



December 1, 2010

To: Board of Directors

From: Management Team

Re: Announcement of Results from 2010 Board of Directors Election and Board Certification of Newly Elected Directors Representing Recreation, General and Small Lodging Seats

Background

Consistent with the adopted 2010 Board Election Schedule, ballots were due to be submitted to the office of McClintock Accountancy by no later than 5:00 pm Tuesday, November 30th. Staff and Election Committee representatives will work with a representative of McClintock Accountancy to count the ballots immediately after the close of voting, with the McClintock representative serving as the impartial Election Inspector.

Chamber Manager Kym Fabel will announce the results of voting at the December 1st Board meeting.

Requested Action

Following the announcement of election results, that the Board certify the newly elected and/or re-elected directors representing Recreation, General and Small Lodging seats.



December 1, 2010

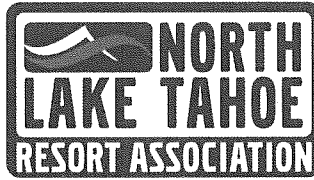
To: Board of Directors

From: Ron Treabess, Interim Executive Director

Re: Interim Executive Director Report

Status reports, updates, and work to be addressed during December and January will be verbally given on the following:

- California Strategic Growth Council Sustainable Community Grant
- TOT Renewal
- Tahoe Fund
- 1st Quarter Report
- 2nd Quarter Report
- Bylaws Revision
- FY-2010/11 Agreement Compliance Matrix Attachment A-1
- Six Month Strategic Planning and 2011/12 Budget Development
- Review and Modify Approved 2011/11 Strategic Business Plan
- 2011 Community Awards for 2010



December 1, 2010

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Presentation and Possible Action to Approve Up to \$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

Background

The North Lake Tahoe Express (NLTE) airport shuttle program is now in its fifth year of operation and appears to be more successful each year serving a greater ridership, producing more revenue, and requiring a lesser subsidy. While all parties seem pleased with the overall performance, each year during the NLTRA budget process, questions are asked whether the service could be more efficiently operated, how do operating costs compare with other similar services, is the cost sharing fairly provided for Placer County routes and the Washoe County route. In order to develop acceptable answers to these and other questions, NLTRA staff, in concert with Tahoe Transportation District (TTD) and the TNT/TMA, is proposing to conduct a performance review of the North Lake Tahoe Express (NLTE) 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, review current contracting and management, and make recommendations as to the level of NLTRA support that should continue and strategies that can be implemented to improve the program. The intent is to be able to make adjustments, if necessary, during the current year, and do appropriate planning for future years service.

The Proposal

Staff has solicited the attached proposal from LSC Transportation Consultants which defines the performance review of the NLTE they will conduct. LSC will assess the goals of the program, how well the shuttle is doing in meeting the goals, review contracting and management of the service, analyze economic benefits to the region, and make recommendations as to whether the NLTRA support should continue and, if so, strategies that can be implemented to improve the program. The work will be prepared on a time and materials basis with a total contract amount not to exceed \$9,755 without prior written approval. Transportation research and planning funds are available in the approved NLTRA 2010/11 budget. Gordon Shaw, LSC, will be at the meeting to further clarify the proposal and answer any questions.

Recommendation of the Joint Committee

At the November 22nd meeting, the Joint Infrastructure/Transportation Committee voted unanimously to recommend that the Board approve up to \$9755 for a research and planning allocation to conduct a performance review of the NLTE program. Further, the motion stated that staff should investigate and pursue funding from TTD for the review.

Requested Action

That after questions and discussion, the Board of Directors approve an up to \$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. Further, staff shall investigate and pursue potential funding from the Tahoe Transportation District for the performance review.

LSC TRANSPORTATION CONSULTANTS, INC.

