size or number of bedrooms. Conservation advocates want to redefine a TAU as a bedroom. They believe this would reduce building.
- 10.3 Alex Mourelatos suggested that the Interim Executive Director's report be given after the consent calendar. Also, he would like less information in the board packet.
- 10.4 Ron Parson stated that a local scout troop is holding a Veterans Day ceremony at 9:00 am on November 11th.
- 10.5 Kaliope Kopley has a friend that is interested in coming to Tahoe to conduct a marketing workshop.

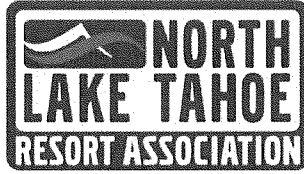
11.0 MEETING REVIEW AND STAFF DIRECTION

- 11.1 Direct the Chamber of Commerce Advisory Committee to use the adopted Special Event Policy in determining future Community Marketing Program Grants.
- 11.2 Clarify the requirements for Business Association Grants and Community Marketing Grants.
- 11.3 Resume the dissolution process for the NLTCC and TNVCB as separate corporations.

12.0 ADJOURNMENT

- 12.1 The meeting adjourned at 12:15 pm.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant



FINANCE COMMITTEE MINUTES
Tuesday, November 2, 2010 – 9:00 am

NLTRA Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Ron Parson, Alex Mourelatos, Ron McIntyre, Mike Salmon, Allen Highfield, Kimberly Frushon

STAFF IN ATTENDANCE: Ron Treabess, Sally Lyon, Kim Lambert

OTHERS IN ATTENDANCE: Bobbie Hales, Matt Krehe

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 9:07am by Chairman Ron Parson 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 (McIntyre/Highfield) (5/0) to approve the agenda as presented

4.0 APPROVAL OF MINUTES

4.1 M/S/C (McIntyre/Frushon) (5/0) to approve the Finance Committee minutes of Tuesday, September 28, 2010

5.0 DISCUSSION AND POSSIBLE ACTION TO RECOMMEND APPROVAL OF THE 2009/10 AUDITED FINANCIAL STATEMENTS

5.1 Bobbie Hales from Gilbert and Associates reported that the audit process went extremely well and NLTRA staff was very well prepared. There were no control deficiencies, significant deficiencies, or material weaknesses, and an unqualified opinion was issued. The only change to the financial statements prepared by staff is a balance sheet adjustment to Marketing Cooperative cash and corresponding liability.

Bobbie stated that the non-profit benchmark for money spent on program related expenses is 68 – 71%; the NLTRA is at 90%. Ron Parson asked what the percentage would be if infrastructure was omitted. Bobbie does not have that information. Ron Parson stated that he has heard comments that marketing overhead is excessive. Mike Salmon's perspective is that salaries of the Tourism Director and support staff are part of program expense. Ron Parson would like to know what the percentage is without

infrastructure so he has facts to rebut criticism. Ron Treabess stated that this year, a new method of determining g&a allocation based on a formula has been used. Sally Lyon commented that she recently did an analysis of about 10 years of marketing overhead and that could be brought back for review. Ron Parson suggested that it be updated and discussed at the next meeting.

Mike Salmon questioned investment in Property Plant and Equipment. Sally clarified that we capitalized a large amount when we moved to 100 North Lake Blvd, but have not spent much after that. Also, our capitalization threshold is \$1,000.

The auditors recommended that someone besides the CFO reviews journal entries. Going forward, the Executive Director will review the journal entries. Also, reimbursements to the Executive Director will be included in the Finance packet for committee review.

A discussion ensued regarding the auditors. Ron McIntyre asked about how staff felt about the process. Sally said it went well. There were differences between how these auditors and past auditors have dealt with Marketing Co-op cash. Allen commented that the presentation was clearer this year and the recommendations seemed reasonable. Mike Salmon and Ron Parson want more info from the auditors regarding benchmarks.

Sally Lyon will do the tax return and have it reviewed by a CPA firm.

M/S/C (McIntyre/Frushon) (6/0) to recommend to the Board of Directors the approval of the 2009/10 audited financial statements

M/S/C (Salmon/McIntyre) (6/0) accept the recommendations of the auditors to have journal entries reviewed by the Executive Director and have the Executive Director's expenses reviewed by the Finance Committee

Action: Look at marketing overhead analysis at the next meeting.

6.0 DISCUSSION AND POSSIBLE ACTION TO RECOMMEND APPROVAL OF THE AUGUST 31, 2010 FINANCIAL STATEMENTS

- 6.1 Sally Lyon reviewed the Financial Analysis for the two months ending August 31, 2010:
- Operating cash is \$510,000
 - Marketing Cooperative cash is \$158,000
 - Infrastructure cash is \$449,000
 - The receivable from the County for Marketing, Transportation, and G & A is \$3,355,000.
 - Infrastructure funds that Placer County is holding are booked as a separate receivable in the amount of \$6,097,000.
 - Unearned revenue and deferred support related to Infrastructure is \$6.5 million.
 - Change in net assets is \$105,000 for the month of August and \$175,000 year-to-date.
 - The Statement of Cash Flows shows that cash and cash equivalents, including Infrastructure Investments, is down \$21,000 from the same month a year ago.

The variance report for August is not included since there was not a variance to review. In response to a question by Alex Mourelatos, it was clarified that investments have decreased because the County now holds the infrastructure funds. In the past, we held the money and received investment income on it. Also, we have spent down the undesignated funds at request of the County.

M/S/C (McIntyre/Highfield) (6/0) to recommend to the Board of Directors the approval of the August 31, 2010 Financial Statements

7.0 DISCUSSION AND POSSIBLE ACTION TO RECOMMEND APPROVAL OF THE SEPTEMBER 30, 2010 FINANCIAL STATEMENTS

7.1 Sally Lyon reviewed the Financial Analysis for the three months ending September 30, 2010:

- Operating cash is \$339,000
- Marketing Cooperative cash is \$124,000
- Infrastructure cash is \$449,000
- The receivable from the County for Marketing, Transportation, and G & A is \$3,355,000.
- Infrastructure funds that Placer County is holding are booked as a separate receivable in the amount of \$6 million.
- Unearned revenue and deferred support related to Infrastructure is \$6.5 million.
- Change in net assets is \$91,000 for the month of September and \$266,000 year-to-date.
- The Statement of Cash Flows shows that cash and cash equivalents, including Infrastructure Investments, is down \$2,000 from the same month a year ago.

Sally stated that the variances in September are due to timing.

M/S/C (Mourelatos/McIntyre) (6/0) to recommend to the Board of Directors the approval of the September 30, 2010 Financial Statements

8.0 REPORT ON FOLLOW-UP ITEMS FROM PREVIOUS MEETINGS

8.1 Sally stated that staff gathered information about the Community Fund of North Lake Tahoe in response to the committee's question at the last meeting. Ron Treabess clarified that it is a mechanism that allows the NLTRA to accept and distribute donations. It is administered by the Truckee Tahoe Community Foundation; there is currently about \$4,000 in it. Ron Parson asked what the process is to replace Carol Savary as an advisor. Ron Parson stated that the Board of Directors need to be involved in decisions regarding the Community Fund or ties with it need to be cut. Ron Treabess said that staff will come to the committee with options and a recommendation. Alex thinks it is good potential mechanism for alternative funding.

Action: Staff will present options and a recommendation for the Community Fund of North Lake Tahoe to the committee.

9.0 COMMITTEE MEMBER COMMENTS

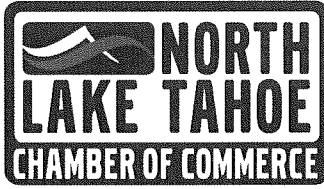
9.1 Ron Treabess noted that the Conference Revenue Statistics report has been modified to include a comparison with the previous year.

9.2 The next Finance Committee meeting will be announced at a later date.

10.0 ADJOURNMENT

10.1 The Finance Committee meeting adjourned at 10:20 am.

Submitted by:
Kim Lambert



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CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

November 17, 2010 – 9:00 am

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Sherina Kreul, Justin Broglio, Caroline Ross, Jan Colyer, Mike Young, Cheri Sprenger, Ron Yglesias, Kali Kopley, Caroline Ross and Kay Williams

RESORT ASSOCIATION STAFF: Kym Fabel, Andy Chapman, Judy Laverty, Ron Treabess and Emily Sullivan

OTHERS IN ATTENDANCE: Pettit Gilwee, Ernie Brassard, Bill Jensen

1.0 CALL TO ORDER – ESTABLISH A QUORUM

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:05 a.m. by Chair Cheri Sprenger, however a quorum was not established, due to the lack of two NLTRA Board members.

2.0 PUBLIC FORUM

- 2.1 There was no public forum

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 Bill Jensen will give an ROI presentation for "Tails in Tahoe" ROI prior to item G.
- 3.2 **Due to the lack of a quorum the Committee accepted the agenda by acclamation.**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

- 4.1 Cheri reported Alex Mourelatos pulled the minutes from the Chamber Advisory Committee meeting on October 27th from the NLTRA Board meeting packet because he would like to revise the conversation concerning the Chamber Grant request.
- 4.2 **The minutes for August 25th, October 27th and were tabled until next months meeting.**

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel reported on the Chamber Program and Project Updates. She said this has been a busy month with the Chamber hosting three mixers, co-sponsoring four ChamberEd Classes and producing the Winter Recreation Luncheon. The E-Commerce ChamberEd class had a great turnout; 22 people signed up. This class is very beneficial to Chamber members. Kym reported the Winter Recreation Luncheon was sold out and there were 30 speakers. She said she has been planning the 'Front of the Line Employee' field trip in conjunction with TNT/TMA, Tahoe Maritime Museum, the Gate Keepers Museum and the UC Davis TERC. This field trip is designated to give front line employee's activity ideas to share with visitors focusing on what to do when you are not skiing and family fun activities; encouraging greater community collaboration for recommending local businesses. The board election ballots have been mailed and must be turned in by November 30th. Kym said she will be sending out informational e-blasts for candidates (if they choose) in the next week. There will be a Chamber mixer tomorrow night at the North Tahoe Arts and the Visitor Center from 5 to 7 pm and a Leadership Alumni Breakfast Friday morning at the Sierra Nevada College. Kym told the

Committee that Bank of America is not having its annual holiday mixer this year but look at the Chamber's online calendar for upcoming holiday mixers.

6.0 NLTRA EXECUTIVE DIRECTOR'S REPORT – RON TREABESS

- 6.1 Ron Treabess reported that the board election ballots have been sent out and he encouraged everyone to vote. The new Board members will be announced on Dec 1st at the NLTRA Board meeting. There will be at least two new members on the Board. The Executive Directors search is ongoing and they will be interviewing people from out of the area on December 2 & 3rd. They are looking to select a candidate mid December. Infrastructure projects that are in the works include the Tahoe City Historic Walk Project and the Truckee River Access Plan and planning for the Tahoe City Fire Station site.

7.0 ROI REPORT FROM TAHOE-E NALU-ERNIE BRASSARD, TAHOE SUP

- 7.1 Ernie presented the Tahoe-E-Nalu ROI report. He said this year's Tahoe-E-Nalu was challenging with the addition of more races and poor weather but it was the first time they were able to draw top athletes from around the world. They had 360 competitors in the race and a successful children's race. Ernie said they applied the \$3000 Community Marketing Grant funds on the following; Standup Paddle Magazine-\$1000, weekly movies-Tahoe City-\$700, posters and banners-\$440, local TV-\$500 and printing, mailing and invitations-\$360. Some of their sponsors included the following; Quiksilver, Sawyer Paddles, Stand Up Paddle Magazine, Rainbow Sandals, Beyond Coastal, Cliff Bar, Hobie and Teva. Ernie reported the two day event cost \$52,000 to produce. Local businesses reported higher than normal traffic and sales, local Motels' in Kings Beach and Tahoe Vista reported up to 80% of their occupancy was from the event. According to Brassard restaurants and Taverns also reported increased business in spite of the adverse weather. He said this sport is family oriented, appropriate for all ages, healthy, eco-friendly, growing locally and everyone pitches in to clean up after every race. This year's upcoming race will be held on August 13-14th and they are producing a compilation video consisting of previous race footage to gain more corporate sponsorships. They are looking at having more press this next year and hoping for calm weather. He said the sport is growing 200-300% a year. Kym asked Ernie how he felt about his experience regarding the new addition to the Grant Program (meeting with NLTRA's Special Event Manager). He thanked the Committee for the grant and he thinks this is a great program that works well for event producers. He said the event has grown and they are now looking at partnering with a professional event producer. Judy stated the NLTRA is committed to this program and the goal is to establish this region as 'The Largest Flat Water' venue in the country. Andy said this is an example of the NLTRA's strategy in assisting events in the area with funds, Marketing, PR assistance and in-kind services. Ron stated the NLTRA is looking at opportunities like 'Paddle Boarding' to get visitors to Lake Tahoe for a certain activity.

