



BOARD MEETING MINUTES
Wednesday, January 7, 2009 – 8:30 a.m.
Tahoe City Public Utility District

PRELIMINARY MINUTES

ATTENDANCE: Jim Kercher, Ron Parson, Dan Tester, Ron McIntyre, Alex Mourelatos, Julie Regan, Debra Dudley, Tom Murphy, Jennifer Merchant, and Dave Wilderotter

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

OTHERS IN ATTENDANCE: Pettit Gilwee and Cheri Sprenger

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 8:39 a.m. by acting Chair Alex Mourelatos and a quorum was established.

2.0 PUBLIC COMMENT

2.1 There were no public comments.

3.0 AGENDA AMENDMENTS AND APPROVAL

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

4.0 CONSENT CALENDAR

4.1 **M/S/C (Murphy/Tester) (9/0) to approve the consent calendar as presented including the approval of a Community Marketing Program Grant for the North Tahoe Business Association, as recommended by the Chamber of Commerce Advisory Committee.**

5.0 ELECTION OF BOARD OFFICERS FOR THE NORTH LAKE TAHOE RESORT ASSOCIATION, THE NORTH LAKE TAHOE CHAMBER OF COMMERCE AND THE TAHOE NORTH VISITORS AND CONVENTION BUREAU FOR CALENDAR YEAR 2009

5.1 Alex Mourelatos prepared and reviewed the proposed slate of Board officers, with the exception of Vice Chair, for the North Lake Tahoe Resort Association, the North Lake Tahoe Chamber of Commerce and the Tahoe North Visitors and Convention Bureau for calendar year 2009. The proposed slate is as follows; Alex Mourelatos, Chair; Ron McIntyre, Treasurer; and Dan Tester, Secretary. Ron McIntyre nominated Alex Mourelatos as Chair of the Board. Alex asked that the Board postpone making a decision on the balance of the Executive Committee until he has contacted members of the Board to secure a commitment for a Vice Chair. Alex will formally announce the slate including the Vice Chair at the March Board meeting. He confirmed that the Executive Committee will meet on Mondays following each Finance Committee meeting.

- 5.2 Alex reported on his goals for the organization in 2009. They are as follows:
- Increase confidence of association members by improving transparency of operations and increasing communication with our constituency base regarding our Marketing strategy and efforts in the areas of infrastructure and transportation
 - Continue to develop performance indicators and analysis for decision making
 - Improve working relationship with the Placer County CEO's office and reestablish dialogue with the Placer County Board of Supervisors. He said we need to clarify funding and how recommendations are taken from the NLTRA to the Board of Supervisor.
 - Board needs to refocus our marketing efforts
- 5.3 Alex asked the Board to commit to communication with the NLTRA's constituency. The Board needs to ensure that staff makes decisions and recommendations based on performance measures. In regards to relationship building with the County, the Board must engage in active participation and relationship building with the County. To enhance our marketing efforts the NLTRA needs to reflect the needs of our constituents. Lastly, Alex said he would emphasize meeting ground rules. He asked the Board to come prepared for meetings. He concluded by saying the he is very committed and looking forward to the new year. Ron Parson asked Alex to put his goals into bullet form to refer back to throughout the year.
- 5.4 **M/S/C (McIntyre/Dudley) (9/0) to nominate Alex Mourelatos as Chair for the North Lake Tahoe Resort Association, the North Lake Tahoe Chamber of Commerce and the Tahoe North Visitors and Convention Bureau for calendar year 2009.**

6.0 BOARD MEMBERS TO FINALIZE AND SUBMIT COMMITTEE ASSIGNMENT REQUESTS FOR 2009

- 6.1 Steve Teshara asked the Board to submit their committee preferences for 2009. He reminded the group that Board members are required to serve on at least one committee. After some discussion, Board members indicated their initial preferences as follows:
- Finance – Ron McIntyre and Ron Parson
 - Lodging Subcommittee – Dan Tester
 - Chamber of Commerce Advisory – Dave Wilderotter and Deb Dudley
 - Marketing – Deb Dudley, Ron Parson, and Dan Tester
 - Infrastructure – Jim Kercher, Ron McIntyre and Jennifer Merchant
 - Transportation – Tom Murphy
- 6.2 Alex Mourelatos noted that as Board Chair, he is required to serve on all committees. He said he would contact Graham Rock and Roger Beck to determine their committee assignment preferences. Dave Wilderotter suggested Graham Rock for the Chamber Advisory Committee since he is the restaurant representative.
- 6.3 **M/S/C (Wilderotter/Murphy) (9/0) to approve the NLTRA Board committee assignment of Deb Dudley, Ron Parson, Dan Tester and Jennifer Merchant (County Representative) to the Marketing Committee.**
- 6.4 **M/S/C (Wilderotter/McIntyre) (9/0) to approve the NLTRA Board committee assignment of Dave Wilderotter, Graham Rock and Deb Dudley to the Chamber Advisory Committee.**
- 6.5 **M/S/C (Tester/Dudley) (9/0) to approve the NLTRA Board committee assignment of Ron McIntyre, Ron Parson and Dave Wilderotter to the Finance Committee.**

- 6.6 **M/S/C (Wilderotter/Parson) (9/0) to approve the NLTRA Board committee assignment of Ron McIntyre, Tom Murphy, Jim Kercher and Jennifer Merchant (County Representative) to the Infrastructure committee.**
- 6.7 **M/S/C (Murphy/Wilderotter) (9/0) to approve the NLTRA Board committee assignments of Graham Rock and Roger Beck to the Transportation Committee.**
- 6.8 **M/S/C (McIntyre/Dudley) (9/0) to approve the NLTRA Board committee assignment of Dan Tester to the Lodging Subcommittee.**

7.0 DISCUSSION AND POSSIBLE ACTION ON BOARD AND LAY MEMBER COMMITTEE APPOINTMENTS

- 7.1 Alex Mourelatos reported that several letters of interest were submitted for the Marketing Committee. He said the Executive Board met to discuss the applicants and make a recommendation of six potential candidates. Ron McIntyre reported that his rationale for choosing members of the slate is to have fair representation from our entire constituency. Dan Tester agreed and said the committee made an effort to avoid duplicating members from the same company. Jennifer Merchant said the slate should be determined based on qualifications. Candidates other than the slate were proposed and discussed. It was Board consensus to expand the Marketing Committee lay member appointments by two for 2009.
- 7.2 Andy Chapman reported that in February, the Board will be asked to appoint representatives to the North Lake Tahoe Marketing Cooperative as recommended by Marketing Committee.
- 7.3 **M/S/C (Parson/Murphy) (9/0) to approve Mike Salmon as lay member to the Finance Committee and Gretchen Nedved as the Placer County representative.**
- 7.4 **M/S/C (McIntyre/Murphy) (9/0) to approve Mike Young, Sherina Kruei, Jan Colyer, and Heather Leonard as lay members to the Chamber of Commerce Advisory Committee and Ron Yglesias as the Placer County representative.**
- 7.5 **M/S/C (McIntyre/Wilderotter) (9/0) to approve Debbie Casey as lay member to the Transportation Committee and Will Garner as the Placer County representative.**
- 7.6 **M/S/C (Parson/Dudley) (9/0) to accept the expansion of lay membership by two for a total of eight appointees to the Marketing Committee for 2009.**
- 7.7 **M/S/C (McIntyre/Tester) (9/0) to approve Deanne Gescheider, Steve Holtz, Christine Horvath, Les Pedersen, Julie Maurer, John Monson, Nick Pullen, and Bret Williams as lay members to the Marketing Committee.**

8.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE REINSERTING THE NLTRA BYLAWS PROVISION RELATED TO EX-OFFICIO MEMBERS OF THE BOARD

- 8.1 Alex Mourelatos reported that during the revision to the bylaws in December 2007, the provision related to Ex-Officio members of the Board was inadvertently deleted from the document. He asked the Board to approve the reinsertion of the provision.
- 8.2 **M/S/C (Parson/Murphy) (9/0) to reinstate the bylaw provision related to Ex-Officio members of the Board.**

9.0 STATUS REPORT – DISCUSSION FY – 2008/09 CONTRACT COMPLIANCE MATRIX

9.1 Steve Teshara reported that Placer County has provided the NLTRA with a compliance matrix. The matrix shows where the organization is and is not yet in compliance with the NLTRA/Placer County Contract. He noted that the NLTRA recently received a letter from Jennifer Merchant and the CEO's office requesting some additional information regarding the "Washoe County Conference Marketing and Booking equity" issue. Alex confirmed that the letter indicates that the NLTRA is not yet in compliance with this County contract provision (Section 2.G, part 2). Copies of Jennifer's letter have been provided to the Board. Alex summarized how the NLTRA Board appointed a subcommittee to review the conference marketing and booking equity issue and make a recommendation to the Board, as required by the contract. He noted that the subcommittee included Jennifer Merchant and Bill Hoffman, Executive Director of the Incline Village Crystal Bay Visitors Bureau, as well as the NLTRA Board Executive Committee. The subcommittee based its determination of equity on a three year average and a measurement of revenue vs. cost. It was determined that if the ratio was within 5% on either side, it represented equity. However, if the ratio was over the 5% the committee would need to reconvene to develop a method for establishing equity. The CEO's office has requested additional information so that they can make their own determination of equity.

9.2 Discussion followed in regards to contract compliance.

9.2.1 Deb Dudley reminded staff to send out the conflict of interest statements to the Board. Staff confirmed they would e-mail the statements to the Board. A hard copy document is due back to the NLTRA by January 23, 2009. Deb Dudley said according to the contract, the organization is in compliance with the Washoe County equity provision. Jennifer Merchant said the contract states the compliance method must be acceptable to the CEO's office. At this time, the proposal is not acceptable as discussed in the letter dated December 31, 2008. She confirmed the County has requested additional information. Deb expressed concern that we would be duplicating our efforts. Dan Tester suggested the equity subcommittee meet with the County finance team to discuss the issue further. Jennifer agreed and said that would be beneficial.

9.2.2 Tom Murphy asked the CEO's office to submit a proposal prior to the meeting that would be acceptable. Jennifer confirmed that the letter lists items that need to be addressed. She added that the CEO's office is not comfortable with the 3 year average or the 5% ratio. She said there needs to be clarity on the \$100,000 of expense on the Incline side. In addition, she requested Incline's ROI. Tom noted that if Incline wasn't involved, the NLTRA would still have the same percentage of overhead. Jennifer agreed but said we would then know that 100% of ROI for our efforts are directed to Placer County, but without knowing Incline's part, it is not clear what money is coming in and percent going out. Tom said we don't realize revenue until a later time.