2690 Lake Forest Road, Suite C
P. O. Box 5875
Tahoe City, CA 96145
(530) 583-4053
FAX (530) 583-5966
E-mail: lsc@lsc Tahoe.com
Website: www.lsc Tahoe.com



Mr. Ron Treabess, Interim Executive Director
NLTRA
PO Box 5459
Tahoe City CA 96145

RE: North Lake Tahoe Express Performance Review

Dear Mr. Treabess:

Per your request, LSC Transportation Consultants, Inc. would like to propose to conduct a Performance Review of the North Lake Tahoe Express shuttle program. The purpose of this study will be to assess how well the NLTE is doing in meeting the goals of the program, review current contracting and management, and make recommendations as to (1) whether NLTRA support should continue and, if so, (2) strategies that can be implemented to improve the program. We would propose to conduct this work through the following tasks:

1. **Kickoff / Review of Program Goals** – We will review and summarize the elements of the NLTRA Master Plan and other pertinent documents to provide a context for the review. As part of this task, we will also have a kick-off meeting with NLTRA staff and others at your direction. Also, as part of the overall study we will develop updated goals for the program.
2. **Review of Existing Service Performance** – Available ridership and service data since the initiation of the NLTE will be collected and reviewed, in order to document the following:
 - a. Ridership, by season and by route, and trends in ridership.
 - b. Current ridership characteristics (individual vs. group trips, group size, resident vs. visitor, etc.)
 - c. Current Fare revenue by type, and by route.
 - d. Current service levels (number of daily runs and vehicle-hours, by route, and by season)
 - e. Productivity (passengers per run, and passengers per vehicle-hour) and cost recovery.

LSC will also contact lodging property owners and conference planners in the area to get input as to how NLTE improves the marketability of the individual properties and the region as a whole to overnight visitation. Any available data regarding conference events or room nights that have occurred directly as a result of the NLTE will be

collected and summarized. In addition, any other available information regarding the economic benefits of the NLTE program will be reviewed.

3. **Review of Existing Contracting, Management and Funding** – LSC will review the existing contract and the current monthly invoicing procedures. We will also interview representatives of the service contractor, TNT/TMA, and others familiar with the service management. Existing funding sources for the program (fares, NLTRA, Washoe County, etc.) will be reviewed, along with the existing institutional arrangement between the NLTRA, TNT//TMA and TTD. Also as part of this task, we will assess whether it is appropriate to request new bids for service, as well as other potential changes to the current contract.
4. **Preparation and Presentation of Draft Report** – A concise administrative draft report will be prepared that documents our analysis and recommendations. In addition to a review of previous performance, this report will outline a plan to guide the future of the program. A meeting will be held at the staff level to review and discuss this document. After review by yourself and others at your direction, a public draft will be prepared (including 12 copies plus a pdf version) This will be the subject of a presentation at an NLTRA Transportation Committee meeting.
5. **Preparation of Final Report** – Comments received on the public draft will be addressed to yield a final study report.

As shown in Table A, we estimate that this work scope will require a total of \$9,755 to complete. Please note that the rates shown are lower than our standard 2010 rates, reflecting our longstanding relationship with the NLTRA. In addition to the three meetings identified above, LSC would be available for other meetings/presentations, at the billing rates shown in Table A.

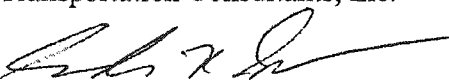
LSC would be willing to undertake this work on a time-and-materials basis, with a total contract amount of \$9,755 that would not be exceeded without your prior written approval.



We would be happy to discuss any changes to the scope or contractual arrangements that you feel would be appropriate. Thank you for the opportunity to make this proposal. We look forward to working with the NLTRA in addressing this key issue for the North Tahoe region.

Respectfully Submitted,

LSC Transportation Consultants, Inc.

by: 
Gordon R. Shaw, P.E., AICP, Principal



North Lake Tahoe Resort Association
December 1, 2010

BACKGROUND

At its October board meeting, the NLTRA Board of Directors approved the formation of a new Lodging Committee. The Board directed staff to begin an outreach program to solicit interested parties to be considered for appointment to the committee. A press release was drafted and sent to local media outlets. This release was also sent twice to our North Lake Tahoe Chamber of Commerce database as well as twice to our specific lodging contact list. The deadline for submitting letters of interest was Monday, November 22 at 5pm.

