



BOARD MEETING MINUTES
Wednesday, January 5, 2010 – 8:30 am
Tahoe City Public Utility District

PRELIMINARY MINUTES

ATTENDANCE: Ron McIntyre, Allen Highfield, Kaliope Kopley, Ron Parson, Tom Murphy, Wally Auerbach, Jennifer Merchant, Alex Mourelatos, Phil GilanFarr, Julie Regan, Deanna Gescheider

STAFF IN ATTENDANCE: Ron Treabess, Sally Lyon, Andy Chapman, Kym Fabel, Kim Lambert, Jason Neary

OTHERS IN ATTENDANCE: Steve Kastan

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 8:36 am by Chairman Alex Mourelatos and a quorum was established.

2.0 AGENDA AMENDMENTS AND APPROVAL

2.1 **M/S/C (Parson/Murphy) (9/0) to approve the revised agenda as presented.**

3.0 PUBLIC FORUM

3.1 Alex observed that there were two traffic issues over the holiday that could be seen as an opportunity for the Infrastructure/Transportation Committee. Ron Treabess replied that the issue in Tahoe City was caused by the fact that Caltrans could not remove the snow quickly enough.

4.0 REPORTS & ACTION ITEMS

4.1 Ron Treabess welcomed new Board members Wally Auerbach and Barb Cohen, and returning Board member Tom Murphy. Board Handbooks and a Conflict of Interest and Disclosure Statement were distributed to all directors. The Conflict of Interest and Disclosure Statement needs to be signed and returned to Sally Lyon by February 1st.

4.2 Discussion ensued regarding 2011 Board officers. Ron McIntyre was nominated to be Board Chair. Ron McIntyre proposed Phil GilanFarr as Vice Chair, Deanna Gescheider as Secretary, and Ron Parson as Treasurer.

M/S/C (Parson/Merchant) (10/0) to accept the nomination of Ron McIntyre to be the Board Chair.

M/S/C (McIntyre/Mourelatos) (10/0) to accept the nomination of Deanna Gescheider as Secretary, Ron Parson as Treasurer, and Phil GilanFarr as Vice Chair.

- 4.3 The Board members submitted their committee requests. The Search committee will remain the same, including past Chair Alex Mourelatos. The committees will elect their own Chairs at their first meetings and set their quorum counts. Uniformity in committees may be addressed in future bylaws. Steve Kastan reported that two Placer County appointees for the Infrastructure Committee are being worked on. Committee assignments for Board members are as follows:
- Chamber of Commerce Advisory: Phil GilanFarr, Kaliope Kopley, Ron McIntyre, Alex Mourelatos
 - Lodging: Barb Cohen, Ron McIntyre, Alex Mourelatos
 - Finance: Allen Highfield, Ron McIntyre, Jennifer Merchant, Tom Murphy, Ron Parson
 - Marketing: Barb Cohen, Deanna Gescheider, Ron McIntyre, Jennifer Merchant, Ron Parson
 - Transportation: Phil GilanFarr, Kaliope Kopley, Ron McIntyre, Alex Mourelatos
 - Infrastructure: Wally Auerbach, Roger Beck, Ron McIntyre, Jennifer Merchant, Tom Murphy

It was noted that Ron McIntyre, the Board Chair, may attend any committee meeting and that Alex Mourelatos will vote at committee level, but not at Board level.

M/S/C (Parson/Auerbach) (10/0) to accept the Board member committee assignments.

- 4.4 Lay member committee members were discussed. Andy Chapman distributed the Executive Committee's recommendation for the Marketing Committee lay members. No action is needed on the Infrastructure and Transportation Committees. Ron Treabess reported that Monty Waugh resigned from the Finance Committee.

MSC (Auerbach/Gescheider) (10/0) to accept the Executive Committee's lay member slate for the Marketing Committee.

MSC (Merchant/Highfield) (10/0) to add Bill Matte from Shooting Star Bed & Breakfast to the Lodging Committee.

M/S/C (Parson/Kopley) (9/0) to approve the Finance Committee lay members, Kimberly Frushon and Mike Salmon.