9.2.3 Alex expressed concern about the sense of urgency regarding contract compliance. He feels the NLTRA has done its due diligence in regards to determining equity. He feels the County's detailed questions are subjective and additional discussions would be time consuming. Alex added that the Board clearly vetted the 3 year rationale as a fair and equitable way to assess conference booking. Jennifer said the best way to be in compliance is to answer the information requested in the letter. Alex asked Jennifer to take our concerns to the CEO's office and asked what the implications are for not being in compliance. Steve Teshara said NLTRA staff will meet with Bill Hoffman with the IVCBVB to review Jennifer's letter and the information requested. If needed, the Chair will call back the subcommittee as appropriate. Steve said implications are

called out in the contract. Jennifer confirmed that the NLTRA is not currently in "noncompliance". Deb hoped that an outcome of these discussions will establish a formula to determine compliance on an ongoing basis so we are not revisiting this issue next year. Ron McIntyre asked to be removed from the subcommittee. Ron Parson offered to serve on committee. The Board accepted and approved the replacement.

9.2.4 Dave Wilderotter asked Jennifer if the CEO's office feels the amount of money Incline contributes should equal the amount of booking coming back. Jennifer said the CEO's office concern is that Placer County TOT dollars are not used to subsidize business development in other jurisdictions. Dave noted that Washoe County bookings benefit Placer County businesses. Visitors who stay in Incline and Crystal Bay shop, visit attractions and go to resorts in Placer County.

9.2.5 In response to a question, Steve reviewed the timeline of actions in regards to the Truckee marketing equity issue. Jennifer confirmed that the NLTRA is in compliance with this item. She noted that the Best Western (featured lodging listing) and the Old Greenwood Villas still need to be removed from the GoTahoeNorth Web site. Andy Chapman said he would review the Web site and follow-up with Jennifer's request. Steve asked Jennifer for an updated matrix in order to keep the Board comprised of compliance issues on a monthly basis.

10.0 PRESENTATION, DISCUSSION AND REQUEST FOR DIRECTION – SIX MONTH STRATEGIC PLANNING AND FY-2009/10 BUDGET DEVELOPMENT PLAN

10.1 Alex Mourelatos noted that staff has prepared an updated draft of the *Strategic Planning and Budget Development Process (January-June 2009)* document. He said the Marketing, Finance and Chamber Advisory Committees have reviewed the document and provided feedback, including support for transparent community outreach. Steve Teshara reviewed the draft document. He reported that the plan guides development of NLTRA strategic plans and the NLTRA's FY-2009/10 budget. The document includes proposed agenda items and dates for Board and committee meetings through June 2009. He cautioned the Board that completing a budget by early June may be a challenge.

10.2 Discussion followed in regards to the Six Month Strategic Planning and FY-2009/10 Budget Development Plan.

10.2.1 Tom Murphy supports a more aggressive schedule. He asked staff to make the document available to our constituency. Steve confirmed that once endorsed by the Board, the document will be available on www.nltra.org. Andy Chapman added that marketing information, including ads, is also now available on www.nltra.org.

10.2.2 Jennifer Merchant suggested scheduling a public workshop to review the infrastructure and transportation work plan and to outreach to the broader public to solicit potential community projects. Ron McIntyre agreed and said we need to have an agreement with the County in regards to managing transportation services. In addition, the NLTRA needs to review the results of our recent surveys before we determine project priorities. Jennifer said the public workshop would be a good opportunity to deliver the results. Steve said the Joint Infrastructure/Transportation Committee is scheduled to review proposed transit project criteria at the next meeting scheduled for January 26th. He suggested including the workshop as part of the February Joint Committee meeting. Jennifer said the workshop should accommodate the public and be scheduled after regular business hours. Ron McIntyre suggested combining the Joint Committee meeting and workshop into one

evening meeting. Ron Treabess said he would include this discussion on the agenda for the next Joint Committee meeting. Alex asked Ron to communicate with business associations to encourage workshop participation.

10.2.3 Ron Treabess cautioned that there may be transit project requests from the community that don't meet the County's proposed criteria. Alex said in regards to projects like the Tahoe Vista pilot shuttle program, Placer County needs to allow us to meet our needs. He anticipates the workshop will be helpful in this process.

10.2.4 Jennifer said the document timeline for Marketing seems focused on whether or not we are renewing the North Lake Tahoe Marketing Cooperative. She said it should include our goals regardless of the coop. Steve explained that we cannot move forward on the budget "building blocks" unless we know if the coop will be renewed. Jennifer feels we need to focus on indicators, special events, our goals and other coop opportunities. Steve confirmed that special events will be discussed as part of the February 24th Joint Marketing/Chamber Advisory Committee workshop. Jennifer asked that that be specifically articulated in the document. She asked staff to also include a discussion of our goals as part of the coop. Steve said the coop presentation is intended to include all goals and ROI indicators that relate to the coop. Alex said the coop is a delivery mechanism which allows us to achieve a greater return on investment from our media plan which is driven by our strategy.

10.2.5 Staff will revise the document and post it on www.nltra.org.

10.3 M/S/C (Parson/Wilderotter) (9/0) to approve the Six Month Strategic Planning and FY-2009/10 Budget Development Plan pending incorporation of today's feedback.

11.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE NOVEMBER 30, 2008 FINANCIAL STATEMENTS

11.1 Sally Lyon reported that the Finance Committee met on Monday to review the November 30, 2008 Financial Statements. She reported that year to date our change in net assets is \$136,000 due to invoices coming into Visitor Support and Transportation. Receivables are down with good collections. Cash is down from a year ago with the paying down of infrastructure funds. Sally said the committee recommended approval of the November 30th Financial Statements. Dave Wilderotter asked if there is any danger of our TOT being down. Ron McIntyre noted that TOT collections for the first quarter were up 9% from last year.

11.2 M/S/C (Wilderotter/Parson) (9/0) to approve the November 30, 2008 Financial Statements.

12.0 CHAMBER OF COMMERCE REPORT

12.1 Kym Fabel reported on yesterday's chamber meeting. The committee received a presentation from River Coyote with Placer County on the Tobacco Prevention Education program. Kym said our local business associations have embraced the program. Working with the Chamber, business associations will look for ways to make information about this program available to members.

12.2 The bulk of our membership renewals will be in January. Kym reported that members can now renew their memberships online at www.NorthLakeTahoeChamber.com.

- 12.3 Planning for the 2009 North Lake Tahoe-Truckee Leadership class is complete. We are looking forward to a great program scheduled to start January 14th.
- 12.4 Kym reported the next mixer is scheduled to be held this Thursday, January 8th at Lakeside Pizza in Tahoe City beginning at 5:00 p.m. On January 15th a mixer/fundraiser will be held at Garwoods benefitting Snowfest! The mixer is scheduled to begin at 5:00 p.m. On January 22nd, a joint chamber mixer with the Sierra Avalanche Center is scheduled to be held at Homewood Mountain Resort. This mixer will also begin at 5:00 p.m.
- 12.5 The 55th Annual Community Awards Dinner is scheduled for Thursday, February 12th beginning at 6:00 p.m. at the Resort at Squaw Creek. She encouraged the Board to submit their nominations to the Chamber by no later than January 12th.

13.0 MARKETING REPORT

- 13.1 Andy Chapman reported on the GoTahoeNorth Web site. He said all references to the *Neighborhoods* campaign have been changed to *Resorts and Towns*. In addition, more winter photos have been added to the homepage "flash". The North Lake Tahoe tag under the n icon has been increased in size.
- 13.2 The Marketing Committee is working on efforts in the Northern California drive market. He noted that there has been a redirection of funds in the coop for a 3 week TV buy in the Bay Area. Our agency secured a matching grant from Comcast in the amount of \$33,000. The buy includes 480 TV spots on 8 cable networks and 5 channels. He confirmed that we are taking advantage of the late snowfall and low gas prices. The committee also talked about whether to extend that buy with reserve funding. Our PR efforts are focusing on our snow. Leisure and Conference Sales are also focusing their efforts in the Bay Area. Next month the committee will begin summer media planning.
- 13.3 Andy reported that Pettit Gilwee will be participating as a High Sierra Visitor Council representative in the CTTC's New York February media event to promote the region.

14.0 ACTIVITY REPORT

- 14.1 Ron Treabess reported on the Tahoe Vista/Northstar skier shuttle program as recommended by the NLTRA Board. He said the CEO's office has expressed concern with the short timeframe involved in developing the service plan. He said Jennifer Merchant had asked for more information. Staff submitted the requested information and is now waiting for a response from the County. He noted that we missed the opportunity to run the service during the holiday season. The purpose of the demonstration project was to gather data to determine viability of the service going forward. Ron McIntyre said since we missed the holiday opportunity we should focus our efforts on providing the service next year. Jennifer said she has a draft response prepared and said we could potentially begin the service by Martin Luther King weekend. Ron said Northstar has confirmed that they could start the service immediately. Jim Kercher said all ski resorts would like a higher level of service. Steve Teshara confirmed that we already expend TOT funds for transportation to provide additional service to serve Alpine, Squaw Valley and Sugar Bowl. He said this project is in response to Tahoe Vista Lodging providers where the current service scenario doesn't provide them with the direct service that they used to have. Alex said when TART took over the winter service on Highway 267, they eliminated a loop that previously provided Tahoe Vista with more direct service to Highway 267 and Northstar without the need to transfer at Crystal Bay, as is now the case. He said the Tahoe Vista lodging providers are looking to improve service levels to guests, which is also a key goal of the NLTRA's master plan. Developing pilot programs

is one way of implementing the goal. Tom noted that the goal is the half hour system rather than an hour. Alex agreed and said we need to increase ridership to increase service.

- 14.2 The winter traffic management program is currently underway. The coning system has been extended to Grove Street further eliminating traffic back-up.
- 14.3 On December 11th, a meeting of the Performing Arts Center stakeholder group met to review the final draft Arts and Culture Feasibility Study. Once completed, staff will distribute and post the document.
- 14.4 The Olympic Western Ski Heritage Museum Committee has hired an executive director and selected a local consulting firm, Gary Davis Group, for the purposes of determining the needs and guiding planning for the museum.
- 14.5 The NLTRA resident, property owner and visitor surveys are starting to be compiled. Once completed, staff will provide and distribute a report. The results will also be posted on www.nltra.org.
- 14.6 Ron reported that the Historic Tahoe City Fish Hatchery Interpretive Center is moving into the develop phase of interpretive displays. They will be coming forward to the NLTRA Infrastructure Committee with an infrastructure grant request.