Action Item: The Committee Accepted Tahoe-E-Nalu's ROI Report

8.0 ROI REPORT FROM TAILS OF TAHOE-BILL JENSEN, GRANITE CHIEF COMMUNICATION

- 8.1 Bill Jensen is here to present the ROI report for 'Tails of Tahoe' which was held June 5-6, 2010. This celebration weekend was designed to benefit the Humane Society of Truckee Tahoe. Bill reported that they received a \$1500 grant and their marketing budget was \$2,700. He said they judged their success through attendance, funds raised and lodging and food and beverage sales. He reported that on Saturday there was 150-200 people that purchased tickets for the 'K-9 Encounters Expo' and Shannon Bahrk's Homecoming at the Boatworks Mall, Sunday there was an estimated attendance of 250-300 people at the 'Dogz in Dudz & Truckee Duckie Derby' at the River Ranch. They raised \$1036 more than last year for the Humane Society, a 34% increase. The River Ranch Lodge estimated a 15-30% increase in lodging from the year before and food and beverage sales were up 80%. Bill said they conducted their marketing through several email blasts, a banner in Tahoe City, print and editorial in Tahoe World and the Weekly, live radio with KTKE, and TV. They had a live interview with Shannon Bahrke on TV and a paid commercial reaching over 160 households in the Reno Tahoe Area. He then

presented the TV commercial that ran on RSN to the Committee. Bill thanked the Committee for the Grant and said that the Humane Society benefited both financially and through increased pet adoptions. He said the event is scheduled again next year for June 11-12th.

Action Item: The Committee Accepted the Tails of Tahoe ROI Report

9.0 PRESENTATION AND DISCUSSION ON THE NLTRA SPECIAL EVENT POLICY AS PRESENTED AND ADOPTED BY THE NL TRA BOARD ON NOVEMBER 3, 2010-ANDY CHAPMAN

9.1 Andy presented the NLTRA's proposed Event Strategy. Alex Mourelatos and Deb Darby worked on the Event Strategy presented to the Committee. Andy reviewed the annual timeline documenting the 'Strike Zone' periods. The 'Strike Zones' include the first two weeks of January and the last two weeks of August. The goal is to find a way to extend current events or encourage new events to occur in the 'Strike Zones.' Andy then reviewed the NLTRA Event Marketing Resources chart; Performance Marketing (measuring the success of events), Marquee Support (provide money and resources to an existing event), Brand Development/Marquee AND Brand (bid on an event and win then develop a future plan, also marketing local events in line with large events), Sponsorship (money given to 'mature' events gaining benefits of the event exposure), Marketing Funds (funds given to support marketing efforts/using our marketing funds to market an event), In kind services (example would be a media buy, event guidance or PR efforts). Andy said they want to use events such as Amgen to promote North Lake Tahoe as a biking destination or the Paddle Board Series to promote NLT as a Paddle Board Destination. The NLTRA is looking at moving some events which are requesting Community Marketing Grant Funds to the Premier/Marquee (Sponsorship) level such as SnowFest.

9.2 Andy said he and Judy recently met with the RSCVA's Event Manager to go over the RSCVA's current event strategy. He said they have a separate Event Committee that meet with a panel privately to discuss event strategies. Kay asked if there were questions at the Board meeting on how the Chamber Advisory Committee designated the grant funds at the last meeting. Andy replied no, but there was discussion on how they could take it to the next level, especially streamlining the ROI report process. He would like to request the ROI report data in a specific format to be able to review the ROI measurements more accurately. Cheri said one of the reasons this was discussed is there was mention at the Marketing meeting that "We request an ROI and then sometimes we don't believe them." Cheri said when this program first started there was only \$15,000 in grant money and now it is \$50,000. She also said the Business Associations are event heavy and she would like to schedule a meeting with the NLTRA and the Business Associations to improve events held in their districts. She wants to be able to request funds for specific events on top of the \$10,000 each Business Association already receives. Andy replied he is very open to a meeting with the Business Associations concerning improved success of their events on the North Shore. Cheri said she would like to clarify Grant Funds vs. Sponsorships. The Grant Program is not a Sponsorship. She said the music series was an example of a sponsorship with NLTRA's marketing funding \$40,000 to successfully market the series. She asked if there are marketing funds available to support other events. Andy replied the plan is to try and bring big events to the community such as Amgen and he wants to make sure the funds are used responsibly. Kali stated that the Committee needs to look at the Grant Program and revise it while it is fresh in everyone's minds. Andy stated that staff plans to look at the RSCVA's Event Strategy and see if some of the ideas can be implemented to the Community Marketing Grant Fund Program. He would like to create a Subcommittee to review the Marketing Grant Fund Program and the Event Strategy and would like the Marketing Grant Program moved from a Committee discussion to a panel discussion. He said the RSCVA takes an entire day to go over grant applications and they break down their budget into percentages and then designate what percentage goes towards certain types of events. The RSCVA also has an online application that has to be filled out by a certain date and the applicants must include specific documentation to support their

application. Kay asked if the NLTRA should set infrastructure and event goals to make NLT a destination for biking, paddle boarding, music, food and wine and winter. Cheri asked Andy to come up with a Subcommittee and would like this to be an item on both of the Marketing and Chamber agendas in January.

Action Item: Staff to create a 'Meeting Subcommittee' and have item added to both Marketing and Chamber agendas in January

10. DISCUSSION ON THE CHAMBER'S GRANT FUND REQUEST

10.1 Cheri said this discussion is based on the Chamber's request for Community Grant Funds in the amount of \$10,000. Ron Treabess said that Placer County agreed that the Chamber could apply for \$10,000 included in the \$50,000 for potential Chamber requests; if the funds are not given to the Chamber there is a possibility the funds will go back to Marketing and will not be used for other grant requests. Ron said the NLTRA Board approved the \$40,000 designated to the applicants at the last meeting but they are waiting for direction from the Chamber Committee concerning the additional \$10,000 set aside for the Chamber's use. Kym said the funds would be used to improve member services and Chamber programs such as ChamberEd. This would include hiring professional trainers to enhance the existing ChamberEd program. The Committee discussed how the Chamber and the Business Associations could work together without funding duplicate programs. Kay said the Chamber made money in the past and she would like to see the Chamber use the funding to create a Chamber fundraiser to become more sustainable. Cheri said successful Chambers produce one or two events a year to raise funds. She asked if some of this money could be set aside to start a fundraising event for the Chamber. Caroline asked the Committee if everyone agreed that a portion of the money be set aside for an event or program that could make money for the Chamber. The Committee agreed. Ron said for this year, the money should be spent similarly to the \$10,000 grants each Business Association receives. Andy stated these funds need to be earmarked specifically and the Chamber should use them for a new program or event not an existing program. Cheri said the Chamber needs to use these funds to create revenue and membership builder. She doesn't think the Concert Promotion and the Leadership program should be funded out of the \$10,000. Andy suggested staff create a new plan to present to the Committee at the next meeting. Ron stated that the NLT Chamber does not receive Placer County funding like other Chambers.

Action Item: Staff present new plan to the committee at the next meeting

11.0 PRESENTATION, DISCUSSION AND POSSIBLE RECOMMENDATION TO STAFF ON A NEW CHAMBER AMBASSADOR PROGRAM

11.1 This item was tabled until next month

12.0 DECEMBER CHAMBER MEETING DATE

12.1 After discussion the Committee decided to move the December meeting to December 15th. This will be a short meeting reviewing the Community Grant Fund Process and the Ambassador program there will be no ROI reports.

Note: After the meeting Cheri contacted Kym to say that the Boulder Bay meeting is scheduled for December 15th so the Chamber Committee meeting will have to be rescheduled.

13.0 ADJOURNMENT

13.1 The meeting was adjourned at 11:32 a.m.

Submitted by,
Emily Sullivan
Program Assistant



JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE
Monday, November 22, 2010 – 1:30 pm
Tahoe City Public Utility District Board Room

PRELIMINARY MINUTES

ATTENDANCE: Ron McIntyre, Cheri Sprenger, Keith Vogt, Jan Colyer, Debbie Casey, Guy Perman, Will Garner, Roger Beck, Phil GilanFarr, John Pang, and Alex Mourelatos. Jennifer Merchant arrived at 2:47 PM.

STAFF IN ATTENDANCE: Ron Treabess

OTHERS IN ATTENDANCE: Gordon Shaw, Theresa Duggan, John Shuff, Lindsay Lessman, and Andrew Ryan

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The meeting was called to order at 1:36 PM by Chairman Ron McIntyre and a quorum was established.

2.0 PUBLIC FORUM

2.1 There was no public comment.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Beck/Perman) (11/0) to approve the agenda as presented.**

4.0 APPROVAL OF JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE MEETING MINUTES

4.1 **M/S/C (Casey/Keith) (10/0, 1 abstention-Mourelatos) to approve the Joint Infrastructure/Transportation Committee meeting minutes of September 27, 2010 as presented.**

5.0 STATUS REPORT: NORTHSTAR PERFORMING ARTS CENTER

5.1 Lindsay Lessman, Program Manager of Tahoe Mountain Resorts Foundation (TMRF), referred to an email regarding how the sale of Booth Creek to Vail Resorts may impact the proposed Performing Arts Center. Lindsay feels that the transition offers a good opportunity to move forward on the Center. Debbie Casey explained the relationship between the landowner, CNL Lifestyle Properties, and Vail Resorts, which will operate the ski area. A member of the TMRF Board, Debbie said the Center is still a priority for the Foundation, but nothing can move forward until there is a formal commitment from CNL.

Ron Treabess stated that while the Northstar Performing Arts Center is the most viable opportunity for a large facility, there are smaller performing arts venues that he will continue to pursue.

6.0 INFORMATIONAL REPORT: LAKE TAHOE WATERBORNE SHUTTLE SERVICE CONCEPTUAL DEVELOPMENT/FEASIBILITY STUDY

6.1 Ron Treabess introduced Gordon Shaw of LSC Transportation Associates and John Shuff, who had approached the Committee at one time requesting funding for a feasibility study of a waterborne shuttle on Lake Tahoe. The Tahoe Transportation District (TTD) agreed to fund the study with no financial assistance required from NLTRA.

Gordon Shaw narrated a Power Point presentation outlining the scope of the study and LSC's recommendations for moving forward. He explained the focus was to consider general public

transit service along the Placer County shoreline of the lake. Gordon reported on the criteria used in the study, discussed possible landing sites, types of vessels that would be appropriate, and potential ridership. He found no dramatic difference in auto emissions versus waterborne transit. Gordon presented financial data operating the service with one or two boats and for different season lengths. LSC's recommendation is to begin with one boat operating from 8:00 AM to 9:00 PM daily, May 23, 2011 to Labor Day and the following 4 weekends. A second boat could be added in summer 2012.

Discussion followed regarding the options available for the service, including landing spots, potential economic impact, and proposed shuttle schedules. Ron explained the reason the project was presented to the Committee today is because TTD will be considering it at their December meeting. Ron would like to advise TTD that this Committee supports it. Waterborne transit is included in the Work Plan and Long Range Funding Plan and start-up costs may come from that budget. The timing for considering alternative transportation along the west shore is now, since Caltrans projects beginning next summer will add to traffic congestion. Ron asked the Committee to consider staying involved in the project, but asking TTD to take the lead.

Discussion on this topic continued later in the meeting. It was agreed that the project incorporates both marketing and transit and is the type of project this Committee should be supporting. There was consensus that the shuttle could be operating next summer and directed staff to work with TTD on getting it implemented.

7.0 PRESENTATION AND POSSIBLE ACTION TO RECOMMEND A TRANSPORTATION RESEARCH AND PLANNING ALLOCATION TO LSC TRANSPORTATION CONSULTANTS TO CONDUCT A PERFORMANCE REVIEW OF THE NORTH LAKE TAHOE EXPRESS AIRPORT SHUTTLE PROGRAM

- 7.1 Ron Treabess reminded the Committee of their request for more information on the North Lake Tahoe Express and what the funding split and routes are both within and outside of Placer County. In response, LSC Transportation Associates presented a proposal on how they would conduct a performance review of the service in order for the Committee to consider the future of the service. The proposal from LSC is for approximately \$9755. Because of the dollar amount, this will require approval from the NLTRA Board. Ron is asking the Committee for a recommendation to the Board.

Jennifer Merchant asked what the goals of the Shuttle program are and if they have changed since the program began. Discussion followed regarding the purpose of the program, whether NLTRA or Tahoe Transportation District (TTD) should fund this study, and the subsidy currently assisting the program. Gordon Shaw agreed to contact lodging operators to see if the Shuttle is improving their occupancy as part of the study. He stated that the study will include recommendations from LSC on pricing strategies, an analysis of current operations, and a plan for the future of the service.

