



north lake tahoe

Chamber | CVB | Resort Association

Elections 2011 Officers/Orientation

Officers:

At our meeting on January 4, 2012 we will elect the following officers: Chair, Vice Chair, Secretary and Treasurer. If you are interested in serving in any of those positions, please let Sandy know. There is an added time commitment of one meeting per month, currently held on the 3rd Tuesday at 9:00 a.m. at the NLTRA offices.

Orientation:

There will be a New Board Member Orientation the week of December 12 TBD to go over Financials, County Contract, Strategic Goals and Action Plan, Bylaws and Operating Procedures and Policies. Any current board member is certainly welcome to attend!

Conflict of Interest Disclosure:

Attached Conflict of Interest Disclosure statements are due no later than February 1, 2012. This is required of all board members.

Committee Assignments:

Each of the following committees will need a minimum of 1 board member in attendance at each meeting:

- **Infrastructure/Transportation**
- **Finance**
- **Membership Advisory**
- **Lodging**
- **Marketing**

If you have an interest in participating with any of these committees, please let Sandy know. We will be asking for a member and alternate member for each of these committees with the expectation that one or the other will be in attendance at all meetings of that committee. Committee memberships will be voted on at our January 4 meeting.

Section 3. Procedures

(a) Duty to Disclose – In connection with any actual or possible conflict of interest an interested person must disclose the existence of the material financial interest and be given the opportunity to disclose all material facts to the directors and members of committees with governing board delegated powers considering the proposed transaction or arrangement.

(b) Determining Whether a Conflict of Interest Exists – After disclosure of the financial interest and all material facts, and after any discussion with the interested person, he/she shall may be asked to leave the governing board or committee meeting while the determination of a conflict of interest is discussed and voted upon. The remaining board or committee members shall decide if a conflict of interest exists.

(c) Procedures for Addressing the Conflict of Interest

(i) An interested person may make a presentation at the governing board or committee meeting, but after the presentation, he/she shall may be asked to leave the meeting during the discussion of, and the vote on, the transaction or arrangement involving the possible conflict of interest.

(ii) The chairperson of the governing board or committee shall, if appropriate, appoint a disinterested person or committee to investigate alternatives to the proposed transaction or arrangement.

(iii) After exercising due diligence, the governing board or committee shall determine whether the Organization can obtain with reasonable efforts a more advantageous transaction or arrangement from a person or entity that would not give rise to a conflict of interest.

(iv) If a more advantageous transaction or arrangement is not reasonably possible under circumstances not producing a conflict of interest, the governing board or committee shall make findings and determine by a majority vote of the disinterested directors whether the transaction or arrangement is in the Organization's best interest, for its own benefit, and whether it is fair and reasonable. In conformity with the above determination it shall make its decision as to whether to enter into the transaction or arrangement.

(d) Violations of the Conflicts of Interest Policy

(i) If the governing board or committee has reasonable cause to believe a member has failed to disclose actual or possible conflicts of interest, it shall inform the member of the basis for such belief and afford the member an opportunity to explain the alleged failure to disclose.

Procurement Policy

The following is the official NLTRA Procurement Policy, adopted by the Board of Directors.

To the extent monies received for projects and programs are expended by the North Lake Tahoe Resort Association (NLTRA), or a third party under grant from the NLTRA, for service and support in any amount greater than \$25,000, the NLTRA shall utilize a competitive bidding or procurement process. This process is intended to ensure that the work is awarded in an impartial manner to the most responsive and best qualified contractor, making certain that the projects and programs are accomplished in the most cost-effective manner. The applicability of this policy includes consecutive or phased projects and programs where services are provided by a single entity.

This policy is not applicable to cooperative programs in which the NLTRA is not a primary partner. Primary partner is defined as funding a 40% or greater share of service and support costs. This policy is also not applicable when service and support is being provided by a non profit public benefit corporation that does not compete with other potential service providers. All service and support in an amount greater than \$50,000 shall be accompanied by a scope of work and contract.

The North Lake Tahoe Chamber/CVB and Resort Association shall procure goods and services in a manner that ensures the best value for the organization, considering cost and quality (or expertise in the case of professional services), giving preference wherever (or whenever) possible to vendors and businesses that are based within the local geographic region.

A Recommendation for Conference Parity

- Utilize room nights booked, as a reasonable proxy for revenue
- Using room nights booked, as the basis for determining expense parity, accounts for the natural disparity in room inventory and fluctuations in room rates
- Three-Year Average of:

– Conference Expense by County	Rooms Booked by County
- 73% by Placer	- 65% by Placer
- 27% by Washoe	- 35% by Washoe
- Utilize a statistical approach to determine an acceptable level of variability relative to expense by County and associated rooms/revenue
 - Plot data points to determine a normal distribution
 - Results that are plus or minus one standard deviation* are an acceptable variance
- Based on a statistical inference, parity is achieved, if the conference expense by county falls within one standard deviation of the split of rooms booked by county

Conference Equity by the Numbers

- Ongoing mechanism for measuring parity
 - Future funding for the Conference program will be in direct proportion to the available room inventory by County, adjusted annually, as required
 - Annual test for parity utilizing a rolling three-year average of capacity percentage, expense as a percent of revenue, and revenue by county
 - Expense by county must be within both one standard deviation of rooms booked by county percentage as well as within one standard deviation of revenue booked by county
 - if imparity continues for a period of three years, then test an expanded data set to include four years back and one year forward.
 - If imparity is determined for the expended test data, then a financial remedy must be applied
 - Financial remedy for imparity
 - Either party will adjust its funding contribution to the new year to achieve a ratio that results in parity which reflects the revenue ratio realized
- Contract language consideration
 - The Co-operative contract should be amended to allow for mutual audit of the books and records relative to the Co-op, to assure both parties that the expenses and allocations to the Co-op are in accordance with GAAP and are reasonable and customary.



Conference Equity Process

- **Process to Date**

- Staff met with Board member Ron Parson and the County Representative, Jennifer Merchant, on 11/8/11 and provided a summary of audited financial data for the NLT Marketing Cooperative and for the NLTRA from 2008/09 fiscal year through 2011/12
- County agreed with and accepted all of the underlying financial data utilized in analysis
- Staff presented several different views of revenue to expense ratio and occupancy ratios
- On 11/16/11 met with Allen Highfield, Eric Sather, Les Pedersen, Ron Parson and Staff to discuss the definition of equity, how equity should be defined measured and how to remediate inequity, if required
- Consensus was achieved regarding underlying numbers, calculations, definitions, and remedies presented

- **Next Steps**

- Meeting scheduled for 11/21/11 with the County, Ron Parson, Eric Sather and Staff to review the results of the 11/16 meeting and present a memo from NLTRA to the County summarizing those results



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Conference Equity Defined

- Ways to define Conference Equity
 1. Conference expense by County is equal to the Revenue earned by County
 2. Conference expense as a percentage of room revenue earned by county is equal
 3. Percentage of rooms booked by County as a percentage equals or exceeds the percentage of rooms available by county



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Conference Equity by the Numbers

(2008-2011)

1. Ratio of Conference Equity to Conference Revenue
 - Placer County
 - Three Year Average Conference Expense - 73%
 - Three Year Average Room Revenue Earned - 68%
 - Washoe County
 - Three Year Average Conference Expense – 27%
 - Three Year Average Room Revenue Earned – 38%

2. Conference Expense as a Percentage of Room Revenue
 - Placer County
 - Three Year Average – 31%
 - Washoe County
 - Three Year Average – 19%



Historical Look at Rooms Booked vs Rooms Available

3. Placer County and Washoe County have a combined inventory of 2,057 rooms available for conference guests
 - 70% are located in Placer County
 - 30% are located in Washoe County

 - Three-Year Average of percentage of rooms booked by County (2008/09-2010/11)
 - 65% booked in Placer
 - 35% booked in Washoe

As a point of context, the ratio between Placer and Washoe has been relatively consistent over long period of time

- Eight-Year Average of percentage of rooms booked by County (2003/04-2010/11)
 - 69% booked in Placer
 - 31% booked in Washoe

- Nine-Year Average of percentage of rooms booked by County (2003/04-2011/12)
 - 71% booked in Placer
 - 29% booked in Washoe



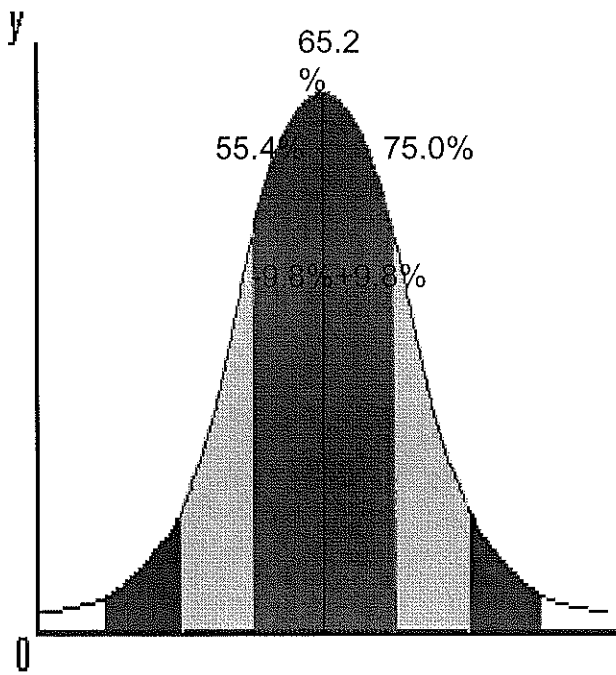
Conference Equity Calculation

Conference Expense borne by Washoe – 73% for 2010/2011

Standard Deviation Based on
Room Nights

2008/2009 – 2010/2011

2010/2011 Placer Room Night
Percentage is 76%



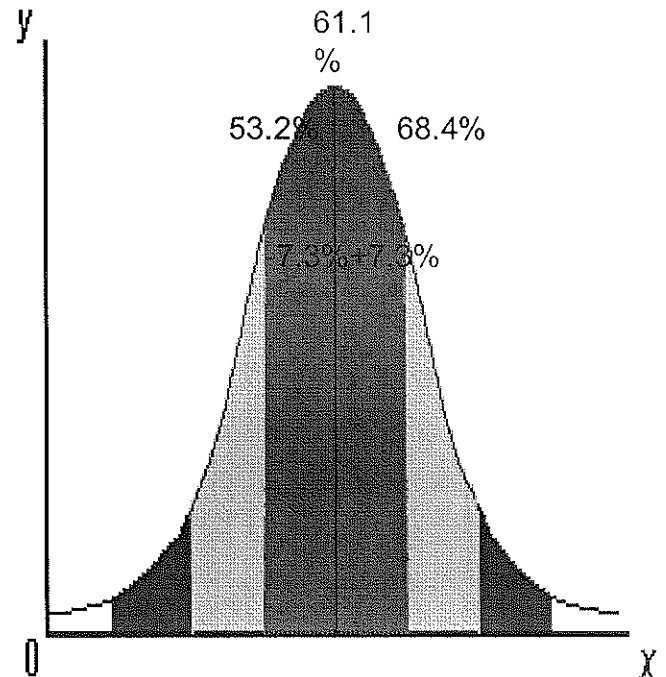
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Parity would be a revenue percentage that exceeded 73%. Since the 76% exceeds the +/- one standard deviation. This test is a pass.

Standard Deviation Based on
Room Revenue

2008/2009 – 2010/2011

2010/2011 Placer Room Rev
Percentage is 68%



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Parity would be a revenue percentage that exceeded 73%. Since the 68% is less than the +/- one standard deviation. This test is a fail and a second test must be conducted.



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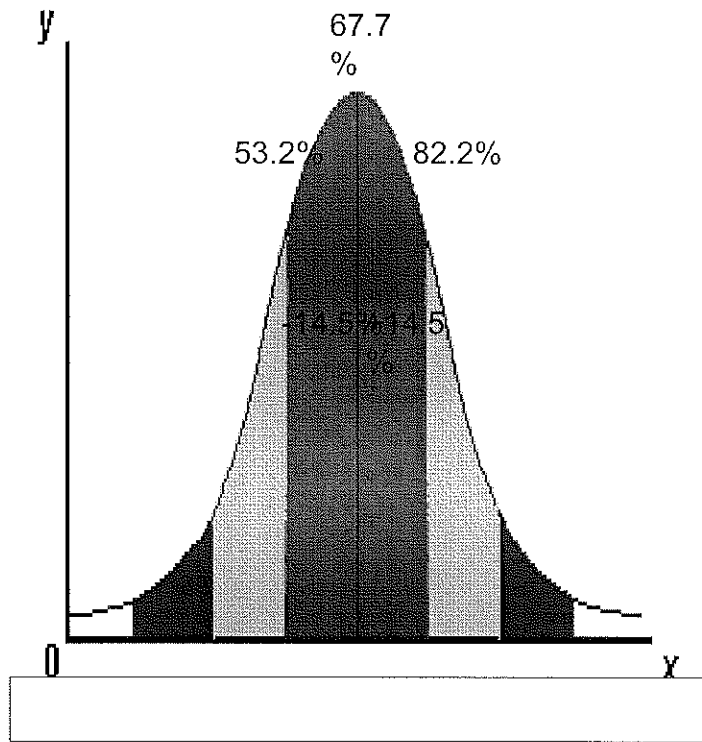
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Conference Equity Calculation

Conference Expense borne by Placer – 73% for 2010/2011

SECOND TEST – THREE YEARS BACK/ONE YEAR FORWARD
Standard Deviation Based on Room Revenue
2008/2009 – 2011/2012

2010/2011 Placer Room Rev
Percentage is 68%



Parity would be a revenue percentage that exceeded 73%. Since the 82.2% is within the +/- one standard deviation. This test is a pass.



December 2, 2011

To: Board of Directors

From: Lisa de Roulet, Director of Finance and Human Resources
Ron Parson, Finance Committee Chair

Re: Recommendation to Approve Final 2011 Audit Report

Background:

Gilbert and Associates conducted an annual audit of the North Lake Tahoe Resort Association's books and records for the fiscal year ended June 30, 2011. Staff has reviewed the audit report and believes that it accurately reflects the financial position of the organization for the audited period. The Board has previously approved the draft audited at the November 2, 2011 Board meeting.

Proposed Recommendation:

Staff and the Finance Committee Chair propose that the Board accept the final audit report as of June 30, 2011 as prepared and submitted by Gilbert and Associates, Inc.

Requested Action:

Move to approve the final audit report for the fiscal year ended June 30, 2011.



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**NORTH LAKE TAHOE RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING
November 2, 2011
Tahoe City Public Utility District Board Room
MINUTES**

ATTENDANCE: Ron McIntyre, Ron Parson, Phil GilanFarr, Kali Kopley, Alex Mourelatos, and Wally Auerbach. Jennifer Merchant arrived at 8:40AM. Julie Regan arrived at 9:15 AM.

NOT PRESENT: Deanna Gescheider, Andy Wirth, Roger Beck, and Allen Highfield

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Kym Fabel, Andy Chapman, Deanna Frumenti, Kim Lambert, and Lisa deRoulet

OTHERS IN ATTENDANCE: Steve Kastan and Cindy Gustafson

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:33 AM by Chairman Ron McIntyre and a quorum was not established. A quorum was established at 8:40 AM.

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions

It was agreed that items may be taken out of order.

2. Approval of Agenda

M/S/C (Parson/GilanFarr) (6-0-0) to approve the agenda as presented.

C. PUBLIC FORUM

Ron Parson announced Boy Scout Troop 266 will present a Veteran's Day ceremony at Trails End Cemetery on November 11 at 11:00 AM.

Ron Parson announced Granlibakken is hosting Women's Wellness Weekend on November 12 and 13.

Sandy Evans Hall introduced new staff members Lisa deRoulet, Finance and Human Resources Director and Deanna Frumenti, Administrative Assistant to Sandy Evans Hall, the Chamber, and the Infrastructure and Transportation Committee.

Andy Chapman reported the November issue of *Sprint*, Southwest Airline's in-flight magazine, has a feature on the Reno/Tahoe area.