M/S/C (Parson/Highfield) (10/0) to recommend reappointment of the existing Chamber of Commerce Advisory Committee.

- 4.5 Ron Treabess presented the Six-Month Strategic Planning and FY 2011/12 Budget Development document. He stated that it was reviewed at the Executive Committee last week. The Executive Committee noted that goals and objectives should be reviewed. Tom Murphy and Jennifer Merchant suggested that the Executive Committee work on strategic goal integration.

Ron McIntyre has asked that the Executive Committee meet once a month to determine the Board agenda. Meetings will be on the third Tuesday of each month at 8:30 am in the NLTRA conference room.

In response to Jennifer Merchant's question, Ron Treabess clarified that TOT Renewal Committee planning and timelines are included under the Board of Directors section of the document. In response to Phil GilanFarr's comment about two Master Plans, Ron McIntyre clarified that the 1995 Master Plan is what drives the board. Then Phil noted that the third Tuesday doesn't work for Executive Committee meetings. Another date will be determined.

M/S/C (Parson/Merchant) (10/0) to proceed with the Six-Month Strategic Planning and FY 2011/12 Budget Development document.

- 4.6 Deanna Gescheider reported on the Executive Director search. A new short-list will be available about January 19th. It was also clarified that the Search Committee is not asking the interview questions; Jim Carra conducts the interview and the Search Committee observes. Any other Board members are also welcome to observe. Julie Regan asked when interviews would be scheduled. Deanna replied that they will not be scheduled until the short-list is complete. The soft goal is to get new the Executive Director in place for the new fiscal year; however, she reiterated that the search would not be rushed.
- 4.7 Ron Treabess gave the Interim Executive Director Report. He noted that the Tahoe Regional Planning Agency governing board has changed. Steve Merrill has been replaced by Ron Slater, whose term is four years. Julie Regan clarified that his appointment is at the pleasure of the governor.

Ron Treabess and Andy Chapman will attend the Truckee Town Council meeting on Thursday, January 6th to make a presentation about the Amgen Tour of California. Also, they will join the Northstar Community Services District to present the Northstar/Martis Valley Multi-use Trail portion of the Resort Triangle Bicycle and Multi-use Trail to the council and explain how it connects with the Nevada County/Town of Truckee trail system. Tom Murphy noted that the Town of Truckee needs to support TART. Ron Treabess suggested that comments regarding TART could be made at the Truckee Town Council's public forum. Ron McIntyre commented that many people who live in Truckee need TART to get to their jobs in Placer County.

Staff participation in the Lake Tahoe Basin Prosperity Plan was addressed. Ron Treabess believes that NLTRA staff does need to participate; the alternative is to hire a consultant. Deanna Gescheider is supportive of staff participation. Jennifer Merchant agrees that the NLTRA needs to be represented. Staff is asked to report to the Board when important meetings occur and also give brief synopses of progress. In response to Tom Murphy's question about Placer County participation, Jennifer replied that Dave Snyder (Placer County Economic Development) is participating. Tom is also concerned that the content of the meetings he has attended seems hollow and that there is not full North Shore representation. Ron Treabess said that his and Andy Chapman's involvement has influenced the direction of the plan.

Action: Send the Board members a copy of the Lake Tahoe Basin Prosperity Plan.

On Tuesday, January 4th, Ron Parson, Ron Treabess, Ron McIntyre, Jennifer Merchant and Allen Highfield met to discuss the conference equity issue. They came up with four alternatives for working with the Incline Village Crystal Bay Visitors and Convention Bureau through the NLT Marketing Co-op. The next step is to meet with Bill Hoffman, the Executive Director of the IVCBVCB. The results of this meeting will be brought back

to the Conference Equity Committee. After that, it is planned that there will be a meeting that includes additional general managers of properties that participate in the conference program.

Ron Treabess noted that the Bike Trail will be updated at the February meeting.

Ron Treabess reported that the Finance Committee determined that the NLTRA needs an alcohol policy. Staff will draft a policy and bring it to the Finance Committee and then to the Board for approval.