The makeup of the committee was approved as follows:

- NLTRA Large Lodging Board Member
- NLTRA Small Lodging Board Member
- Large Lodging Representative
- Small Lodging Representative – Lakeshore
- Small Lodging Representative – Non-Lakeshore
- Vacation Home Rental Representative
- Vacation Home Rental Representative
- Bed & Breakfast Representative

As of the deadline the following letters of interest were received.

- Barb Cohen, Owner, Shore House
- Heimo Brandstatter, Resort Manager, Resort at Squaw Creek
- Christy Beck, General Manager, Village at Squaw Valley
- Debbie Milani, Coldwell banker
- Brett Williams, Owner, Agate Bay Realty

SITUATION

Attached to this staff report are the letters of interest received from the applicants. Staff believes that all of the applicants are qualified individuals that could bring a great asset to the NLTRA process.

ACTION REQUESTED

Pending any further discussion, that the NLTRA Board of Directors approve the appointment of the applicants to serve on the newly formed NLTRA Lodging Committee and direct staff to schedule the first meeting of the committee in January.

Andy Chapman

From: Barb Cohen [barb@shorehouselaketahoe.com]
Sent: Thursday, November 18, 2010 6:20 PM
To: Andy Chapman
Subject: lodging committee

Hi Andy -

I am definitely interested in applying for the Bed and Breakfast or Small Lodging Lakefront seat on the Lodging Committee.

My qualifications are:

Owner of the Shore House at Lake Tahoe for 16 years

Resident of the North Shore of Lake Tahoe for 37 years

Owner of Rendezvous Bed and Breakfast in Palm Springs
for 5 years

Let me know if you need any additional info. Please feel free to use the information I provided in my letter for the Board Election.

Thanks so much for your help.

Barb

Andy Chapman

From: Sapoznik, Marc [msapoznik@destinationhotels.com]
Sent: Thursday, November 18, 2010 12:58 PM
To: Andy Chapman
Subject: Heimo Brandstatter for Lodging Committee
Attachments: Heimo Resume.docx

Hello Andy:

We're all keeping our fingers crossed that this storm lives up to its billing! Anyhow, Heimo Brandstatter, our resort manager, is interested in the Large Lodging seat on the Lodging Committee. I'll paste his interest letter below and attach his resume.

Let me know if you need anything else.

Regards,

Marc

Hello NLTRA Lodging Committee Selection Team:

My name is Heimo Brandstatter, and I am the resort manager at Resort at Squaw Creek. I have lived in the area since April 2004 and over the past 6.5 years I have grown very fond of the community and lifestyle that the Lake Tahoe area has to offer. As you will see from my resume, I have an extensive background in the lodging industry and my formal education is in Hotel Administration Studies. Prior to my arrival at Resort at Squaw Creek, I served in a variety of management level positions at resorts including The Boulders Resort in Carefree, Arizona, Hyatt Regency Lake Tahoe in Incline Village, Carmel Valley Ranch in Carmel, California, the Arizona Biltmore in Phoenix, Arizona, and the Park Hyatt in Beaver Creek, Colorado. I believe that this positions me to be an outstanding fit for contributing to the Lodging Committee and the goals and objectives that will continue to further enhance the spotlight on the North Lake Tahoe area. Please add me to your list of candidates with interest in the Large Lodging seat on the newly formed Lodging Committee.

Thank you for your consideration, and with your support, I look forward to assisting with our vision for North Lake Tahoe.

Respectfully,

Heimo Brandstatter
Resort Manager
Resort at Squaw Creek

Marc Sapoznik
Marketing & Public Relations Manager
Resort at Squaw Creek
PO Box 3333

11/18/2010

18-4

Heimo K. Brandstatter
2120 Heavenly View Trail
Reno, Nevada 89523
530-581-6603

OBJECTIVE

General Manager or Resort Manager position with profit and loss responsibility, providing hands-on leadership, establishing goals and objectives, developing and implementing solutions to these objectives.

QUALIFIED BY

Twenty four years of experience in the hospitality industry, with proven abilities in planning, motivating staff, and ensuring guest satisfaction. Emphasis in the following areas:

Administrative management
Strategic planning
Budget preparation
Personnel hiring and development

Cost analysis
Marketing and promotion
Written and verbal communications
Staff development and training

EXPERIENCE AND RESULTS

Destination Hotels and Resorts 2004 – present

RESORT MANAGER/ASSISTANT GENERAL MANAGER 2004 – present
Resort at Squaw Creek, Olympic Valley, CA

Responsible for the overall management of a resort operation with \$30 million annual revenue.