D. REPORTS & ACTION ITEMS

3. Marketing Cooperative: Budget, Agreement Renewal Timeline and Issues – Andy Chapman

Andy Chapman presented the information provided the Board packets. He noted the current Cooperative contract ends June 30, 2012 and suggested discussions begin with both this Board and the Incline Village

Crystal Bay Visitors Bureau Board regarding revisions. Discussion followed regarding how to determine if the original intent of the Co-op has been achieved, strategies for measuring equity, and Placer County's concerns.

Ron Parson suggested that current and past members of the NLTRA Board, Marketing Committee members, and general constituents be surveyed and any additional data be carefully evaluated to see if the value expected has been produced. Ron McIntyre stated that if agreement can be reached on how to measure equity, that language should be inserted into the contract. Discussion continued regarding the issues raised in Andy Chapman's report and the process for decision making in the Co-op. There was consensus that such an assessment will create a redesigned Co-op moving forward. **ACTION: Staff will get input from Board members not here today on suggested revisions to the contract.**

Andy recapped the Board's direction: **ACTION:**

- 1) Measurements of the original intent of the agreement will be evaluated, including consumer research**
- 2) Interviews of past and current Marketing Committee members, Board members, and constituents will be conducted**
- 3) Past and future goals of the agreement will be discussed at the November Marketing Committee Meeting**
- 4) Results of the Co-op marketing agreement will be assessed to determine if the results are consistent with the contributions and what percentage of marketing funds are allocated**
- 5) Equity issues between partners will be reviewed**

This item will be on the January 2012 NLTRA Board agenda.

4. Revised Budget to include full 2010/11 carryover – Ron Parson/Lisa de Roulet

Ron Parson reported the Finance Committee met yesterday and recommends approval of the revised budget presented in the Board packets. He stated there is an approved contract with Placer County, which includes 100% of the carryover in the current budget. Specific line items were reviewed.

M/S/C (Parson/Kopley) (6-0-0) to adopt the 2010/11 Revised Budget as presented.

5. Presentation and approval of the 2010/11 audited financial statements - Ron Parson/Lisa de Roulet

Ron Parson reported the Finance Committee has reviewed the draft audited financial statements. There were no changes recommended by the Committee. Ron Parson said the Auditor's Report was very good, although there were some recommendations regarding journal entries and approval of staff expenditures, both of which will be addressed. **ACTION: Any comments regarding the draft report should be submitted to staff by Monday November 7, 2011.** This item will be on the December NLTRA Board agenda for approval.

Jennifer Merchant asked about the undesignated fund balance shown from the prior fiscal year. If it is from Transportation or Infrastructure, it should be shown as such. **ACTION: Lisa deRoulet will review and advise**

6. Fire District Commercial Property Assessment – Duane Whitelaw

Ron McIntyre and Wally Auerbach announced they were both under contract to North Tahoe Fire District (NTFD). It was agreed that neither has a conflict of interest for this item.

Sandy Evans Hall stated there have been meetings with local businesses about how the proposed Assessment District may affect them. She invited NTFD Fire Chief Duane Whitelaw to address the Board on the proposed Aerial Ladder Truck Community Facilities District (CFD). 11-2

Chief Whitelaw explained an aerial ladder truck is necessary because of the proposed and approved new development in the area. Trained staff is necessary to operate it, as well as serve the increased needs, and the truck needs to be housed and maintained. Currently, neighboring jurisdictions with appropriate equipment respond to high-rise fires in the area. However, response time and personnel are issues. The proposed program would establish a dedicated fund paid by new development specific to this purpose.

Chief Whitelaw explained that in addition to fire services, NTFD offers paramedic and ambulance services, hazardous fuels reduction, chipping, home inspections, and public outreach programs to an area that includes the north and west shores of Lake Tahoe, Alpine Meadows, and ambulance service to Squaw Valley. In addition, NTFD does Plan Review, assessing new projects from the point of view of meeting fire codes and ordinances, and the impact to current services. If a will-serve letter is issued, the District can insure the new project will receive as good or better service than current customers and is issued on projects that tend to be taller, more complex, or of a nature to require increases in fire flow.

The NTFD Board is concerned that there are not adequate resources to serve the projected mixed-use development over the next 10 years and so are considering forming an Aerial Ladder Truck Community Facilities District with an annual fee of \$.10 to \$.49 per square foot of new development. The project qualifications and fees are still being explored. Discussion followed regarding the proposal. A concern voiced by the Board was whether or not the option of assessing all NTFD customers has been considered, noting it would require approval by the voters. Discussion continued regarding the proposal, impacts to developers, equipment available from other jurisdictions, and other funding options.

Chief Whitelaw reported a Notice of Intent to form the CFD has been adopted by the NTFD Board. A public meeting will be held on the topic on November 16 at 5:00 PM, after which the Board has six months to decide whether or not to move forward. **ACTION: NLTRA staff will encourage public attendance at this meeting.**

7. Infrastructure/Transportation Project Update – Ron Treabess

Ron Treabess presented status reports on Regional Wayfinding Signage, the proposed Water Shuttle, and the North Lake Tahoe Bike Trail, from Dollar Point to Tahoe Vista and answered clarifying questions about each project. **ACTION: A letter of support will be submitted for the North Lake Tahoe Bike Trail.**

8. West Commons Alternatives – Feedback process – Ron Treabess

Ron Treabess reported on the joint Tahoe City Public Utility District (TCPUD) and NLTRA Board meeting where alternatives for the current Fire Station site were presented at a public meeting. A presentation was also made to the Placer County Board of Supervisors. The feedback received is being compiled and will be considered by the West Commons Beach Steering Committee at a meeting on November 17. Next steps will be considered at that meeting. TCPUD General Manager Cindy Gustafson added that TCPUD's role was to move the process through the conceptual stages of what could be done on the site, which should be done by the end of the year.

9. RTIA Welcome Center Scope of Service – Ron Treabess

Ron Treabess presented the information included in the Board packets. There was concern voiced about the proposed contract with BANG! Creative, Inc., a company from the San Diego area, for planning and design of Phase One improvements. Jennifer Merchant voiced disappointment that this proposal was submitted to the Placer County CEO, Tom Miller, before it was submitted to her, given it is her role to manage the NLTRA contract for Placer County. She is concerned that the proposal is broken into pieces in order to more easily comply with stipulations in the County contract.

Jennifer Merchant said she would expect more due diligence to be used to secure local businesses to do this work. Sandy Evans Hall said the actual fabrication and installation can go out to bid locally. Ron

Treabess said he considered local options, but did not feel there was a local firm that could take this project through the entire process, given the scope and tight time frame for completion. Discussion continued regarding the components of the proposal from BANG! and other work they have done in the area, including a project for UC Davis and the Donner Lake State Park Museum, and the desire to use local providers as much as possible. **ACTION: Local bids will be solicited for fabrication and construction of this project.**

M/S/C (GilanFarr/Kopley) (4-2 noes from Parson and Merchant -0) to approve the Scope of Service authorizing BANG! Creative, Inc. to proceed with planning and design of the Reno Tahoe International Airport Welcome center within the cost of \$14,652 and schedule proposed.

10. Proposed Membership Programs – Sandy Evans Hall/Kym Fabel

Sandy Evans Hall referred to the proposed programs in the Board packets as a means of increasing Chamber and Resort Association membership. The Board thought it was a great list.

11. Election –proposed slate and process – Sandy Evans Hall

Sandy Evans Hall reviewed the proposal from McClintock Accountancy to oversee the Board elections and reviewed the changes in process made this year. She reviewed the slate of candidates. Phil GilanFarr stated the Election Committee contacted a number of prospective candidates and would like to see more small lodging and lake-side business representation on the Board.

E. CONSENT CALENDAR

M/S/C (Parson/GilanFarr) (6-0-0) to approve the Consent Calendar as presented:

- 12. Board Meeting Minutes – October 5, 2011**
- 13. Financial Statements – July 31, 2011; August 31, 2011**
- 14. Board Approval to add Finance and HR Director, Lisa de Roulet, as a signatory on all bank accounts**
- 15. Joint Infrastructure/Transportation Committee – NO OCTOBER MEETING**
- 16. Marketing Committee – October 25, 2011**
- 17. Conference Sales Reports**
- 18. Infrastructure/Transportation Activity Report – October 2011**
- 19. Membership Advisory Committee – October 19, 2011**
- 20. Approval of 2010 Squaw Valley Business Association marketing grant**
- 21. Chamber of Commerce Business Plan Progress Report**
- 22. Group Sales Director Sub Committee – October 28, 2011**
- 23. Lodging Committee – NO OCTOBER MEETING**
- 24. Finance Committee – October 4, 2011**

F. CHAMBER OF COMMERCE REPORTS

25. Chamber Activities and Events

Kym Fabel thanked everyone who attended the Annual Membership Luncheon last week. The event was sold out and had great speakers. There were more Tahoe people than Truckee people at the recent Halloween Mixer in Truckee. Kym Fabel reviewed the upcoming events.

G. DIRECTORS' COMMENTS

Ron Parson suggested the Board set a policy that when staff is considering awarding contracts, the opportunities are sent to the community through the Chamber.

Julie Regan reported the Tahoe Regional Planning Agency (TRPA) Board and Regional Plan Update Committee are meeting today. The Regional Plan is on track to be completed by 2012. The Nevada Legislative Oversight Committee is meeting next week in Incline Village. 11-4

Jennifer Merchant reported the Placer County Board of Supervisors is hearing the Homewood Mountain Resort project on November 15 at Granlibakken.

Alex Mourelatos reported the TRPA Governing Board approved the project at 6731 North Lake Blvd. in Tahoe Vista, which includes affordable housing.

Ron Parson reported there have been meetings regarding the Conference Equity issue and there should be something for the Finance Committee and Board to consider next month.

H. MEETING REVIEW AND STAFF DIRECTION

Sandy Evans Hall reviewed direction given to staff.

I. CLOSED SESSION

There was no Closed Session.

J. RECONVENE TO OPEN SESSION

K. ADJOURNMENT

The meeting adjourned at 11:13 AM.

Submitted by

Judy Friedman, Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



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Board Meeting 11-2-11

Staff Action Items

Andy - Conduct an analysis of coop to gauge whether it has met original intent as well as whether it is the correct mechanism for future goals. Utilize online survey, personal contact with current and past committee members and staff. Talk to board members who were absent to get their input (Allen, Roger, Andy, Deanna) **DONE – Andy is talking to all missing board members and is conducting outreach to committee members November 29.**

Lisa – Understand the definition of ‘undesigned funds’ from the audit and meet with Jennifer Merchant to discuss. **DONE – 11/8/11 met with Jennifer and discussed appropriate accounting treatment and explained that our balance sheet doesn’t allow for the detail that she was requesting. However, we do keep track of excess balances and will indicate those carryover balances on budgets going forward.**

Sandy – Develop a local business preference policy to bring back to the board for approval **DONE – in board packet for December**

Sandy/Kym – Encourage membership to participate on November 16 at 5 p.m. at the TCPUD building with the fire board on the proposed new commercial development fee. Get the facts and information from Chief Duane Whitelaw and send out to membership. **DONE – Kym developed material to go out to members**

Sandy/Ron – Prepare a letter of support for the Dollar Creek Shared Use Trail as it aligns with our strategic goals and vision **Ron spoke to Peter Kratz and a letter is not needed at this time.**

Ron – Consider local contractors for fabrication and installation of exhibits in the Reno-Tahoe International Airport **DONE – local businesses were notified through Biz Link and one local contractor in Truckee inquired but did not submit a bid, he will be on the notification list for future projects.**

Ron/Kym/Sandy/Deanna – Provide communication to all members about opportunities related to TOT funded projects **DONE – adding to Biz Bytes each week when appropriate.**

Left from Board Meeting 10-5-11

Sandy – Work with Wally Auerbach to review NLTRA Policy on Conflict of Interest and bring recommendations back to the board in November – **DONE** – **Policy is in December Board Packet**

Sandy/Andy – Develop clear baseline data for measureable marketing goals for 2011/12 to be EOY 2010/11 – **IN PROGRESS**

Sandy/Ron – Talk to CalTrans about communication protocol for construction, snow removal, road closures, work timing (weekends), etc. Place on Legislative Agenda – **Will be visiting Sacramento in January to meet and greet – discussed with Doug Houston.**

Left from Board Meeting 8-3-11

Sandy/Ron – When recommending restructure of committees, consider disallowing county from appointing members to the Infrastructure committee – **IN PROGRESS**

Ron – Before consideration of any future bus shelters, board needs to approve a Master Bus Shelter Plan – **Have talked to Peter Kratz about the shelter master plan and it is in progress.**

Left from Board Meeting 7-6-11

Sandy/Ron – write letter to BOS requesting county to waive fees for way finding signage **NO FEES INITIALLY WITH PILOT PROJECT**

Andy/Jason – Further define target market to provide more specific focus for resources; work with County on potential association leads and TOT waiver in special circumstances **DONE**

NLT Chamber/CVB/ Resort Association

Financial Statements

For the Three Months Ending September 30, 2011



December 5, 2011

To: Finance Committee

From: Kim Lambert

Re: Major Variances of September 30, 2011 Financial Statements

The following are the major budget to actual variances for the month of **September 2011**:

- Conference commissions are down because of timing of billing (YTD is on budget).
- An adjustment was made at the end of September to "true-up" first quarter allocation of the Director of Community Partnerships and Planning's salary between the Infrastructure (50%) and Transportation (50%) departments. This resulted in more expense in Transportation and less expense in Infrastructure for the month (YTD is close to budget).
- Chamber of Commerce Member Dues revenue is down due to write-offs of non-paying members.
- Chamber of Commerce Special Events and Functions revenue is up due to quarterly billing for the Tuesday Morning Breakfast Club.
- Placer County Funding and Project Costs for Infrastructure are down due to timing.

The following are the major budget to actual variances **Year-to-Date (1st quarter)**:

- Salaries are up due to a bonus paid to the Interim Executive Director for 2010/11, the payout of accrued PTO to the previous Director of Finance and Human Resources, and summer staffing of the Kings Beach Visitor Information Center.
- Marketing Other is up because of expenditures for the High Notes campaign.
- Chamber of Commerce Member Dues revenue is down due to write-offs of non-paying members.
- Chamber of Commerce Special Events and Functions revenue is up due to quarterly billing for the Tuesday Morning Breakfast Club.
- Placer County Funding and Project Costs for Infrastructure are down due to timing.