The 2nd quarter report is being worked on.

Ron Treabess is working with the Executive Committee to back-fill some support positions in the organization.

- 4.8 Andy Chapman reviewed conference revenue statistics. There is a new report that breaks down groups arrived and groups booked by county. Jason Neary, Director of Sales, gave an overview of lead generation to the committee. Jason explained that leads are generated from print media, trade shows, client events, and sales calls. Every lead generated gets sent out to all properties that participate in the conference program. Then the properties are responsible for follow-up and sales. Additionally, Jason acts as a conduit between the property sales people and the potential client. As for site inspections, clients choose what properties they want to see; clients are not steered to preferred properties.

In response to Wally Auerbach's question about follow-up after sales, Jason answered that he is involved with both the hotels and the clients through the whole sales process and he is confident that he gets accurate data. Jason also explained that there are quarterly Directors of Sales of meetings with the conference partners. The sales department also works closely with our advertising agency and conference marketing is vetted through the Marketing Committee. Deanna Gescheider suggested that a percentage of change column be added to the Conference Revenue Statistics reports.

Tom Murphy is concerned about the small number of groups booked for September, October and November 2010. Jason pointed out that even though the number booked was small, revenue for the first two months of the 2nd quarter (Oct & Nov) is \$463,000. Andy Chapman stated that there are times of the year that conference activity is strong and other times where it is low. Tom wants to know what is being done to improve shoulder season groups. Andy Chapman replied that sales efforts in northern California have been increased. Jason is currently focused on getting quick, short-term business. He is working on more direct sales and attending more events in person.

Action: Add a percentage of change column to the Conference Revenue Statistics reports.

Action: Inform the Board when the next Directors of Sales meeting is scheduled.

A discussion ensued about Placer County government per diem rates. It is currently \$92, which is too low for some properties to get government business. Jennifer Merchant may explore if increasing the per diem can be on the Placer County legislative advocacy platform.

Alex Mourelatos observed that the number of sales leads has decreased over time. He thinks that something is dramatically wrong in our marketplace. Allen Highfield's point of view is that Lake Tahoe is stuck in the past and refuses to upgrade to the next level. Wally Auerbach commented that Allen made a good connection with why it is necessary to be involved in the Lake Tahoe Basin Prosperity Plan.

Andy Chapman reported that the Amgen Tour of California will be presented at the Truckee Town Council meeting and that AEG, the producer of Amgen, will be in the area with its technical team on Monday, January 10th.

4.9 The 2011 Meeting Calendar is in the Board packet. Executive Committee meetings will be added when they are determined. It was suggested that the calendar and archived Board and committee agendas be posted on the website meeting page.

4.10 The Board/Staff Follow-up Report is in the Board packet.

Action: Post the meeting schedule and past Board and committee agendas on the website.

5.0 CONSENT CALENDAR

5.1 M/S/C (GilanFarr/Parson) (10/0) to approve the consent calendar as presented.

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

6.0 CHAMBER OF COMMERCE REPORTS

6.1 Kym Fabel reported that the Community Awards Dinner is scheduled for Wednesday, February 16th at the Resort at Squaw Creek. Outreach for nominations are being done through the newspapers and email. A Selection Committee is needed for one meeting for one hour. Two Board members are needed; Wally Auerbach and Kaliope Kopley volunteered. It was suggested that next year, the Chamber Advisory Committee be the coordinator of the Awards Program.

6.2 Kym Fabel gave the Chamber Manager Report. She noted that the Disability Accessibility Workshop will be held on January 13th from 4 – 6:00 pm at the Truckee Town Council.

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

7.0 DIRECTORS' COMMENTS

7.1 Wally Auerbach and Ron McIntyre want to see more concise reporting to the Board from the committees.

7.2 Allen Highfield reported that The Ritz-Carlton Lake Tahoe was on Fox News and Lake Tahoe was plugged as an area where the ski industry is coming back.