- Training, development, and management of 65 managers and 500 employees.
- Overall direct supervision of the Rooms Division, Food and Beverage, Transportation Guest Service, Engineering, Hotel Assistant Manager Program (MOD program), Security, Recreation, and Spa Operations.
- Assisted with a \$50,000,000+ million dollar property renovation including rooms, spa, food and beverage outlets, lobby, conference facilities and grounds.
- Create and develop all Food and Beverage outlet designs, themes, and menus with the resort General Manager and Executive Chef
- Work cohesively with the Managing Director and General Manager managing the property and day to day operations.
- Responsible for the financial management of the overall operation.

Wyndham International Luxury Resort Division 1997 – 2004

FOOD AND BEVERAGE DIRECTOR 2002 – 2004
The Boulders Resort, Carefree, AZ

Responsible for overall management of a F&B operation with \$15 million annual revenue.

- Training, development, and management of 35 managers and 250 employees.
- Improved the profitability through enhancing revenues, marketing, developing stricter control systems, and analyzing all related costs.
- Coordinated, planned, and executed extensive private member socials for over 800 members.
- Work cohesively with the Regional Vice President, Resort Manager, and other executive committee members managing the property as a group.
- Responsible for the financial management and supervision of 11 F&B outlets/venues.

FOOD AND BEVERAGE DIRECTOR/RESORT OPERATIONS
Carmel Valley Ranch, Carmel, CA

1998 – 2002

Responsible for overall management of an F&B operation with \$7 million annual revenue.

- Training, development, and management of 18 managers and 120 employees.
- Improved the profitability through enhancing revenues, marketing, developing stricter control systems, and analyzing all related costs.
- Coordinated, planned, and executed extensive private member socials for over 500 members. Also involved with membership marketing and planning.
- Work cohesively with the Vice President, General Manager, and other executive committee members managing the property as a group.
- Responsible for the financial management of the Food and Beverage operation.

CLUB FOOD AND BEVERAGE MANAGER
The Boulders Resort, Carefree, AZ

1997 – 1998

Responsible for the overall Food and Beverage management of a private club with \$2 million annual revenue.

- Development and management of a staff of 40 employees which led to more consistent staffing.
- Coordinated, planned, and executed extensive private member socials for over 800 members.
- Improved revenues through ensuring positive resort guest and member satisfaction.
- Responsible for creating and developing all food and beverage menus with Club Manager and Club Executive Chef.
- Improved Club profitability through developing tighter control systems and closely analyzing all related expenses.

Arizona Biltmore

1994 – 1997

BILTMORE SPA AND CABANA DIRECTOR
Arizona Biltmore, Phoenix, AZ

1995 – 1997

Management of a private membership, restaurant and bar, retail outlet, 25 private cabanas, full service spa, and extensive tennis and children's programs.

- Improved profitability of operation by 10% through tighter control systems and closely analyzing all related costs.
- Developed and managed a staff of 65, including 8 managers.
- Responsible for the management of a private membership of 900 guests, including the coordination of all social events.
- Responsible for all aspects of the operation including: financial, promotions, written and verbal communications, personnel hiring and staff development.

DIRECTOR OF RESTAURANTS
Arizona Biltmore, Phoenix, AZ

1994 – 1995

Assisted the Food and Beverage Director with managing a \$7 million multiple restaurant operation.

- Increased revenues by \$800,000 through effective management, marketing and advertising.
- Improved profitability of operation by 10% through the development of tighter control systems and closely analyzing all related expenses.
- Developed and managed a staff of 100, including 12 managers.

- Worked closely with Food and Beverage Director and Executive Chef developing menus and food promotions.

Hyatt Hotels Corporation

1987 – 1994

**EXECUTIVE ASSISTANT MANAGER, FOOD AND BEVERAGE
Park Hyatt, Beaver Creek, CO**

1991 – 1994

Managed a \$8.5 million food and beverage operation.