12-2

North Lake Tahoe Resort Association
Statement of Financial Position
For the Three Months Ending September 30, 2011

	<u>Current Month</u>	<u>Last Month</u>	<u>Last Year</u>
ASSETS			
Cash and cash equivalents	\$759,815.89	\$1,127,056.90	\$911,797.67
Receivables			
Accounts Receivable - Membership Services	135,846.87	89,271.01	122,101.95
Accounts Receivable - Other	<u>7,211,436.61</u>	<u>6,939,807.94</u>	<u>9,476,663.20</u>
Total Receivables	7,347,283.48	7,029,078.95	9,598,765.15
Prepaid expenses	36,822.48	28,381.64	11,906.88
Inventory	4,406.18	4,406.18	928.18
Furniture, Fixtures & Other	17,864.54	18,560.29	27,388.52
Computer Equipment/Software	5,117.49	5,305.98	7,262.02
Vehicles & Leasehold Improvements	<u>1,746.40</u>	<u>1,940.39</u>	<u>5,785.16</u>
TOTAL ASSETS	<u><u>8,173,056.46</u></u>	<u><u>8,214,730.33</u></u>	<u><u>10,563,833.58</u></u>
LIABILITIES & NET ASSETS			
Accounts Payable	547,068.72	577,077.59	287,564.21
STN/Marketing Cooperative Liability	130,099.83	153,118.14	123,855.21
Other Liabilities	(331.45)	(158.05)	17,514.09
Unearned Revenue & Deferred Support Reserves	6,710,015.68	6,734,041.66	9,200,467.26
			<u>2,000.00</u>
TOTAL LIABILITIES	<u>7,386,852.78</u>	<u>7,464,079.34</u>	<u>9,631,400.77</u>
NET ASSETS			
Beginning Net Assets	697,419.35	697,419.35	667,941.92
Net Change in Net Assets	<u>88,784.33</u>	<u>53,231.64</u>	<u>264,490.89</u>
TOTAL NET ASSETS	<u>786,203.68</u>	<u>750,650.99</u>	<u>932,432.81</u>
TOTAL LIABILITIES & NET ASSETS	<u><u>8,173,056.46</u></u>	<u><u>8,214,730.33</u></u>	<u><u>10,563,833.58</u></u>

	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
REVENUE AND OTHER SUPPORT										
Marketing	199,158	215,779	(16,621)	229,726	(8%)	498,584	497,337	1,247	527,602	0%
Conferences	44,471	46,178	(1,708)	40,853	(4%)	143,007	140,534	2,473	166,886	2%
Visitor Support & Transportation	45,300	51,600	(6,300)	54,750	(12%)	154,800	154,800	0	164,250	0%
Visitor Information	44,114	25,133	18,981	15,049	76%	77,112	75,399	1,713	50,364	2%
Member Services	12,271	11,259	1,012	9,620	9%	33,658	33,777	(119)	30,488	0%
Management & General	(109)	210	(319)	98	(152%)	344	630	(286)	4,383	(45%)
Total Revenue and Other Supp	345,206	350,159	(4,953)	350,096	(1%)	907,505	902,477	5,028	943,973	1%
EXPENSES										
Marketing	172,931	192,915	(19,984)	192,556	(10%)	466,278	464,252	2,026	419,652	0%
Conferences	38,417	36,754	1,663	34,862	5%	114,582	115,191	(609)	113,215	(1%)
Visitor Support & Transportation	87,883	68,024	19,859	9,121	29%	126,956	144,150	(17,194)	78,804	(12%)
Visitor Information	32,053	20,580	11,473	17,800	56%	63,149	56,300	6,849	55,162	12%
Member Services	12,193	12,519	(326)	9,592	(3%)	38,738	40,690	(1,952)	33,569	(5%)
Management & General	(1,399)	3,302	(4,701)	(524)	(142%)	13,524	(6)	13,530	(20,561)	*****
Total Expenses	342,077	334,094	7,983	263,408	2%	823,228	820,577	2,651	679,840	0%
Net Change in Unrestricted Net Assets										
Marketing	26,227	22,864	3,363	37,170	15%	32,306	33,085	(779)	107,950	(2%)
Conferences	6,054	9,424	(3,370)	5,991	(36%)	28,425	25,343	3,082	53,672	12%
Visitor Support & Transportation	(42,583)	(16,424)	(26,159)	45,629	159%	27,844	10,650	17,194	85,446	161%
Visitor Information	12,061	4,553	7,508	(2,751)	165%	13,983	19,099	(5,136)	(4,798)	(27%)
Member Services	78	(1,260)	1,338	27	(106%)	(5,081)	(6,913)	1,832	(3,082)	(27%)
Management & General	1,291	(3,092)	4,383	622	(142%)	(13,181)	636	(13,817)	24,945	*****
Net Change in Assets Before In	3,128	16,065	(12,937)	86,687	(81%)	84,277	81,900	2,377	264,133	3%
Infrastructure										
Infrastructure Support	23,842	254,214	(230,372)	13,070	(91%)	49,842	762,662	(712,820)	39,203	(93%)
Infrastructure Expense	(8,582)	253,170	(261,752)	8,899	(103%)	45,335	762,425	(717,090)	38,844	(94%)
Infrastructure Net Change in Assets	32,425	1,044	31,381	4,171	*****	4,507	237	4,270	358	*****
Change in Net Assets	35,553	17,109	18,444	90,859	108%	88,784	82,137	6,647	264,491	8%

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NLT Chamber/CVB/Resort Association
 Department Detail Activity Report
 For the Three Months Ending September 30, 2011

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
Revenue and Other Support										
Member Dues	76,247	1,463		\$ 1,463		25,418		\$ 26,881		\$ 26,881
Special Events & Functions				76,247		8,240		84,487		84,487
Interest & Investment Income							344	344	339	683
Commissions & Booking Fees		50,044	11,613	50,044				50,044		50,044
Retail Sales & Other		91,500	65,499	11,613				11,613		11,613
Placer County Funding	422,337			579,336	154,800			734,136	49,503	783,639
Total Revenue and Other Support	\$ 498,584	\$ 143,007	\$ 77,112	\$ 718,703	\$ 154,800	\$ 33,658	\$ 344	\$ 907,505	\$ 49,842	\$ 957,347
Expenses										
Salaries and benefits	78,354	39,142	30,438	147,934	22,057	21,029	94,113	285,133	22,109	307,242
Rent & Utilities	6,359	3,244	5,009	14,612	2,257	2,265	6,895	26,029	2,257	28,286
Telephone Services	1,885	922	417	3,224	608	613	1,346	5,791	608	6,399
Mail Expenses	305	281	10	596			19	615		615
Insurance & Bonding	512	258	258	1,028	171	169	572	1,940	169	2,109
Supplies	356	387	860	1,603	80	88	1,011	2,782	80	2,862
Equipment Supp. & Maint.	1,388	228	328	1,944	140	140	1,098	3,322	190	3,512
Taxes, Licenses & Fees	204	106	193	503	65	65	376	1,009	447	1,456
Miscellaneous Expense							0	0		0
Equip. Rental / Leasing	462	387	1,001	1,850	326	663	523	3,362	326	3,688
Training Seminars	400								378	378
Project Costs					91,229		7,097	91,229	7,393	98,622
Professional Fees Legal/Accounting	16,546									
Special Events	76,514									
Autumn Food & Wine Costs										
Membership Events/Newsletter										
Cost of Goods Sold										
Classified Ads	188,000	48,000	6,304	6,304		3,689		3,689		3,689
Marketing Cooperative/Media	46,966		720	720			915	6,304		6,304
Marketing Other	(5,000)			248,000				1,635		1,635
Programs	36	19	19	46,966				248,000		248,000
Associate Relations				(5,000)				46,966		46,966
Board Functions				74	12	12	36	(5,000)	12	(5,000)
Credit Card Fees	176	71	227				1,538	134		148
Automobile Expenses	456		332	227		280		1,538		1,538
Local Meals & Entertainment	1,776	366	5	579	407	365		507	408	1,759
Dues & Subscriptions	1,480			461				461		461
Travel	38,127	20,670	16,527	2,142	18	516	665	3,341	18	3,359
Allocated				1,480			304	1,784		1,784
				75,324	9,339	8,600	(103,959)	(10,696)	10,695	(1)
Total Expense Before Depreciation/Reserves	\$ 465,302	\$ 114,081	\$ 62,648	\$ 548,571	\$ 126,709	\$ 38,494	\$ 12,549	\$ 719,226	\$ 45,090	\$ 764,316
Depreciation	976	501	501	1,978	247	245	976	3,446	245	3,691
Total Functional Expense and Depreciation	\$ 466,278	\$ 114,582	\$ 63,149	\$ 644,009	\$ 126,956	\$ 38,739	\$ 13,525	\$ 823,279	\$ 45,335	\$ 868,564
Changes in Net Assets	\$ 32,306	\$ 28,425	\$ 13,963	\$ 74,694	\$ 27,844	\$ (5,081)	\$ (13,181)	\$ 84,276	\$ 4,507	\$ 88,783

North Lake Tahoe Resort Association
 Consolidation of Departments Excluding Infrastructure
 For the Three Months Ending September 30, 2011

DESCRIPTION	CURRENT MONTH				YEAR-TO-DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	8,934	10,492	(1,558)	9,248	(15%)	26,880	31,476	(4,596)	29,664	(15%)
Special Events & Functions	80,972	76,030	4,942	81,027	7%	84,487	78,090	6,397	83,212	8%
Miscellaneous	(453)	0	(453)	0	0%	0	0	0	4,079	0%
Commissions & Booking Fees	3,250	15,415	(12,165)	14,378	(79%)	50,044	48,245	1,799	87,460	4%
Retail Sales & Other	2,282	3,300	(1,018)	3,216	(31%)	11,613	9,900	1,713	12,864	17%
Interest & Investment Income	344	210	134	98	64%	344	630	(286)	304	(45%)
Placer County Funding	249,876	244,712	5,164	242,130	2%	734,136	734,136	0	726,390	0%
Total Revenue and Other Support	345,206	350,159	(4,953)	350,096	(1%)	907,505	902,477	5,028	943,973	1%
Expenses										
Salaries and benefits	91,021	79,789	11,232	69,494	14%	285,134	260,870	24,264	229,319	9%
Rent & Utilities	10,203	10,550	(347)	7,901	(3%)	26,029	24,850	1,179	22,390	5%
Telephone Services	1,818	1,675	143	1,710	9%	5,791	5,025	766	5,322	15%
Internet Access	0	30	(30)	0	(100%)	0	90	(90)	145	(100%)
Mail Expenses	102	220	(118)	211	(54%)	616	660	(44)	595	(7%)
Insurance & Bonding	782	354	428	344	121%	1,940	1,062	878	1,115	83%
Supplies	1,129	1,400	(271)	215	(19%)	2,781	4,200	(1,419)	1,468	(34%)
Equipment Supp. & Maint.	1,739	850	889	137	105%	3,321	2,550	771	2,827	30%
Taxes, Licenses & Fees	120	0	120	0	0%	1,010	941	69	941	7%
Miscellaneous Expense	0	0	0	0	0%	0	0	0	0	0%
Equip. Rental / Leasing	837	1,040	(203)	845	(20%)	3,363	3,411	(48)	3,109	(1%)
Training & Seminars	0	1,242	(1,242)	198	(100%)	400	1,726	(1,326)	198	(77%)
Project Costs	67,363	58,000	9,363	375	16%	91,229	111,460	(20,231)	50,290	(18%)
Professional Fees Legal/Accounting	4,335	10,200	(5,865)	0	(58%)	7,097	10,600	(3,503)	420	(33%)
Special Events	5,000	500	4,500	6,157	900%	16,546	11,000	5,546	8,552	50%
Autumn Food & Wine Costs	75,021	75,000	21	74,258	0%	76,514	75,000	1,514	74,766	2%
Membership Events/Newsletter	1,053	1,396	(343)	605	(25%)	3,689	4,338	(649)	2,199	(15%)
Cost of Goods Sold	5,785	2,000	3,785	5,222	189%	6,304	6,000	304	9,521	5%
Classified Ads	310	0	310	0	0%	1,635	0	1,635	0	0%
Marketing Cooperative/Media	82,000	82,000	0	84,476	0%	246,000	246,000	0	235,428	0%
Marketing Other	114	5,000	(4,886)	0	(98%)	46,966	38,000	8,966	9,793	24%
Programs	(5,000)	0	(5,000)	0	0%	(5,000)	0	(5,000)	(24)	0%
Associate Relations	76	217	(141)	74	(65%)	133	312	(179)	168	(57%)
Board Functions	521	650	(129)	10,140	(20%)	1,539	1,950	(411)	21,839	(21%)
Credit Card Fees	697	340	357	58	(330%)	507	322	185	285	57%
Automobile Expenses	270	305	(35)	534	105%	1,352	1,020	332	976	33%
Local Meals & Entertainment	126	154	(28)	72	(11%)	461	915	(454)	382	(50%)
Dues & Subscriptions	359	1,127	(768)	54	(18%)	3,340	7,014	(3,674)	914	(52%)
Travel	(4,473)	(3,432)	(1,041)	(3,135)	(68%)	1,784	1,381	403	(125)	29%
Allocated	341,089	330,702	10,387	259,946	30%	(10,695)	(10,296)	(399)	(9,357)	4%
Total Expense Before Depreciation/Re	989	1,010	(21)	1,462	3%	819,783	810,401	9,382	673,454	1%
Depreciation	0	2,382	(2,382)	2,000	(100%)	3,445	3,030	415	4,386	14%
Reserves	342,077	334,094	7,983	263,408	(2%)	823,228	820,577	2,651	679,840	0%
Total Expense	3,128	16,065	(12,937)	86,687	(81%)	84,277	81,900	2,377	264,133	3%

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North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Marketing
For the Three Months Ending September 30, 2011

	CURRENT MONTH			YEAR-TO-DATE			% Chg.
	Actual	Budget	\$ Variance	Actual	Budget	Variance	
Revenue and Other Support							
Special Events & Functions	76,247	75,000	1,247	76,247	75,000	1,247	2%
Placer County Funding	122,911	140,779	(17,868)	422,337	422,337	0	0%
Total Revenue and Other Support	199,158	215,779	(16,621)	498,584	497,337	1,247	0%
Expenses							
Salaries and benefits	26,893	25,233	1,660	78,354	75,699	2,655	4%
Rent & Utilities	1,924	2,050	(126)	6,359	6,150	209	3%
Telephone Services	584	700	(116)	1,885	2,100	(215)	(10%)
Internet Access	0	30	(30)	0	90	(90)	(100%)
Mail Expenses	0	85	(85)	305	255	50	19%
Insurance & Bonding	213	95	118	512	285	227	89%
Supplies	186	290	(104)	356	870	(514)	(59%)
Equipment Sup. & Maint.	1,050	150	900	1,388	450	938	208%
Taxes, Licenses & Fees	0	0	0	204	233	(29)	(12%)
Equip. Rental / Leasing	92	120	(28)	462	500	(38)	(8%)
Training & Seminars	0	1,000	(1,000)	400	1,000	(600)	(60%)
Special Events	5,000	500	4,500	16,546	11,000	5,546	50%
Autumn Food & Wine Costs	75,021	75,000	21	76,514	75,000	1,514	2%
Marketing Cooperative/Media	66,000	66,000	0	198,000	198,000	0	0%
Marketing Other	114	5,000	(4,886)	46,966	38,000	8,966	24%
Programs	(5,000)	0	(5,000)	(5,000)	0	(5,000)	(24)
Associate Relations	21	26	(5)	36	52	(16)	(30%)
Automobile Expenses	176	65	111	176	195	(19)	(10%)
Local Meals & Entertainment	265	200	65	456	600	(144)	(24%)
Dues & Subscriptions	36	0	36	1,776	6,660	(4,884)	(73%)
Travel	359	1,000	(641)	1,480	1,000	480	48%
Allocated	(273)	12,709	(12,982)	38,127	38,127	0	0%
Total Expense Before Depreciation/Re	172,662	190,253	(17,591)	465,302	456,266	9,036	2%
Depreciation Reserves	270	280	(10)	976	840	136	16%
Total Expense	172,931	192,915	(19,984)	466,278	464,252	2,026	0%
Changes in Unrestricted Net Assets	26,227	22,864	3,363	32,306	33,085	(779)	(2%)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Three Months Ending September 30, 2011

	CURRENT MONTH				YEAR-TO-DATE				
	Actual	Budget	\$ Variance	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
Revenue and Other Support									
Member Dues	1,388	678	710	105%	1,463	2,034	(571)	1,925	(28%)
Commissions & Booking Fees	3,250	15,000	(11,750)	(78%)	50,044	47,000	3,044	87,460	6%
Placer County Funding	39,833	30,500	9,333	31%	91,500	91,500	0	77,501	0%
Total Revenue and Other Support	44,471	46,178	(1,708)	(4%)	143,007	140,534	2,473	166,886	2%
Expenses									
Salaries and benefits	10,999	11,949	(950)	(8%)	39,142	40,582	(1,440)	35,222	(4%)
Rent & Utilities	981	1,050	(69)	(7%)	3,244	3,150	94	3,295	3%
Telephone Services	321	250	71	28%	922	750	172	805	23%
Mail Expenses	102	40	62	156%	281	120	161	134	134%
Insurance & Bonding	107	50	57	113%	258	150	108	158	72%
Supplies	51	150	(99)	(66%)	387	450	(63)	195	(14%)
Equipment Sup.& Maint.	78	100	(22)	(22%)	228	300	(72)	587	(24%)
Taxes, Licenses & Fees	0	0	0	0%	106	121	(15)	121	(12%)
Equip. Rental / Leasing	92	100	(8)	(8%)	387	380	7	360	2%
Marketing Cooperative/Media	16,000	16,000	0	0%	48,000	48,000	0	55,907	0%
Associate Relations	11	10	1	10%	19	23	(4)	24	(18%)
Automobile Expenses	71	15	56	374%	71	45	26	106	58%
Dues & Subscriptions	0	0	0	0%	365	0	365	0	0%
Allocated	9,470	6,890	2,580	37%	20,670	20,670	0	15,672	0%
Total Expense Before Depreciation/Re	38,282	36,604	1,678	5%	114,082	114,741	(659)	112,585	(1%)
Depreciation	135	150	(15)	(10%)	501	450	51	630	11%
Total Expense	38,417	36,754	1,663	5%	114,582	115,191	(609)	113,215	(1%)
Changes in Unrestricted Net Assets	6,054	9,424	(3,370)	(36%)	28,425	25,343	3,082	53,672	12%