15.0 PRESIDENT AND CEO'S REPORT

- 15.1 Steve Teshara reported on the TRPA Regional Plan update. He said that in partnership with the Lake Tahoe South Shore Chamber of Commerce, we have prepared a document designed to provide additional input into the Plan update process. The document is entitled Suggested Policies and Proposed Planning Principles. It was prepared based on the following considerations and concerns: 1) the update of TRPA's Environmental Improvement Program (EIP) identifies the need for a private sector share of \$250 million toward EIP projects; and, 2) a review of draft proposed Regional Plan policies, planning principles and regulations led to a concern that the private sector's contribution to the EIP would not be possible through project investments. He said the Regional Plan update should facilitate project sector investment, consistent with environmental and community needs and goals. He added that a section of the document was prepared based on interviews with a variety of people who have been involved with the process of developing and proposing projects in Tahoe's commercial areas over recent years. The report summarizes their experiences and perspectives, providing valuable insight and lessons learned. Steve noted that there are two other elements of the business community's work with the TRPA on the Regional Plan update - development of an economic model to help determine the financial feasibility of projects in commercial core areas under the Regional Plan update and development of a methodology to help measure the environmental benefits of project proposals.
- 15.2 Steve reported that the Tahoe Transportation District (TTD) has completed its selection process and hired a District Manager, who will work directly for the TTD Board. For many years, staff support for the TTD has been provided by the TRPA. TRPA staff is funded primarily by planning funds, so they technically cannot work on project implementation. As he previously reported to the NLTRA, legislative advocacy in support of a new federal source of funds for transportation project development was successful last year as part of the SAFETEA-LU Technical Corrections Bill. Along with a local match component, this funding allows the TTD to hire a District Manager. Former TRPA Deputy Director Carl Hasty was the successful candidate; a contract with Mr. Hasty is now being finalized. One of his first duties will be to interview and hire a TTD Project Manager. The TTD and TRPA will share in funding a Transit Planner and Administrative Assistant. He reminded

the Board that one of the North Shore's eligible projects for development is the Highway 89 Realignment Project.

16.0 DIRECTORS' COMMENTS

16.1 Alex Mourelatos asked the Board to consider the position of Vice Chair.

17.0 MEETING REVIEW AND STAFF DIRECTION

17.1 Staff will reinstate the bylaws provision related to the Ex-Officio members of the Board and post the document on www.nltra.org. Staff will schedule a meeting with IVCBVB representative Bill Hoffman to discuss Placer County's concern related to contract compliance specific to "Washoe County Booking Improvements." In addition, staff will update the six month *Strategic Planning and Budget Development Process* plan based on comments received today and post the document on www.nltra.org.

18.0 ADJOURNMENT

18.1 The meeting adjourned at 12:09 p.m.

Submitted by,
Sarah Holster
Executive Assistant



FINANCE COMMITTEE MINUTES
Monday, January 5, 2009 – 11:00 a.m.

NLTRA Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Gretchen Nedved, Ron McIntyre, and Mike Salmon, and Alex Mourelatos (11:33 a.m.)

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

OTHERS IN ATTENDANCE: Ron Parson (NLTRA Board member elect)

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 11:31 a.m. by Chairman Ron McIntyre and a quorum was established.

2.0 PUBLIC FORUM

2.1 There were no public comments.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Salmon/McIntyre) (3/0) to approve the agenda as presented.**

4.0 APPROVAL OF MINUTES

4.1 **M/S/C (Nedved/Salmon) (3/0) to approve the Finance Committee minutes of December 1, 2008 as presented.**

5.0 REPORT ON FOLLOW-UP ITEMS FROM PREVIOUS MEETINGS

5.1 Sally Lyon reviewed figures provided by Placer County, through Jennifer Merchant, related to the infrastructure funds being held by the County Treasury set aside for the NLTRA, including carryover, interest, and the actual expenditures for County Services, dating back to FY-2004/05. She noted that the amount reported for FY-2007/08 is the same as the NLTRA's Infrastructure Contract Amount for that year; accordingly it makes sense that this figure does not include carryover, interest, or the actual expenditure of County Services in the Infrastructure Account for that year. Steve Teshara noted that since requesting and obtaining this information from Placer County was a recommendation in the NLTRA's FY-2007/08 independent audit, this issue is being brought back to the Finance Committee for information, discussion and any further direction to staff as may be appropriate. Sally added that in the past, the information being requested would have been provided by Placer County on an annual basis. Gretchen Nedved said she would bring the NLTRA's request to the attention of the County. Ron McIntyre asked Gretchen to inquire as to whether the NLTRA would be

getting any infrastructure interest or carryover for FY-2007/08. Steve noted that since most of the infrastructure funding comes from the 2% approved by eastern Placer County voters, the NLTRA should be receiving accrued interest on the funds held. Ron McIntyre expressed concern that interest income was not specifically addressed in this year's NLTRA/Placer County Contract. Gretchen said she would ask the County if the NLTRA should receive interest from prior years and confirm whether any interest should be accrued to the organization over and above the contracted amount. Sally also asked for a report on any adjustments to expenditures for County Services. To assist Gretchen with her requests of the County, staff will provide a list of clarifying questions.

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

- 6.1 Sally Lyon reviewed the Financial Analysis for the five months ending November 30, 2008. The Statement of Financial Position showed that at the end of November operating cash is \$984,000. Marketing Cooperative cash is \$101,000 and Infrastructure cash is \$51,000. The receivable from the County for Marketing, Transportation, and G & A is \$2.4 million. Infrastructure funds being held by the County is booked as a separate receivable in the amount of \$6.2 million. Unearned revenue and deferred support related to Infrastructure is \$6.2 million. Chamber membership customer accounts receivable is down from a month ago and prior year with good collections. Accounts payable is up \$25,000 from a month ago due to infrastructure and transportation invoices paid. Change in net assets is (\$29,000) for the month of November and \$137,000 year-to-date.
- 6.2 The Statement of Cash Flows shows that cash and cash equivalents, including Infrastructure Investments, is down \$975,000 from the same month and year ago with spending down of infrastructure funds as requested by the County. There is a total decrease in cash of \$265,000 for the five months ending November 30, 2008.
- 6.3 Sally highlighted items on the variance report.
 - 6.3.1 She noted that we received rental car mitigation fees from TRPA for transit and transit marketing expenditures and suggested that in the future we create a line item in the budget for these monies. Ron McIntyre asked about uses of mitigation fees and if they offset transportation costs. Ron Treabess confirmed that the mitigation fees do not offset costs. Sally confirmed that these funds are a pass through amount to the TMA. Ron McIntyre said in the past we received those monies to offset costs and asked for a report showing when that ended. Sally said she would bring that information to the next meeting as a follow up item.
 - 6.3.2 She reported that there was a negative variance in Chamber events of \$4,000; however, expenses were under budget by \$6,000 so the Chamber is actually positive to budget. The Community Marketing Program variance is due to the timing of requests. The transportation project variance is also due to timing. Sally confirmed that the conference commission variance will be addressed in the reforecast next month. Ron Parson, new NLTRA Board member, asked to meet with Sally to review the financial statement format to better understand the organization's fiscal reporting.
- 6.4 **M/S/C (Nedved/Salmon) (3/0/1 Abstention-Mourelatos) to recommend to the NLTRA Board of Directors the approval of the November 30, 2008 Financial Statements.**

7.0 REVIEW AND DISCUSSION OF NLTRA REQUEST FOR INFRASTRUCTURE FUNDS

- 7.1 Sally Lyon reported on the NLTRA's quarterly request for infrastructure funds. Sally said the request is based on actual and anticipated project expenditures which will occur by February 15th. The total amount is \$853,161. Four projects totaling \$147,000 will be paid from undesignated funds held by the NLTRA. The request to Placer County is for the balance of \$706,000. Ron Treabess reported that the request, along with the infrastructure project summary, was submitted to Jennifer Merchant last week. The County has requested the information in a different format (checkbook register format). Since it is difficult to prepare the information in the requested format, Ron submitted the infrastructure tracking form to Jennifer's office.
- 7.2 Discussion followed in regards to the infrastructure request.
- 7.2.1 Ron Parson asked for clarification with regard to the report detail. He noted that there are negative amounts. Sally explained that negative totals show that the organization has spent more than the County has given to fund the projects. The current request should address the negative balances.
- 7.2.2 Ron Parson asked for clarification regarding undesignated funds. Sally clarified that undesignated funds are not allocated to a specific project. Steve Teshara said the NLTRA is required to use undesignated funds for Board of Supervisor approved projects before new money is requested. Ron Treabess added that the current method of funding projects is to fund what is anticipated for the quarter.
- 7.2.3 Ron McIntyre asked if we need undesignated funds to maintain the \$250,000 minimum for cash flow. Sally said the infrastructure request will address cash flow.

8.0 REVIEW AND DISCUSSION RELATED TO FY-2008/09 FINANCE COMMITTEE GOALS AND OBJECTIVES

- 8.1 Steve Teshara reviewed the updated goals and objectives for 2008/09. Mike Salmon suggested staff add a goal to include the review of the monthly financial statements. He also suggested more aggressive dates for Goals 1 and 3. Steve explained that typically the audited financial statements are completed in November. He confirmed that staff would change the date for Goal 3 from July to June. Mike said the earlier date encourages the completion of the budget process. Gretchen noted that the County budget is completed in August. Ron McIntyre said we need to negotiate with the CEO's office to establish our budget in June rather than July. Steve confirmed that the NLTRA is required to submit our TOT budget request by no later than May 31st.
- 8.2 Ron Parson feels the proposed items are due dates for tasks rather than goals. He recommended we focus on performance goals such as negotiating a higher budget next year. Ron McIntyre said it is the responsibility of the Finance Committee to oversee the organization's finances. Discussion followed in regards to the role of the Finance Committee. Ron Parson feels the community is not clear on the NLTRA's budget detail. He asked if there is a way to be more efficient. Ron suggested agendaizing further discussion related to the Finance Committee goals and objectives and review the efficiency of the organization's operations. Ron suggested that the Finance Committee needs to set goals for overhead in addition to Marketing and Infrastructure. Steve confirmed that staff monitors the operations of the company on a daily basis. He added that the Board compares the budget to prior year on an annual basis. Ron McIntyre suggested Ron Parson meet with staff to discuss operations of the company to get better acquainted with process and bring forward specific suggestions, if needed. Mike suggested staff develop a set of key performance indicators to be reviewed periodically

by the Committee. Sally said she would bring back a report of proposed indicators for review next month.