- Increased revenue by 10% through effective management, marketing, and advertising.
- Improved profitability of operation by 8% through developing tighter control systems and closely analyzing all related expenses.
- Created all food and beverage menus for eight departments with Executive Chef, ensuring customer satisfaction and generating repeat business.
- Developed and managed a staff of 220 employees, including 18 managers which lead to more consistent staffing and in-house promotions.

**ASSISTANT FOOD AND BEVERAGE DIRECTOR
Hyatt Hotels, Lake Tahoe, Oakland, San Francisco, and Vancouver**

1989 - 1991

Prepared monthly revenue and profit forecasts, coordinated all schedules, conducted training and development.

**EXECUTIVE STEWARD, ASSISTANT RESTAURANT MANAGER, ASSISTANT BANQUET
MANAGER
Hyatt Hotels, Vancouver, Canada**

1987 – 1989

**ASSISTANT BANQUET MANAGER, RESTAURANT MANAGER
Capri Hotel
Kelowna, Canada**

1984 – 1987

EDUCATION

Okanagan College, Kelowna, BC, Canada Hotel Administration Studies

1985 – 1986

Marketing Hospitality Services American Hotel Motel Institute

Educational courses in management skills, staff motivation, wine identification, and European-style hotel and restaurant management.



November 16, 2010

Andy Chapman
NLTRA Tourism Director
Tahoe City, CA 96145

Dear Andy and NLTRA Board Members:

I would like to submit my application for the NLTRA Lodging Committee. With 14 years of lodging specific sales and marketing experience at both The Resort at Squaw Creek and The Village at Squaw Valley, and my most recent position for the past year as General Manager of The Village at Squaw Valley, I feel I would be a great asset to the new lodging committee. I participated in the NLTRA lodging sub-committee a couple of years ago and really enjoyed my experience with this group. Bringing visitors to the North Shore of Lake Tahoe is critical not only for the success of the lodging properties, but all the businesses in the area. Our commercial partners have told me multiple times that their success mimics when the village has high occupancy and I know this to be true throughout the entire North Lake Tahoe area. My 15 years of experience in both conference and leisure sales, hotel marketing, opening of a new property, and working under a large corporation such as Intrawest and currently Squaw Valley Development Company, makes me a perfect candidate for this role.

While there has been much change in Squaw Valley in the past year, things are finally settling - allowing me to dedicate my time to this organization. I appreciate your consideration for this important position. Also attached is my most recent and updated resume for your review.

Sincerely,

Christy Beck
General Manager
The Village at Squaw Valley USA
Phone: 530.584.6227 | Email: cbeck@squaw.com

CHRISTY BECK

P: 530-550-9865

12389 Bernese Lane - Truckee, CA 96161
squawbeck@hotmail.com

C: 530-448-1397

AREAS OF EXPERTISE

Business/Product Development – Competitive Intelligence/Research – Collateral Design/Development – Positioning – Client Relationship Management – Database Development/Analysis – Sales Leadership – Employee Management/Direction and Support – Forecasting/Budget Execution

SELECTED ACHIEVEMENTS

- Key Role in launching the opening of The Village at Squaw Valley USA. Took the village to virtually unknown to well-recognized market player.
- Created and executed marketing and sales strategies that resulted in record profits.
- Contributed to an increase in Employee Opinion Scores in FY09 over FY08 by 30%.
- In the first 8 months as General Manager reduced labor by 20% year over year, saved 22% in expenses to budget and exceeded budgeted EBITDA for these 8 months by 40%, all while maintaining a high level of both guest and employee satisfaction.

EXPERIENCE

The Village at Squaw Valley USA, November 2009-Present, General Manager

- Oversee and manage daily operations of hotel, property management contracts for two separate homeowner associations and staff including 12 departments which includes Starbucks
- Analyze and review all profit and loss statements, create budgets, and complete monthly forecasting for corporate office
- Monitors hotel performance, provides leadership and support to department heads, while maintaining a high level of guest satisfaction

The Village at Squaw Valley USA, April 2008-November 2009, Director of Operations, Sales and Marketing

Held weekly operations meeting amongst department heads which addresses all issues at hand from communication amongst departments, guest satisfaction, and employee morale. In this role, helped to increase our Employee Opinion Scores over FY08 by 30% in FY09. Sales and Marketing responsibilities are listed below.