North Lake Tahoe Resort Association
 Statement of Activities and Changes in Net Assets
 Transportation
 For the Three Months Ending September 30, 2011

	CURRENT MONTH			YEAR-TO-DATE				
	Actual	Budget	\$ Variance	Prior YR	Budget	Variance	Prior YR	% Chg.
Revenue and Other Support								
Placer County Funding	45,300	51,600	(6,300)	54,750	154,800	0	164,250	0%
Total Revenue and Other Support	45,300	51,600	(6,300)	54,750	154,800	0	164,250	0%
Expenses								
Salaries and benefits	14,033	5,598	8,435	4,190	19,334	2,723	17,144	14%
Rent & Utilities	690	750	(60)	793	2,250	7	2,303	0%
Telephone Services	189	150	39	177	450	158	485	35%
Insurance & Bonding	72	30	42	30	90	81	97	90%
Supplies	27	50	(23)	11	80	(70)	103	(47%)
Equipment Sup. & Maint.	48	50	(2)	0	150	(10)	134	(7%)
Taxes, Licenses & Fees	0	0	0	0	74	(9)	74	(12%)
Equip. Rental / Leasing	83	100	(17)	84	350	(24)	301	(7%)
Project Costs	67,363	58,000	9,363	375	111,460	(20,231)	50,290	(18%)
Associate Relations	7	10	(3)	6	20	(8)	15	(42%)
Automobile Expenses	117	75	42	249	225	183	249	81%
Dues & Subscriptions	18	18	0	18	18	0	18	0%
Allocated	5,147	3,113	2,034	3,084	9,339	0	7,276	0%
Total Expense Before Depreciation/Re	87,792	67,944	19,848	9,016	143,910	(17,201)	78,489	(12%)
Depreciation	91	80	11	105	240	7	315	3%
Total Expense	87,883	68,024	19,859	9,121	144,150	(17,194)	78,804	(12%)
Changes in Unrestricted Net Assets	(42,583)	(16,424)	(26,159)	45,629	10,650	17,194	85,446	161%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Three Months Ending September 30, 2011

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
Revenue and Other Support										
Retail Sales & Other	2,282	3,300	(1,018)	3,216	(31%)	11,613	9,900	1,713	12,864	17%
Placer County Funding	41,832	21,833	19,999	11,833	92%	65,499	65,499	0	37,500	0%
Total Revenue and Other Support	44,114	25,133	18,981	15,049	76%	77,112	75,399	1,713	50,364	2%
Expenses										
Salaries and benefits	8,308	7,789	519	9,433	7%	30,438	24,381	6,057	34,575	25%
Rent & Utilities	3,811	3,860	(49)	709	(1%)	5,009	4,780	229	1,590	5%
Telephone Services	144	100	44	133	44%	417	300	117	381	39%
Mail Expenses	0	15	(15)	11	(100%)	10	45	(35)	35	(77%)
Insurance & Bonding	107	49	58	49	118%	258	147	111	158	76%
Supplies	770	610	160	77	26%	860	1,830	(970)	414	(53%)
Equipment Sup. & Maint.	128	150	(22)	0	(15%)	328	450	(123)	537	(27%)
Taxes, Licenses & Fees	0	0	0	278	0%	193	206	(13)	206	(7%)
Equip. Rental / Leasing	276	300	(24)	0	0%	1,001	960	41	917	4%
Cost of Goods Sold	5,785	2,000	3,785	5,222	189%	6,304	6,000	304	9,521	5%
Classified Ads	0	0	0	0	0%	720	0	720	0	0%
Associate Relations	11	13	(2)	10	(18%)	19	26	(7)	24	(28%)
Credit Card Fees	59	35	24	37	70%	227	198	29	200	15%
Automobile Expenses	333	5	328	43	*****	333	15	318	43	*****
Local Meals & Entertainment	5	5	0	0	0%	5	15	(10)	0	(67%)
Allocated	12,181	5,509	6,672	1,587	121%	16,527	16,527	0	5,933	0%
Total Expense Before Depreciation/Re	31,919	20,440	11,479	17,590	56%	62,648	55,880	6,768	54,532	12%
Depreciation	135	140	(5)	210	(4%)	501	420	81	630	19%
Total Expense	32,053	20,580	11,473	17,800	56%	63,149	56,300	6,849	55,162	12%
Changes in Unrestricted Net Assets	12,051	4,553	7,508	(2,751)	165%	13,963	19,099	(5,136)	(4,798)	(27%)

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North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Chamber of Commerce
For the Three Months Ending September 30, 2011

	CURRENT MONTH			YEAR-TO-DATE			% Chg.
	Actual	Budget	\$ Variance	Actual	Budget	Variance	
Revenue and Other Support							
Member Dues	7,546	9,814	(2,268)	25,418	29,442	(4,024)	27,739 (14%)
Special Events & Functions	4,725	1,030	3,695	8,240	3,090	5,150	2,749 167%
Commissions & Booking Fees	0	415	(415)	0	1,245	(1,245)	0 (100%)
Total Revenue and Other Support	12,271	11,259	1,012	33,658	33,777	(119)	30,488 0%
Expenses							
Salaries and benefits	5,909	6,385	(476)	21,029	22,214	(1,185)	20,070 (5%)
Rent & Utilities	693	740	(47)	2,265	2,220	45	2,314 2%
Telephone Services	213	150	63	613	450	163	533 36%
Mail Expenses	0	20	(20)	0	60	(60)	15 (100%)
Insurance & Bonding	71	30	41	169	90	79	97 88%
Supplies	29	80	(51)	88	240	(152)	241 (64%)
Equipment Sup.& Maint.	48	60	(12)	140	180	(40)	234 (22%)
Taxes, Licenses & Fees	0	0	0	65	74	(9)	74 (12%)
Equip. Rental / Leasing	184	220	(36)	663	645	17	607 3%
Training & Seminars	0	42	(42)	0	126	(126)	0 (100%)
Membership Events/Newsletter	1,053	1,396	(343)	3,889	4,338	(649)	2,199 (15%)
Associate Relations	7	8	(1)	12	16	(4)	15 (28%)
Credit Card Fees	(278)	60	(338)	280	124	156	85 125%
Automobile Expenses	0	120	(120)	364	360	4	202 1%
Local Meals & Entertainment	0	50	(50)	0	150	(150)	272 (100%)
Dues & Subscriptions	36	36	0	516	36	480	36 *****
Travel	0	42	(42)	0	126	(126)	0 (100%)
Allocated	4,138	3,000	1,138	8,600	9,000	(400)	6,261 (4%)
Total Expense Before Depreciation/Re	12,103	12,439	(336)	38,483	40,450	(1,957)	33,254 (5%)
Depreciation	89	80	9	245	240	5	315 2%
Total Expense	12,193	12,519	(326)	38,738	40,690	(1,952)	33,569 (5%)
Changes in Unrestricted Net Assets	78	(1,260)	1,338	(5,081)	(6,913)	1,832	(3,082) (27%)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Management & Administration
For the Three Months Ending September 30, 2011

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Miscellaneous	(453)	0	(453)	0	0%	0	0	0	4,079	0%
Interest & Investment Income	344	210	134	98	64%	344	630	(286)	304	(45%)
Total Revenue and Other Support	(109)	210	(319)	98	(152%)	344	630	(286)	4,383	(45%)
Expenses										
Salaries and benefits	24,879	22,835	2,044	18,634	9%	94,113	78,660	15,453	47,575	20%
Rent & Utilities	2,103	2,100	3	2,233	0%	6,895	6,300	595	6,444	9%
Telephone Services	387	325	42	347	13%	1,346	975	371	1,008	36%
Mail Expenses	0	60	(60)	33	(100%)	19	180	(161)	47	(89%)
Insurance & Bonding	213	100	113	94	113%	572	300	272	303	91%
Supplies	67	220	(153)	28	(70%)	1,011	660	351	257	53%
Equipment Sup. & Maint.	387	340	47	137	14%	1,098	1,020	78	973	8%
Taxes, Licenses & Fees	120	0	120	0	0%	376	233	143	233	61%
Miscellaneous Expense	0	0	0	0	0%	0	0	0	0	0%
Equip. Rental / Leasing	110	200	(90)	111	(45%)	523	575	(52)	491	(9%)
Training & Seminars	0	200	(200)	198	(100%)	0	600	(600)	198	(100%)
Professional Fees Legal/Accounting	4,335	10,200	(5,865)	0	(58%)	7,097	10,600	(3,503)	420	(33%)
Classified Ads	310	0	310	0	0%	915	0	915	0	0%
Associate Relations	21	150	(129)	20	(86%)	36	175	(139)	46	(79%)
Board Functions	521	650	(129)	10,140	(20%)	1,539	1,950	(411)	21,839	(21%)
Automobile Expenses	0	60	(60)	0	(100%)	0	180	(180)	95	(100%)
Local Meals & Entertainment	0	50	(50)	0	(100%)	0	150	(150)	0	(100%)
Dues & Subscriptions	36	100	(64)	0	(64%)	665	300	365	0	122%
Travel	0	85	(85)	0	(100%)	304	255	49	0	19%
Allocated	(35,137)	(34,653)	(484)	(32,915)	1%	(103,959)	(103,959)	0	(101,737)	0%
Total Expense Before Depreciation/Re	(1,569)	3,022	(4,591)	(940)	(155%)	12,549	(846)	13,395	(21,809)	*****
Depreciation	270	280	(10)	415	(4%)	976	840	136	1,248	16%
Total Expense	(1,399)	3,302	(4,701)	(524)	(142%)	13,524	(6)	13,530	(20,561)	*****
Changes in Unrestricted Net Assets	1,291	(3,092)	4,383	622	(142%)	(13,181)	636	(13,817)	24,945	*****

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Infrastructure
For the Three Months Ending September 30, 2011

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Prior YR	Budget	Variance	
Revenue and Other Support	339	100	239	70	320	19	203
Interest & Investment Income	23,503	254,114	(230,611)	13,000	762,342	(712,839)	39,000
Placer County Funding	23,842	254,214	(230,372)	13,070	762,662	(712,820)	39,203
Total Revenue and Other Support	(17,135)	6,015	(23,150)	3,890	20,867	1,242	24,163
Expenses	690	750	(60)	793	2,250	7	2,303
Salaries and benefits	189	160	29	177	480	128	485
Rent & Utilities	0	1	(1)	0	3	(3)	1
Telephone Services	71	30	41	30	90	79	97
Mail Expenses	27	50	(23)	11	150	(70)	103
Insurance & Bonding	48	50	(2)	0	150	40	134
Supplies	76	0	76	0	74	373	74
Equipment Sup. & Maint.	83	95	(12)	84	330	(4)	301
Taxes, Licenses & Fees	0	0	0	0	0	378	0
Equip. Rental / Leasing	2,666	242,281	(239,615)	401	726,843	(719,450)	1,230
Training & Seminars	7	0	7	6	10	2	15
Project Costs	117	70	47	249	210	198	249
Associate Relations	0	5	(5)	0	15	(15)	0
Automobile Expenses	18	18	0	18	18	0	18
Local Meals & Entertainment	4,473	3,565	908	3,135	10,695	0	9,357
Dues & Subscriptions	(8,672)	253,090	(261,762)	8,794	762,185	(717,095)	38,529
Allocated	89	80	9	105	240	5	315
Total Expense Before Depreciation/Re	(8,582)	253,170	(261,752)	8,899	762,425	(717,090)	38,844
Depreciation	32,425	1,044	31,381	4,171	237	4,270	358
Total Expense							
Changes in Unrestricted Net Assets							

NLT Chamber/CVB/ Resort Association

Financial Statements

For the Four Months Ending October 31, 2011



December 5, 2011

To: Finance Committee

From: Kim Lambert

Re: Major Variances of October 31, 2011 Financial Statements

The following are the major budget to actual variances for the month of **October 2011**:

- Salaries and benefits are down due to timing of payroll dates.
- Professional fees are up due to timing of paying for the 2011/12 Audit.
- Visitor Information miscellaneous revenue is down due to timing.
- Chamber of Commerce Member Dues revenue is down due to write-offs of non-paying members.
- Placer County Funding and Project Costs for Infrastructure are down due to timing.

The following are the major budget to actual variances **Year-to-Date**.

- Marketing Other is up because of expenditures for the High Notes campaign.
- Professional fees are up due to timing of paying for the 2011/12 Audit.
- Visitor Information miscellaneous revenue is down due to timing.
- Chamber of Commerce Member Dues revenue is down due to write-offs of non-paying members.
- Placer County Funding and Project Costs for Infrastructure are down due to timing.

North Lake Tahoe Resort Association
Statement of Financial Position
For the Four Months Ending October 31, 2011

	<u>Current Month</u>	<u>Last Month</u>	<u>Last Year</u>
ASSETS			
Cash and cash equivalents	\$1,363,585.37	\$759,815.89	\$1,122,203.55
Receivables			
Accounts Receivable - Membership Services	117,230.88	135,846.87	89,427.49
Accounts Receivable - Other	<u>6,951,202.34</u>	<u>7,211,436.61</u>	<u>8,984,460.85</u>
Total Receivables	7,068,433.22	7,347,283.48	9,073,888.34
Prepaid expenses	42,731.21	36,822.48	10,620.70
Inventory	4,406.18	4,406.18	928.18
Furniture, Fixtures & Other	17,168.79	17,864.54	26,671.52
Computer Equipment/Software	4,929.00	5,117.49	6,812.02
Vehicles & Leasehold Improvements	<u>1,552.40</u>	<u>1,746.40</u>	<u>5,385.16</u>
TOTAL ASSETS	<u><u>8,502,806.17</u></u>	<u><u>8,173,056.46</u></u>	<u><u>10,246,509.47</u></u>
LIABILITIES & NET ASSETS			
Accounts Payable	509,092.94	547,068.72	184,622.77
STN/Marketing Cooperative Liability	167,699.85	130,099.83	154,833.69
Other Liabilities	51.85	(331.45)	17,450.77
Unearned Revenue & Deferred Support Reserves	6,700,488.51	6,710,015.68	8,935,916.15
			<u>4,000.00</u>
TOTAL LIABILITIES	<u><u>7,377,333.15</u></u>	<u><u>7,386,852.78</u></u>	<u><u>9,296,823.38</u></u>
NET ASSETS			
Beginning Net Assets	697,419.35	697,419.35	667,941.92
Net Change in Net Assets	<u>428,053.67</u>	<u>88,784.33</u>	<u>281,744.17</u>
TOTAL NET ASSETS	<u><u>1,125,473.02</u></u>	<u><u>786,203.68</u></u>	<u><u>949,686.09</u></u>
TOTAL LIABILITIES & NET ASSETS	<u><u>8,502,806.17</u></u>	<u><u>8,173,056.46</u></u>	<u><u>10,246,509.47</u></u>

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North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Consolidation of Departments
For the Four Months Ending October 31, 2011