M/S/C (Casey/Beck) (12/0) to recommend the NLTRA Board approve up to \$9755 for a transportation research and planning allocation to LSC Transportation Consultants to conduct a performance review of the North Lake Tahoe Express Airport Shuttle program. Further, staff should investigate additional funding from TTD for the review.

8.0 POSSIBLE ACTION TO RECOMMEND LETTER OF AGREEMENT FOR DISBURSEMENT OF TOT FUNDS TO THE TMA FOR FY 2010/11 APPROVED NIGHT RIDER WINTER TRANSIT BUDGET

- 8.1 Ron Treabess reported Placer County has asked for substantiation from the Truckee North Tahoe Transportation Management Association (TMA) on how transit funds are used. Jennifer Merchant asked how both the TMA and Airport Mini Bus, operators of the Night Rider and North Lake Tahoe Airport Express, are actually paid. She voiced concern that NLTRA is paying Airport Mini Bus directly, but the contract for service is with TTD. Jan Colyer explained that TMA is non-profit and cannot operate the service, so TTD is the umbrella organization with whom contracts are signed. TMA manages those contracts. Jennifer asked about Placer County's liability if they are not a party to the contract.

M/S/C (Mourelatos/Colyer) (12/0) to recommend the NLTRA Board approve the Letter of Agreement for Disbursement of TOT funds to the TMA for FY 2010/11 approved Night Rider Winter Transit budget pending discussion between NLTRA and Placer County staff regarding legality of the contracts.

9.0 POSSIBLE ACTION TO RECOMMEND LETTER OF AGREEMENT FOR DISBURSEMENT OF TOT FUNDS TO THE TMA FOR FY 2010/11 APPROVED NORTH LAKE TAHOE EXPRESS BUDGET

- 9.1 **M/S/C (Mourelatos/Perman) (12/0) to recommend the NLTRA Board approve the Letter of Agreement for Disbursement of TOT funds to the TMA for FY 2010/11 approved North Lake Tahoe Express budget pending discussion between NLTRA and Placer County staff regarding legality of the contracts.**

10.0 STATUS REPORT: WINTER TRANSPORTATION UPDATE**10.1 North Lake Tahoe Express**

Jan Colyer presented the ridership and revenue results for the 1st Quarter. This year's numbers are much higher than last year, partially because of strong group business. There was no subsidy required for July and most of August. The September and October numbers are not in yet.

10.2 Night Rider

Jan Colyer reported Night Rider winter service begins December 11, 2010. There will be service to Northstar and two more runs on Donner Summit.

10.3 Skier Shuttles

Ron Treabess reported the skier shuttles are in place. There will be extra runs on Donner Summit because of additional funding from the Town of Truckee. He is still hoping for funding from Nevada County. Jan added there will be free skier shuttles servicing Tahoe Vista this winter.

10.4 TART Baseline Service

Will Garner reported winter service on Highway 267 will begin December 11, 2010.

10.5 Winter Traffic Management

Ron Treabess reported the contract for traffic management in Tahoe City has been completed. There will be nine days less than last year. Placer County Department of Public Works, the Town of Truckee, and NLTRA are funding a traffic management program at West River Street and Highway 89 on Sunday afternoons during ski season.

11.0 MONTHLY ACTIVITY REPORT

- 11.1 Ron Treabess reported on two issues regarding the Wayfinding Signage Program. The first is that the confusion of the manual regarding permits for installing signs has been resolved and he is working with Placer County Planning on a Zoning Text Amendment that will include a general acceptance of the program instead of requiring separate permits for each sign. The second issue is that the firm working on the project has had major employee cut backs. The project is now being completed by NLTRA utilizing a local sub-consultant and should be implemented in the next 3-4 months.

12.0 COMMITTEE MEMBER COMMENTS

- 12.1 Debbie Casey announced the 9th annual Holiday Cooking Demonstration on December 5, 2010.
- 12.2 The next meeting is scheduled for January 24, 2011 at 1:30 pm.

13.0 ADJOURNMENT

- 13.1 The meeting adjourned at 3:50 pm

Respectfully submitted,
Judy Friedman, Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



December 1, 2010

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Possible Action to Approve Letter of Agreement for Disbursement of TOT Funds to the TMA for FY-2010/11 Approved North Lake Tahoe Express Budget

Background

Commencing with the FY-2010/2011 Placer County Agreement with NLTRA, Section 2. Conduct of Business of the Association, Paragraph C. states that the NLTRA will comply with the following:

All service and support including initial pre-project planning and feasibility phases in an amount greater than \$10,000 must be accompanied by a scope of work and contract which is reviewed and approved by the Board of Directors.

In accordance with the above, staff has attached a copy of the annual agreement (scope of work) between the Tahoe Transportation District (TTD) and Airport Mini Bus in providing North Lake Tahoe Express (NLTE) Airport Shuttle Service for Fiscal Year 2010/11. The contract manager, as designated by TTD, is the Truckee-North Tahoe Transportation Management Association (TNT/TMA). It is with the TNT/TMA that the NLTRA has consummated the attached Letter of Agreement (contract) as to how the TMA will use the Board of Supervisors' approved \$115,000 TOT funding to assist with the NLTE budget expenses.

Recommendation of the Joint Committee

At the November 22nd meeting, the Joint Infrastructure/Transportation Committee unanimously recommended that the Board of Directors approve the Letter of Agreement for Disbursement of TOT Funds as proposed. Included in the motion was that NLTRA staff would work with County staff to insure that the annual agreement, prepared by TTD enabling this transportation service, be written to provide proper contract management, funding procedures, and indemnification to the approval of all agreement participants.

Requested Action

Staff requests that following any questions and discussion, that the Board of Directors approve the Letter of Agreement for Disbursement of TOT Funds to the TMA for FY-2010/11 Approved North Lake Tahoe Express budget in accordance with the motion as recommended by the Joint Committee.

Letter of Agreement
September 20, 2010

The Truckee North Tahoe Transportation Management Association (TMA) and the North Lake Tahoe Resort Association (NLTRA) consummate this Letter of Agreement for the purpose of the disbursement of Placer County TOT Funds to the TMA for marketing, IT, administration, and funding a portion of operation costs for the North Lake Tahoe Express Airport Shuttle during Fiscal Year 2010-11.

The TOT funding to be provided by the NLTRA is \$115,000, which was approved by the NLTRA Board of Directors and the Placer County Board of Supervisors on September 14, 2010. The Funds will be used to assist with the following NLTE budget expenses:

Marketing:	\$ 45,000
IT:	4,000 Website and Web Reservations Maintenance
Administration:	15,000
Operations:	<u>100,000</u> Airport MiniBus - Operator
Total Expenses:	\$164,000 (2009-10 Results attached)
(Anticipated 2010-11)	

The remaining funding will be provided by other funding partners: \$49,000

Hyatt Incline Village
Biltmore Casino/Hotel
Incline Village-Crystal Bay Visitor Center
Best Western-Truckee Tahoe
Cedar House Sport Hotel
Truckee-Tahoe Airport

The TMA will provide the NLTRA with invoices itemizing Marketing/Public outreach, IT, Administration and Operational expenses quarterly for reimbursement. The NLTRA will pay such invoices within 15 days after receipt of invoices from the TMA. The TMA will provide other reports to the NLTRA as may be requested to help evaluate the success of the North Lake Tahoe Express Airport Shuttle. Budget is attached.

Signed:

Ron Treabess
Executive Director, NLTRA

Jan Colyer
Executive Director, TMA

Date: _____

Date: _____

North Lake Tahoe Express Budget 2010-11

Budget Income	Farebox	Actual Income 11/8/2010
Farebox		
Placer Red Route	\$218,340	\$72,312
Placer Green Route	\$79,323	\$19,779
Washoe Blue Route	<u>\$225,678</u>	<u>\$99,877</u>
	\$523,341	\$191,968
Other Income-Operations		
No Lake Tahoe Resort Assoc (TOT)	\$115,000	\$32,572 (Adm/Marketing)
Crystal Bay-Incline CVB	\$22,000	\$5,500
Hyatt Incline	\$7,000	\$3,500
Biltmore	\$3,500	\$1,475
Truckee Tahoe Airport	\$2,500	
Cedar House Sport Hotel	\$1,000	\$500
Best Western-Truckee Tahoe	\$1,000	
Washoe County Fund Balance	<u>\$13,764</u>	<u>\$13,764</u>
Total Other Income Operations	\$165,764	\$57,311
Total Income	\$689,105	\$249,279

Expenses		Actual Expenses	
			Details
Marketing	\$45,000		
Graphics			\$110
News Print			\$3,171
Distribution			\$2,375
Rack Cards			\$1,077
Out of Market Publications			\$3,527
TV			\$5,030
In Market Publications			\$1,590
FrDesk/Concierge/Bus Shelter Collateral			\$0
Airport			\$1,800
Bus Wrap/Photos			\$1,500
Events/meetings			\$1,388
Memberships			\$304
Sub-total - Marketing			\$21,872
IT			\$931
Activity Tickets + Tahoe Guide	\$4,000		
Admin			\$3,090
Program Manager (TMA)	\$15,000		
Subsidy			\$10,247
Airport Minibus	\$100,000 (not to exceed)		
Tot Exp		\$164,000	\$36,141
Net		\$525,105	\$213,138

AGREEMENT

THIS AGREEMENT is made and entered into this 15th day of November, 2010 for ground transportation service contract renewal from November 15, 2010 for another year, ending on November 15, 2011 by and between the TAHOE TRANSPORTATION DISTRICT (hereinafter, the District) of 128 Market Street, Stateline, NV 89449, and Airport Mini Bus, of 100 Sunshine Lane, Reno, NV 89502.

RECITALS

1. The District is a special purpose district, established in Article IX of Public Law 96-551, the Tahoe Regional Planning Compact, as enacted by the Congress of the United States, with broad authority to operate and/or provide for the operation of transit services in the Lake Tahoe region. The service as described in this Agreement is consistent with the purpose and authority of the District; therefore the District extends its interstate operating authority to Airport Mini Bus for purposes of providing the service as described herein.

2. Airport Mini Bus is a duly qualified passenger bus company holding all requisite operating authorities, including interstate authority, to transport passengers and their baggage between the Reno/Tahoe International Airport and specific locations in the North Lake Tahoe region on scheduled routes.

3. The parties desire to enter into a renewal contract agreement for interstate and intrastate transportation services, consistent with the foregoing, and the parties intend to memorialize their agreement by this writing.

4. The parties agree and acknowledge that the Truckee-North Tahoe Transportation Management Association (hereinafter, TNT/TMA), a California non-profit corporation, shall continue to serve as Contract Manager for this project, acting on behalf of the District, with responsibilities to include regular interaction with the management of Airport Mini Bus, ensuring compliance with all contract terms and conditions, receipt and review of all reports required of Airport Mini Bus under the terms of this Agreement, the development and coordination of all marketing and promotional programs designed to support the service, and the

development and implementation of training programs so that lodging properties, reservation services, the North Lake Tahoe Resort Association, North Lake Tahoe Chamber of Commerce and other partners work together to maximize sales opportunities and sustain and grow ridership and overall success for the project.

The TNT/TMA shall provide to the District the ridership and related operational reports such as it receives from Airport Mini Bus so that the reports may be reviewed by District staff and presented to the District Board of Directors during the duration of this Agreement.

5. The parties agree and acknowledge that the North Lake Tahoe Resort Association (hereinafter, NLTRA), a California non-profit public benefit corporation, shall act as fiscal agent for this project, with responsibilities to provide Placer County TOT funds for project operating and marketing support for the project, consistent with approval by the Placer County Board of Supervisors to spend Transient Occupancy Tax (TOT) revenues through NLTRA for such purposes; and to spend other public and private funds for such purposes as may be granted by other funding partners. The parties further agree and acknowledge that the District shall invoice and collect funds in support of this service from Washoe County and the Washoe County Regional Transportation Commission, and provide these funds to the project through the NLTRA.

NOW, THEREFORE, in consideration of the foregoing, the parties hereby agree as follows:

1. SERVICE: Airport Mini Bus agrees to provide interstate and intrastate passenger bus service under the registered name "North Lake Tahoe Express" between the Reno/Tahoe International Airport and specified locations, according to the routes and schedules set forth in Exhibit A, attached hereto. It is understood that the schedule may be altered by the addition or deletion of stops, the alteration of departure times, or temporarily suspended in consideration of inclement weather and/or highway travel restrictions. Airport Mini Bus agrees to consult with and obtain consent from the TNT/TMA prior to any permanent alteration of the schedule, including any alteration in stops along the way.