- Created a room inspection program resulting in additional revenue for maintenance and better room quality which has in turn increased guest satisfaction
- Work closely with Front Desk operations and Housekeeping operations on customer service and quality of service, increasing our Unifocus comment card survey scores by 25%
- Currently participating in all budget and forecasting exercises provided by corporate and monthly operational calls. The Village has been recognized regularly by Intrawest on how to manage the business in these trying economic times.

The Village at Squaw Valley USA, September 2001-April 2008, Director of Sales and Marketing

Currently managing all aspects of the conference planning, sales and marketing departments including group sales, FIT sales, website management and online sales, budgets, marketing, conference planning for groups, and exposure through public relation's efforts.

- Maintain great working relationship with online travel agencies such as Expedia, Bookit, Orbitz, Hotwire, and Travelocity
- Work with Public Relations Firm to promote all aspects of The Village, generating over \$500,000 dollars in advertising equivalency each year, with an annual spend of \$30,000
- Created new website working closely with the Intrawest Corporate IT Department, improving productivity by 125% through online bookings in the first year
- Developed e-marketing strategies which have increased conversions from our website by 95% in the first year
- Accurately tracked all advertising efforts monthly via specific 800#s, source codes, and online conversions, producing an ROI on most spends of 14 to 1
- Guided and supported two group sales managers, tour and travel sales manager, revenue manager, call center, distribution channel coordinator and conference planning manager
- Developed and currently manage all aspects of the conference planning department for corporate groups

Resort at Squaw Creek, August 1999-September 2001, Group Sales Manager

Initially assigned to the California State Association, corporate Sacramento and Reno territory for one year. Subsequently promoted to manage a new territory that included the 17 lowest producing states in the country. This territory failed to produce for the hotel in the past. Goal was to find new business and target all Fortune 500 companies in these areas.

- Exceeded group booking goals every year. Booked 12,000 room nights generating over \$2.5 million in room revenue per year
- Recognized as the top producing sales manager in 1999 & 2000
- Increased group room revenue in both territories each year by 35%

Resort at Squaw Creek, July 1996-August 1999, Tour and Travel Sales Manager

Responsible for marketing to travel agents, tour operators and global distribution system.

- Increased tour operator bookings by 18 to 35% each year. Used revenue management on a weekly basis to maximize room nights during low occupancy time periods
- Played a central role in the training of our reservationists and front desk agents on all aspects of tour and travel bookings
- Created a travel agent email database of approximately 500 travel agents around the country and sent bi-monthly newsletters increasing travel agent bookings by 15% during shoulder seasons

Resort at Squaw Creek, August 1995-July 1996, Marketing Systems Coordinator

Controlled the overall management for Delphi.

- Responsible for all reports provided to ownership including pace reports, group sales managers' production reports, and monthly booking reports
- Blocked all conference space for groups and specific sleeping room types. Provided conference planning managers with booking recaps and pertinent details for all meeting and incentive groups

Education

Colorado State University, Bachelor of Science, Hotel/Restaurant Management, 1991

Andy Chapman

From: Coldwell Banker Rentals [rentals@stayinlaketahoe.com]
Sent: Friday, November 12, 2010 10:17 AM
To: Andy Chapman
Subject: Lodging Committee

Hi Andy -

I would love to get involved again - what do you need from me?