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	8,072	10,492	(2,420)	8,516	(23%)	34,953	41,968	(7,015)	38,180	(17%)
Special Events & Functions	8,471	3,130	5,341	2,368	171%	92,958	81,220	11,738	85,580	14%
Miscellaneous	0	7,500	(7,500)	0	(100%)	0	7,500	(7,500)	4,079	(100%)
Commissions & Booking Fees	18,363	11,415	6,948	24,423	61%	68,407	59,660	8,747	111,863	15%
Retail Sales & Other	1,425	1,500	(75)	1,447	(5%)	13,038	11,400	1,638	14,311	14%
Interest & Investment Income	175	310	(135)	218	(44%)	858	1,260	(402)	725	(32%)
Placer County Funding	513,025	594,563	(81,538)	255,730	(14%)	1,298,664	2,091,041	(792,377)	1,021,120	(38%)
Total Revenue and Other Support	549,531	628,910	(79,379)	292,702	(13%)	1,508,879	2,294,049	(785,170)	1,275,878	(34%)
Expenses										
Salaries and benefits	67,122	87,635	(20,513)	79,682	(23%)	374,365	369,372	4,993	333,163	1%
Rent & Utilities	11,119	11,300	(181)	7,619	(2%)	39,405	38,400	1,005	32,312	3%
Telephone Services	2,596	1,835	761	1,644	41%	8,995	7,340	1,655	7,450	23%
Internet Access	0	30	(30)	0	(100%)	0	120	(120)	145	(100%)
Mail Expenses	667	221	446	140	202%	1,283	884	399	736	45%
Insurance & Bonding	853	384	469	374	122%	2,962	1,536	1,426	1,586	93%
Supplies	2,609	1,450	1,159	1,128	80%	5,469	5,600	(131)	2,699	(6%)
Equipment Sup. & Maint.	2,787	900	1,887	537	210%	6,297	3,600	2,697	3,497	75%
Taxes, Licenses & Fees	181	0	181	0	0%	1,638	1,015	623	1,015	61%
Miscellaneous Expense	0	0	0	0	0%	0	0	0	0	0%
Equip. Rental / Leasing	2,065	1,586	479	1,741	30%	5,753	5,327	426	5,151	8%
Training & Seminars	0	242	(242)	169	(100%)	778	1,968	(1,191)	367	(60%)
Project Costs	7,528	270,281	(262,753)	34,822	(97%)	106,151	1,108,584	(1,002,433)	86,342	(90%)
Professional Fees Legal/Accounting	18,773	8,700	10,073	16,500	116%	25,870	19,300	6,570	16,920	34%
Special Events	542	0	542	3,478	0%	17,088	11,000	6,088	12,030	55%
Autumn Food & Wine Costs	0	0	0	3,164	0%	76,514	75,000	1,514	77,930	2%
Membership Events/Newsletter	4,512	3,196	1,316	1,967	41%	8,201	7,534	667	4,166	9%
Cost of Goods Sold	267	900	(633)	619	(70%)	6,571	6,900	(329)	10,140	(5%)
Classified Ads	0	0	0	84,476	0%	2,361	0	2,361	0	0%
Marketing Cooperative/Media	82,000	82,000	0	84,476	0%	328,000	328,000	0	319,804	0%
Marketing Other	0	13,550	(13,550)	31,060	(100%)	46,966	51,550	(4,584)	40,853	(9%)
Programs	0	0	0	0	0%	(5,000)	0	(5,000)	(24)	0%
Associate Relations	0	35	(35)	0	(100%)	145	357	(212)	183	(59%)
Board Functions	2,348	650	1,698	153	261%	3,886	2,600	1,286	21,982	49%
Credit Card Fees	589	95	494	97	520%	1,096	417	679	382	163%
Automobile Expenses	602	410	192	692	47%	2,361	1,640	721	1,917	44%
Local Meals & Entertainment	429	310	119	1,100	39%	890	1,240	(350)	1,482	(28%)
Dues & Subscriptions	0	820	(820)	720	(100%)	3,358	7,852	(4,494)	1,652	(57%)
Travel	869	1,627	(758)	0	(47%)	2,653	3,008	(355)	(125)	(12%)
Allocated	0	133	(133)	0	(100%)	0	532	(532)	0	(100%)
Total Expense Before Depreciation/Re	209,183	486,290	(279,107)	271,982	(57%)	1,074,056	2,060,876	(986,820)	983,865	(48%)
Depreciation	1,078	1,090	(12)	1,567	(1%)	4,768	4,360	408	6,268	9%
Reserves	0	2,382	(2,382)	2,000	(100%)	0	9,528	(9,528)	4,000	(100%)
Total Expense	210,262	491,762	(281,500)	275,449	(57%)	1,078,825	2,074,764	(995,939)	994,133	(48%)
Changes in Unrestricted Net Assets	339,269	137,148	202,121	17,253	147%	428,054	219,285	208,769	281,744	95%

North Lake Tahoe Resort Association
 Statement of Activities
 Departmental Summary
 For the Four Months Ending October 31, 2011

Date 12/02/11 11:29 AM

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DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
REVENUE AND OTHER SUPPORT										
Marketing	181,580	177,066	4,514	149,563	3%	680,164	674,403	5,761	677,165	1%
Conferences	47,486	42,178	5,308	50,899	13%	190,493	182,712	7,781	217,785	4%
Visitor Support & Transportation	51,600	51,600	0	54,750	0%	206,400	206,400	0	219,000	0%
Visitor Information	82,708	90,283	(7,575)	13,281	(8%)	159,820	165,682	(5,862)	63,644	(4%)
Member Services	13,406	13,359	47	10,392	0%	47,064	47,136	(72)	40,880	0%
Management & General	175	210	(35)	83	(17%)	519	840	(321)	4,466	(38%)
Total Revenue and Other Supp	376,955	374,696	2,259	278,967	1%	1,284,460	1,277,173	7,287	1,222,940	1%
EXPENSES										
Marketing	107,750	165,579	(57,829)	150,935	(35%)	574,028	629,831	(55,803)	570,587	(9%)
Conferences	35,318	39,375	(4,057)	40,977	(10%)	149,900	154,566	(4,666)	154,192	(3%)
Visitor Support & Transportation	13,215	38,046	(24,831)	42,287	(65%)	140,171	182,196	(42,025)	121,091	(23%)
Visitor Information	17,867	19,527	(1,660)	12,082	(9%)	81,016	75,827	5,189	67,244	7%
Member Services	15,974	14,291	1,683	12,451	12%	54,713	54,981	(268)	46,020	0%
Management & General	7,000	1,727	5,273	7,150	305%	20,524	1,721	18,803	(13,412)	*****
Total Expenses	197,124	278,545	(81,421)	265,883	(29%)	1,020,352	1,099,122	(78,770)	945,722	(7%)
Net Change in Unrestricted Net Assets										
Marketing	73,830	11,487	62,343	(1,372)	543%	106,136	44,572	61,564	106,578	138%
Conferences	12,168	2,803	9,365	9,921	334%	40,593	28,146	12,447	63,593	44%
Visitor Support & Transportation	38,385	13,554	24,831	12,463	183%	66,229	24,204	42,025	97,909	174%
Visitor Information	64,841	70,756	(5,915)	1,199	(8%)	78,804	89,855	(11,051)	(3,600)	(12%)
Member Services	(2,568)	(932)	(1,636)	(2,059)	176%	(7,649)	(7,845)	196	(5,140)	(2%)
Management & General	(6,825)	(1,517)	(5,308)	(7,067)	350%	(20,006)	(881)	(19,125)	17,878	*****
Net Change in Assets Before In	179,831	96,151	83,680	13,085	87%	264,108	178,051	86,057	277,217	48%
Infrastructure										
Infrastructure Support	172,576	254,214	(81,638)	13,735	(32%)	222,418	1,016,876	(794,458)	52,938	(78%)
Infrastructure Expense	13,138	253,217	(240,079)	9,567	(95%)	58,473	1,015,642	(957,169)	48,411	(94%)
Infrastructure Net Change in Assets	159,438	997	158,441	4,169	*****	163,946	1,234	162,712	4,527	*****
Change in Net Assets	339,269	97,148	242,121	17,253	249%	428,054	179,285	248,769	281,744	139%

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NLT Chamber/CVB/Resort Association
 Department Detail Activity Report
 For the Four Months Ending October 31, 2011

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
Revenue and Other Support										
Member Dues	\$ 78,997	\$ 1,850		\$ 1,850		\$ 33,103		\$ 34,953		\$ 34,953
Special Events & Functions				\$ 78,997		\$ 13,961	\$ 519	\$ 92,958	\$ 339	\$ 92,958
Interest & Investment Income								\$ 519		\$ 519
Commissions & Booking Fees	\$ 1,764	\$ 66,643	\$ 13,038	\$ 68,407				\$ 68,407		\$ 68,407
Retail Sales & Other	\$ 599,403	\$ 122,000	\$ 146,782	\$ 13,038				\$ 13,038		\$ 13,038
Placer County Funding				\$ 868,185	\$ 206,400			\$ 1,074,585	\$ 222,079	\$ 1,296,664
Total Revenue and Other Support	\$ 680,164	\$ 190,493	\$ 159,820	\$ 1,030,477	\$ 206,400	\$ 47,064	\$ 519	\$ 1,284,460	\$ 222,418	\$ 1,506,878
Expenses										
Salaries and benefits	\$ 99,389	\$ 46,850	\$ 37,313	\$ 185,552	\$ 26,547	\$ 26,823	\$ 108,868	\$ 347,790	\$ 26,576	\$ 374,366
Rent & Utilities	\$ 8,347	\$ 4,256	\$ 8,822	\$ 21,425	\$ 2,969	\$ 2,979	\$ 9,062	\$ 36,435	\$ 2,969	\$ 39,404
Telephone Services	\$ 3,230	\$ 1,167	\$ 572	\$ 4,969	\$ 744	\$ 720	\$ 1,820	\$ 8,253	\$ 744	\$ 8,997
Mail Expenses	\$ 642	\$ 406	\$ 51	\$ 1,099		\$ 64	\$ 118	\$ 1,281	\$ 3	\$ 1,284
Insurance & Bonding	\$ 726	\$ 365	\$ 365	\$ 1,456	\$ 242	\$ 240	\$ 786	\$ 2,724	\$ 240	\$ 2,964
Supplies	\$ 1,540	\$ 527	\$ 1,094	\$ 3,161	\$ 153	\$ 326	\$ 1,676	\$ 5,316	\$ 153	\$ 5,469
Equipment Sup. & Maint.	\$ 2,075	\$ 503	\$ 603	\$ 3,181	\$ 248	\$ 248	\$ 2,322	\$ 5,999	\$ 298	\$ 6,297
Taxes, Licenses & Fees	\$ 204	\$ 106	\$ 193	\$ 503	\$ 85	\$ 65	\$ 441	\$ 1,074	\$ 583	\$ 1,637
Miscellaneous Expense							\$ 0	\$ 0		\$ 0
Equip. Rental / Leasing	\$ 761	\$ 609	\$ 1,512	\$ 2,882	\$ 508	\$ 1,003	\$ 852	\$ 5,245	\$ 507	\$ 5,752
Training Seminars	\$ 400							\$ 5,245	\$ 378	\$ 5,623
Project Costs					\$ 95,269		\$ 25,870	\$ 95,269	\$ 10,881	\$ 106,150
Professional Fees Legal/Accounting	\$ 17,088									
Special Events	\$ 76,514									
Autumn Food & Wine Costs						\$ 8,201		\$ 8,201		\$ 8,201
Membership Events/Newsletter								\$ 6,571		\$ 6,571
Cost of Goods Sold		\$ 50	\$ 720	\$ 770	\$ 169	\$ 169	\$ 1,084	\$ 2,192	\$ 168	\$ 2,360
Classified Ads	\$ 264,000	\$ 64,000		\$ 328,000				\$ 328,000		\$ 328,000
Marketing Cooperative/Media	\$ 46,966			\$ 46,966				\$ 46,966		\$ 46,966
Marketing Other	\$ (5,000)			\$ (5,000)				\$ (5,000)		\$ (5,000)
Programs	\$ 36	\$ 19	\$ 19	\$ 74	\$ 12	\$ 12	\$ 36	\$ 134	\$ 12	\$ 146
Associate Relations							\$ 3,886	\$ 3,886		\$ 3,886
Board Functions	\$ 352		\$ 264	\$ 616	\$ 480	\$ 480	\$ 1,096	\$ 1,096		\$ 1,096
Credit Card Fees	\$ 235	\$ 71	\$ 333	\$ 639	\$ 560	\$ 547	\$ 56	\$ 1,802	\$ 558	\$ 2,360
Automobile Expenses	\$ 724	\$ 23	\$ 50	\$ 797	\$ 12	\$ 23	\$ 46	\$ 878	\$ 12	\$ 890
Local Meals & Entertainment	\$ 1,776	\$ 365		\$ 2,141	\$ 18	\$ 516	\$ 665	\$ 3,340	\$ 18	\$ 3,358
Dues & Subscriptions	\$ 2,349			\$ 2,349			\$ 304	\$ 2,653		\$ 2,653
Travel	\$ 50,429	\$ 27,947	\$ 21,898	\$ 100,274	\$ 12,319	\$ 11,962	\$ (138,612)	\$ (14,057)	\$ 14,057	\$ -
Allocated										
Total Expense Before Depreciation/Reserves	\$ 572,783	\$ 149,284	\$ 80,380	\$ 708,425	\$ 139,835	\$ 54,378	\$ 19,280	\$ 896,048	\$ 58,137	\$ 954,185
Depreciation	\$ 1,245	\$ 636	\$ 636	\$ 2,517	\$ 337	\$ 335	\$ 1,245	\$ 4,434	\$ 335	\$ 4,769
Total Functional Expense and Depreciation	\$ 574,028	\$ 149,920	\$ 81,016	\$ 804,944	\$ 140,172	\$ 54,713	\$ 20,525	\$ 1,020,354	\$ 58,472	\$ 1,078,826
Changes in Net Assets	\$ 106,136	\$ 40,593	\$ 78,804	\$ 225,533	\$ 66,228	\$ (7,649)	\$ (20,006)	\$ 264,106	\$ 163,946	\$ 428,052

12-20

North Lake Tahoe Resort Association
Marketing
For the Four Months Ending October 31, 2011

DESCRIPTION	CURRENT MONTH			YEAR-TO-DATE			% Chg.
	Actual	Budget	\$ Variance	Prior YR	Budget	Variance	
Revenue and Other Support							
Special Events & Functions	2,750	0	2,750	(150)	75,000	3,997	80,313
Commissions & Booking Fees	1,764	0	1,764	0	0	1,764	0
Placer County Funding	177,066	177,066	0	149,713	599,403	0	596,852
Total Revenue and Other Support	181,580	177,066	4,514	149,563	674,403	5,761	677,165
% Chg.			3%				1%
Expenses							
Salaries and benefits	21,034	25,233	(4,199)	22,474	100,932	(1,543)	97,206
Rent & Utilities	1,988	2,050	(62)	2,008	8,200	147	8,453
Telephone Services	1,344	700	644	513	2,800	430	2,624
Internet Access	0	30	(30)	0	120	(120)	145
Mail Expenses	337	85	252	46	340	302	410
Insurance & Bonding	213	118	95	94	380	346	397
Supplies	1,184	290	894	325	1,160	380	582
Equipment Sup. & Maint.	688	150	538	50	600	1,475	413
Taxes, Licenses & Fees	0	0	0	0	233	(29)	233
Equip. Rental / Leasing	299	260	39	268	760	1	703
Training & Seminars	0	0	0	0	1,000	(600)	0
Special Events	542	0	542	3,478	11,000	6,088	12,030
Autumn Food & Wine Costs	0	0	0	3,164	75,000	1,514	77,930
Marketing Cooperative/Media	66,000	66,000	0	65,307	264,000	0	244,828
Marketing Other	0	13,550	(13,550)	31,060	51,550	(4,584)	40,853
Programs	0	0	0	0	0	(5,000)	(24)
Associate Relations	0	0	0	0	52	(16)	46
Credit Card Fees	352	0	352	0	0	352	0
Automobile Expenses	59	65	(6)	179	260	(25)	461
Local Meals & Entertainment	268	200	68	715	800	(76)	825
Dues & Subscriptions	0	0	0	0	6,660	(4,884)	860
Travel	869	1,500	(631)	0	2,500	(151)	(125)
Allocated	12,302	12,709	(407)	18,838	50,836	(407)	76,076
Total Expense Before Depreciation/Re	107,481	122,917	(15,436)	148,519	579,183	(6,400)	564,923
% Chg.			(13%)				(1%)
Depreciation	270	280	(10)	416	1,120	125	1,664
Reserves	0	2,382	(2,382)	2,000	9,528	(9,528)	4,000
Total Expense	107,750	125,579	(17,829)	150,935	689,831	(15,803)	570,987
% Chg.			(14%)				(3%)
Changes in Unrestricted Net Assets	73,830	51,487	22,343	(1,372)	84,572	21,564	106,578
% Chg.			43%				25%

12-22

North Lake Tahoe Resort Association
 Conference
 For the Four Months Ending October 31, 2011