2. FARES AND CHARGES: The fares for service (hereinafter, "Fares") to or from the Reno/Tahoe International Airport and stops in the North Lake Tahoe region, consistent with Exhibit A, shall be established by the TNT/TMA and NLTRA in consultation with Airport Mini Bus.. The fares for service are set forth in Exhibit B, attached hereto.

3. COSTS OF PROVIDING SERVICE: The costs charged by Airport Mini Bus for providing the service as described in this Agreement is set forth in Exhibit C, attached hereto. These costs cannot be changed during the term of this Agreement, except as may be agreed to, in writing, by the parties, in consultation with the TNT/TMA and NLTRA.

In the event passenger demand for the transportation services described in this Agreement should exceed available transit vehicle capacity, or, if necessary in the judgment of Airport Mini Bus in order to maintain schedules, Airport Mini Bus may provide additional vehicles. To the maximum extent possible and practical, Airport Mini Bus shall consult with TNT/TMA regarding the need to provide additional vehicles to meet passenger demand. Documentation of the cost of providing these additional vehicles to meet passenger demand shall be made part of the monthly report prepared and submitted to the TNT/TMA.

4. RECORD KEEPING; PRODUCTION OF INVOICES FOR PAYMENT: Airport Mini Bus shall keep true and accurate records of the service described in this Agreement, including passenger counts, by route and each pickup and drop off location, and all revenues derived from the service described in this Agreement, in accordance with generally accepted accounting principles.

By no later than the tenth day of the month immediately following the end of each month for which the service is provided, Airport Mini Bus shall produce and submit to the TNT/TMA a complete and accurate record of all **Fares** derived from the service during that month, along with an invoice for the cost of providing the service during that same period. Upon review and approval of the TNT/TMA this invoice will be forwarded for payment by the NLTRA. The NLTRA shall pay Airport Mini Bus an amount equal to the difference between the cost for service provided during the month and the total of **Fares** derived from the service for that same period.

5. AUDITS; CONFIDENTIALITY: Upon reasonable notice, and at its own expense, NLTRA, or its authorized representatives, or the District or its authorized representatives shall have the right to examine and audit the records of the service as provided under this Agreement by Airport Mini Bus. Airport Mini Bus shall make these records available at all times, during normal business hours, during the term of this Agreement, and for three (3) years thereafter.

Any and/or all financial and/or operating information received by NLTRA, TNT/TMA or the District from Airport Mini Bus under terms of this Agreement shall be deemed proprietary and confidential and shall be and remain the sole property of Airport Mini Bus, except to the extent required to comply with applicable state and federal law. The information described herein may be disclosed by NLTRA, TNT/TMA or the District to its authorized representatives as necessary to comply with applicable state and federal law and to enforce this Agreement. If a public record demand is made, Airport Mini Bus shall be provided notice and an opportunity to oppose the demand, at its expense.

6. EQUIPMENT; DRIVERS; DISPATCH; CUSTOMER SERVICE STANDARDS: A list of mini busses to be utilized by Airport Mini Bus to provide the service as described in this Agreement is marked Exhibit D, attached hereto. Airport Mini Bus shall furnish qualified drivers in compliance with all pertinent local, state and federal laws and requirements, and maintain all the equipment required to provide the service described in this Agreement. Airport Mini Bus shall also provide the services of at least one "on duty" dispatcher during those hours when the service is in operation.

Airport Mini Bus shall extend its best efforts to provide first rate service. Drivers shall be expected to meet the customer service standards as agreed by the parties and set forth in Exhibit E. Airport Mini Bus will maintain the equipment it provides for the service described in

this Agreement in accordance with its standard practices. At a minimum, such practices shall be consistent with generally accepted standards for the ground transportation industry.

8. NAME OF SERVICE; GRAPHIC DESIGN: NLTRA has registered and has all rights to the name North Lake Tahoe Express. In coordination with NLTRA, and funded by NLTRA, Airport Mini Bus shall provide a minimum of three of its mini busses dedicated to provide the service described in this Agreement to be affixed with a graphic design developed by the TNT/TMA and NLTRA, consistent with the marketing plan for the service. The design shall include logo of the Tahoe Transportation District, along with appropriate, related wording to indicate the District's involvement in the service.

9. COMPUTER/ON-LINE RESERVATIONS SYSTEM: Airport Mini Bus shall operate the computer reservations system developed by the TNT/TMA to support the service described hereunder. This system meets the operational functionality as described in Exhibit F, attached hereto.

10. TERM: This Renewal Agreement shall be deemed effective as of November 14, 2007, and shall continue in full force and effect through November 14, 2008, unless terminated by any party as herein provided.

11. DEFAULT; TERMINATION: In the event either party is in default of the performance of any terms or conditions under this Agreement, the other party shall give written notice of the nature of the default, and the party to whom the notice was given shall have twenty (20) days to cure the default. In the event the default is not cured within the twenty (20) day period, the party giving notice may terminate this Agreement. The payment of any remaining monies due Airport Mini Bus or Revenue Sharing due to the NLTRA shall be made as part of any termination of this Agreement.

12. FORCE MAJURE: In the event Airport Mini Bus is unable, in whole or in part, to provide service hereunder due to fire, flood, theft, water, labor unrest, inclement weather, collision, calamity, acts of God, or conditions beyond its control, the obligation of Airport Mini Bus to render service hereunder shall temporarily cease during the continuance of such conditions. During such period, any related obligations on the part of the District, its Contract Manager and Fiscal Agent shall likewise be proportionally reduced, until service by Airport Mini Bus is resumed.

13. INDEMNITY; INSURANCE: Airport Mini Bus agrees to pay, protect, indemnify and defend the District, TNT/TMA, and NLTRA, and their respective agents, employees, attorneys, officers, directors and representatives from and against all claims, suits, judgments, costs and expenses, including, without limitation, attorney's fees and/or damages, whether to person or property, caused by or resulting from the negligent act or omission of Airport Mini Bus, its agents or employees. Airport Mini Bus shall provide no less than the minimum level of auto and general liability insurance, consistent with the requirements of the U.S. Department of Transportation, and provide the District, TNT/TMA and NLTRA with proof of coverage as

“additionally insured”, along with proof that Airport Mini Bus carries the appropriate level of Workman’s Compensation Insurance.

The District agrees to pay, protect, indemnify and defend Airport Mini Bus, TNT/TMA, NLTRA and its respective agents, employees, attorneys, officers, directors and representatives from and against any and all claims, suits, judgments, costs and expenses, including, without limitation, attorney’s fees and/or damages, whether to person or property, caused by or resulting from the negligent act or omission or intentional acts of the District, its agents or employees.

Airport Mini Bus agrees to maintain such insurance, in accordance with the attached Exhibit G, as will protect it, the District, TNT/TMA, and NLTRA from claims by employees of Airport Mini Bus under any worker’s compensation or similar acts, and also from other claims for personal injury and/or property damage on behalf of Airport Mini Bus’s agents or employees, and the public, arising from claims of negligence against Airport Mini Bus or its agents and employees.

14. NOTICE: Any notice required or permitted under this Agreement shall be deemed given when personally served or given by U.S. certified mail, return receipt requested, with postage fully prepaid, addressed as follows:

If to Airport Mini Bus:

**Airport Mini Bus
100 Sunshine Lane
Reno, NV 89502**

If to Tahoe Transportation District:

**Tahoe Transportation District
128 Market Street
P. O. Box 5310
Stateline, NV 89449**

15. GOVERNING LAW: This Agreement shall be governed by the laws of the State of Nevada. Airport Mini Bus shall, at its own expense, obtain and maintain all licenses, approvals, and permits, and file with any and all appropriate authorities any documentation required to conduct the service as described in this Agreement. In the event Airport Mini Bus is unable to obtain or maintain any of the licenses or permits required to conduct the service, or in the event service hereunder is interrupted by governmental authority, Airport Mini Bus shall have twenty (20) days to correct this defect, as provided in Section 11, DEFAULT;

TERMINATION, above, failing which this Agreement shall terminate and be deemed null and void.

16. ENTIRE AGREEMENT: This Agreement sets forth the entire understanding and agreement of the parties and all past negotiations, agreements, offers and inducements are merged herein. This Agreement may not be amended or modified, except by writing, signed by the parties subsequent to the date of this Agreement.

17. TICKET COUNTER AT THE RENO/TAHOE INTERNATIONAL AIRPORT: Airport Mini Bus shall continue to provide a ticket location at the Reno/Tahoe International Airport for the sale of tickets and information regarding the service as described hereunder. Airport Mini Bus shall be fully responsible for the cost and operation of this facility.

18. INDEPENDENT CONTRACTORS: Nothing in this Agreement shall be deemed or considered a hiring by one party or the other, nor shall this Agreement be deemed to constitute a partnership or joint venture. Each party hereto, and its agents as identified in this Agreement, shall be and remain an independent contractor or organization, free to pursue all its business or organizational activities free from the control or management of the other party. This Agreement has been fully and fairly negotiated between the parties, therefore no presumption shall arise from the identity of the drafter of this document.”

IN WITNESS WHEREOF, the parties have executed this Agreement, the day and year first written above.

Chip Bell, President
Airport Mini Bus

Date: _____

Andrew Strain
Chairman of the Board
Tahoe Transportation District

Date: _____



NORTH LAKE TAHOE EXPRESS

Rates Effective April 15, 2010

Round Trip

List	#PAX	Net	Whsl
75	1	70	60
110	2	105	64
135	3	130	80
160	4	155	88
170	5	165	96
180	6	175	104
200	7	195	112
220	8	215	128
240	9	235	144
280	10	270	200
300	11	280	240
300	12	280	240
300	13	280	240
300	14	280	240
300	15	280	240
400	16	380	304
400	17	380	304
400	18	380	304
400	19	380	304
400	20	380	320
400	21	380	320

One Way

List	#PAX	Net	Whsl
40	1	35	32
75	2	70	60
80	3	75	64
90	4	85	72
100	5	95	80
120	6	115	96
140	7	135	100
160	8	155	104
180	9	175	112
200	10	195	120
220	11	215	128
240	12	235	136
240	13	235	144
240	14	235	152
240	15	235	160
240	16	235	180
240	17	235	180
240	18	235	180
240	19	235	180
240	20	235	180
240	21	235	180