8.0 MEETING REVIEW AND STAFF DIRECTION

8.1 Be sure that the 1995 Master Plan is posted on the website.

8.2 Projects will be corresponded to the Master Plan.

- 8.3 Send out Committee assignments and meeting dates.
- 8.4 Committees will elect chairs and determine their quorum numbers.
- 8.5 Move ahead with the Six-month Plan; include an overall review of goals and objectives.
- 8.6 Send the Lake Tahoe Basin Prosperity Plan to the Board.
- 8.7 Include a percentage of change column in the Conference Revenue Statistics report.
- 8.8 The Board will be notified of future Directors of Sales meetings.
- 8.9 The Marketing and Lodging committees will review the direction of the conference program.
- 8.10 Placer County will explore adding the topic of per diem rates to its Legislative Advocacy platform.
- 8.11 Old Board and Committee agendas and the meeting schedule will be posted on the website.
- 8.12 Selection of Community Awards recipients will be made.

9.0 ADJOURNMENT

- 9.1 The meeting adjourned at 11:17 am.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant



FINANCE COMMITTEE MINUTES

Tuesday, January 4, 2011 – 9:00 am

NLTRA Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Ron Parson, Allen Highfield, Ron McIntyre, Jennifer Merchant, Mike Salmon by phone

STAFF IN ATTENDANCE: Ron Treabess, Sally Lyon, Andy Chapman, Jason Neary, Kim Lambert

OTHERS IN ATTENDANCE: None

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 9:07 am by Chairman Ron Parson and a quorum was established.

2.0 PUBLIC FORUM

2.1 There was no public comment.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (McIntyre/Highfield) (4/0) to approve the agenda as presented.

4.0 APPROVAL OF MINUTES

4.1 M/S/C (McIntyre/Highfield) (3/0, 1 abstention - Salmon) to approve the Finance Committee minutes of Tuesday, December 7, 2010.

5.0 DISCUSSION AND POSSIBLE ACTION TO RECOMMEND APPROVAL OF THE NOVEMBER 2010 FINANCIAL STATEMENTS

5.1 Sally Lyon reviewed the Financial Analysis for the five months ending November 30, 2010:

- Operating cash is \$527,000.
- Marketing Cooperative cash is \$74,000.
- Infrastructure cash is \$447,000.
- The receivable from the County for Marketing, Transportation and G&A is \$2.6 million.
- Infrastructure funds that Placer County is holding are booked as a separate receivable in the amount of \$6.1 million.
- Unearned revenue and deferred support related to Infrastructure is \$6.6.
- Change in net assets is \$35,000 for the month of November and \$319,000 year-to-date.
- The Statement of Cash Flows shows that cash and cash equivalents, including Infrastructure Investments, is up \$189,000 from the same month a year ago.

Discussion followed regarding some of the variances:

- Group commissions – timing of billing
- Infrastructure – timing of receiving invoices
- Transportation – timing of receiving invoices
- Marketing – timing
- General & Admin – timing of paying for Executive Director search
- Chamber dues – under budget due to economy

Regarding the three variances that were questioned at the last meeting, Sally noted that group commissions and salaries corrected this month and that chamber dues are currently tracking a little under budget every month.

M/S/C (McIntyre/Highfield) (4/0) to recommend to the Board of Directors the approval of the November 30, 2010 Financial Statements.

6.0 REPORT ON FOLLOW-UP ITEMS FROM PREVIOUS MEETINGS

- 6.1 At the last meeting, conference sales were questioned. Jason Neary, Director of Sales, gave an overview of lead generation to the committee. Jason explained that leads are generated from print media, trade shows, and sales calls. Every lead generated gets sent out to all properties that participate in the conference program. Then the properties are responsible for follow-up and sales. Additionally, Jason acts as a conduit between the property sales people and the potential client. As for site inspections, clients choose what properties they want to see; clients are not steered to preferred properties.

Andy Chapman reviewed the new Conference Sales Activity by County report. This report will be done monthly and included in future Board packets. Andy also reviewed the Placer County vs Washoe County Equity Analysis. The report shows percentages of conference revenues and expenses for Placer and Washoe Counties.