	CURRENT MONTH			YEAR-TO-DATE				
	Actual	Budget	\$ Variance	Prior YR	Budget	Variance	Prior YR	% Chg
Revenue and Other Support								
Member Dues	387	678	(291)	642	2,712	(862)	2,567	(32%)
Commissions & Booking Fees	16,599	11,000	5,599	24,423	55,000	8,643	111,883	15%
Placer County Funding	30,500	30,500	0	25,834	122,000	0	103,335	0%
Total Revenue and Other Support	47,486	42,178	5,308	50,899	182,712	7,781	217,785	4%
Expenses								
Salaries and benefits	9,708	13,780	(4,072)	14,672	54,362	(5,512)	49,894	(10%)
Rent & Utilities	1,012	1,050	(38)	1,019	4,200	56	4,313	1%
Telephone Services	244	250	(6)	236	1,000	167	1,041	17%
Mail Expenses	125	40	85	20	160	246	155	154%
Insurance & Bonding	107	50	57	49	200	165	206	82%
Supplies	140	150	(10)	192	600	(73)	387	(12%)
Equipment Sup. & Maint.	276	100	176	26	400	103	613	26%
Taxes, Licenses & Fees	0	0	0	0	121	(15)	121	(12%)
Equip. Rental / Leasing	222	180	42	193	560	49	553	9%
Classified Ads	50	0	50	0	0	50	0	0%
Marketing Cooperative/Media	16,000	16,000	0	19,169	64,000	0	75,076	0%
Associate Relations	0	0	0	0	23	(4)	24	(18%)
Automobile Expenses	0	15	(15)	0	60	11	106	18%
Local Meals & Entertainment	23	0	23	0	0	23	0	0%
Dues & Subscriptions	0	720	(720)	720	720	(355)	720	(49%)
Allocated	7,277	6,890	387	4,472	27,560	387	20,144	1%
Total Expense Before Depreciation/Re	35,183	39,225	(4,042)	40,767	153,966	(4,702)	153,352	(3%)
Depreciation	135	150	(15)	210	600	36	840	6%
Total Expense	35,318	39,375	(4,057)	40,977	154,566	(4,666)	154,192	(3%)
Changes in Unrestricted Net Assets	12,168	2,803	9,365	9,921	28,146	12,447	63,593	44%

North Lake Tahoe Resort Association
 Visitor Support Transportation
 For the Four Months Ending October 31, 2011

DESCRIPTION	CURRENT MONTH				YEAR-TO-DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
Revenue and Other Support										
Placer County Funding	51,600	51,600	0	54,750	0%	206,400	206,400	0	219,000	0%
Total Revenue and Other Support	51,600	51,600	0	54,750	0%	206,400	206,400	0	219,000	0%
Expenses										
Salaries and benefits	4,489	5,598	(1,109)	4,190	(20%)	26,547	24,932	1,615	21,334	6%
Rent & Utilities	712	750	(38)	720	(5%)	2,969	3,000	(31)	3,023	(1%)
Telephone Services	135	150	(15)	162	(10%)	744	600	144	647	24%
Insurance & Bonding	72	30	42	30	139%	242	120	122	127	102%
Supplies	74	50	24	101	47%	153	200	(47)	204	(23%)
Equipment Sup. & Maint.	108	50	58	16	116%	248	200	48	150	24%
Taxes, Licenses & Fees	0	0	0	0	0%	65	74	(9)	74	(12%)
Equip. Rental / Leasing	182	150	32	150	21%	508	500	8	451	2%
Project Costs	4,040	28,000	(23,960)	33,647	(86%)	95,269	139,460	(44,191)	83,937	(32%)
Classified Ads	169	0	169	0	0%	169	0	169	0	0%
Associate Relations	0	0	0	0	0%	12	20	(8)	15	(42%)
Automobile Expenses	152	75	77	83	102%	559	300	259	332	86%
Local Meals & Entertainment	12	0	12	0	0%	12	0	12	0	0%
Dues & Subscriptions	0	0	0	0	0%	18	18	0	18	0%
Allocated	2,980	3,113	(133)	3,084	(4%)	12,319	12,452	(133)	10,360	(1%)
Total Expense Before Depreciation/Re	13,124	37,966	(24,842)	42,182	(65%)	139,834	181,876	(42,042)	120,671	(23%)
Depreciation	91	80	11	105	13%	337	320	17	420	5%
Total Expense	13,215	38,046	(24,831)	42,287	(65%)	140,171	182,196	(42,025)	121,091	(23%)
Changes in Unrestricted Net Assets	38,385	13,554	24,831	12,463	183%	66,229	24,204	42,025	97,909	174%

North Lake Tahoe Resort Association
 Visitor Information
 For the Four Months Ending October 31, 2011

DESCRIPTION	CURRENT MONTH				YEAR-TO-DATE			
	Actual	Budget	\$ Variance	% Chg.	Actual	Budget	Variance	% Chg.
Revenue and Other Support								
Miscellaneous	0	7,500	(7,500)	(100%)	0	7,500	(7,500)	(100%)
Retail Sales & Other	1,425	1,500	(75)	(5%)	13,038	11,400	1,638	14%
Placer County Funding	81,283	81,283	0	0%	146,782	146,782	0	0%
Total Revenue and Other Support	82,708	90,283	(7,575)	(8%)	159,820	165,682	(5,862)	(4%)
Expenses								
Salaries and benefits	6,875	7,789	(914)	(12%)	37,313	32,170	5,143	16%
Rent & Utilities	3,813	3,860	(47)	(1%)	8,822	8,640	182	2%
Telephone Services	156	100	56	56%	572	400	172	43%
Mail Expenses	40	15	25	169%	51	60	(9)	(15%)
Insurance & Bonding	107	49	58	118%	365	196	169	86%
Supplies	233	610	(377)	(62%)	1,094	2,440	(1,346)	(55%)
Equipment Sup. & Maint.	276	150	126	84%	603	600	3	1%
Taxes, Licenses & Fees	0	0	0	0%	193	206	(13)	(7%)
Equip. Rental / Leasing	511	360	151	42%	1,512	1,320	192	15%
Cost of Goods Sold	267	900	(633)	(70%)	6,571	6,900	(329)	(5%)
Classified Ads	0	0	0	0%	720	0	720	0%
Associate Relations	0	0	0	0%	19	26	(7)	(28%)
Credit Card Fees	37	35	2	5%	264	233	31	13%
Automobile Expenses	0	5	(5)	(100%)	333	20	313	43
Local Meals & Entertainment	46	5	41	820%	51	20	31	155%
Allocated	5,371	5,509	(138)	(3%)	21,898	22,036	(138)	(1%)
Total Expense Before Depreciation/Re	17,732	19,387	(1,655)	(9%)	80,380	75,267	5,113	7%
Depreciation	135	140	(5)	(4%)	636	560	76	13%
Total Expense	17,867	19,527	(1,660)	(9%)	81,016	75,827	5,189	7%
Changes in Unrestricted Net Assets	64,841	70,756	(5,915)	(8%)	78,804	89,855	(11,051)	(12%)

North Lake Tahoe Resort Association
 Membership Services
 For the Four Months Ending October 31, 2011

	CURRENT MONTH			YEAR-TO-DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	7,685	9,814	(2,129)	7,874	(22%)	33,103	39,256	(6,153)	35,613	(16%)
Special Events & Functions	5,721	3,130	2,591	2,518	83%	13,961	6,220	7,741	5,267	124%
Commissions & Booking Fees	0	415	(415)	0	(100%)	0	1,660	(1,660)	0	(100%)
Total Revenue and Other Support	13,406	13,359	47	10,392	0%	47,064	47,136	(72)	40,880	0%
Expenses										
Salaries and benefits	5,793	6,385	(592)	6,605	(9%)	26,823	28,599	(1,776)	26,675	(6%)
Rent & Utilities	715	740	(25)	722	(3%)	2,979	2,960	19	3,035	1%
Telephone Services	107	150	(43)	156	(29%)	720	600	120	690	20%
Mail Expenses	64	20	44	20	219%	64	80	(16)	35	(20%)
Insurance & Bonding	238	71	30	30	136%	240	120	120	127	100%
Supplies	108	80	158	124	198%	326	320	6	365	2%
Equipment Sup. & Maint.	0	60	48	16	80%	248	240	8	250	3%
Taxes, Licenses & Fees	0	0	0	0	0%	65	74	(9)	74	(12%)
Equip. Rental / Leasing	340	236	104	273	44%	1,004	882	122	880	14%
Training & Seminars	0	42	(42)	169	(100%)	0	168	(168)	169	(100%)
Membership Events/Newsletter	4,512	3,196	1,316	1,967	41%	8,201	7,534	667	4,166	9%
Classified Ads	169	0	169	0	0%	169	0	169	0	0%
Associate Relations	0	0	0	0	0%	12	16	(4)	15	(28%)
Credit Card Fees	200	60	140	67	234%	480	184	296	152	161%
Automobile Expenses	184	120	64	215	53%	548	480	68	417	14%
Local Meals & Entertainment	23	50	(27)	183	(54%)	23	200	(177)	455	(89%)
Dues & Subscriptions	0	0	0	0	0%	516	36	480	36	*****
Travel	0	42	(42)	0	(100%)	0	168	(168)	0	(100%)
Allocated	3,361	3,000	361	1,799	12%	11,962	12,000	(38)	8,060	0%
Total Expense Before Depreciation/Re	15,885	14,211	1,674	12,346	12%	54,378	54,661	(283)	45,600	(1%)
Depreciation	89	80	9	105	12%	335	320	15	420	5%
Total Expense	15,974	14,291	1,683	12,451	12%	54,713	54,981	(268)	46,020	0%
Changes in Unrestricted Net Assets	(2,568)	(932)	(1,636)	(2,059)	176%	(7,649)	(7,845)	196	(5,140)	(2%)

North Lake Tahoe Resort Association
 Management & Administration
 For the Four Months Ending October 31, 2011

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Miscellaneous	0	0	0	0	0%	0	0	0	4,079	0%
Interest & Investment Income	175	210	(35)	83	(17%)	519	840	(321)	387	(38%)
Total Revenue and Other Support	175	210	(35)	83	(17%)	519	840	(321)	4,466	(38%)
Expenses										
Salaries and benefits	14,755	22,835	(8,080)	19,344	(35%)	108,868	101,495	7,373	66,919	7%
Rent & Utilities	2,167	2,100	67	2,008	3%	9,062	8,400	662	8,452	8%
Telephone Services	474	325	149	301	46%	1,820	1,300	520	1,309	40%
Mail Expenses	99	60	39	34	64%	118	240	(122)	81	(51%)
Insurance & Bonding	213	100	113	94	113%	786	400	386	397	96%
Supplies	666	220	446	252	203%	1,676	880	796	509	90%
Equipment Sup. & Maint.	1,224	340	884	337	260%	2,322	1,360	962	1,310	71%
Taxes, Licenses & Fees	65	0	65	0	0%	441	233	208	233	89%
Miscellaneous Expense	0	0	0	0	0%	0	0	0	0	0%
Equip. Rental / Leasing	328	250	78	290	31%	852	825	27	781	3%
Training & Seminars	0	200	(200)	0	(100%)	0	800	(800)	198	(100%)
Professional Fees Legal/Accounting	18,773	8,700	10,073	16,500	115%	25,870	19,300	6,570	16,920	34%
Classified Ads	169	0	169	0	0%	1,084	0	1,084	0	0%
Associate Relations	0	25	(25)	0	(100%)	36	200	(164)	46	(82%)
Board Functions	2,348	650	1,698	153	261%	3,886	2,600	1,286	21,992	49%
Automobile Expenses	56	60	(5)	133	(8%)	56	240	(185)	228	(77%)
Local Meals & Entertainment	46	50	(4)	203	(8%)	46	200	(154)	203	(77%)
Dues & Subscriptions	0	100	(100)	0	(100%)	665	400	265	0	66%
Travel	0	85	(85)	0	(100%)	304	340	(36)	0	(11%)
Allocated	(34,653)	(34,653)	0	(32,915)	0%	(138,612)	(138,612)	0	(134,652)	0%
Total Expense Before Depreciation/Re	6,730	1,447	5,283	6,734	365%	19,279	601	18,678	(15,076)	*****
Depreciation	270	280	(10)	416	(4%)	1,245	1,120	125	1,664	11%
Total Expense	7,000	1,727	5,273	7,150	305%	20,524	1,721	18,803	(13,412)	*****
Changes in Unrestricted Net Assets	(6,825)	(1,517)	(5,308)	(7,067)	350%	(20,006)	(881)	(19,125)	17,878	*****



north lake tahoe

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COMMITTEE: Joint Infrastructure and Transportation

MEETING DATE: November 28, 2011

BOARD MEMBERS PRESENT: Ron McIntyre, Phil GilanFarr, Alex Mourelatos

ACTION ITEMS TAKEN:

Ron Treabess will work with SVPD to develop criteria to evaluate success of the Squaw Valley Public Service District's Squaw Valley Winter Pedestrian Trail Snow Removal program, as well as clarify the funding request and scope of the project.

Ron Treabess will work with SVPD to revise the Squaw Valley Public Service District's Squaw Valley Winter Pedestrian Trail Snow Removal proposed pilot program proposal to include descriptions of the potential value of the trail if it stops at Victor or continues to Squaw Creek Road.

MOTIONS MADE/VOTE:

The agenda was approved as presented by affirmation.

M/S/C (Colyer/Perman) (9-0-0) to approve the minutes of the September 26, 2011 meeting as presented.

M/S/C (Garner/Paulson) (11-0-0) to recommend approval of \$105,000 for the Northstar Community Services District project at the Northstar Drive entrance and roundabout improvements.

BOARD APPROVAL/DIRECTION REQUESTED:

M/S/C (Garner/Paulson) (11-0-0) to recommend approval of \$105,000 for the Northstar Community Services District project at the Northstar Drive entrance and roundabout improvements.

M/S/C (Mourelatos/Garner) (8-2 no votes from Vogt and GilanFarr-1 abstention from Pang) to recommend allocation of up to \$140,000 for the Squaw Valley Public Service District's Squaw Valley Winter Pedestrian Trail Snow Removal Two-Year Pilot Program. The allocation will be contingent upon clarification from the Squaw Valley Business Association on their offer to fund \$21,000 for the program, and a report being prepared at the end of the first year on the effectiveness of the program from a visitor point of view, feedback on the technical issues, including drainage and ice on the trail. Staff will report back to the Committee clarifying criteria to be used to evaluate the success of the program, and the specific scope of work, once SVPD has completed contract negotiations.

M/S/C (Colyer/Vogt) (11-0-0) to recommend allocation of Research and Planning Funds from the 2011/12 budget in the amounts of \$9,250 for Ogilvy Consulting and \$9,620 for LSC Transportation Consultants to prepare advanced planning for North Lake Tahoe Water Shuttle project.

M/S/C (Vogt/Paulson) (11-0-0) to recommend allocating Infrastructure Funds to support the purchase of the Tahoe City Golf Course.



north lake tahoe

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COMMITTEE: Marketing
MEETING DATE: November 28, 2011
BOARD MEMBERS PRESENT: Ron Parson

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action: Review of the Marketing Co-operative will be a standing item on the Marketing Committee agenda for future meetings

MOTIONS MADE/VOTE:

- 3.1 M/S/C (Parson/Allison) (7/0) to approve the agenda.
- 4.1 M/S/C (Parson/Pedersen) (6/0) to approve the Marketing Committee meeting minutes from October 25, 2011.
- 8.3 M/S/C (Parson/Maurer) (6/0) to increase the Marketing Committee Lay members from 7 to 9 adding 3 new Lay Members. (In 2012 pool C will drop at the end of the term).
- 9.1 M/S/C (Moore/Parson (6/0) to cancel the December 27th Marketing Meeting.