For Reservations Call Jaime at 530-581-4892 or email jaimetma@gmail.com

Day of Reservations & Dispatch 866-216-5222

www.NorthLakeTahoeExpress.com



DAILY SCHEDULE 2009 - 2010

DEPARTURE TIMES • RESERVATIONS REQUIRED 24 HOURS IN ADVANCE

<u>GRANLIBAKKEN RESORT:</u>	From Reno:	9:00 AM	10:30 AM	12:30 PM	2:00 PM	4:30 PM	8:45 PM	11:45 PM	
	To Reno:	3:30 AM	6:50 AM	10:35 AM	11:50 AM	2:25 PM	6:50 PM	10:05 PM	
<u>TAHOE CITY LOCATIONS: Tahoe Marina Lodge, America's Best Value Inn, Mother Nature Inn, Pepper Tree Inn, Lake of the Sky, Tamarack Lodge, Tahoe City Inn</u>									
	From Reno:	9:00 AM	10:30 AM	12:30 PM	2:00 PM	4:30 PM	8:45 PM	11:45 PM	
<u>SunnySide Resort</u>	To Reno:	3:20 AM	6:40 AM	10:25 AM	2:15 PM	6:40 PM	10:00 PM		
<u>Other Tahoe City Locations</u>	To Reno:	3:40 AM	7:00 AM	10:45 AM	12:00 PM	2:35 PM	7:00 PM	10:15 PM	
<u>ALPINE MEADOWS AREA: River Ranch Lodge</u>									
	From Reno:	9:00 AM	10:30 AM	12:30 PM	2:00 PM	4:30 PM	8:45 PM	11:45 PM	
	To Reno:	3:50 AM	7:10 AM	10:55 AM	12:10 PM	2:45 PM	7:10 PM	10:20 PM	
<u>SQUAW VALLEY LOCATIONS: The Village at Squaw Valley, Squaw Valley Lodge, Plumpjack Squaw Valley Inn, Olympic Valley Inn, Christy Inn, Red Wolf Lodge, Tavern Inn, Squaw Valley Academy</u>									
	From Reno:	9:00 AM	10:30 AM	12:30 PM	2:00 PM	4:30 PM	*5:30 PM	8:45 PM	11:45 PM
	To Reno:	4:00 AM	7:20 AM	11:05 AM	12:20 PM	2:55 PM	7:20 PM	10:30 PM	
<u>RESORT AT SQUAW CREEK:</u>	From Reno:	9:00 AM	10:30 AM	12:30 PM	2:00 PM	4:30 PM	*5:30 PM	8:45 PM	11:45 PM
	To Reno:	4:10 AM	7:30 AM	11:15 AM	12:30 PM	3:05 PM	7:30 PM	10:45 PM	
<u>CARNELIAN BAY: Garwoods</u>									
	From Reno:	11:30 AM	2:30 PM	6:00 PM					
	To Reno:	6:25 AM	9:25 AM	3:55 PM	7:25 PM				
<u>TAHOE VISTA LOCATIONS: Mourelatos Lakeshore Resort, The Sands, Vistana, Tonopola, Tahoe Edgelake Beach Club, Holiday House, Cedar Glen Inn, Red Wolf Lodge-Tahoe Vista, Firelight Lodge</u>									
<u>Rustic Cottages, Franciscan, Shorehouse Inn, Tahoe Vista Inn</u>									
	From Reno:	8:30 AM	11:30 AM	1:00 PM	2:30 PM	4:00 PM	6:00 PM	9:30 PM	11:15/45 PM
	To Reno:	3:30 AM	6:30 AM	9:30 AM	12:00 PM	4:00 PM	7:30 PM		
<u>KINGS BEACH LOCATIONS: Crown Motel, Sun n' Sand Motel</u>									
	From Reno:	8:30 AM	11:30 AM	1:00 PM	2:30 PM	4:00 PM	6:00 PM	9:30 PM	11:15/45 PM
	To Reno:	3:35 AM	6:35 AM	9:35 AM	12:05 PM	4:05 PM	7:35 PM		
<u>CRYSTAL BAY: Tahoe Biltmore</u>									
	From Reno:	8:30 AM	11:30 AM	1:00 PM	2:30 PM	4:00 PM	6:00 PM	9:30 PM	11:15/45 PM
	To Reno:	3:40 AM	6:40 AM	9:40 AM	12:10 PM	4:10 PM	7:40 PM		
<u>INCLINE VILLAGE:</u>									
	From Reno:	8:30 AM	11:30 AM	1:00 PM	2:30 PM	4:00 PM	6:00 PM	9:30 PM	11:15/45 PM
<u>Hwy 11</u>	To Reno:	4:00 AM	7:00 AM	10:00 AM	12:30 PM	4:30 PM	8:00 PM		
<u>Incline Village Recreation Center</u>	To Reno:	3:55 AM	6:55 AM	9:55 AM	12:25 PM	4:25 PM	7:55 PM		
<u>Parkside Inn</u>	To Reno:	3:50 AM	6:50 AM	9:50 AM	12:20 PM	4:20 PM	7:50 PM		
<u>NORTHSTAR LOCATIONS:</u>									
<u>The Ritz-Carlton</u>	From Reno:	8:00 AM	11:15 AM	1:00 PM	3:15 PM	*5:30 PM	7:30 PM	11:15 PM	
	To Reno:	5:55 AM	9:10 AM	1:10 PM	5:10 PM	8:55 PM			
<u>Tahoe Mountain Resort</u>	To Reno:	6:00 AM	9:15 AM	1:15 PM	5:15 PM	9:00 PM			
<u>Northstar[®] Resort</u>	To Reno:	6:05 AM	9:20 AM	1:20 PM	5:20 PM	9:05 PM			
<u>Truckee Tahoe Airport</u>									
	From Reno:	8:00 AM	11:15 AM	3:15 PM	*5:30 PM	7:30 PM	11:15 PM		
	To Reno:	6:15 AM	9:30 AM	1:30 PM	5:30 PM	9:15 PM			
<u>TRUCKEE LOCATIONS:</u>									
<u>Best Western/Truckee Tahoe Inn</u>	From Reno:	8:00 AM	11:15 AM	3:15 PM	*5:30 PM	7:30 PM	11:15 PM		
	To Reno:	6:20 AM	9:35 AM	1:35 PM	5:35 PM	9:20 PM			
<u>Cedar House Sports Hotel</u>	To Reno:	6:25 AM	9:40 AM	1:40 PM	5:40 PM	9:25 PM			
<u>Truckee Train Depot</u>									
	From Reno:	8:00 AM	11:15 AM	2:00 PM	3:15 PM	*5:30 PM	7:30 PM	8:45 PM	11:15/45 PM
	To Reno:	6:30 AM	7:50 AM	9:45 AM	1:45 PM	5:45 PM	9:30 PM		

Service provided Year Round - Seasonal Runs Marked in Red & with (*) Operate December 17, 2009 through April 4, 2010

24-HOURS ADVANCE RESERVATIONS: (866)216-5222 · northlaketahoeexpress.com

North Lake Tahoe Express Financials

FY 2010-11

Operations		Green Line Results		Blue Line Results		FY 2010-11		FY 2009-10		FY 2008-09		FY 2007-08		FY 2006-07	
Placer County	Washoe County	Placer County	Washoe County	Placer County	Washoe County	2010-11	2010-11	2009-10	2008-09	2007-08	2006-07	Actuals	Actuals	Actuals	Pax
Mo.	Rev.	%	Pax	Rev.	%	Rev.	Pax	Actuals	Actuals	Actuals	Pax	Actuals	Actuals	Actuals	Pax
July	\$6,448	12%	190	\$21,000	39%	676	816	\$42,006	1473	\$43,438	1618	\$32,220	1187	\$0	0
Aug	\$4,663	10%	129	\$18,448	38%	601	796	\$40,810	1350	\$41,564	1538	\$28,427	1001	\$0	0
Sep	\$4,180	11%	129	\$17,419	45%	645	543	\$34,440	1137	\$29,982	1108	\$28,383	1009	\$0	0
Oct	\$4,489	9%	130	\$15,485	30%	508	953	\$25,515	853	\$31,756	1196	\$26,803	884	\$0	0
Nov								\$15,706	546	\$17,836	623	\$20,294	640	\$7,066	245
Dec								\$51,200	1924	\$68,123	2527	\$57,943	2446	\$43,288	1749
Jan								\$64,889	2461	\$50,905	1955	\$65,700	2685	\$41,022	1667
Feb								\$72,647	2699	\$75,355	2668	\$65,583	2506	\$40,191	1537
Mar								\$75,514	3059	\$81,088	2953	\$59,871	2384	\$54,375	2191
Apr								\$37,230	1361	\$23,882	840	\$20,536	756	\$26,628	1645
May								\$23,158	730	\$18,016	605	\$17,175	632	\$16,625	602
June								\$40,196	954	\$33,214	1152	\$28,212	1064	\$29,016	1112
Total	\$19,780		578	\$72,352		2430	\$192,430	\$523,311	18,547	\$515,159	18,783	\$451,147	17,194	\$258,211	10,748

Funding Opportunities		Paid to Airport MiniBus for Operations	
		Subsidy	Subsidy
		2006-07	2007-08
1.) NLTRA	\$115,000	\$0	\$10,352
2.) Washoe Pub/Prvt	\$13,764	\$0	\$13,426
3.) Washoe Pub/Prvt	\$31,500	\$0	\$18,287
4.) Trk Tahoe Airport	\$2,500	\$0	\$18,380
5.) Best Western	\$1,000	\$6,790	\$16,316
6.) Cedar Hse	\$1,000	\$15,548	\$2,750
TOTAL INCOME:	\$164,764	\$21,289	\$1,294
		\$17,896	\$3,946
		\$15,629	\$12,315
		\$26,379	\$24,964
		\$18,738	\$7,918
		\$10,012	\$15,379
		\$121,945	\$145,327
		\$15,363	\$15,363
		\$10,372	\$10,372
		\$13,196	\$13,196
		\$21,225	\$21,225
		\$13,273	\$13,273
		\$0	\$0
		\$0	\$0
		\$0	\$0
		\$0	\$0
		\$8,570	\$8,570
		\$9,417	\$9,417
		\$1,290	\$1,290
		\$94,646	\$94,646
		\$830	\$830

2010-11 TMA Expense Budget	
Mkt	\$45,000
Adm	\$15,000
IT	\$4,000
Total:	\$64,000



December 1, 2010

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Possible Action to Recommend Letter of Agreement for Disbursement of TOT Funds to the TMA for FY-2010/11 Approved Night Rider Winter Transit Budget

Background

Commencing with the FY-2010/2011 Placer County Agreement with NLTRA, Section 2, Conduct of Business of the Association, Paragraph C states that the NLTRA will comply with the following:

All service and support including initial pre-project planning and feasibility phases in an amount greater than \$10,000 must be accompanied by a scope of work and contract which is reviewed and approved by the Board of Directors.

In accordance with the above, staff has attached a copy of the annual agreement (scope of work) between the Tahoe Transportation District (TTD) and Airport Mini Bus in providing Night Rider winter transit service for Fiscal Year 2010/11. The contract manager, as designated by TTD, is the Truckee-North Tahoe Transportation Management Association (TNT/TMA). It is with the TNT/TMA that the NLTRA has consummated the attached Letter of Agreement (contract) as to how the TMA will use the approved \$185,000 TOT funding to assist with the Night Rider budget expenses.

Recommendation of the Joint Committee

At the November 22nd meeting, the Joint Infrastructure/Transportation Committee unanimously recommended that the Board of Directors approve the Letter of Agreement for Disbursement of TOT Funds as proposed. Included in the motion was that NLTRA staff would work with County staff to insure that the annual agreement, prepared by TTD enabling this transportation service, be written to provide proper contract management, funding procedures, and indemnification to the approval of all agreement participants.

Requested Action

Staff requests that following any questions and discussion, that the Board of Directors approve the Letter of Agreement for Disbursement of TOT Funds to the TMA for FY-2010/11 Approved Night Rider Winter Transit budget in accordance with the motion as recommended by the Joint Committee.

**Letter of Agreement
November 11, 2010**

The Truckee North Tahoe Transportation Management Association (TMA) and the North Lake Tahoe Resort Association (NLTRA) consummate this Letter of Agreement for the purpose of the disbursement of Placer County TOT Funds to the TMA for marketing, administration, and funding for the Night Rider shuttles(4) for Winter Night Service for the North Lake Tahoe Region Fiscal Year 2010-11.

The TOT funding to be provided by the NLTRA is \$185,000, which was approved by the NLTRA Board of Directors and the Placer County Board of Supervisors on September 14, 2010. The Funds will be used to assist with the following Night Rider budget expenses:

Marketing:	\$ 4,000
Administration:	2,000
Operations:	<u>\$179,000</u> Airport MiniBus - Operator
Total Expenses:	\$185,000 (2009-10 Results attached)

The TMA will provide the NLTRA with monthly invoices and the NLTRA will pay such invoices within 15 days after receipt of invoices from the TMA. The TMA will provide ridership and budget results to the NLTRA as may be requested. Contract for services attached. Schedule will remain the same as for 2009-10.

Signed:

Ron Treabess
Executive Director, NLTRA

Jan Colyer
Executive Director, TMA

Date: _____

Date: _____

Contract **AGREEMENT** for North Shore Peak Winter Season Transit Services
aka The Night Rider

THIS AGREEMENT is made and entered into this 16th day of November, 2010 for transit service beginning Saturday, December 11, 2010 and ending Sunday, April 3, 2011, by and between the TAHOE TRANSPORTATION DISTRICT (hereinafter, the District), of 128 Market Street, Stateline, NV 89449, and Airport Mini Bus, of 100 Sunshine Lane, Reno, NV 89502. Collectively, the District and Airport Mini Bus are referred to herein as the Parties.

RECITALS

1. The District is a special purpose district, established in Article IX of Public Law 96-551, the Tahoe Regional Planning Compact, as enacted by the Congress of the United States, with broad authority to operate and/or provide for the operation of transit services in the Lake Tahoe region. The service as described in this Agreement is consistent with the purpose and authority of the District; therefore the District extends its operating authority to Airport Mini Bus for the purposes of providing the service as described herein.

2. Airport Mini Bus is a duly qualified passenger bus company, holding all the requisite operating licenses and permits necessary to provide the service as described herein.

3. The parties desire to enter into an Agreement to provide the transit services as described herein, and to memorialize their agreement by this writing.

4. The parties agree and acknowledge that the Truckee North Tahoe Transportation Management Association (hereinafter, TNT/TMA), a California non-profit corporation, shall serve as Contract Manager for this project, acting on behalf of the District, with responsibilities to include regular interaction with the management of Airport Mini Bus, ensuring compliance with all contract terms and conditions, receipt and review of all reports required of Airport Mini Bus under the terms of this Agreement, and the development and coordination of all marketing, promotional and training programs designed to support the service.

5. The parties agree and acknowledge that the North Lake Tahoe Resort Association (hereinafter, NLTRA), a California non-profit public benefit corporation, shall act as fiscal agent for this project, with responsibilities to provide operating and marketing support for this project, consistent with authority from the Placer County Board of Supervisors to spend Transient Occupancy Tax (TOT) funds through the NLTRA for such purposes. The TNT/TMA will invoice NLTRA for project payments, based on its review and approval of service invoices prepared and submitted by Airport Mini Bus, consistent with the service as described herein and the terms of this Agreement. The District shall have no financial obligation to fund the service described hereunder.