Best -
Debbie Milani
Coldwell Banker
800-655-0608
www.stayinlaketahoe.com
rentals@stayinlaketahoe.com

Deborah S. Milani
DRE #01102167

Andy Chapman

From: Brett Williams [brett@agatebay.com]
Sent: Monday, November 15, 2010 1:08 PM
To: Andy Chapman
Subject: Lodging Committee

Andy,

Just wanted to let you know that I will throw my hat in the ring for one the vacation rental seats on the lodging committee. Below is a short resume:

I am the broker and president of Agate Bay Realty that manages over 60 vacation rental properties on the north and west shores of Lake Tahoe. I was raised in north Lake Tahoe and graduated from North Tahoe High School. I have been in the lodging/resort business since graduating college in 1993. My experience includes being a Sales Manager at Northstar and Sierra at Tahoe from 1995 to 1999, the Director of Sales and Marketing for the Chancellor Hotel on Union Square in San Francisco from 1999 to 2001, and from 2001 to today as the broker of Agate Bay Realty. I think the diversity of my experience in small lodging, large lodging, and vacation rentals would be an asset to the lodging committee. I would appreciate your support.

--

Brett Williams
Agate Bay Realty Lake Tahoe
Rentals & Sales
530-546-4256
www.agatebay.com
<http://blog.agatebay.com>
DRE#01304147
Western Mountain Resort Alliance Trustee



December 1, 2010

To: Board of Directors

From: Ron Treabess, Interim Executive Director
Andy Chapman, Director of Tourism

Re: Discussion and Direction on Upcoming Board Officer Election and Board and Committee Appointment Process

Background

At its January meeting the NLTRA Board of Directors is scheduled to consider a series of Board and Committee Member appointments for the coming year. This staff report outlines the steps and related items for each of these appointments.

Executive Committee Board Appointment

To be considered by the Board at its January meeting. Officers include Board Chair, Vice-Chair, Secretary and Treasurer. The current Vice Chair will be acting Chair until a new Board Chair is appointed.

Board Member Appointment to Committees

Committee assignments to be discussed at the January Board meeting. Committees include Infrastructure, Transportation, Marketing, Finance, Chamber and Lodging. Each Board member is required to be on at least one committee.

Marketing Committee Lay Member Appointments

Last year, the NLTRA Board of Directors unanimously approved the recommendation to extend the Marketing Committee lay members to a two year term. However, at that time the board directed staff to implement a four seat rotation process with four seats coming up for appointment each year. In that regard, four Committee Members will be completing the second year of their two year term this month.

Committee Members Whose Terms Will End December 2010

1. Steven Holt, Director of Public Relations, The Ritz-Carlton Highlands Lake Tahoe
2. Julie Maurer, Vice President of Marketing, Boothcreek Ski Holdings
3. John Monson, Director of Marketing, Sugar Bowl Ski Resort
4. Brett Williams, Agate Bay Realty Lake Tahoe

Current Committee Members Whose Term Will End December 2011

1. Christine Horvath, Director of Marketing, Squaw Valley Ski Corp.
2. Becky Moore, Director of Sales and Marketing, Squaw Valley Lodge

3. Les Pedersen, Director of Sales and Marketing, Resort at Squaw Creek

For the Board 's reference, below are the criteria that has been used in the Marketing Committee appointment process.

- Four seats to be appointed for the January 2011 through December 2013 term.
- One open seat to be appointed for the final year of a two year term to end December 2012
- "Lay" members are selected based on marketing experience (highest priority), type of business affiliation, and geographic representation.
- Appointment process runs from November 29th through December 27th

Infrastructure Committee Appointment

Committee members in place through 2011 with the exception of new Board member assignments. This committee consists of six members appointed by the NLTRA Board and six members appointed by Placer County.

Transportation Committee Appointment

Committee members in place through 2011 with the exception of new Board member assignments.

Chamber Committee Appointment

Committee members in place through 2011 with the exception of new Board member assignments. Members representing the 6 business organizations may change their representative at their request and consideration by the Board.

Finance Committee Appointment

Committee members in place through 2011 with the exception of new Board member assignments.

Lodging Committee Appointment

Committee members to be appointed at the December Board meeting.



December 1, 2010

To: Board of Directors

From: NLTRA Staff

Re: 2011 Meeting Calendar

Attached is a draft of the 2011 NLTRA Meeting Calendar. This reflects the proposed dates for Board meetings and the standing committees. Please review the calendar so that any conflicts, changes, or additions can be resolved at the December 1st Board meeting.