BOARD APPROVAL/DIRECTION REQUESTED:

Monthly Report October 2011

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 10/31/11:	\$1,639,698	\$1,597,123	3%
Forecasted Commission for this Revenue:	\$135,164	\$103,744	30%
Number of Room Nights:	9475	9891	-4%
Number of Delegates:	4579	4746	-4%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	45	44	2%

<u>Monthly Detail/Activity</u>	<u>October-11</u>	<u>October-10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$7,546	\$293,259	-97%
Projected Commission:	\$377	\$14,775	-97%
Room Nights:	30	1525	-98%
Number of Delegates:	65	247	-74%
Booked Group Types:	1 TA	1 Corp., 1 TA	
Lost Business, # of Groups:	0	1	

<u>Arrived in the month</u>	<u>October-11</u>	<u>Est.</u>	<u>October-10</u>	
Number of Groups:	4		9	
Revenue Arrived:	\$155,817		\$427,827	-64%
Projected Commission:	\$15,581		\$12,594	24%
Room Nights:	1810		2991	-39%
Number of Delegates:	975		1715	-43%
Arrived Group Types:	2 Assn., 1 Smf, 1 Govt.		2 Corp., 4 Assoc. 1 Govt, 1 Smf, 1 Foundation	

<u>Monthly Detail/Activity</u>	<u>September-11</u>	<u>September-10</u>	
<u>Number of Groups Booked:</u>	5	1	
Revenue Booked:	\$581,803	\$26,865	2066%
Projected Commission:	\$32,350	\$0	
Room Nights:	2797	150	1765%
Number of Delegates:	1041	50	1982%
Booked Group Types:	2 Assoc., 1 Corp, 1 TA, 1 Govt.	1 Corp.	
Lost Business, # of Groups:	4	5	

<u>Arrived in the month</u>	<u>September-11</u>	<u>September-10</u>	
Number of Groups:	5	4	
Revenue Arrived:	\$51,977	\$145,651	-64%
Projected Commission:	\$2,785	\$14,565	-81%
Room Nights:	399	980	-59%
Number of Delegates:	262	302	-13%
Arrived Group Types:	1 Corp, 3 Assoc. 1 Smerf	4 Corp.	

<u>Monthly Detail/Activity</u>	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$464,992	\$52,758	
Projected Commission:	\$46,076	\$5,275	1458%
Room Nights:	1758	430	679%
Number of Delegates:	823	575	494%
Booked Group Types:	3 Corp, 1 Smf, 1 Govt.	1 Corp, 1 Assoc. 1 TA, 1 Foundation	139%
Lost Business, # of Groups:	2	9	

<u>Arrived in the month</u>	<u>August-11</u>	<u>August-10</u>	
Number of Groups:	4	7	
Revenue Arrived:	\$371,268	\$219,566	69%
Projected Commission:	\$36,583	\$14,117	159%
Room Nights:	1759	1294	36%
Number of Delegates:	695	830	-16%
Arrived Group Types:	2 Corp, 1 Assoc. 1 Smf	1 Corp, 5 Assoc., 1 Society	

<u>Monthly Detail/Activity</u>	<u>July-11</u>	<u>July-10</u>	
<u>Number of Groups Booked:</u>	5	5	
Revenue Booked:	\$737,507	\$47,336	1458%
Projected Commission:	\$36,875	\$4,733	679%
Room Nights:	2873	484	494%
Number of Delegates:	890	373	139%
Booked Group Types:	1 Corp., 4 Assoc.	1 Corp., 3 Assoc	
Lost Business, # of Groups:	0	8	

<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>	
Number of Groups:	2	8	
Revenue Arrived:	\$61,096	\$579,888	-89%
Projected Commission:	\$4,855	\$44,258	-89%
Room Nights:	541	2813	-81%
Number of Delegates:	220	1479	-85%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp., 6 Assoc., 1 Smerf	

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2012/13:	\$500,027	\$750,000
For 2014/15:	\$1,286,368	\$500,000

NUMBER OF LEADS Generated as of 10/31/11: 29

Total Number of Leads Generated in Previous Years:

2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

Monthly Report October 2011

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 10/31/11:	\$149,082	\$201,472	-26%
Forecasted Commission for this Revenue:	\$8,299	\$22,995	-64%
Number of Room Nights:	1850	1836	1%
Number of Delegates:	1225	1133	8%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	27	34	-21%

Monthly Detail/Activity	<u>October-11</u>		<u>October-10</u>	
<u>Number of Groups Booked:</u>	0		0	
Revenue Booked:	\$0		\$0	
Projected Commission:	\$0		\$0	
Room Nights:	0		0	
Number of Delegates:	0		0	
Booked Group Types:	0		0	
Lost Business, # of Groups:	1		0	
 <u>Arrived in the month</u>	 <u>October-11</u>	 Est.	 <u>October-10</u>	
Number of Groups:	2		1	
Revenue Arrived:	\$15,093		\$5,280	186%
Projected Commission:	\$812		\$264	208%
Room Nights:	90		48	88%
Number of Delegates:	130		100	30%
Arrived Group Types:	2 Assn.		1 Assn.	

Monthly Detail/Activity	<u>September-11</u>		<u>September-10</u>	
<u>Number of Groups Booked:</u>	1		0	
Revenue Booked:	\$4,455		\$0	
Projected Commission:	\$668		\$0	
Room Nights:	50		0	
Number of Delegates:	50		0	
Booked Group Types:	1 Smf		0	
Lost Business, # of Groups:	2		0	
 <u>Arrived in the month</u>	 <u>September-11</u>		 <u>September-10</u>	
Number of Groups:	1		4	
Revenue Arrived:	\$4,459		\$67,983	-93%
Projected Commission:	\$668		\$6,042	-89%
Room Nights:	47		616	-92%
Number of Delegates:	50		291	-83%
Arrived Group Types:	1 Smf		2 Corp, 1 Assoc, 1 TA	

Monthly Detail/Activity	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	0	3	
Revenue Booked:	\$0	\$37,580	
Projected Commission:	\$0	\$3,724	
Room Nights:	0	484	
Number of Delegates:	0	296	
Booked Group Types:		1 Corp, 1 Assoc.	
Lost Business, # of Groups:	2	8	
<u>Arrived in the month</u>	<u>August-11</u>	<u>August-10</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$33,959	\$3,730	810%
Projected Commission:	\$5,093	\$0	
Room Nights:	372	10	3620%
Number of Delegates:	75	37	103%
Arrived Group Types:	1 Govt.	1 Smf.	

Monthly Detail/Activity	<u>July-11</u>	<u>July-10</u>	
<u>Number of Groups Booked:</u>	0	2	
Revenue Booked:	\$0	\$5,148	
Projected Commission:	\$0	\$558	
Room Nights:	0	80	
Number of Delegates:	0	30	
Booked Group Types:		1 Corp, 1 TA	
Lost Business, # of Groups:	0	8	
<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>	
Number of Groups:	0	4	
Revenue Arrived:	\$0	\$98,226	
Projected Commission:	\$0	\$12,964	
Room Nights:	0	832	
Number of Delegates:	0	495	
Arrived Group Types:		1 Corp, 2 Smerf 1 Non-Profit	

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$0	(Goal)
For 2014/15:	\$0	\$100,000
		\$50,000

NUMBER OF LEADS Generated as of 10/31/11: 19

Total Number of Leads Generated in Previous Years:

2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

North Shore:							
Oct-11							
Groups Booked:	1						
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Washoe County:	1	Room Nights:	65	Delegates:	30	Revenue:	\$7,546
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Groups Arrived:	4						
Placer County:	3	Room Nights:	1220	Delegates:	575	Revenue:	\$107,937
Washoe County:	1	Room Nights:	590	Delegates:	400	Revenue:	\$47,880
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nov-11							
Groups Booked:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Groups Arrived:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Sep-11							
Groups Booked:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Groups Arrived:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Quarter total by county:							
Groups Booked:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Groups Arrived:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	



north lake tahoe

Chamber | CVB | Resort Association

DATE: December 7, 2011

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
and Planning

SUBJ: November 1-30, 2011
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Express

As recommended in the recent NLTE Performance Review, NLTRA staff, in concert with Tahoe Transportation District and the TNT/TMA, worked with LSC, to develop a Request for Proposals for solicitation of proposals. After the closing date, the review committee scored and discussed the proposals, recommending its choice to the TTD Board. The TTD Board agreed and a contract has been negotiated with Airport Mini-Bus to continue providing the service under new contract provisions. The TTD Board has its expected approval of the contract on hold pending clarification of a technicality with the provider. The new service will be initiated as soon as possible and will continue operating on the new schedule until final approval can be made. Ridership is up 803 for the first 4 months of 2011-1012, and passenger revenues are up over \$22,000 for the same period. (NLTE Monthly Summary attached)

2. North Lake Tahoe Welcome Center

Staff opened the Welcome Center at the Reno Tahoe International Airport with a temporary exhibit on September 2nd. The Scope of Service approved at the November 2nd Board of Directors meeting, enabled the consultant to prepare planning and design of space renovations, exhibit fabrication and installation which will be complete for the winter season. Staff has signed a contract letter of agreement with BANG! Creative to fabricate and install the exhibits. This will take place during December and be ready to serve visitors by December 20th or before. It does appear that the airport-wide remodel will have some fairly minor negative effect during the airport renovation. Staff is in communication with airport staff to insure coordination of the two projects.

3. West Commons Beach Conceptual Alternatives Analysis –TCPUD

A Steering Committee with representatives from a variety of agencies has been meeting to propose guiding principals and a range of alternative uses,

based on those principals, to assist the community in considering options for the current Tahoe City fire station site. Using approved TOT funding, the Tahoe City Public Utility District (TCPUD) hired a team of consultants, including the consultant who prepared the original Commons Beach plan. The consultants prepared conceptual design options for the site based on the principals and range of alternative uses. A joint NLTRA and TCPUD Board meeting was held on October 17th, to present the conceptual alternatives and receive initial public input to assist the Steering Committee, the Boards, and the community in deciding what direction to take in moving forward. Evaluation sheets were distributed and collected at the meeting. In addition, a video of the meeting is available on the TCPUD and NLTRA websites to solicit further response from people who did not attend the meeting. Staff made a subsequent presentation to the Placer County Board of Supervisors, informing them on the progress of the project. The Steering Committee met November 17th and reviewed community input and suggested next steps for the process. These steps include development operating and maintenance costs for the range of alternatives, the need to expand or reduce the range based on input, the need for additional community input, who will take the lead in the process, and possible request for additional funding to continue the process. The next scheduled meeting of the Steering Committee is December 15th.

4. Regional Wayfinding Signage - NLTRA

A meeting has been held with County staff, TRPA staff and NLTRA staff to determine how to move forward with this important project. The participants decided the best approach was for NLTRA staff and consultant to move forward with creating a final, functioning Wayfinding Signage Design Guidelines Manual as soon as is reasonably and efficiently possible. This is in accordance with the scope of service as approved by the NLTRA Board of Directors. The remaining wayfinding funds and Research and Planning funds will be used to complete the Manual. The time to complete these tasks is 12-14 weeks. At the time of completion, staff will move forward with specific design and construction documents necessary for permitting, fabrication, and installation of pilot/demonstration signs in spring, 2012.

The part of the Boards approval that is not being pursued at this time is the expensive submittal of Placer County's Environmental Questionnaire and Zoning Text Amendment, as well as an Amendment to TRPA's Regional Plan. The participants at the meeting from those agencies discussed the possibility that individual sign projects may qualify for permitting under existing regulations. They agreed to revisit the possibility with each agency before we move ahead with the time and expense of preparing those submittals. NLTRA staff will address those issues if and when it is determined what permitting actions will be required to move forward with individual signage projects.

5. Possible Public Purchase of the Tahoe City Golf Course

Tahoe City Public Utility District (TCPUD) has submitted an offer to purchase the Tahoe City Golf Course property which has been accepted by the seller, pending several due diligence reports and studies needing completion over the next six months. Discussions between the Tahoe City Public Utility

District (TCPUD), Placer County, the Redevelopment Agency, the Tahoe Conservancy, and the NLTRA have determined that efforts should be made to pursue this opportunity to keep this ownership local and a key part of the future of the North Lake Tahoe community through a public partnership. The funding for the due diligence is being provided by the aforementioned agencies and organizations to check the property, including soils testing, coverage, and land use, in order to determine possible future uses of the site. Most of these reports have been or are nearing completion. Discussions between the agencies and their respective Boards are on-going to determine the best possibilities for funding this purchase.

6. Regional Coordinated Skier Shuttle Program

Through the leadership of the newly organized Truckee Tomorrow Transportation Committee and Truckee North Tahoe-Transportation Management Association (TMA), there is a strong interest to develop a coordinated regional skier shuttle program with possible implementation at some trial level this winter. The more major program would not begin until the 2012/13 winter season. The TMA has solicited a proposal from LSC Transportation Consultants to develop a specific plan for service, rather than a conceptual study. Staff is recommending that the NLTRA fund \$3,320 (1/3) of the necessary \$9,960 to complete this plan for service. The remaining funds will be contributed by the 12 partners including the ski areas and the Town of Truckee. Staff will make the request at the time there are commitments from the partners for the remainder of the needed funding. While this program would not begin until 2012/13, the opportunity to gather important data this winter season through a six-day pilot park-and-ride skier shuttle service is being explored.

7. North and West Shore Water Shuttle

Utilizing the *Lake Tahoe Waterborne Shuttle Service Concept Design and Feasibility Study* (Feasibility Study) recommended actions and implementation plan, staff has been working with TTD, TNT/TMA and LSC to determine advanced planning needs for initiation of a North Lake Tahoe Water Shuttle for operation during summer of 2012. A request to use Research and Planning funds to do this advanced planning was presented and recommended at the November Joint Committee meeting, and is on the December Board meeting agenda. The planning that is necessary is 3-fold: 1) landside facilities, use agreements, and permits; 2) RFP preparation for shuttle service provider; 3) ticketing, marketing, and monitoring programs. These will be three separate efforts that will each result in determination of direction, actions, and related funding needs to provide a successful shuttle service. Consultants have prepared proposals that will allow planning work to be completed by mid to later January. Specific funding needs will have then been identified for items such as selected piers, usable landside facilities, necessary improvements to landside facilities, permitting requirements, access and use agreement requirements, and initial negotiations with landing site owners. The RFP would be ready to release for soliciting proposals from shuttle service providers. And we will know what funding will be necessary to

set up a defined ticketing system, to design a marketing program and materials, and formulate a data collection and analysis monitoring program.

With the completion of this planning information, TTD can make the final decision to implement the water shuttle program and determine the Water Shuttle Program manager in January. TTD would also submit any necessary Infrastructure funding request, and release the RFP for solicitation of shuttle service proposals in January. After the 30 day solicitation period, the proposals would be reviewed for recommendation to TTD for selection. TTD would then prepare to enter into a contract with the selected shuttle service provider.

Simultaneously, in February, the ticketing system/program will be designed, as will the marketing program and materials. Draft access and use agreements with landing site owners will be prepared in February, with finalization of the agreements occurring in March.

April will be when the schedule is finalized, the ticketing system is set up, and any necessary signage and landing site improvements installed. The marketing program will be initiated in April/May and all agreements will be in place. Operation of the service and the Water Shuttle Program manager's monitoring program will commence on Memorial weekend or in June, 2012. Monitoring will be continuous from June to October with recommendations for program changes as findings indicate. This item is on the November Joint Committee agenda.

8. Squaw Valley Winter Pedestrian Trail Maintenance

A funding request has been received from the Squaw Valley Public Services District to partially fund a pilot program to provide an off road pedestrian trail to eliminate the need for visitors to walk on Squaw Valley Road with the multitude of auto traffic. The request was recommended by the Joint Committee at its November 28th meeting and is on the Board of Directors December 7th agenda.

9. Auburn/Placer County California Welcome Center

Staff continues to provide assistance to Placer County Visitor Bureau to develop the new California Welcome Center which will contain North Lake Tahoe exhibitry and information. Staff visited the space and will request proposals for an appropriate North Lake Tahoe exhibit in this Auburn facility. The intent is to bring a funding request to the Joint Committee at its January or February meeting.

10. North Lake Tahoe Bike Trail (Dollar Creek Shared-Use Trail)

This bike trail project, partially funded with \$200,000 of Infrastructure TOT, is being managed by Placer County Department of Public Works (DPW). It is in the middle of environmental/preliminary engineering that should be complete by June 30, 2012 using \$435,000 of Tahoe Conservancy funding. The existing NLTRA \$200,000 allocated to the project is reserved for detailed design to occur in the latter half of 2012. DPW will pursue construction funding next year with hopes of breaking ground in 2013. However, the

construction estimate could be as high as \$5,000,000, which could delay the start, while funding is being secured. NLTRA staff will help seek other funding sources in addition to Infrastructure TOT. DPW has requested that staff hold off on preparing a letter of support to DWP to continue with this important project until they are applying for specific funding grants.

11. Truckee California Welcome Center

Staff is working with the Truckee Donner Chamber of Commerce to possibly install an "Explore North Lake Tahoe" information exhibit in the California Welcome Center that they operate in the Truckee railroad station.