Allen Highfield asked if Jason's salary is paid by the NLT Marketing Cooperative. Jason is paid by NLTRA as the Co-op is not a legal entity that can pay salaries and payroll taxes. Andy Chapman stated that the Co-op only pays program expense such as trade shows, travel to trade shows, marketing, and advertising. Andy further clarified that the Incline Village Crystal Bay Visitors Bureau pays some expenses related to Co-op activity out of their budget. Jennifer Merchant noted that these expenses are what Placer County is questioning. Andy stated that Bill Hoffman, Executive Director of the Incline Village Crystal Bay Visitors Bureau, does a lot of coordination of events and trade shows. Bill also interacts with the Reno Sparks Convention and Visitors Authority, which markets the North Tahoe product and generates leads.

Ron McIntyre stated that his understanding is the principal issue with Placer County regarding conference equity is \$100,000 of IVCBVCB expenses. Jennifer Merchant agreed that this is the main unresolved issue. There was a breakdown done in 2008 of the \$100,000 in expenses. It was not accepted by Placer County.

It was noted that there will be a meeting to discuss conference equity after the Finance Committee meeting.

7.0 COMMITTEE MEMBER COMMENTS

- 7.1 Pursuant to the new policy, the Interim Executive Director's reimbursed expenses were reviewed by the committee. It was noted that wine and snacks were purchased for the evening meeting of the volunteer non-employee Election Committee. After discussion, the Finance Committee decided that the NLTRA alcohol policy defining expenditure of funds for NLTRA employee consumption is needed.

7.2 Going forward, the Interim Executive Director's reimburses expenses will be a separate agenda item.

7.2 The next Finance Committee meeting is scheduled for February 1, 2010 at 9:00 am.

Action: Staff will draft an NLTRA alcohol policy and bring it back to the Finance Committee.

8.0 ADJOURNMENT

8.1 The Finance Committee meeting adjourned at 10:00 am.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant

**North Lake Tahoe Resort Association
Financial Statements
For the Six Months Ending December 31, 2010**

North Lake Tahoe Resort Association
Financial Analysis
For the Six Months Ending December 31, 2010

Consolidated

Statement of Financial Position

- Operating Cash is \$720,000, Marketing Cooperative Cash is \$64,000 and Infrastructure Cash is \$70,000.
- The Receivable from the County is \$2,114,000. This includes eight payments for the 10/11 contract. The current year payment schedule starts in October 2010 and runs through August 2011.
- Infrastructure funds that Placer County is holding for 2005-2010 are booked as a separate receivable (AR – Infrastructure County) in the amount of \$323,000 for 05/06, \$1,665,000 for 06/07, \$1,835,000 for 07/08, \$827,000 for 08/09, \$790,000 for 09/10 and \$667,000 for 10/11 (collected throughout the year) with the total receivable at \$6,107,000.
- Unearned Revenue & Deferred Support in the amount of \$6,188,000 is the offsetting liability for the Infrastructure funds held by NLTRA and Placer County.
- Accounts Receivable is down \$2,000 from the previous month with good collections on membership.
- Advance Ticket Sales (STN) has a \$25,000 balance. Sales have not been as strong as previous year.
- Other Liabilities and Unearned Revenue are down \$15,000 from a month ago and reflects the change in Marketing Cooperative cash and the corresponding liability.
- Change in Net Assets is (\$22,000) for the month of December and \$297,000 year to date.

Statement of Cash Flows

Year to date, Cash and Cash Equivalents, including Infrastructure Investments is down \$260,000 from the same month a year ago. For the year, Tourism and Administration has provided \$64,000, Infrastructure has used \$357,000 and equipment purchase has used \$2,000 for a total decrease in cash of \$295,000 for the six months ending December 31, 2010.