- 8.3 Ron Parson asked about time spent creating the different reports. Sally said the development and population of data into the reports is time consuming. Ron McIntyre asked staff to prepare information related to the time spent on reporting in order to negotiate an increase of costs based on County reporting requirements.

9.0 COMMITTEE MEMBER COMMENTS

- 9.1 Sally Lyon requested monthly TOT update reports from the County. She noted that the NLTRA has not received the final first quarter TOT report. Ron McIntyre said that he has received the report. Sally asked Gretchen to check that she (Sally) is still on the list to receive monthly TOT reporting.
- 9.2 Alex Mourelatos asked about the budget process. Steve confirmed that draft budgets are presented to all committees for review and feedback prior to the completion of the "final draft" budget. The committee budget review timeline is outlined in the FY-2009/10 Strategic Planning and Budget Development Process document. Alex said this year we should open up the budget discussion to what is actually needed instead of making decisions based on budget constraints.

10.0 ADJOURNMENT

- 10.1 The Finance Committee meeting adjourned at 1:00 p.m.

Submitted by,
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CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

January 6th, 2009 – 9:00 a.m.

Tahoe City Public Utility District

PRELIMINARY MINUTES

SUBCOMMITTEE MEMBERS IN ATTENDANCE: Justin Broglio, Liz Dugan, Cheri Sprenger, Joy Doyle, Dave Wilderotter and Kay Williams (9:35 a.m.)

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

RESORT ASSOCIATION STAFF: Kym Fabel and Steve Teshara

OTHERS IN ATTENDANCE: Christine Horvath and Pettit Gilwee

I. MEETING OF THE COMMUNITY MARKETING PROGRAM GRANT SUBCOMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 9:02 a.m. by Chair Justin Broglio and a quorum was established.

2.0 PUBLIC FORUM

2.1 Christine Horvath announced that Thursday, January 7th is Squaw Valley's Local Merchant's Day. Bring a recent pay stub or business card and photo ID to ticket counter D from 8:30 a.m. to 11 a.m. to receive a \$25 lift ticket.

3.0 DISCUSSION AND POSSIBLE ACTION ON SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING PROGRAM GRANT REQUEST SUBMITTED BY THE SQUAW VALLEY BUSINESS ASSOCIATION (SVBA)

3.1 Christine Horvath reported that the proposed grant in the amount of \$10,000 will primarily be used to focus on a weekend of fundraising events from February 6th to 8th in support of the Olympic Heritage Committee. Proceeds from the events will be used for the 2009/2010 Olympic Anniversary Celebration and Olympic Museum funding efforts, as well as advertising and promotion of these events.

3.2 Justin Broglio asked about SVBA's usage of the grant application form. Christine reported the application was easy to understand and complete. Cheri Sprenger asked Christine to give more details about the upcoming events in February. Christine noted that advertising for the weekend of events in February will be published later this week. Pricing for the majority of the events has been finalized. The Resort at Squaw Creek party will be \$10-\$15. The price of "skiing with an Olympian" will be \$10-\$20. The gala at PlumpJack will be around \$150-\$200. Christine noted that a schedule of all events will be posted at

www.squaw.com. Liz Dugan encouraged the entire community to participate in the weekend of events in February, as well as the Olympic Heritage Celebration. Dave Wilderotter said the event weekend sounds great; he would like to see the Chamber logo in the advertising and media for these events. Christine noted that there will also be an auction which is expected to raise around \$50,000. Alex Mourelatos asked the SVBA to return to this Committee to give a ROI on how much money was raised by these events. Dave said he would also like a report on event attendance.

- 3.3 **M/S/C (Sprenger/Wilderotter) (4/0 - Abstention Dugan) to accept the grant request from the Squaw Valley Business Association in the amount of \$10,000, as presented, with a recommendation to the full Chamber of Commerce Advisory Committee to approve the grant request.**

4.0 **DISCUSSION AND POSSIBLE ACTION ON SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING PROGRAM GRANT REQUEST SUBMITTED BY THE TAHOE CITY DOWNTOWN ASSOCIATION (TCDA)**

- 4.1 Justin Broglio distributed copies of a letter and completed grant application from the TCDA. Justin noted that the grant funds in the amount of \$10,000 will be used to leverage money for events and collateral. He said the TCDA will use \$2500 in grant funds to produce an updated Tahoe City Walking Map that will include all businesses in Tahoe City, even non-members. The new map will include the Chamber of Commerce logo. The walking maps are available throughout Tahoe City. The TCDA will use \$2800 of the grant for television advertising through Tahoe TV. The program includes winter and shoulder season advertising with a continuous airing of a 1.5 to 3 minute "program" about Tahoe City. The program will also feature a TCDA tile ad on Tahoetopia.com. \$2000 of the grant will be used for regional Tahoe City promotion with a television spot on Comcast Cable in collaboration with the NTBA and SnowFest. Comcast Cable is matching \$6000 (\$2000 from each entity) with the Comcast Cable – Spotlight San Francisco Bay Area Tourism Grant Program. TCDA plans to dedicate 30 days from May 19 to June 19 to promote the Heart and Solstice Festival/Sip and Shop and will receive a matching donation from Comcast for a spot from September 10 to October 10, highlighting the Harvest Festival/October Fest. Justin said that the NLTRA has recently announced a similar media buy with Comcast Cable this winter that will re-enforce North Lake Tahoe's message in the Bay Area market. The TCDA will use \$2000 for expanded development of the Tahoe City Web site. He noted that there has been increased in-site visitation, traffic from search engines and referring sites, as well as time spent exploring the site. The grant funds will assist in the expansion of multiple pages, including event listings and business and visitor resources. Justin noted that the remaining \$700 will be primarily used for the printing of collateral.
- 4.2 Kym Fabel asked if the Chamber logo would be included in the Comcast cable piece. Justin said the logo will be included in the commercial. Alex Mourelatos asked about the consistency of look and feel in the Comcast pieces to create a coordinated message in the Bay Area market. He suggested bringing the video to the joint Chamber/Marketing Committee meeting for review. Cheri Sprenger noted that the TCDA, NTBA and SnowFest are all using Tahoe TV for assistance in producing the commercials in order to create a similar look and feel. She noted the "N" logo is not currently displayed in the video. Steve Teshara suggested the "N" logo will help produce a similar look and feel. Dave discussed the issue of linkages between to the Tahoe City Web site and GoTahoeNorth. Deb Dudley asked if Comcast provided information about statistics from other advertisements, such as the Nevada City television ads. Justin reported that

Comcast reported this information available, and although he did not remember the exact numbers, he said the viewership was high. Both Justin and Cheri reported that these ads are a great deal with the grant match from Comcast.

- 4.3 **M/S/C (Williams/Dugan) (5/0 – Abstention Broglio) to accept the grant request from the Tahoe City Downtown Association in the amount of \$10,000, as presented, with a recommendation to the full Chamber of Commerce Advisory Committee to approve the grant request.**

5.0 SUBCOMMITTEE MEMBER COMMENTS

- 5.1 None.

6.0 SUBCOMMITTEE ADJOURNMENT

- 6.1 The Subcommittee meeting was adjourned at 9:37 a.m.

II. MEETING OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order at 9:37 a.m. by Chair Cheri Sprenger and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Joy Doyle announced that the Village at Northstar magazine has been finalized and printed. This publication was funded by a recent Community Marketing Program grant. She showed the Committee a copy of the magazine. The magazine will be distributed as soon as possible. Kay Williams asked Joy for more details about the Dew Tour at Northstar. Joy reported that Northstar is the final stop of the Dew Tour. A Jumbotron will be in the Village, so people can watch events without going to the top of the mountain. She will provide more information at next month's meeting.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **M/S/C (Wilderotter/Broglio) (10/0) to approve the Chamber Advisory Committee agenda as presented.**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

- 4.1 **M/S/C (Broglio/Williams) (10/0) to approve the Chamber of Commerce Advisory Committee meeting minutes of December 2nd, 2008 as presented.**

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel discussed upcoming mixers and distributed a schedule of Chamber events. On January 8th, there is a mixer at Lakeside Pizza at 5 p.m. that will highlight Lakeside as a place for meetings. The "Party Like It's SnowFest" Fundraiser will be held at Gar Woods on January 15 from 5 p.m. to 8 p.m., and Homewood Ski Resort and Sierra Avalanche Center will host a mixer on January 22 at 5 p.m. Kym reported that the Community Awards Dinner will be February 12 at the Resort at Squaw Creek. She encouraged everyone to vote for award winners; the nomination form is available at www.NorthLakeTahoeChamber.com. Kym is taking a webinar class on January 14 regarding how to market your

website. She said there will be more information on Chamber Education classes in the near future.

- 5.2 Steve Teshara reported on the 2009 Chamber Committee member appointment process. He noted that two of the Committee's current lay members, Sherina Kreul and Mike Young, have confirmed their interest to return for seats on the 2009 Committee. He said two more lay members are needed to form a complete committee. The NLTRA Board will formally name the appointees at Wednesday's meeting. Steve reported on the NLTRA/Chamber Six Month Strategic Planning and Budget Development Process for FY 2009/10. He said staff has put together a schedule of meetings from January to June for the strategic planning and budget development process. Steve distributed copies of the proposed schedules. The schedule will be reviewed by the NLTRA Board at Wednesday's meeting. He noted that this Committee is also responsible for updating the Chamber Business plan. Dave Wilderotter and Cheri Sprenger complimented staff for putting together this schedule. Alex Mourelatos suggested that the Committee set aside agenda time at next meeting to discuss the goals of the joint meeting with the Marketing Committee. Kay Williams noted that this Committee should prepare a report on the Community Marketing grant requests and process for the joint meeting. Members of the Committee discussed the importance of the Chamber Advisory Committee's relationships with the Marketing Committee, the NLTRA Board and Placer County, especially in terms of the Community Marketing Grant Program.