12. Infrastructure/Transportation Committee Appointments

The current two year North Lake Tahoe Chamber/CVB & Resort Association (NLTRA) appointments for both the Infrastructure Committee and the Transportation Committee will be concluding as of January 1, 2012. New appointments and/or reappointments will be approved by the NLTRA Board of Directors at the January Board meeting. The new term will run until January 1, 2014. Community members, as well as existing Committee members are requested to notify us if interested in serving, or continuing to serve, on one of the committees.

The Committees meet jointly, once a month, to suggest, review, and recommend infrastructure and transportation projects to the Board of Directors for its approval. Qualifications:

- Applicant must be a permanent, full-time or primary resident, and/or own/operate a business within the NLTRA jurisdiction (as stated in the Bylaws).
- Applicant need not be a NLTRA member.
- Applicant should be relatively knowledgeable regarding the issues.

To apply or request additional information, please contact Ron Treabess at ron@puretahoenorth.com no later than Friday, December 16th.

13. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee, if needed, will be Monday, December 19th, 2011, 1:30 p.m., at TCPUD. We will confirm the need for this meeting after the Board of Directors meet on December 7th.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Tuesday Morning Breakfast Club
- Met with County CEO on Tahoe City Golf Course
- Presented at TRPA Regional Transportation Plan Workshop
- Led Discussion on Infrastructure Opportunities with Lodging Committee
- TNT/TMA Board

- Resort Triangle Transportation Planning Coalition
- Attended Reception for Supervisor Montgomery
- Tahoe City Golf Course Committee Meeting with TRPA Executive Director
- Placer County BOS Hearing on Homewood
- Attended Tahoe Prosperity Focus Group Workshop
- West Commons Steering Committee
- Winter Recreation Luncheon
- Airport Welcome Center Exhibit Planning
- Attended Truckee Chamber Daybreak Club
- Squaw Valley MAC/Winter Trail Use
- Follow-up Meeting with County CEO/Golf Course

NLTE Monthly Summary -- October 2011

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

Green
 Red
 Blue

Month	FY 2006-07				FY 2007-08				FY 2008-09				FY 2009-10				FY 2010-11				FY 2011-12						
	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total		
July	\$0	\$32,220	\$43,438	\$42,008	\$53,794	\$4,635	\$49,564	\$26,396	\$80,595	0	1187	1618	1473	1882	145	1568	815	2548	0	1001	1538	1350	1526	195	815	1011	1521
Aug	\$0	\$28,427	\$41,564	\$40,810	\$48,243	\$6,378	\$25,244	\$32,383	\$64,004	0	1009	1108	1137	1317	141	385	854	1380	0	884	1196	853	1591	80	335	555	970
Sep	\$0	\$28,383	\$29,982	\$34,440	\$38,714	\$4,443	\$11,715	\$23,928	\$40,086	0	1009	1108	1137	1317	141	385	854	1380	0	884	1196	853	1591	80	335	555	970
Oct	\$0	\$26,803	\$31,756	\$25,515	\$51,259	\$2,665	\$10,625	\$16,083	\$29,373	245	640	623	546	782	0	0	0	0	0	245	640	623	546	782	0	0	0
Nov	\$7,066	\$20,294	\$17,836	\$15,706	\$24,195	\$0	\$0	\$0	\$0	1749	2446	2627	1924	2695	0	0	0	0	0	1749	2446	2627	1924	2695	0	0	0
Dec	\$43,288	\$57,943	\$68,123	\$51,200	\$77,382	\$0	\$0	\$0	\$0	1687	2685	1955	2461	2156	0	0	0	0	0	1687	2685	1955	2461	2156	0	0	0
Jan	\$41,022	\$65,700	\$50,905	\$64,889	\$70,922	\$0	\$0	\$0	\$0	1537	2506	2668	2699	2766	0	0	0	0	0	1537	2506	2668	2699	2766	0	0	0
Feb	\$40,191	\$65,593	\$75,355	\$72,647	\$83,094	\$0	\$0	\$0	\$0	2191	2384	2953	3059	2291	0	0	0	0	0	2191	2384	2953	3059	2291	0	0	0
Mar	\$54,375	\$59,871	\$81,088	\$75,514	\$86,008	\$0	\$0	\$0	\$0	1645	756	840	1361	1037	0	0	0	0	0	1645	756	840	1361	1037	0	0	0
Apr	\$26,628	\$20,536	\$23,882	\$37,230	\$27,459	\$0	\$0	\$0	\$0	602	632	605	730	534	0	0	0	0	0	602	632	605	730	534	0	0	0
May	\$16,625	\$17,175	\$18,016	\$23,158	\$17,866	\$0	\$0	\$0	\$0	1112	1064	1152	954	1403	0	0	0	0	0	1112	1064	1152	954	1403	0	0	0
June	\$29,016	\$28,212	\$33,214	\$40,186	\$41,862	\$0	\$0	\$0	\$0	10748	17194	18783	18547	19780	561	3123	3235	6819	0	10748	17194	18783	18547	19780	561	3123	3235
Total	\$258,211	\$451,147	\$515,159	\$523,311	\$621,198	\$18,120	\$97,148	\$98,789	\$214,057																		
Year to Date																											
Change over Previous Year to Date																											

Month	FY 2006-07				FY 2007-08				FY 2008-09				FY 2009-10				FY 2010-11				FY 2011-12						
	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total		
July	\$0	\$32,220	\$43,438	\$42,008	\$53,794	\$4,635	\$49,564	\$26,396	\$80,595	0	1187	1618	1473	1882	145	1568	815	2548	0	1001	1538	1350	1526	195	815	1011	1521
Aug	\$0	\$28,427	\$41,564	\$40,810	\$48,243	\$6,378	\$25,244	\$32,383	\$64,004	0	1009	1108	1137	1317	141	385	854	1380	0	884	1196	853	1591	80	335	555	970
Sep	\$0	\$28,383	\$29,982	\$34,440	\$38,714	\$4,443	\$11,715	\$23,928	\$40,086	0	1009	1108	1137	1317	141	385	854	1380	0	884	1196	853	1591	80	335	555	970
Oct	\$0	\$26,803	\$31,756	\$25,515	\$51,259	\$2,665	\$10,625	\$16,083	\$29,373	245	640	623	546	782	0	0	0	0	0	245	640	623	546	782	0	0	0
Nov	\$7,066	\$20,294	\$17,836	\$15,706	\$24,195	\$0	\$0	\$0	\$0	1749	2446	2627	1924	2695	0	0	0	0	0	1749	2446	2627	1924	2695	0	0	0
Dec	\$43,288	\$57,943	\$68,123	\$51,200	\$77,382	\$0	\$0	\$0	\$0	1687	2685	1955	2461	2156	0	0	0	0	0	1687	2685	1955	2461	2156	0	0	0
Jan	\$41,022	\$65,700	\$50,905	\$64,889	\$70,922	\$0	\$0	\$0	\$0	1537	2506	2668	2699	2766	0	0	0	0	0	1537	2506	2668	2699	2766	0	0	0
Feb	\$40,191	\$65,593	\$75,355	\$72,647	\$83,094	\$0	\$0	\$0	\$0	2191	2384	2953	3059	2291	0	0	0	0	0	2191	2384	2953	3059	2291	0	0	0
Mar	\$54,375	\$59,871	\$81,088	\$75,514	\$86,008	\$0	\$0	\$0	\$0	1645	756	840	1361	1037	0	0	0	0	0	1645	756	840	1361	1037	0	0	0
Apr	\$26,628	\$20,536	\$23,882	\$37,230	\$27,459	\$0	\$0	\$0	\$0	602	632	605	730	534	0	0	0	0	0	602	632	605	730	534	0	0	0
May	\$16,625	\$17,175	\$18,016	\$23,158	\$17,866	\$0	\$0	\$0	\$0	1112	1064	1152	954	1403	0	0	0	0	0	1112	1064	1152	954	1403	0	0	0
June	\$29,016	\$28,212	\$33,214	\$40,186	\$41,862	\$0	\$0	\$0	\$0	10748	17194	18783	18547	19780	561	3123	3235	6819	0	10748	17194	18783	18547	19780	561	3123	3235
Total	\$258,211	\$451,147	\$515,159	\$523,311	\$621,198	\$18,120	\$97,148	\$98,789	\$214,057																		
Year to Date																											
Change over Previous Year to Date																											

Current Year Expenditures

Subsidy to Airport Mini Bus:	July 2011-June 2012	
IT for Activity Tickets:	July 2011-June 2012	\$5,000
TMA Administration:	July 2011-June 2012	\$0
Marketing:	July 2011-June 2012	\$12,990
	July 2011-June 2012	\$17,990
Total		\$17,990

Target Funding \$146,000

Partners: Hyatt, Biltmore,	
CBIV-CVB, Placer-NLTRA TOT,	
Truckee-Tahoe Airport,	
Cedar House Sport Hotel	\$17,350

Management Activities in Month

1. Work with wholesalers for 11/12 season - get updated 11/12 rates & contracts out/signed and returned
2. NLTE REP - Bid review meeting
3. NLTE - Contract negotiations
4. NLTE Group Business - work with groups around the triangle - set up discount codes for attendees
5. Work with David Denberg - Summit Series regarding January group of 600 people coming to SV
6. Work on getting quotes for NLTE credit card processing system & work with TMA staff for new process
7. New runs for the Red route serving SV & TC - work with partners on times needed - work to get in place by 12/1/11
8. NLTE Reservation system re-write - work on new reservation system and building internal portion with runs, rates, and testing of new system.

Paid to Airport MiniBus for Operations

Month	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
July	\$0	\$10,352	\$15,363	\$22,200	\$0	\$0
Aug	\$0	\$13,426	\$10,372	\$5,475	\$830	\$0
Sept	\$0	\$18,287	\$31,278	\$13,196	\$1,982	\$0
Oct	\$0	\$18,380	\$14,155	\$21,225	\$22,857	\$0
Nov	\$6,790	\$16,316	\$22,419	\$13,273	\$17,326	
Dec	\$15,548	\$2,750	\$0	\$0	\$0	
Jan	\$21,289	\$1,294	\$1,916	\$0	\$0	
Feb	\$17,896	\$3,946	\$0	\$0	\$0	
Mar	\$15,629	\$12,315	\$0	\$0	\$0	
Apr	\$26,379	\$24,964	\$21,890	\$6,570	\$16,116	
May	\$18,738	\$7,918	\$15,483	\$9,417	\$8,313	
June	\$10,012	\$15,979	\$5,778	\$1,290	\$501	
Total	\$121,945	\$145,327	\$138,654	\$94,646	\$67,925	\$0
YTD						
Change over Previous Year to Date						-100%



north lake tahoe

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COMMITTEE: Membership Advisory
MEETING DATE: November 16, 2011
BOARD MEMBERS PRESENT: NONE

ACTION ITEMS TAKEN:

Committee recommendations on the Wage Survey included gathering information on benefits, conducting the data collection in Mid-August, asking about seasonal employment differences, and including professional services from restaurants retail and hotel industries.

Committee recommendations include the NLT Chamber/CBV/Resort Assn. looks into new member orientations, places to display event information, and ticket centers.

Committee recommendations include that the NLT Chamber/CBV/Resort Assn. collect collateral and promote the Shop Local program and the MTRiP report information in Biz Bytes.

MOTIONS MADE/VOTE:

The Membership Advisory Committee agenda was accepted by acclamation.

Approval of the Membership Advisory Committee minutes from October 19, 2011 will be tabled until next meeting due to lack of quorum.

North Lake Tahoe Chamber of Commerce

2010-11 Business Plan Progress Report

OCT 2011

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

- Oct 20 — Mixer hosted by UC Davis: Fish Hatchery, Tahoe City
- Oct 27 — Mixer with TD Chamber hosted by Sierra Sun, Truckee Office

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

- Oct 4 — Breakfast Club

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

- Weekly interviews featuring members & events on KTHO radio
- Oct 27 — Annual Membership Luncheon
- Board Elections: Candidates, Ballots

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

- Reaffirmed Plate for Powder program with Tahoe Fund

Percentage of Membership by Location							
	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11
Incline/Crystal Bay	25%	25%	25%	25%	25%	25%	25%
Tahoe City	26%	27%	27%	27%	27%	27%	27%
Truckee	15%	14%	14%	14%	14%	14%	14%
KB/CB/ Tahoe Vista	12%	13%	13%	13%	13%	13%	13%
Reno/Sparks/Carson	6%	5%	5%	5%	5%	5%	5%
South Shore	5%	5%	5%	5%	5%	5%	5%
Squaw Valley	3%	3%	3%	3%	3%	3%	3%
Other	6%	6%	6%	6%	6%	6%	6%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	556	525	520	525	520	520	512



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COMMITTEE: Group Sales
MEETING DATE: October 28, 2011
BOARD MEMBERS PRESENT: None

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

- Director of Sales to follow up with e-mails to conference member properties concerning co-op partner commitment.
- The Committee suggested adding a creative tag line for Co-op ads for review at the next Group Sales Sub-Committee meeting.
- Jason requested that the conference property members that participated in the Lake Tahoe Cooperative tradeshow, bring information on any leads generated to the next meeting.
- Jason will look into the possibility of coordinating a FAM trip in conjunction with HelmsBriscoe Annual Business Conference with conference member properties. Major properties have already scheduled their individual fam trips.
- Jason will need to schedule a meeting with Lake Tahoe Cooperative partners to discuss future events.
- Jason to get a list of whom Global Marketing Services has locally facilitated for.
- Direction from Committee: To move forward in exploring the Lake Tahoe Advisory Board.

MOTIONS MADE/VOTE:

- 2.2 M/S/C (Williams/Anstedt) (8/0) to appoint Max Roth as the 2012 Conference Sales Sub-Committee chair.
- 3.1 M/S/C (William/Anstedt) (9/0) to approve Conference Sales Sub-Committee Meeting Minutes from August 23, 2011.
- 4.5 M/S/C (Moore/Sirstin) (8/0) to approve the 2011/12 Media Plan with changes as discussed.
- 6.6 M/S/C (Williams/Rebbeck) (8/0) to approve travel schedule with changes.
- 7.2 M/S/C (Williams/Moore) (8/0) to approve Sales Productivity Report.



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COMMITTEE: Lodging
MEETING DATE: November 3, 2011
BOARD MEMBERS PRESENT: None

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Suggestions: The Committee questioned how they can get: Tart, The Night Rider Service and the North Lake Express under one brand.

MOTIONS MADE/VOTE:

- 3.1 The Lodging Committee agenda was accepted by acclamation
- 4.1 Approval of the Lodging Committee minutes from June 2, 2011 will be tabled until the next meeting
- 5.1 Approval of the Lodging Committee minutes from August 4, 2011 will be tabled until the next meeting



COMMITTEE: Finance
MEETING DATE: November 1, 2011
BOARD MEMBERS PRESENT: Ron Parson, Ron McIntyre

ACTION ITEMS TAKEN:

A rolling list of follow-up items will be included in future Finance Committee packets.

MOTIONS MADE / VOTE:

M/S/C (McIntyre/Parson) (2/0) to approve the agenda with item H as an update, not an analysis.

M/S/C (McIntyre/Parson) (2/0) to approve the Finance Committee minutes of Tuesday, October 4, 2011.

BOARD APPROVAL / DIRECTION REQUESTED:

M/S/C (Parson/McIntyre) (2/0) to recommend that the Board of Directors approve the draft of the 2011/12 Audited Financial Statements.

M/S/C (McIntyre/Parson) (2/0) to recommend that the Board of Directors approve the July 2011 Financial Statements.

M/S/C (McIntyre/Parson) (2/0) to recommend that the Board of Directors approve the August 2011 Financial Statements.

M/S/C (McIntyre/Parson) (2/0) to recommend that the Board of Directors approve the Revised 2011/12 NLTRA Budget.



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

Event Schedule

November

17 Winter Recreation Luncheon 11:30am -2:30pm
Olympic Village Lodge, Squaw Valley

30 Mixer: VIP Member Only 5-7pm
Gallery Keoki, Village at Squaw

December

2 Mixer: Christmas Tree Village 5-7pm
Incline Village

9 Mixer: Celebrate the Holidays 5-7pm
Sunnyside