The TNT/TMA shall provide to the District and NLTRA the ridership, financial, and related operational reports such as it receives from Airport Mini Bus so that the reports may be reviewed by District staff and NLTRA staff and presented to their respective committees and boards, as appropriate.

NOW, THEREFORE, in consideration of the foregoing, the parties hereby agree as follows:

1. **SERVICE:** Airport Mini Bus agrees to provide the service as specifically described in the attached service schedule; plus all Tahoe Area Regional Transit bus stops. It is understood that the schedule may be altered by the addition or deletion of stops or temporarily suspended in consideration of inclement weather and/or highway travel restrictions. Airport Mini Bus agrees to advise the TMA or the NLTRA if service is suspended due to inclement weather or mechanical failure. Airport Mini Bus agrees to consult with and obtain consent from the TNT/TMA prior to any permanent alteration of the schedule, including any alteration of stops along the way. Payment will not be rendered for service not rendered.

2. **FARES:** The service as described herein shall be provided free to all passengers.

3. **COST OF PROVIDING SERVICE:** The costs charged by Airport Mini Bus for providing the service as described in this Agreement is set forth below on page 3:

Operating Costs for	
Airport MiniBus -	
114 Nights 2010-11	
Bus #1	\$44750
Bus #2	\$44750
Bus #3	\$44750
Bus #4	\$44750
Total	<u>\$179000</u>

These costs cannot be changed during the term of this Agreement, except as may be agreed to, in writing, by the parties, in consultation with the TNT/TMA and NLTRA. The TMA will cover marketing/public outreach and signage for \$6,000 to be funded by the NLTRA directly to the TMA.

4. RECORD KEEPING, PRODUCTION OF INVOICES FOR PAYMENT:

Airport Mini Bus shall keep true and accurate records of the service provided under this Agreement, including passenger counts, (by each route and stop to TMA every Monday). Drivers must indicate location and number of passengers denied service due to seating limitations. By no later than the tenth of the month immediately following the end of each month for which service is provided, Airport Mini Bus shall produce and submit to the TNT/TMA an invoice for the cost of providing the service during that same month.

5. AUDITS: Upon reasonable notice, and at its own expense, the TNT/TMA, and/or NLTRA, or its authorized representatives, or the District or its authorized representatives, shall have the right of examine and audit the records of the service as provided under this Agreement by Airport Mini Bus.

6. EQUIPMENT; DRIVERS; CUSTOMER SERVICE STANDARDS: A list of mini buses to be utilized by Airport Mini Bus to provide the service as described in this Agreement is to be provided. Airport Mini Bus shall furnish qualified drivers in compliance with all pertinent local, state and federal laws and requirements, and maintain all the equipment required to provide the service described in this Agreement. Airport Mini Bus shall extend its best efforts to provide first rate service. Drivers shall be

expected to meet the customer service standards as agreed by the parties. It is requested that drivers do not smoke in or near the vehicles used for the Night Rider Service. The maintenance of equipment Airport Mini Bus provides for the service described in this Agreement shall be in accordance with its standard practices. At a minimum, such practices shall be consistent with generally accepted standards for the ground transportation industry; to include ADA compliance. Each bus will be identified with a sign on each side of the bus displaying the "Free Night Rider" signs provided by the TMA.

Drivers provided by Airport Mini Bus shall have the necessary communications equipment to coordinate with Airport Mini Bus dispatchers. Airport Mini Bus shall also provide the services of at least one dispatcher during the hours of operation of the service described hereunder. Each driver will maintain a lost and found log each day and turn in all lost and found articles to the TNT/TMA on a regular basis.

7. **TERM:** The term of this Agreement shall be consistent with the identified period of operations; planned from December 11, 2010 through Sunday, April 3, 2011, except as may be otherwise modified, consistent with the provisions of this Agreement.

8. **DEFAULT; TERMINATION:** In the event either party is in default of the performance of any terms or conditions under this Agreement, the other party shall give written notice of the nature of the default, and the party to whom the notice was given shall have twenty (20) days to cure the default. In the event the default is not cured within the twenty (20) day period, the party giving notice may terminate this Agreement. The payment of any remaining monies due Airport Mini Bus will be made as part of any termination of this Agreement.

9. **FORCE MAJURE:** In the event Airport Mini Bus is unable, in whole or in part, to provide the service hereunder due to fire, flood, theft, water, labor unrest, inclement weather, collision, calamity, acts of God, or conditions beyond its control, the obligation of Airport Mini Bus to render the service hereunder shall temporarily cease during the continuation of such conditions. During any such period, any related obligations on the part of the District, its Contract Manager and Fiscal Agent shall likewise be proportionally reduced, until service by Airport Mini Bus is resumed.

10. INDEMNITY; INSURANCE: Notwithstanding the duty to provide insurance set forth elsewhere in this Agreement, and to the full extent required, Airport Mini Bus agrees to pay, protect, indemnify and defend the District, TNT/TMA and NLTRA, and their respective agents, employees, attorneys, officers, directors and representatives from and against all claims, suits, judgments, costs and expenses, including, without limitation, attorney's fees and/or damages, whether as to person or property, caused by or resulting from the negligent act or omission of Airport Mini Bus, its agents or employees. Airport Mini Bus shall provide not less than \$5 million in auto and general liability insurance, and provide the District, TNT/TMA, and NLTRA with proof of coverage as "Additional Insured" specifically related to the service provided hereunder, along with proof that Airport Mini Bus carries the appropriate level of Workman's Compensation Insurance.

The District agrees to pay, protect, indemnify and defend Airport Mini Bus, TNT/TMA, NLTRA and its respective agents, employees, attorneys, officers, directors and representatives from and against any and all claims, suits, judgments, costs and expenses, including, without limitation, attorney's fees and/or damages, whether to person or property, caused by or resulting from the negligent act or omission or intentional acts of the District, its agents or employees.

Airport Mini Bus agrees to maintain such insurance, in accordance with Exhibit D, attached hereto, as will protect it, the District, TNT/TMA, and NLTRA from claims by employees of Airport Mini Bus under any worker's compensation or similar acts, and also from other claims for personal injury and/or property damage on behalf of Airport Mini Bus's agents or employees, and the public, arising from claims of negligence against Airport Mini Bus or its agents and employees.

11. NOTICE: Any notice required or permitted under this Agreement shall be deemed given when personally served or given by U.S. certified mail, return receipt requested, with postage fully prepaid, addressed as follows:

If to Airport Mini Bus:
Airport Mini Bus
100 Sunshine Lane
Reno, NV 89502

If to Tahoe Transportation District

Tahoe Transportation District
128 Market Street
PO Box 5310
Stateline, NV 89449

12. GOVERNING LAW: This Agreement shall be governed by the laws of the State of Nevada. The parties have fully and fairly negotiated the terms of this Agreement and it is their intent that no presumption arise from the identity of the drafter of this Agreement in the event of a dispute over its terms. Airport Mini Bus shall, at its own expense, obtain and maintain all licenses, approvals, and permits, and file with any and all appropriate authorities any documentation required to conduct the service as described in this Agreement. In the event Airport Mini Bus is unable to obtain or maintain any of the licenses or permits required to conduct the service, or in the event the service hereunder is interrupted by governmental authority, Airport Mini Bus shall have twenty (20) days to correct this defect, as provided in Section 8, DEFAULT; TERMINATION, above, failing which this Agreement shall terminate and be deemed null and void.

13. ENTIRE AGREEMENT: This Agreement sets forth the entire understanding and agreement of the parties and all past negotiations, agreements, offers and inducements related to this Agreement are merged herein. This Agreement may not be amended or modified, except by writing, signed by the parties subsequent to the date of this Agreement.

14. INDEPENDENT CONTRACTORS: Nothing in this Agreement shall be deemed or considered a hiring by one party or the other, nor shall this Agreement be deemed to constitute a partnership or joint venture. Each party hereto, and its agents as identified in this Agreement, shall be and remain an independent contractor or organization, free to pursue all its business or organizational activities free from the control or management of the other party. This Agreement has been fully and fairly negotiated between the parties, therefore no presumption shall arise from the identity of the drafter of this document.

IN WITNESS WHEREOF, the parties have executed this Agreement, the day and year first written above.

Chip Bell, President
Airport Mini Bus

Date: _____

Andrew Strain
Chairman of the Board
Tahoe Transportation District

Date: _____

FREE! FREE! FREE! FREE! FREE! FREE!

Night Rider Service Tally Through April 4, 2010

Bus #1

Squaw Valley to Tahoe City to Stateline										
Stop	Time	#Pax	Time	#Pax	Time	#Pax	Time	#Pax	Time	#Pax
SV-CikTw	7:00 PM	606	8:00 PM	4	9:00 PM	264	10:00 PM	7	11:00 PM	128
Village @ SV	7:05 PM	494	8:05 PM		9:05 PM	263	10:05 PM	3	11:05 PM	243
RSC	7:13 PM	189	8:13 PM	7	9:13 PM	160	10:13 PM	5	11:13 PM	70
SV Rd/Hwy 89	7:20 PM	37	8:20 PM	9	9:20 PM	21	10:20 PM	3	11:20 PM	11
River Ranch	7:23 PM	42	8:23 PM	11	9:23 PM	23	10:23 PM	22	11:23 PM	5
TC "Y"	7:30 PM	319	8:30 PM	146	9:30 PM	359	10:30 PM	111	11:30 PM	186
Boatworks	7:33 PM	451	8:33 PM	44	9:33 PM	182	10:33 PM	36	11:33 PM	97
Lake Forest	7:37 PM	50	8:37 PM	81	9:37 PM	164	10:37 PM	65	11:37 PM	26
Dollar Hill	7:40 PM	72	8:40 PM	54	9:40 PM	82	10:40 PM	106	11:40 PM	42
Carnelian Bay	7:45 PM	25	8:45 PM	72	9:45 PM	81	10:45 PM	68	11:45 PM	1
Tahoe Vista	7:50 PM	34	8:50 PM	74	9:50 PM	39	10:50 PM	115	11:50 PM	4
Kings Beach	7:55 PM	50	8:55 PM	191	9:55 PM	78	10:55 PM	125	11:55 PM	6
Biltmore	8:00 PM		9:00 PM	120	10:00 PM	3	11:00 PM	148	12:00 AM	40
		2369		813		1719		814		859
		New Years Eve Total Pax = 253								6574

FREE! FREE! FREE! FREE! FREE! FREE!

Bus #2

Stateline to Tahoe City to Squaw Valley										
Stop	Time	#Pax	Time	#Pax	Time	#Pax	Time	#Pax	Time	#Pax
Biltmore	7:00 PM	181	8:00 PM	15	9:00 PM	233	10:00 PM	10	11:00 PM	307
Kings Beach	7:05 PM	200	8:05 PM	65	9:05 PM	174	10:05 PM	45	11:05 PM	156
Tahoe Vista	7:08 PM	105	8:08 PM	42	9:08 PM	157	10:08 PM	57	11:08 PM	59
Carnelian Bay	7:11 PM	88	8:11 PM	55	9:11 PM	129	10:11 PM	61	11:11 PM	94
Dollar Hill	7:15 PM	78	8:15 PM	56	9:15 PM	181	10:15 PM	80	11:15 PM	94
Lake Forest	7:20 PM	89	8:20 PM	76	9:20 PM	140	10:20 PM	55	11:20 PM	84
Boatworks	7:25 PM	20	8:25 PM	198	9:25 PM	50	10:25 PM	169	11:25 PM	28
TC "Y"	7:30 PM	310	8:30 PM	398	9:30 PM	258	10:30 PM	400	11:30 PM	208
River Ranch	7:35 PM	5	8:35 PM	17	9:35 PM	7	10:35 PM	31	11:35 PM	6
SV Rd/Hwy 89	7:40 PM	19	8:40 PM	8	9:40 PM	6	10:40 PM	27	11:40 PM	12
RSC	7:45 PM	14	8:45 PM	137	9:45 PM	17	10:45 PM	109	11:45 PM	2
Village at SV	7:55 PM	31	8:55 PM	250	9:55 PM	13	10:55 PM	273	11:55 PM	11
SV Clocktower	8:00 PM	63	9:00 PM	434	10:00 PM	35	11:00 PM	257	12:00 AM	36
		1203		1751		1400		1574		1097
		New Years Eve Total Pax = 323								7025

FREE! FREE! FREE! FREE! FREE! FREE!