6.0 DISCUSSION AND POSSIBLE ACTION TO CONSIDER SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING GRANT PROGRAM REQUEST SUBMITTED BY SQUAW VALLEY BUSINESS ASSOCIATION (SVBA)

- 6.1 Cheri Sprenger noted that the Squaw Valley Business Association submitted a grant request in the amount of \$10,000. The grant will help fund pre-celebration fundraising events for the Olympic Heritage Celebration and museum. The request was unanimously approved by the Subcommittee.
- 6.2 **M/S/C (Mourelatos/Wilderotter) (9/0 – Abstention Dugan) to approve the Community Marketing Grant Program request submitted by the Squaw Valley Business Association.**

7.0 DISCUSSION AND POSSIBLE ACTION TO CONSIDER SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING GRANT PROGRAM REQUEST SUBMITTED BY TAHOE CITY DOWNTOWN ASSOCIATION (TCDA)

- 7.1 Cheri Sprenger noted the Tahoe City Downtown Association submitted a grant request in the amount of \$10,000. The grant will be used primarily for TCDA marketing efforts.
- 7.2 **M/S/C (Mourelatos/Williams) (9/0 – Abstention Broglio) to approve the Community Marketing Grant Program request submitted by the Tahoe City Downtown Association.**

8.0 PRESENTATION – PLACER COUNTY TOBACCO PREVENTION EDUCATION PROGRAM – RIVER COYOTE, PLACER COUNTY TOBACCO PREVENTION PROGRAM

- 8.1 Kym Fabel noted that Placer County recently contacted her requesting an opportunity to discuss the Tobacco Prevention Program. Kym felt that this Committee was a great forum to disseminate this information, so each business association could provide information to their membership. River Coyote introduced herself and gave background information to the Committee. She noted that tobacco prevention is one of the most successful prevention campaigns in history. In California, there are approximately 14% daily smokers with 12% daily smokers in Placer County. She noted that the main focus of the prevention program is environmental focus, such as smoke-free buildings, restaurants and bars. She distributed copies of a letter that was sent to restaurant owners in Placer County to encourage a smoke-free environment and smoke-free patios. The letter also contains information on the five benefits of smoke-free outdoor dining. Restaurants that adopt a smoke-free environment will receive free promotion from Placer County on the smoke-free dining portion of their Web site. Justin Broglio asked River to send him information, so he could create a smoke-free dining section on the TCDA's Web site. Kay Williams discussed the issue of creating a designated area for smokers. River noted that this program primarily focuses on restaurants and outdoor dining. Cheri suggested River create a bulleted list of facts and polices and where businesses can find more information to include in Chamber and business association email blasts.

9.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

- 9.1 **Squaw Valley Business Associations (SVBA)** – Liz Dugan reported that the holiday period went well; she is hoping business continues to be good throughout January.
- 9.2 **North Tahoe Business Association (NTBA)** – Cheri Sprenger announced that the new North Lake Tahoe Guide has been printed and will be distributed throughout the area. This year's guide includes Squaw Valley. The NTBA is gearing up for SnowFest activities with almost triple the number of activities in Kings Beach, including the Joe King Poker Tournament at the Tahoe Biltmore on March 6th. She said an early registration fee will be offered for the tournament before February 15 at a rate of \$75. The goal is to have at least 100 players participate in the tournament this year. There was discussion about creating smaller tournaments in different Tahoe resorts and communities to lead up to the Joe King Tournament. Cheri noted one issue is that gambling is illegal in California. Kay Williams noted that the smaller tournaments could still be held at the Crystal Bay casinos. Cheri also reported that the NTBA will soon be moving their offices to the North Tahoe Events Center.
- 9.3 **Tahoe City Downtown Association (TCDA)** – Justin Broglio reported that he is settling in to his new position. He reported that the Shop Local contest had a record number of postcards returned this year. He noted that the new blue Christmas lights in Tahoe City are LED, so they are more environmentally friendly. He reported that there are also several SnowFest events in Tahoe City. Justin reported that the Annual Membership Party will be January 21st at Sawtooth Ridge. Both the membership packet and sponsorship opportunities are currently being updated.

- 9.4 **Incline Village** – Mike Young reported the new lodge at Diamond Peak is drawing a lot of attention. He noted the Christmas festival and tree lighting in Incline Village was very successful and well attended.
- 9.5 **Northstar Villager Retailers Association (NVRA)** – Joy Doyle reported that there are two new restaurants open in the Village at Northstar, TC's Pub and Baxter's Bistro and Lounge. She noted that Northstar is offering free valet parking with a \$10 dining validation. She will provide more information about the Dew Tour at next month's meeting.
- 9.6 **West Shore Association (WSA)** - Kay Williams reported that the WSA is actively involved in planning for the Olympic Heritage Celebration and the Olympic Museum. On January 18th, there will be a winter trails tour at Sugar Pine Point State Park.
- 9.7 Kym Fabel encouraged everyone to pick up their "in-market" maps as soon as possible. Kay Williams discussed the issue of events not appearing on the GoTahoeNorth.com site. She feels the Chamber should work more cooperatively with Pettit Gilwee and Judy Laverty to make sure events are listed on the site. Cheri noted the difficulty in listing events on multiple community calendars.

10.0 ADJOURNMENT

- 10.1 The meeting was adjourned at 10:57 a.m.

Submitted by:

Whitney Parks, Administrative Assistant



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MARKETING COMMITTEE MEETING MINUTES
January 6, 2009 – 2:00 p.m.

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Dan Tester, Alex Mourelatos, Lolly Kupec, Ron Parson, Julie Maurer, Deb Dudley, Sue Hyde, Les Pedersen (2:15 p.m.) and Christine Horvath (2:16 p.m.)

NLTRA STAFF IN ATTENDANCE: Andy Chapman, Jason Neary, Jeremy Jacobson, Judy Laverty, Steve Teshara, Sally Lyon (2:34 p.m.) and Whitney Parks

OTHERS IN ATTENDANCE: Pettit Gilwee, Jennifer Martinez, Cathy Davis, Justin Broglio, Lisa Bachio, David Jim, Tom Murphy and Cheri Sprenger

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order by Chair Dan Tester at 2:05 p.m. and a quorum was established.

2.0 PUBLIC FORUM

2.1 None.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Dudley/Parson) (7/0) to approve the Marketing Committee agenda as presented.

4.0 APPROVAL OF MARKETING MEETING MINUTES

4.1 M/S/C (Parson/Maurer) (7/0) to approve the Marketing Committee meeting minutes of November 25th, 2008 as presented.

5.0 2009 MARKETING COMMITTEE APPOINTMENT PROCESS UPDATE

5.1 Andy Chapman thanked the current NLTRA Board and Marketing Committee lay members for their participation on this Committee. Nineteen applicants have applied for a seat on the 2009 Marketing Committee; six "lay" members will be appointed. The Board will review the applicants and make appointments at tomorrow's meeting.

6.0 REVIEW UPDATED FY-2008/09 NORTH LAKE TAHOE MARKETING COOP BUDGET

6.1 Andy Chapman reviewed the FY 2008/09 Marketing Coop budget. He noted that some adjustments have been made to a few line items of the budget, in particular related to the Regional Marketing Committee. In the past, the NLTRA and

IVCBVB have contributed \$50,000 each to support new air service into the Tahoe Reno International Airport. At the beginning of this fiscal year, it was determined that only three payments would be billed. Recently, the RMC's funding partners further reduced that to only two payments, which creates a \$25,000 variance. He also noted that there are also slight changes to the Leisure Sales and North Tahoe Conference Sales Media budgets. Ron Parson asked what was cut in the Leisure Sales and Conference Sales Media. Andy noted these amounts were saved during the actual implementation of the media plan. He also noted that some additional funds were placed into the drive market. The total current variance amount is \$19,756. This variance has allowed the Marketing Coop to place more funding into the drive market. (See item below.)

7.0 UPDATE ON NORTH LAKE TAHOE MARKETING COOP COMMITTEE REALLOCATION OF ADVERTISING FUNDS FOR WINTER BAY AREA TELEVISION CAMPAIGN

7.1 At the last North Lake Tahoe Marketing Cooperative Committee meeting, the Committee reviewed the current budget allocations and a recommendation from the agency on use of available funds to further promote North Lake Tahoe in the Bay Area. The Committee approved a reallocation of \$33,180 to place a three week television schedule in the Bay Area to promote the winter season. This buy also incorporated a Comcast Tourism Grant that matches dollar to dollar with additional spots on the stations purchased. Andy reported that the decision to further reach into the drive market is due to recent snowfall and reduced gas price. Jennifer Martinez noted that due to current economic issues, EXL and Smith and Jones have reviewed the current media buy and renegotiated some of the ads and buys. The Comcast Spotlight Cable Buy will double North Lake Tahoe's exposure in the Bay Area. The cable ads will run for 3 weeks from January 20th through February 8th. The target audience is women ages 25-54. The ads will reach 923,460 households. We purchased 240 spots on each system, and Comcast matched 240 spots on each system, giving a total of almost 4000 spots with approximately 46 million impressions. A summary of the buy and spot schedule was included in this month's packet. Deb Dudley asked why the agencies had chosen to focus on a female demographic. Jennifer noted that females usually plan vacations. The Committee directed the agencies to detail further information regarding the demographics at next month's meeting. Jennifer discussed other changes in media buys. We have postponed the ad in the February issue of San Francisco Magazine which put \$8000 back in to the budget. We are saving \$3000 due to the cancellation of the Ski Press January issue. The Trip Advisor internet program is under delivering, so we will get another \$4000-\$5000 from that program.

7.2 Cathy Davis discussed the creative standpoint of the cable television ads. She said the ads will tell the story of what North Lake Tahoe has to offer. She noted that from last year's research, television has the greatest recall of all media types. She gave background about the winter television spot from last year which was a women wearing goggles with various activity vignettes appearing in a close-up of the goggles. The previous spot was not very well received due to the voiceover and the appearance of the woman in the ad. Cathy reported that with about a half day of editing, some of the footage of the goggle ad can be salvaged to create a winter spot of several vignettes highlighting the variety of different activities available in North Lake Tahoe. The voice over will speak to the overall destination and the Cool Deals page. The Web site URL will be featured in a title card at the end of the spot. Jennifer Martinez noted that we

usually focus more in the destination market in the winter, but due to current economic issues, the agencies feel it is important to focus on the drive market.

- 7.3 Cheri Sprenger noted that the Tahoe City Downtown Association, the North Tahoe Business Association and SnowFest have also purchased spots on Comcast which will help to reinforce the message. Alex Mourelatos discussed the possible usage of marketing reserves due to the dire economic situation. He noted that Mammoth has also been marketing to the Bay Area. Andy said this would be a good future discussion for this Committee. Les Pedersen said the term “extend” is key; he said the Committee should discuss how we can better impact the months of March and April. Sue Hyde wondered if Comcast would offer an extension of this type of offer due to what we have committed to so far. Lisa said she will review Comcast extension options. Cheri noted the grant funds will only be available until the grant runs out. Alex asked what mechanism would be used to measure the success of the television spots. Jennifer said that since the ad speaks to the Cool Deals page, we will be able to see if there is increased traffic to that page. Andy noted that the GeoTracking report will also help to see if there are increased visits to the Web site from the Bay Area. There was discussion that using the URL, GoTahoeNorth.com, is more memorable than adding an additional term to the URL. Julie Maurer noted that there will be a lot of publicity and significant ad dollars spent surrounding the Dew Tour which will take place at Northstar from February 19-22. She noted that other media options were discussed in the Marketing Coop meeting, and we could revisit some of these other options in spreading the North Lake Tahoe message. There was further discussion surrounding the marketing reserve. Andy reminded everyone that money taken out of the reserve fund must be paid back from next year’s budget.
- 7.4 **Direction:** Review male demographic target audience. Further discuss possible usage of reserve funds at next month’s meeting which will take place on January 29th.