2011 NORTH LAKE TAHOE RESORT ASSOCIATION MEETING SCHEDULE

JANUARY						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FEBRUARY						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					



NLTRA Board of Directors Meeting
Monthly - 8:30am

MARCH						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Marketing Committee Meeting
Monthly - 1 pm

APRIL						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



Chamber of Commerce Committee Meeting
Monthly - 9 am

JUNE						
S	M	T	W	T	F	S
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JULY						
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24	25	26	27	28	29	30
31						



Joint Infrastructure Transportation Committee Meeting
Monthly - 1:30 pm

AUGUST						
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SEPTEMBER						
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Finance Committee Meeting
Monthly - 9 am

OCTOBER						
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30	31					

NOVEMBER						
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DECEMBER						
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31						

Board/Staff Follow-up on Previous Action Items				
Assigned	Date	Action	Status	Date Completed
Ron Treabess	5/5/10	The Board directed staff to take Board concerns including the location for the Performing Arts Center, transportation funding, and the method used to approve Infrastructure projects to the Joint Infrastructure/Transportation Committee for review, discussion and recommendation.	Performing Arts discussed at Nov Committee Meeting; others to January	Performing Arts discussed 7/28, 9/27 & 11/22; others continued
Andy	7/7/10	Marketing Committee to work on quantifying Key Performance Objectives.	On-going	
TOT Committee	7/7/10	Develop a proposal for initiating survey/factfinding information for TOT renewal.	To be completed in Nov/Dec	
Search Committee	8/4/10	Explore the topic of the Human Resources/Board relationship.	On-going	
Staff	8/4/10	Investigate ways to distribute information from Chamber events to people who cannot attend them, but who may be interested in the content.	January Board meeting	
Staff	9/1/10	Agendize the clarification of profit/non-profit status of the Chamber of Commerce in California & Nevada.	November Board meeting	11/3/2010
Kym	9/1/10	Include in Grant Funding Application the proposed ROI for the grant, have grantees report the proposed versus actual ROI and have grantees notify the committee if any material changes are made in the grantees use of funds.	January Chamber Advisory Committee meeting	
Ron	9/1/10	Present the overall bike trail plan to the Board.	January Board meeting	
Staff	9/1/10	Take the codification of the Chamber of Commerce Advisory Committee & structure to the Chamber of Commerce Committee for discussion and recommendation.	January Chamber Advisory Committee meeting	
Ron/Placer County	9/1/10	Have Placer County present its legislative advocacy platform when appropriate.	January Board meeting	
Ron/Andy	9/1/10	Document the chronology of the Marketing Conference Equity Committee negotiations and present to the Board Executive Committee and Director Beck for resolution direction.	December	
Sally	10/13/10	Present the 2009/10 Audited Financial Statements to the Board in November.	November Board meeting	11/3/2010
Andy	10/13/10	Brief the Directors on the Sustainable Tourism Summit.	November Board meeting	11/3/2010
Staff	10/13/10	Present a draft policy for events.	November Board meeting	11/3/2010

Assigned	Date	Action	Status	Date Completed
Staff	10/13/10	Agendize a discussion of SnowFest.	November Board meeting	11/3/2010
Staff	11/3/10	Clarify requirements for Business Association Grants and Community Marketing Grants.	January	
Kim	11/3/10	Dissolve the NLTCC and TNVCB corporations.	Paperwork sent to Atty General's office	



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

Event Schedule

NOVEMBER

- | | | |
|-----------|---|--------|
| 10 | Winter Recreation Luncheon
Olympic Village Lodge, Squaw Valley | Noon |
| 11 | Mixer – Gatekeepers Museum
Tahoe City | 5-7pm |
| 16 | ChamberEDucation – Websites
TCPUD | 6-8pm |
| 18 | Mixer – North Tahoe Arts | 5-7pm |
| 19 | Leadership Alumni Breakfast
Sierra Nevada College, IV | 8:30am |

DECEMBER

- | | | |
|------------|---|----------|
| 1 | ChamberEDucation – Websites
TCPUD (Filmed Event) | 6-8:30pm |
| 3 | Mixer – Christmas Tree Village
Incline Village | 5-7pm |
| 12 | Ribbon Cutting – Diamond Peak
Incline Village | 2pm |
| TBA | Front Line Field Trip | TBA |