Bus #3

Northstar to Kings Beach to Stateline													
Stop	Time	#Pax	Time	#Pax	Time	#Pax	Time	#Pax	Time	#Pax			
NoS-Village	6:30 PM	1177	7:30 PM	897	8:30 PM	785	9:30 PM	481	10:30 PM	514			
Sawmill	6:40 PM	522	7:40 PM	458	8:40 PM	448	9:40 PM	332	10:40 PM	224			
Hwy/Stewrt	6:50 PM	50	7:50 PM	39	8:50 PM	56	9:50 PM	52	10:50 PM	79			
Hwy/Cmmn	6:53 PM	70	7:53 PM	58	8:53 PM	93	9:53 PM	133	10:53 PM	118			
KB-Crown	6:55 PM	190	7:55 PM	179	8:55 PM	234	9:55 PM	233	10:55 PM	116			
Crystal Bay	7:00 PM	7	8:00 PM	10	9:00 PM	2	10:00 PM	12	11:00 PM	42			
		2016			1641			1618			1243	1093	7611

Stateline to Kings Beach to Northstar														
Stop	Time	#Pax	Time	#Pax	Time	#Pax	Time	#Pax	Time	#Pax				
Crystal Bay	7:00 PM	198	8:00 PM	262	9:00 PM	307	10:00 PM	325	11:00 PM	584				
KB-Daves	7:05 PM	390	8:05 PM	408	9:05 PM	374	10:05 PM	238	11:05 PM	213				
Hwy Cmm	7:10 PM	52	8:10 PM	98	9:10 PM	64	10:10 PM	32	11:10 PM	16				
Sawmill	7:20 PM	125	8:20 PM	80	9:20 PM	60	10:20 PM	36	11:20 PM	4				
NoS-Village	7:30 PM	4	8:30 PM	14	9:30 PM	6	10:30 AM	8	12:00 AM					
		769			862			811			639	Total:	817	3898
New Years Eve Total Pax = 551														

FREE! FREE! FREE! FREE! FREE! FREE!

Bus #4

Tahoe City to Granlibakken to Tahoma													
Stop	Time	#Pax	Time	#Pax	Time	#Pax	Time	#Pax	Time	#Pax			
TC "Y"	6:30 PM	429	7:30 PM	602	8:30 PM	437	9:30 PM	438	10:30 PM	455			
Grnlbkkn	6:35 PM	25	7:35 PM	24	8:35 PM	25	9:35 PM	25	10:35 PM	7			
Sunnyside	6:45 PM	42	7:45 PM	65	8:45 PM	79	9:45 PM	70	10:45 PM	32			
Rideout Corn	6:47 PM	11	7:47 PM	3	8:47 PM	7	9:47 PM	1	10:47 PM	5			
Homewood	6:50 PM	13	7:50 PM	11	8:50 PM	13	9:50 PM	17	10:50 PM	4			
Tahoma PO	7:00 PM		8:00 PM		9:00 PM		10:00 PM		11:00 PM	2			
		520			705			561			551	505	2842

Tahoma to Granlibakken to Tahoe City													
Stop	Time	#Pax	Time	#Pax	Time	#Pax	Time	#Pax	Time	#Pax			
Tahoma PO	7:00 PM	130	8:00 PM	129	9:00 PM	112	10:00 PM	80	11:00 PM	55			
Homewood	7:10 PM	37	8:10 PM	38	9:10 PM	32	10:10 PM	25	11:10 PM	14			
Rideout Corn	7:12 PM	6	8:12 PM	4	9:12 PM	10	10:12 PM	4	11:12 PM	6			
Sunnyside	7:15 PM	39	8:15 PM	57	9:15 PM	100	10:15 PM	49	11:15 PM	154			
Gralbkn	7:25 PM	21	8:25 PM	29	9:25 PM	29	10:25 PM	36	11:25 PM	5			
Boatworks	7:28 PM		8:28 PM	4	9:28 PM	14	10:28 PM		11:28 PM				
TC "Y"	7:30 PM	12	8:30 PM	9	9:30 PM		10:30 PM		11:30 PM				
		245			270			297			194	234	1240
New Years Eve Total Pax = 138													
										Total:	29190		
Grand Total New Years Eve Pax = 1265													

Night Rider Ridership Productivity -- 12/17/09 through 4/4/10

	Start Time	Ridership	Start Time	Ridership	Start Time	Ridership	Start Time	Ridership	Start Time	Ridership	Start Time	Ridership
SV - NSL	7:00 PM	2369	8:00 PM	813	9:00 PM	1719	10:00 PM	814	11:00 PM	859		
NSL - SV	7:00 PM	1203	8:00 PM	1751	9:00 PM	1400	10:00 PM	1574	11:00 PM	1097		
N* to NSL	6:30 PM	2016	7:30 PM	1641	8:30 PM	1618	9:30 PM	1243	10:30 PM	1093		
NSL to N*	7:00 PM	769	8:00 PM	862	9:00 PM	811	10:00 PM	639	11:00 PM	817		
TC-Tahoma-TC	6:30 PM	765	7:30 PM	975	8:30 PM	858	9:30 PM	745	10:30 PM	739		

Day of Service - 12/17 to 4/4 109

Ridership per day

	Start Time	Ridership	Start Time	Ridership	Start Time	Ridership	Start Time	Ridership	Start Time	Ridership	Total
SV - NSL	7:00 PM	22	8:00 PM	7	9:00 PM	16	10:00 PM	7	11:00 PM	8	60
NSL - SV	7:00 PM	11	8:00 PM	16	9:00 PM	13	10:00 PM	14	11:00 PM	10	64
N* to NSL	6:30 PM	18	7:30 PM	15	8:30 PM	15	9:30 PM	11	10:30 PM	10	70
NSL to N*	7:00 PM	7	8:00 PM	8	9:00 PM	7	10:00 PM	6	11:00 PM	7	36
TC-Tahoma-TC	6:30 PM	7	7:30 PM	9	8:30 PM	8	9:30 PM	7	10:30 PM	7	37

Ridership per Vehicle-Hour of Service

SV - NSL	7:00 PM	22	8:00 PM	7	9:00 PM	16	10:00 PM	7	11:00 PM	8
NSL - SV	7:00 PM	11	8:00 PM	16	9:00 PM	13	10:00 PM	14	11:00 PM	10
N* to NSL	6:30 PM	37	7:30 PM	30	8:30 PM	30	9:30 PM	23	10:30 PM	20
NSL to N*	7:00 PM	14	8:00 PM	16	9:00 PM	15	10:00 PM	12	11:00 PM	15
TC-Tahoma-TC	6:30 PM	7	7:30 PM	9	8:30 PM	8	9:30 PM	7	10:30 PM	7

Overall	Psgrs/Day	Psgrs/VSH
SV - NSL	125	12.5
N* - NSL	106	21.1
West Shore	37	7.5

Monthly Report October 2010
CONFERENCE REVENUE STATISTICS
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>
Total Revenue Booked as of 10/31/10:	\$1,601,333	\$1,161,199
Forecasted Commission for this Revenue:	\$127,091	\$54,181
Number of Room Nights:	9998	6270
Number of Delegates:	5040	2809
Annual Revenue Goal - FY 10/11:	\$2,200,000	\$1,500,000
Annual Commission Goal:	\$140,000	\$85,000
Number of Tentative Bookings:	44	39

<u>Monthly Detail/Activity</u>	<u>October 2010</u>	<u>October 2009</u>
<u>Number of Groups Booked:</u>	2	2
Revenue Booked:	\$293,259	\$70,173
Projected Commission:	\$14,775	\$7,017
Room Nights:	1525	630
Number of Delegates:	247	1030
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 2010-Est.</u>	<u>October 2009</u>
Number of Groups:	9	3
Revenue Arrived:	\$463,398	\$74,371
Projected Commission:	\$38,077	\$3,217
Number of Room Nights:	3213	480
Number of Delegates:	1819	199
Arrived Group Type:	2 Corp., 4 Assoc., 1 Govt., 1 SMF, 1 Found.	1 Corp., 1 Assoc., 1 TA

<u>Monthly Detail/Activity</u>	<u>September 2010</u>	<u>September 2009</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 2010 -Est.</u>	<u>September 2009</u>
Number of Groups:	4	2
Revenue Arrived:	\$119,714	\$42,522
Projected Commission:	\$11,971	\$637
Number of Room Nights:	898	265
Number of Delegates:	317	86
Arrived Group Type:	4 Corp.	1 Assn. and 1 TA

<u>Monthly Detail/Activity</u>	<u>August 2010</u>	<u>August 2009</u>
<u>Number of Groups Booked:</u>	4	3
Revenue Booked:	\$52,758	\$117,185
Projected Commission:	\$5,275	\$11,230
Room Nights:	430	954
Number of Delegates:	575	183
Booked Group Types:	1 Corp., 1 Assoc., 1 TA and 1 Foundation	1 Corp, 1 Assoc.
Lost Business, # of Groups:	9	6

<u>Arrived in the month</u>	<u>August 2010</u>	<u>August 2009</u>
Number of Groups:	8	5
Revenue Arrived:	\$219,566	\$101,663
Projected Commission:	\$14,117	\$9,237
Number of Room Nights:	1294	534
Number of Delegates:	830	330
Arrived Group Type:	1 Corp., 5 Assoc. 1 Society	1 Corp., 1 Assoc., 1 Smerf and 1 Govt.

<u>Monthly Detail/Activity</u>	<u>July 2010</u>	<u>July 2009</u>
<u>Number of Groups Booked:</u>	5	2
Revenue Booked:	\$47,336	\$213,831
Projected Commission:	\$4,733	\$21,373
Room Nights:	484	575
Number of Delegates:	373	1220
Booked Group Types:	1 Corp., 3 Assoc., 1 Govt.	1 Corp. and 1 Assoc.
Lost Business, # of Groups:	8	3

<u>Arrived in the month</u>	<u>July 2010</u>	<u>July 2009</u>
Number of Groups:	8	7
Revenue Arrived:	\$579,888	\$293,154
Projected Commission:	\$44,258	\$18,331
Number of Room Nights:	2813	1268
Number of Delegates:	1479	724
Arrived Group Type:	1 Corp., 6 Assoc., 1 Smerf.	5 Assoc., 1 Smerf, 1 TA

Future Year Bookings, booked in this fiscal year:

For 2011/12:	\$610,051	(Goal) \$650,000
For 2012/13:	\$442,148	\$250,000

NUMBER OF LEADS Generated as of 10/31/10: 34

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
1995/1996: 379
1994/1995: 450

Monthly Report October 2010
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>
Total Revenue Booked as of 10/31/10:	\$248,973	\$472,956
Forecasted Commission for this Revenue:	\$26,320	\$33,293
Number of Room Nights:	2699	4267
Number of Delegates:	1518	1696
Annual Revenue Goal - FY 10/11:	\$300,000	\$450,000
Annual Commission Goal:	\$15,000	\$35,000
Number of Tentative Bookings:	34	40

<u>Monthly Detail/Activity</u>	<u>October 2010</u>	<u>October 2009</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$10,800
Projected Commission:	\$0	\$540
Room Nights:	0	50
Number of Delegates:	0	100
Booked Group Types:	0	1 TA
Lost Business, # of Groups:	4	3

<u>Arrived in the month</u>	<u>October 2010-Est.</u>	<u>October 2009</u>
Number of Groups:	1	1
Revenue Arrived:	\$10,800	\$4,784
Projected Commission:	\$540	\$717
Number of Room Nights:	50	52
Number of Delegates:	100	70
Booked Group Type:	1 Assoc/	1 Smerf

<u>Monthly Detail/Activity</u>	<u>September 2010</u>	<u>September 2009</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:	4	0

<u>Arrived in the month</u>	<u>September 2010 -Est.</u>	<u>September 2009</u>
Number of Groups:	4	4
Revenue Arrived:	\$78,945	\$186,678
Projected Commission:	\$8,588	\$20,303
Number of Room Nights:	707	1750
Number of Delegates:	326	522
Booked Group Type:	2 Corp., 1 Assoc. 1 Smerf	1 Corp., 2 Assoc. 1 TA

Monthly Detail/Activity	<u>August 2010</u>	<u>August 2009</u>
<u>Number of Groups Booked:</u>	3	1
Revenue Booked:	\$37,580	\$4,063
Projected Commission:	\$3,724	\$609
Room Nights:	484	35
Number of Delegates:	296	17
Booked Group Types:	1 Corp., 1 Assoc. 1 Smerf.	1 Assoc.
Lost Business, # of Groups:	8	4

<u>Arrived in the month</u>	<u>August 2010</u>	<u>August 2009</u>
Number of Groups:	2	1
Revenue Arrived:	\$34,749	\$25,269
Projected Commission:	\$503	\$1,263
Number of Room Nights:	780	171
Number of Delegates:	387	105
Booked Group Type:	1 Assoc. and 1 Smerf	1 TA

Monthly Detail/Activity	<u>July 2010</u>	<u>July 2009</u>
<u>Number of Groups Booked:</u>	2	0
Revenue Booked:	\$5,148	\$0
Projected Commission:	\$558	\$0
Room Nights:	80	0
Number of Delegates:	30	0
Booked Group Types:	1 Corp. and 1 TA	0
Lost Business, # of Groups:	8	3

<u>Arrived in the month</u>	<u>July 2010</u>	<u>July 2009</u>
Number of Groups:	4	2
Revenue Arrived:	\$98,226	\$35,159
Projected Commission:	\$12,964	\$375
Number of Room Nights:	832	226
Number of Delegates:	495	82
Booked Group Type:	1 Corp, 2 Smerf 1 Non Profit	1 TA and 1 Corp.