8.0 REPORT ON BOARD DIRECTION REGARDING FUNDING FOR THE NORTH LAKE TAHOE CONFERENCE CENTER

- 8.1 At the November 25th Marketing Committee meeting, the North Tahoe PUD presented a request in the amount of \$15,000 to fund conference marketing activities for the Conference Center. These funds were available to the Conference Center in the past, but they were not allocated in the budget this year. During budget creation in March 2008, there was uncertainty as to the future of the Center. After lengthy discussion by the Marketing Committee, no motion was moved forward for board approval. At the December 3rd NLTRA Board meeting, the NTPUD presented the same request. After presentation and discussion, the NLTRA Board approved the \$15,000 funding request. The Board also made a motion to direct staff to identify \$15,000 in another existing marketing program that would meet with the guidelines of the reserves policy and replace the allocation with the marketing grant request, with review by the Marketing Committee.
- 8.2 Sally Lyon further discussed the use of the reserves. She said the marketing reserve fund is designated equity, conceptually like a saving’s account from prior year’s profits in the Marketing and Conference departments. Lolly Kupec asked about the contractual amount that the NLTRA has an obligation to maintain. She expressed concern about the additional funds given to the Conference Center since a special marketing grant in the amount of \$15,000 was already given to them this fiscal year.

- 8.3 Ron Parson reported that staff should complete the request in the motion made in section 9.6 of the NLTRA Board meeting of December 3rd which directs staff to identify \$15,000 in another marketing program that already exists that would meet the guidelines of the reserves policy and replace the allocation with the marketing grant request with review by Marketing Committee.
- 8.4 **Direction:** This item should return to the Marketing Committee for review after staff has identified the \$15,000 in another existing marketing program.

9.0 REVIEW AND DISCUSSION ON MARKETING DIRECTION COMMUNITY OUTREACH AND FY 2009/10 PLANNING PROCESS

- 9.1 Andy Chapman reported that this agenda item is to help set the schedule for the FY 2009/10 planning process. Over the last year, the NLTRA conducted a series of community workshops in conjunction with the NLTRA Board and Marketing Committee. These meetings were designed to gain community input on various marketing programs and strategies. In addition, both a consumer advertising awareness study and a consumer focus group study were completed. Andy distributed a draft copy of the FY-2009/10 Strategic Planning and Budget Development Process to take place from January to June 2009. He reported that we are looking for direction from this Committee to recommend this schedule to the NLTRA Board of Directors. He noted that some meeting and workshop dates still need to be determined.
- 9.2 Dan Tester asked when the Marketing Tool Development Process would be finalized. Lolly Kupec suggested the Tool Development Process be finalized and reported to the community at the workshop in mid February. Lolly discussed the issue of committing money in the budget before it has been reviewed by the Marketing Committee. Andy said there are dollars in the FY 2008/09 budget that has not been finalized for Spring 2009. Dan Tester said he feels that as a Committee, we should have impact on where dollars are placed and into what programs. Lolly suggested moving the "Building Blocks" workshop to January, instead of the end of February, in order to give the Marketing Committee a chance to review the process. She suggested starting the planning process earlier next year. Steve Teshara noted that the process is beginning two months earlier than last year; he noted that we have to get TOT information from Placer County before developing and finalizing the overall NLTRA budget. He noted that sending messages to the new County Supervisor for District 5 may help address timing and budget concerns.
- 9.3 **Direction:** The Committee directed staff to recommend this timeline schedule to the Board.

10.0 DISCUSSION TO RESCHEDULE JANUARY 27TH MARKETING COMMITTEE MEETING

- 10.1 Andy Chapman will be at a CTTC meeting in San Francisco on January 27th. He proposed to move the meeting to Thursday, January 22nd or Thursday, January 29th.
- 10.2 **M/S/C (Parson/Dudley) (9/0) to reschedule the January 27th Marketing Committee meeting to Thursday, January 29th at 1 p.m. The meeting will be held at the Tahoe City PUD.**

11.0 DISCUSSION TO CHANGE MARKETING COMMITTEE MEETINGS START TIME TO 1 PM

- 11.1 The Committee unanimously agreed that future meetings will be moved to begin at 1 p.m. due to conflicts with other meetings to be held at the Tahoe City PUD.

12.0 DEPARTMENTAL REPORTS

- 12.1 **Advertising** – Cathy Davis reported that Ski Press will not run their January issue. The insertion has been cancelled and dollars reallocated. The insertion scheduled to be in the February edition of San Francisco Magazine was also cancelled due to no related editorial. Information about December and January ad is included in the written departmental report. In November, North Lake Tahoe received 462,277 impressions and 12,835 clicks from the paid Internet ad campaign. More information about internet media is in the packet. An early December email blast was sent to database announcing resorts open, and a follow-up blast was sent on December 15 touting 2 feet of fresh snow and featuring the winter newsletter. Cathy reported that Web site project include ongoing event calendar maintenance, ongoing search engine optimization, and changing “neighborhoods” to “Resorts & Towns”. The Web site is currently being translated into Spanish, Japanese, French and German.

There was discussion by the Committee and audience members regarding the issue of multiple community calendars, e.g. GoTahoeNorth site, Sierra Sun site, business associations’ site, etc. Andy noted that each calendar has a different objective, and every site would like to be the go-to place for an event calendar. There was discussion about creating more linkages between GoTahoeNorth and the business association’s sites.

- 12.2 **Conference Sales** – Jason Neary reported that in December, he attended a number of key meetings and industry events and hosted two site inspections for Wells Fargo N.A. and IPNI. He attended the Reno-Tahoe Meetings Coop whose leveraged buy represents approximately \$500,000. He also attended the RSVA Directors of Sales meeting. Jason reported that lead generation decreased from mid-October through December, but now is starting to pick up in January. Ron Parson asked Jason to report information about trends and the number of leads he receives from shows and events.
- 12.3 **Leisure Sales** – Jeremy Jacobson reported that he has contracted the Ski Tahoe North Interchangeable ticket and the North Tahoe Express with several new clients. In December, he registered for the Mountain Travel Symposium that will take place in March/April 2009 and POW WOW, taking place May/June 2009. He toured Amy Jansen around the region; she is the Lake Tahoe expert for Mountain Reservations. Jeremy met with Black Tie Ski Rentals and First Track Productions. He also attended LA Ski Dazzle.
- 12.4 **Special Projects** – Judy Lavery met with Stephen Holt, PR Director for the Ritz Carlton Hotel, to discuss their participation in Autumn Food and Wine 2009. She reported that by this time next month, she will make an announcement about two celebrity chefs. In December, she developed Learn to Ski final report. She continues to regularly update the GoTahoeNorth Web site. Judy asked everyone to report to her at judy@puretahoenorth.com regarding any changes on previously posted events to the GoTahoeNorth and Chamber calendars. Judy is also working with Nadia at Northstar to create a welcoming program for the AST Winter Dew Tour. Julie Maurer noted that Northstar is offer links to lodging properties for \$100.

Ron Parson suggested sending an email to people with upcoming events on the calendars to make sure the information about the event is correct. Andy noted that Smith and Jones sends out email blasts once or twice a month with information about upcoming events.

- 12.5 **Public Relations** – Pettit Gilwee reported that during the bulk of the snow storms (December 13-26), five news releases, along with two video news releases were sent to target media, resulting in significant press, including pick up by the Associated Press. She noted that there has been a lot more media coverage regarding snow this year compared to last year, especially in the Bay Area. Pettit reported on PR Results for FY 2007/08. The public relations efforts generated \$5.1 million using a one-to-one advertising equivalency (the goal was \$3.7 million). She said this was due in part to two Associated Press stories. Pettit is producing a media ski invite for top-tier journalists. She also is coordinating a press trip for CNN Supervising Producer Augie Martin. She is scheduling meetings with media outlets headquartered in New York City, timing with the California Tourism Media Blitz where she will represent the High Sierra Visitors Council. In the last month, there were 12 news releases distributed and 33 media leads were responded to; six news releases are currently in the works.

13.0 COMMITTEE MEMBER COMMENTS

- 13.1 Ron Parson suggested distributing a summary of information from the departmental reports to the community. He feels this will help build confidence with community constituents. Julie Maurer suggested the Chamber newsletter as a tool to disseminate this information. Andy reported that there is now a marketing tab at www.nltra.org. This is a place for interested community members to find information about all NLTRA marketing plans and efforts.

14.0 STANDING REPORTS

- 14.1 The following standing reports were posted on nltra.org:
- Reno/Tahoe International Airport September Report
 - November Search Engine Optimization Report
 - November GeoTracking Report
 - November Web Report
 - November Click Thru Report
 - October Financials
 - November MTRiP Report

15.0 ADJOURNMENT

- 15.1 The Marketing Committee meeting adjourned at 4:15 p.m.

Submitted by:

Whitney Parks,
Administrative Assistant



**JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE
MEETING MINUTES
Monday, January 26, 2009 – 1:30 p.m.**

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE & BOARD MEMBERS IN ATTENDANCE: Jan Colyer, Keith Vogt, Guy Perman, Wally Auerbach, Tom Murphy, Dave Paulson, Jim Kercher, Roger Beck, Sue Daniels, Graham Rock, Will Garner, Cheri Sprenger, Ron McIntyre, Debbie Casey (1:39 p.m.) and Gary Davis (1:41p.m.)

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

OTHERS IN ATTENDANCE: Cindy Gustafson

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The Joint Infrastructure/Transportation Committee meeting was called to order at 1:35 p.m. by Chairman Ron McIntyre and a quorum was established.

2.0 PUBLIC FORUM

2.1 There were no public comments.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Auerbach/Vogt) (13/0) to approve the agenda as presented.

4.0 APPROVAL OF JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE MEETING MINUTES

4.1 M/S/C (Colyer/Rock) (12/0/1 Abstention-Vogt) to approve the Joint Infrastructure/Transportation Committee minutes of November 18, 2008 as presented.

5.0 INFRASTRUCTURE AND TRANSPORTATION COMMITTEE MEMBERSHIP AND ELECTION OF 2009 JOINT COMMITTEE CHAIR AND VICE CHAIR

5.1 M/S/C (Murphy/Beck) (13/0) to elect Ron McIntyre as Chair of the Joint Infrastructure/Transportation Committee for 2009.

5.2 M/S/C (Beck/Auerbach) (13/0) to elect Tom Murphy as Vice Chair of the Joint Infrastructure/Transportation Committee for 2009.

5.3 Ron Treabess introduced new committee member Jim Kercher who was recently elected to the NLTRA Board. Ron confirmed that there are two vacant County seats on the Infrastructure Committee. Steve Teshara said NLTRA staff will draft

a letter to new District 5 Supervisor Jennifer Montgomery in regards to vacant County seats on the Infrastructure Committee.

6.0 STATUS REPORT – WINTER TRANSPORTATION UPDATE PRESENTED BY TNT/TMA, TART AND NLTRA STAFF

- 6.1 Will Garner reported on TART winter services. He said TART is up in ridership this winter by 17%. The Highway 89 route is up 36% over last year. The Highway 267 route is up by 15%. The balance of services is also increased over last year by 9%. Will confirmed that the Highway 89 service is primarily employee ridership from the Tahoe City area. Dave Paulson asked about overcrowding. Will confirmed that TART is running two trailer buses, one in the morning and one in the afternoon to address overcrowding issues on the Highway 89 route. Jan Colyer noted that Northstar (Highway 267) and Alpine (Highway 89) are also providing extra buses for overflow.
- 6.2 Jan Colyer reported that the *Night Rider* service had over 13,000 riders for the first 30 days of service. New Years Eve ridership was 1,419 passengers which is up from prior year.
- 6.3 This year, the North Lake Tahoe Express shuttle had fewer passengers in January than prior year. She attributed the decrease to lack of snow in January. The service is operating two more runs to and from the airport to our area. In answer to Ron McIntyre's question about potential shortfalls, Ron Treabess reported that there are funds available from last year and he does not anticipate any shortfalls in the budget for the Express this year.
- 6.4 Ron Treabess reported that although he does not have the final report, initial Sugar Bowl transit service figures show strong ridership for this season.
- 6.5 Ron reported on the proposed Tahoe Vista skier shuttle pilot program. He said although the NLTRA Board recommended approval of the service, the County CEO's office did not take the recommendation forward to the Placer County Board of Supervisors due to timing and other concerns. Consequently, the service was unable to run during the Christmas holiday period. After further discussion, the CEO's office approved weekend service through Easter including Monday for the Martin Luther King holiday and President's week, using funds available from savings in the approved transportation budget. Ron confirmed that there was \$19,000 available for the service. The TMA and Tahoe Vista lodging properties are working to promote the service. Dave Paulson reported on initial figures for the service. Tahoe Vista ridership to date includes 50 employees and 30 guests. The Highway 267 route is full with mostly employees. Dave noted that the Northstar "trailer" bus is also having high ridership. Dave said he would submit current information to Will Garner for review.
- 6.5.1 Wally Auerbach said it appears Placer County is taking more of a "micromanagement" role in our projects. Roger Beck foresees this as continuing due to County budget constraints. He suggested we look for cost savings. Ron McIntyre agreed and reported that the Executive Committee is meeting with members of the Board of Supervisors to reestablish the original intent (percentages) of NLTRA funding. He said the intent is to secure funding for future projects. Wally explained that if we don't allocate money to projects, it will be spent elsewhere. Roger suggested we save discretionary funds for future high priority projects. Will Garner explained that that is the purpose for the Infrastructure Work Plan. He noted that the plan did not include the Tahoe Vista Shuttle

service which is why the CEO's office expressed concerns. The County felt it was more practical to use existing funds to perform the service rather than asking for new funds. Will added that all County departments are looking at cost savings. Ron McIntyre said he recognizes the need for cuts, but is asking to be cut proportionately similar to other County departments. Ron Treabess feels that when there are County shortfalls in funding, we should be able to use TOT to support visitor services.

6.5.2 Some committee members were unaware that the service was moving forward and with a reduced scope (weekends and specific holidays only). Ron McIntyre summarized Board discussions that have occurred since the November 18, 2008 Joint Committee meeting related to the proposed Tahoe Vista service. He asked that a Board item be agendaized to discuss a communications plan from the Board to the committees.

6.6 Ron reported that this season's winter traffic management coning system was recently extended to Grove Street eliminating traffic congestion through Tahoe City.

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

7.1 Ron Treabess reported that Placer County has submitted criteria for the purpose of evaluating transit services. Will Garner said the criteria was developed in reaction to increased programming. The criteria is meant to determine cost effectiveness of existing programs. The criteria includes passengers per vehicle service hour, subsidy per passenger (TOT and other funding sources), farebox ratio, long term funding sources, and multiple funding sources. Other guidelines include signage, marketing, bike racks and regional connectivity.

7.2 Discussion followed in regards to the proposed transit service guidelines and criteria.

7.2.1 Ron Treabess said the County's concern related to increased spending for transportation, is subjective. He feels that if transportation is needed and the County's budget is constrained, TOT should be used to maintain existing levels of service. He noted that we are collecting TOT funds from visitors to enhance their experience. Ron also suggested including non-fiscal criteria for transportation such as whether the service is meeting a community need. Will said productive service is determined by passenger per vehicle service hour.

7.2.2 Jan Colyer feels passenger per vehicle service hour is a good measurement for services. She expressed concern with asking the community for an additional 25% of funds for services such as the *Night Rider*. Will explained that other criteria may determine the validity of a service. Jan suggested that the criteria remain flexible when looking at individual services. Tom Murphy suggested that in order to be more consistent with the tone of guidelines, the County should change the wording of the third guideline from *no more to should not be more than 75% of all funding sources*.

7.2.3 Keith Vogt asked for clarification regarding priority criteria. Will said the most important criteria is passenger per vehicle service hour. He said it is also important to determine cost of service. Keith asked how much

fuel costs figures into the equation for determining cost for services. Will said that would be included as part of subsidy per passenger. Keith noted that last year there were significant fluctuations in fuel costs which should be considered when evaluating services.

- 7.2.4 Wally Auerbach suggested including passenger per vehicle service hour as a separate category such as Ridership since it is not a fiscal guideline. He said demographics of ridership should be factored into the criteria and what alternatives are available for services that are eliminated. It should be clear that guidelines are considered collectively and not as individual targets that have to be achieved. Keith asked if TART tracks demographics. Will said a survey was completed in 2003, but TART does not regularly maintain demographic reporting. Ron Treabess noted that we were asked to track demographics as part of the Tahoe Vista pilot service. Wally feels we should be using TOT to enhance both visitor and resident services. He said the NLTRA is asked to provide a basic level of service and TOT is another source of funding to achieve that objective.
- 7.2.5 Ron Treabess said the criteria should include the evaluation of prospective routes in addition to existing routes.
- 7.2.6 Ron McIntyre asked staff to work with Will to revise the criteria based on committee comments and bring back to the committee for approval next month.

8.0 STATUS REPORT – SCHEDULE FOR UPDATE OF INFRASTRUCTURE AND TRANSPORTATION DEVELOPMENT INTEGRATED WORK PLAN AND LONG RANGE FUNDING PLAN FOR 2009-10 BUDGET PREPARATION

- 8.1 Ron Treabess reported on the schedule for updating the Infrastructure and Transportation Development Integrated Work Plan and Long Range Funding Plan for 2009/10 budget preparation. He noted that there is a community workshop scheduled to be held at the TCPUD on February 10th beginning at 6:00 p.m. to solicit community and project partner feedback in regards to infrastructure and transportation projects. Ron intends to present the results of the resident and visitor surveys at the community workshop.
- 8.2 **M/S/C (Beck/Vogt) (15/0) to accept the schedule for updating the Infrastructure and Transportation Development Integrated Work Plan and Long Range Funding Plan for 2009/10 budget preparation.**

9.0 REVIEW AND POSSIBLE UPDATE OF INFRASTRUCTURE AND TRANSPORTATION DEVELOPMENT INTEGRATED WORK PLAN INCLUDING PROJECTS, PRIORITIES, AND STRATEGIC PLANNING PROJECTS

- 9.1 Ron Treabess presented the Infrastructure and Transportation Development Integrated Work Plan including projects, priorities, and strategic planning projects. The document summarizes the status of infrastructure and transportation projects that are ongoing and those projected through 2013. The projects are consistent with the objectives of the NLTRA's adopted *2004 North Lake Tahoe Tourism and Community Investment Master Plan*. The current priorities include the completion of the Kings Beach Commercial Core Improvement Project, half hour headways on main routes during winter and summer peaks, completion of the Class 1 Bike Trail on the North Shore, the Highway 89 Relocation project, and the North Lake Tahoe Performing Arts

Study. Ron reported that it is necessary for the Joint Committee to review the document on an annual basis to evaluate progress of current projects and identify other potential projects. Once revised, the document will assist the NLTRA Board with budget preparation.

- 9.2 Discussion followed with regard to the Infrastructure and Transportation Development Integrated Work Plan.
- 9.2.1 Keith Vogt asked about the current status of the Kings Beach Commercial Core Improvement Project (KBCCIP). Cheri Sprenger reported that the TRPA Governing Board will review the project again in April or May.
- 9.2.2 Wally asked how priorities determine staff time. Ron said that staff works on all projects in the plan, but focus mainly on priorities. Staff works to develop partnerships and funding development. Typically the NLTRA has been funding partners in projects, but recently the organization has taken the lead on more projects. This has increased staff time spent on projects.
- 9.2.3 Keith asked if there is something we can do to advance priority projects. Steve Teshara confirmed that the Kings Beach Commercial Core Improvement project has been submitted as an example of stimulus projects. Ron McIntyre asked if the organizational changes at the TRPA will affect timing of projects. Steve said more significantly, the number of new Governing Board members may slow the process of project review, as they take time to come up to speed. In regards to the Class 1 Bike Trail project, Keith suggested the bike trail agencies form a "commission" to jointly apply for funds to show a coordinated effort. Cindy Gustafson confirmed that that is coordinated through Steve's involvement with the Lake Tahoe Transportation and Water Quality Coalition. She said the Coalition is a consortium when requesting funds.
- 9.2.4 Roger Beck said the priority projects cannot be completed on our own. He suggested we select smaller priorities that we can advance or complete in a reasonable timeframe. Will Garner agreed and said the Squaw Valley bus shelters are an example of projects that we can complete within a year. Ron Treabess confirmed that several projects are completed throughout the year. He explained that projects in the A group are all underway. Graham asked about the status of the Performing Arts Center. Ron reported that the final review has been completed and the final report will be available on www.nltra.org this month.
- 9.2.5 Ron McIntyre asked that we include the Squaw Valley Olympic celebration as a priority. Ron noted the celebration is part of the Squaw Valley Olympic Museum project in the A group. He said the group has secured a consultant for project planning and an Executive Director. Roger Beck suggested making additional categories to include one for completed projects and one for projects that need our immediate attention. Keith asked about new projects. Ron added that all potential new projects are placed on the D list until they go through the approval process. Keith announced that there may be an infrastructure request for the installation of a track at the Regional Park.