Future Year Bookings, booked in this fiscal year:

For 2010/11:	\$ 15,093	(Goal) \$100,000
For 2011/12:	\$	\$ 50,000

NUMBER OF LEADS Generated as of 10/31/10: 27

Total Number of Leads Generated in Previous Years:

2009/2010: 84
2008/2009: 113
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 2010

KEY MEETINGS/LUNCHEONS/RECEPTIONS ATTENDED BY STAFF

- Attended SJ Marketing Meeting: Andy
- Attended Chamber Advisory Committee Meeting: Judy, Andy
- Attended NLTRA Marketing Committee Meeting: Andy, Judy, Jason, Jeremy
- Attended Finance Committee Meeting: Andy
- Attended RSCVA Director's of Sales Meeting: Jason
- Attended Reno-Tahoe Meetings Marketing coop meeting: Jason
- Attended LTBPP Steering Committee Meeting: Andy
- Attended ATOC LOC Meetings x 3: Andy, Judy
- Attended CTTC Rural Advisory Committee Conference Call: Andy
- Attended Squaw Valley Business Association Meeting and Presented ATOC: Andy
- Attended West Shore Association Meeting: Andy
- Attended RMC Meeting: Andy
- Attended NTBA Meeting and Presented ATOC: Andy
- Attended World Travel Market, London on behalf of the High Sierra Visitors Council: Jeremy
- Hosted North Lake Tahoe ski press event in London: Jeremy
- Attended Southwest Airlines' 20th anniversary celebration flying into RTIA: Jeremy

SPECIAL PROJECTS

- Developed San Diego Winter Campaign with Resort Partners: Andy,
- Developed and Submitted 1st Quarter Report and 6 Month Performance Measurement Document: Andy, Jason, Jeremy, Judy
- Attended San Francisco Ski Show with North Lake Tahoe Booth: Andy
- Attended ATOC Host City Symposium Meeting in Los Angeles: Andy, Judy
- Met with ATOC/LOC Sponsorship Director to establish sponsor levels: Judy, Andy
- Attended San Diego Ski Show with North Lake Tahoe Booth: Kym
- Met with RSCVA Special Events Manager to Discuss Event Granting Practices: Andy, Judy
- Worked with Ruth Schnabel and SnowFest on North Lake Tahoe Sponsorship Opportunities: Andy, Judy
- Conducted UK sales mission: Jeremy
- Organized and shipped out supplies for remaining Ski Lake Tahoe ski shows: Jeremy
- Setting itineraries for UK and Australian travel trade and media winter FAMs to region: Jeremy
- Attended Winter Recreation Luncheon: Judy
- Met with Ta-hoe Nalu SUP organizers for strategy development for 2011: Judy
- Launched and finalized the Learn to Ski/Board program December 11-12: Judy
- Met with Snowbomb.com & Tahoe XC to set strategies for respective events: Judy
- Attended 175th Mark Twain Birthday Celebration: Judy



MEMORANDUM

DATE: December 1, 2010

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
And Planning

SUBJ: November 1-30, 2010
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Express (B-7)

NLTRA staff, in concert with Tahoe Transportation District and the TNT/TMA, is proposing to conduct a performance review of the North Lake Tahoe Express airport shuttle program. The purpose of this study will be 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 scope of work was presented and recommended at the November Joint Committee meeting. The recommendation included that staff contact the Tahoe Transportation District with a funding request to support the study. Through mid-November, the FY 2010/11 NLTE Financials continue to show that both ridership and fare box revenue have increased this year compared to the same time period during FY 2009/10.

2. Enhanced Winter Transit Service and Traffic Management (B-4, 5, 6, 8)(B-1)

The various transit services that are provided and/or increased during the winter Season will begin the winter schedule on December 11th and continue through April 3rd. These will include earlier, later, and more frequent runs on Highway 89 between Truckee and Tahoe City, and on Highway 28 across the North Shore. Service will also be provided between North Shore and Truckee on Highway 267. A third component is the service running from the Truckee Depot to the Sugar Bowl/Donner Summit area. Lastly the winter nighttime service (Night Rider) will provide 60 minute headways between Squaw Valley and Stateline, with routes serving the West Shore and Northstar. The traffic management program has been reduced by 9 days, primarily Friday evenings, with the savings being used to partner with the Town of Truckee to provide management at Highway 89 and West River Street on Sunday afternoons.

- 3. North Tahoe Regional Park Playground/ADA Renovation (D-16)**
The North Tahoe Public Utility District has requested an Infrastructure allocation of up to \$44,000 to replace unsafe playground equipment with new, state of the art playground equipment that is safe and ADA compliant. This represents a portion of the ADA improvements necessary at the regional park to keep the park a key part of the visitor experience, as it is marketed throughout North Lake Tahoe. This request was recommended by the Joint Committee at its September 27th meeting and approved by the Board of Directors on October 6th. This recommendation has been submitted to the County, requesting Board of Supervisors approval.
- 4. Water Taxi Proposal**
A proposal is being developed to initiate a water taxi 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. The consultants presented the study and recommendations at the November TTD Board meeting and at the November Joint Committee meeting. TTD will discuss how to move ahead with this project at its December meeting. The Joint Committee directed staff to continue staying involved with supporting this project and offering participation as appropriate.
- 5. Northstar Community Multi-Purpose Trail (A-7)**
This trail project, under the leadership of Northstar Community Services District, is nearing completion of the first 2 phases for which TOT funds were granted to conduct planning and environmental work necessary in advance of detailed project design. NCS D has prepared the anticipated next request for funding up to \$500,000 to continue the work on this trail which will provide a key link in the Resort Triangle Trail connecting Lake Tahoe with the Martis Valley and Truckee. The request was approved and recommended by the Joint Committee, and by the NLTRA Board of Directors at the September 1st Board meeting. The Board of Supervisors approved the grant at its Tahoe meeting held at Granlibakken October 19th. Staff has prepared the necessary Funding Agreement to be signed by NCS D before any funds can be released,
- 6. Regional Wayfinding Signage (A-18)**
After many months of delay as staff worked out the method of progressing toward completion of the Wayfinding Signage Manual, the project is back on track through the sub-consultant's and Placer County's efforts which will allow development of the missing permitting section. Placer County Planning Department has guided us to make an Environmental Questionnaire submittal with the ultimate goal of establishing a mutually acceptable Zoning Text Amendment for the Placer County Sign Ordinance. This would allow for the existence of Wayfinding Signs by recognizing them as a signage category for North Lake Tahoe. Consequently, a process to permit such signage can then be included in the Manual. Staff is anticipating some minor additional funding to be required and requested (\$8000) in order to complete the few unanticipated tasks necessary for project wrap-up.

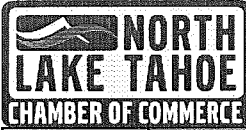
7. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, January 24, 2011. Project Infrastructure Funding Requests expected at that meeting should include:

- A-15. Truckee River Corridor Access Plan/Squaw to Truckee Bike Trail
- A-17. Tahoe City Visitor Center/Fire Station Site Expansion/Redevelopment
- A-20. Tahoe City Historic Walking Tour

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Annual Membership Luncheon/Meeting
- Lake Tahoe Basin Prosperity Plan/Plan Review
- Meeting with Assemblyman Ted Gaines/North Lake Tahoe Issues
- Chamber Advisory Committee/Community Grants Program
- Meeting with NLTRA Executive Committee
- TMA Meeting/NLTRA Representative
- Winter Recreation Luncheon
- PCTPA Bike Plan Meeting
- TTD Board Meeting/Waterborne Shuttle Presentation

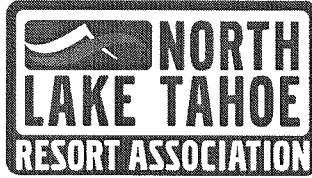


NLT Chamber Business Plan Implementation Report - November 2010

Business plan Objective	Activity Description	Staff Involved	Date
1.1	On-going General Chamber Staff Activities.		
	• Attended weekly Tahoe Bonanza Community Meetings	Kym	November
1.2	Provide staff support for the Chamber of Commerce Advisory Committee and the Community Marketing Grant Program, including the Community Marketing Grant Program Subcommittee, and any related Chamber ad hoc or other committees that may be established.		
	• Provided ongoing staff support for Committee meetings	Staff	November
1.3	Grow and expand the duties of the Chamber Ambassador Program, consistent with the needs of Chamber programs for volunteer support, including, but not limited to, staffing support for an expanded network of NLT Visitor Centers.		
	• Maintaining membership services in Incline Village Visitors Center	Kym	November
2.1	Promote business and tourism, with an emphasis on promoting and supporting Chamber members.		
	• Meeting for Diamond Peak Ribbon Cutting Ceremony	Kym	3-Nov
	• Mixer-Pullen Realty	Kym/Ron	3-Nov
	• Attended SVBA Meeting	Kym	4-Nov
	• Mixer-Gatekeepers Museum	Staff	10-Nov
	• Mixer-North Tahoe Arts Center/VIC	Kym/Emily	18-Nov
2.3	Continuously work to improve the value, marketing and delivery of Chamber members.		
	• Planning December-Recruiting for Chamber Ambassadors	Kym	November
	• Continued updates of the online Business Membership Directory	Kym	November
	• Updated Community Calendar with mixers and meetings	Staff	November
	• Winter Recreation Luncheon	Staff	10-Nov
	• Tahoe Fund Meeting	Ron/Kym	10-Nov
3.2	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Workforce Development and Training.		
	• Planning December-Chamber ED Beginner Internet Class	Kym	November
	• Planning December-Chamber ED Front Line Employee Field Trips	Kym	November
	• ChamberEducation- Beginner Internet Class TCPUD	Kym	2-Nov
	• Leadership Meeting	Kym	4-Nov
	• ChamberEducation- Train the Trainer	Kym	5-Nov
	• ChamberEducation- Intermediate Internet Class TCPUD	Kym/Ron	9-Nov
	• ChamberEducation- Intermediate Internet Class TCPUD	Kym/Ron	16-Nov
	• Leadership Alumni Breakfast	Staff	19-Nov

3.3	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Enhanced Transit and Improved Community Mobility.		
	• Continued to help market and promote North Lake Tahoe Express and other local/regional transit services (on-going)	Staff	November
3.5	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Economic Development, Redevelopment, Diversification & Sustainability.		
	<ul style="list-style-type: none"> • Planning for the Board Elections • Continued work on Regional Plan Initiative with TRPA • Attended LTBPP Meeting • Attended Board Election Committee Meeting 	Staff Ron Andy Ron/Kym	November November 19-Nov 30-Nov
Total new members for the month of November			2
Total renewed members for the month of November			6
Total number of members			641

Percentage of Membership by Location							
	May '10	June '10	July '10	Aug '10	Sept '10	Oct '10	Nov '10
Incline/Crystal Bay	28%	28%	28%	28%	28%	26%	26%
Tahoe City	26%	26%	26%	26%	26%	27%	27%
Truckee	13%	13%	13%	13%	13%	14%	14%
KB/CB/ Tahoe Vista	11%	11%	11%	11%	11%	12%	12%
Reno/Sparks/Carson	7%	7%	7%	7%	7%	6%	6%
South Shore	5%	5%	5%	5%	5%	5%	5%
Squaw Valley	3%	3%	3%	3%	3%	3%	3%
Other	5%	5%	5%	5%	5%	5%	5%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	631	640	640	628	628	641	641



November 23, 2010

To: Board of Directors

From: Sally Lyon, CFO

Re: Financial Report

The finance committee meeting normally scheduled for November 30, 2010 has been rescheduled for December 7th.

The state and federal tax returns have been prepared by Sally and are being reviewed by Kohn Colodny. Staff made the decision to have Sally prepare the tax return in house instead of paying \$3,000 to Gilbert Associates. The finance committee will have the opportunity to review the tax returns at the December 7th meeting prior to filing later in December. A copy of the returns will be included in the January board packet on the consent calendar.