- 9.2.6 Ron asked for feedback related to the Squaw Valley Visitor Information Center. He noted that the project is “dragging”. The County is still evaluating the feasibility of the project. Roger feels this is a project that the NLTRA could advance. Steve Teshara suggested advancing the Squaw Valley VIC project in coordination with the Squaw Valley Olympic Museum project. Ron Treabess added that maintenance of facilities should also be a priority. Ron McIntyre cautioned that if the TOT tax is not approved in 2012, we will have limited funding for projects. Roger said we could endow a specific amount of maintenance funds when projects are approved. He recognized that we can’t commit to long term maintenance until we know the outcome of the TOT renewal. Cindy Gustafson reported on current maintenance issues. As an example, she said the TCPUD rate payers are asking why the visitors aren’t paying tax to maintain park facilities. She proposed allocating TOT for maintenance based on visitor useage and impacts.
- 9.2.7 Debbie Casey suggested staff lead workshop discussions with accomplishments.
- 9.2.8 Jan Colyer reported that after reviewing the plan, transit may need more funding. Will reported that a considerable amount of money is needed for the Year Round Highway 267/hourly transit service-non winter (B7). He noted that transit service expansion is currently on hold due to declining state revenues. Ron explained that TART may not have the funding for expanded projects, but if approved, TOT funding could be put towards transit services.
- 9.2.9 Roger asked that we continue to advocate for the Mousehole project in addition to the water supply issue in Squaw Valley.
- 9.2.10 Will said the bus shelter project (D13) could be advanced through potential funds available from TRPA. Cindy reported that the Tahoe City Visitor Center expansion/relocation project (D6) could be included as part of the Tahoe City Fire Station Site Redevelopment project (D17). She added that the U.S. Forest Service is interested in partnering with the VIC as a shared use facility. Ron agreed and said State Parks is also looking to partner in a facility.
- 9.2.11 Wally suggested that we consider including Tahoe City snow storage relocation as a project. He said there may be a need for water quality capital improvements. Discussion followed related to whether storm water improvements are appropriate for TOT funds. Sue suggested that it could be considered under maintenance. Cindy said the TCPUD has been hosting snow storage for the community. They are currently in discussions with Placer County in regards to this issue. Wally noted that TOT funds are going towards the KBCCIP which includes water quality improvements.
- 9.3 Ron Treabess reported that staff will incorporate comments from today's committee meeting and community feedback from the February 10th workshop and draft a revised document for review at the February Joint Committee meeting.

10.0 ACTIVITY REPORT – DIRECTOR OF COMMUNITY PARTNERSHIPS AND PLANNING

- 10.1 There were no additional comments.

11.0 COMMITTEE MEMBER COMMENTS

- 11.1 Will Garner reported that there will be fare increases and new advertising signage on TART buses to raise revenue.
- 11.2 Sue Daniels said the North Tahoe Events Center has drafted a new plan for operations of the facility. She said NTPUD staff is available to make a presentation to the committee, as appropriate.
- 11.3 Jan Colyer reported that the North Lake Tahoe Express airport shuttle has sold 46,000 rides to-date and generated \$1 million in revenue.

12.0 ADJOURNMENT

- 12.1 The meeting adjourned at 4:01 p.m.

Submitted by,
Sarah Holster
Executive Assistant

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

Total Revenue Booked for FY 08/09 as of 12/31/08	\$ 2,237,885
Forecasted Commission for this Revenue:	\$ 138,451
Number of Room Nights:	13361
Number of Delegates:	6074
Annual Revenue Goal for FY 08/09:	\$2,000,000
Annual Commission Goal for FY 08/09:	\$140,000
Number of Tentative Bookings as of 12/31/08:	68

Monthly Detail/Activity for December:

<u>Number of Groups Booked:</u>	4
Revenue Booked:	\$ 102,184
Projected Commission:	\$ 7,372
Room Nights:	611
Number of Delegates:	273
Booked Group Types:	2 Corp and 2 TA's
Lost Business, # of Groups:	4

Arrived in the month of December:

Number of Groups:	0
Revenue Arrived:	\$
Projected Commission:	\$
Number of Room Nights:	
Number of Delegates:	
Arrived Group Type:	

Monthly Detail/Activity for November:

<u>Number of Groups Booked:</u>	2
Revenue Booked:	\$ 232,963
Projected Commission:	\$ 23,296
Room Nights:	878
Number of Delegates:	310
Booked Group Types:	1 Assoc. and 1 Smerf
Lost Business, # of Groups:	9

Arrived in the month of November:

Number of Groups:	1
Revenue Arrived:	\$ 7,480
Projected Commission:	\$ 748
Number of Room Nights:	68
Number of Delegates:	45
Arrived Group Type:	1 Corp.

Monthly Detail/Activity for October:

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

Arrived in the month of October:

Number of Groups: 7
Revenue Arrived: \$ 361,596
Projected Commission: \$ 30,534
Number of Room Nights: 2131
Number of Delegates: 1135
Arrived Group Type: 4 Corp., 1 Assoc., 1 Smerf. And 1 TA

Monthly Detail/Activity for September:

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

Arrived in the month of September:

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

Monthly Detail/Activity for August:

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

Arrived in the month of August:

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

Monthly Detail/Activity for July

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

Arrived in the month of July:

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

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2009/10:	\$538,304	\$ 750,000
For 2010/11:	\$818,599	\$ 200,000

NUMBER OF LEADS Generated as of 12/31/08: 94

Total Number of Leads Generated in Previous Years:

2007/2008: 209
2006/2007: 205
2005/2006: 240
2004/2005: 211
2003/2004: 218
2002/2003: 247
2001/2002: 293
2000/2001: 343
1999/2000: 415
1998/1999: 456
1997/1998: 571
1996/1997: 484
1995/1996: 379
1994/1995: 450
1993/1994: 374

Monthly Report December 2008
CONFERENCE REVENUE STATISTICS

South Shore Properties

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

Prepared By: Anna Atwood, Sales & Marketing Coordinator

Total Revenue Booked for FY 08/09 as of 12/31/08:	\$526,318
Forecasted Commission for this Revenue:	\$33,273
Number of Room Nights:	4008
Number of Delegates:	2930
Annual Revenue Goal for FY 08/09:	\$600,000
Annual Commission Goal for FY 08/09:	\$42,000
Number of Tentative Bookings as of 12/31/08:	58

Monthly Detail/Activity for December:

<u>Number of Groups Booked:</u>	0
Revenue Booked:	\$ 0
Projected Commission:	\$ 0
Room Nights:	0
Number of Delegates:	0
Booked Group Types:	
Lost Business, # of Groups:	4

Arrived in the month of December:

Number of Groups:	0
Revenue Arrived:	\$ 0
Projected Commission:	\$ 0
Number of Room Nights:	0
Number of Delegates:	0
Booked Group Type:	

Monthly Detail/Activity for November:

<u>Number of Groups Booked:</u>	0
Revenue Booked:	\$ 24,669
Projected Commission:	\$ 0
Room Nights:	193
Number of Delegates:	140
Booked Group Types:	1 TA and 1 Corp.
Lost Business, # of Groups:	10

Arrived in the month of November:

Number of Groups:	0
Revenue Arrived:	\$ 0
Projected Commission:	\$ 0
Number of Room Nights:	0
Number of Delegates:	0
Booked Group Type:	

Monthly Detail/Activity for October:

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

Arrived in the month of October:

Number of Groups: 1
Revenue Arrived: \$ 19,620
Projected Commission: \$ 0
Number of Room Nights: 50
Number of Delegates: 200
Booked Group Type: 1 TA

Monthly Detail/Activity for September:

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

Arrived in the month of September:

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

Monthly Detail/Activity for August:

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

Arrived in the month of August:

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

Monthly Detail/Activity for July

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

Arrived in the month of July:

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

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2009/10:	\$ 355,917	\$200,000
For 2010/11:	\$ 31,392	\$100,000

NUMBER OF LEADS Generated as of 12/31/08: 70

Total Number of Leads Generated in Previous Years:

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

NLTRA MARKETING/ CONFERENCE

ACTIVITY REPORT FOR JANUARY 2009

KEY MEETINGS/LUNCHEONS/RECEPTIONS ATTENDED BY STAFF

- Attended SJ Marketing Meeting: Andy
- Attended NLTRA Board Meeting: Andy
- Attended Marketing Committee Meeting: Andy, Judy, Jason
- Attended CTTC Advertising Committee Meeting: Andy
- Attended Finance Committee Meeting: Andy
- Attended North Lake Tahoe Coop Meeting: Andy
- Attended RMC Meeting: Andy
- Attended CTTC Commission Meeting: Andy
- Attended CTTC Marketing Advisory Meeting: Andy
- Met with all new member of Marketing Committee: Andy
- Attended RSCVA Director's of Sales Meeting: Jason
- Attended MILO planning meeting: Jason
-

SPECIAL PROJECTS

- Attended CTTC International Partners Summit Day: Andy, Jeremy
- Met with RTIA Staff regarding airline flight schedule tool for RMC: Andy
- Continued work on Marketing Decision Development Tool: Andy
- Worked with agency to produce Winter television spot: Andy
- Met with NLT Coop Sub Committee to review NLT Coop Agreement: Andy
- Hosted client dinner for Cox Media and Cox Enterprises: Jason
- Met with Kristin Starmer the new Ritz-Carlton DOS: Jason
- Met with Smith & Jones regarding direct mail/email campaign: Jason
- Daily maintenance of Chamber and NLTRA websites, Judy
- Daily updates to web calendar, member listings, troubleshooting and expansion of content on Events & Activities, Judy
- Developed and distributed e-calendar of events for Jan/Feb to membership, Judy
- Researched welcome program for Winter Dew Tour, Judy
- Ongoing development of Autumn Food & Wine, Judy
- Prepared Marketplace vendor invitation for AFW, Judy
- Sent five sponsorship proposals for AFW, Judy
- Coordinating Chamber Awards Dinner, Judy