**North Lake Tahoe Resort Association
Financial Variance Report
For the Month Ended December 31, 2010**

	Dept	Support	Salaries & Benefits	Operating Expenses	Depreciation, Reserves, Non Cash	Change in Net Assets
Month-Budget		488,124	103,144	365,759	3,571	15,650
Key Variances						
Commissions-Ski Tahoe North Tickets slow start	Conference	(23,537)				(23,537)
Placer County Funding-Journal Transfer	VST	190,459				190,459
TOT funding-Infrastructure project revenue to match expenditures	Infrastructure	151,979				151,979
Special Events-Timing of Amgen and reimbursement	Marketing			(17,963)		(17,963)
Community Marketing Programs-Timing	Marketing			17,000		17,000
Transportation Projects-Timing	VST			(202,154)		(202,154)
Infrastructure Projects-TART Bus Shelters, Bike Trail Signage, Regional Wayfinding Signage, Lakeside Bike Trail	Infrastructure			(151,979)		(151,979)
All Other Smaller Variances	Various	(6,147)	(1,021)	6,061	4	(1,103)
Variance Total		312,754	(1,021)	(349,035)	4	(37,298)
Month-Actual		800,878	104,165	714,794	3,567	(21,648)

Positive variance is positive to the Budget.

North Lake Tahoe Resort Association
Financial Variance Report
For the Six Months Ended December 31, 2010

YTD-Budget	Dept	Support	Salaries & Benefits	Operating Expenses	Depreciation, Reserves, Non Cash	Change in Net Assets
Key Variances						
Commissions-Ski Tahoe North Tickets slow start	Marketing	(5,129)				(5,129)
Commissions-large group not commissionable	Conference	(26,630)				(26,630)
Placer County Funding-Journal Transfer	VST	190,459				190,459
Chamber Member Dues-Write-off of non-paying members	Chamber	(8,833)				(8,833)
TOT funding-Revenue recognition to match spending Infrastructure projects	Infrastructure	(488,935)				(488,935)
Salaries-Timing	Marketing		5,824			5,824
Special Events-Timing of Amgen and reimbursement	Marketing			(23,567)		(23,567)
Marketing-Other-Timing	Marketing			(21,884)		(21,884)
Community Marketing Programs-Timing	Marketing			36,474		36,474
Transportation Projects-Timing	VST			(20,177)		(20,177)
Chamber Special Events-Revenues and expenses below budget	Chamber			5,022		5,022
Professional Fees-Savings on Tax Return preparation	G & A			5,695		5,695
Board Functions-Timing of Ex Director search	G & A			18,926		18,926
Infrastructure Projects-Variou, corresponds to TOT funding	Infrastructure			488,935		488,935
All Other Smaller Variances	Various	1,340	(5,824)	21,160	16	16,692
Variance Total		(337,728)	0	510,584	16	172,872
Month-Actual		2,359,255	547,570	1,497,351	17,402	296,932

Positive variance is positive to the Budget.

North Lake Tahoe Resort Association
Statement of Financial Position
December 31, 2010
(unaudited)

	Current Year		Prior Year		Month Change		12 Month Change		6 Month Change	
	31-Dec-10	Last Month 30-Nov-10	Same Mth 31-Dec-09	Year End 30-Jun-10	Amount	Pctg	Amount	Pctg	Amount	Pctg
ASSETS										
Cash and cash equivalents										
Operating	\$ 720,382	\$ 526,914	\$ 472,389	\$ 468,391	\$ 193,468	37%	\$ 247,993	52%	\$ 251,991	54%
Marketing Cooperative	64,367	74,425	143,997	232,998	(10,058)	-14%	(79,630)	-55%	(168,631)	-72%
Infrastructure	70,068	447,147	498,647	448,533	(377,079)	-84%	(428,579)	-86%	(378,465)	-84%
Other Restricted					0	-		-		-
Total Cash & cash equiv	854,817	1,048,486	1,115,033	1,149,922	(193,669)	-18%	(260,216)	-23%	(295,105)	-26%
Receivables										
AR - Membership Services	13,788	17,041	17,897	24,678	(3,253)	-19%	(4,109)	-23%	(10,890)	-44%
AR - Group Commissions	33,890	32,251	33,918	19,553	1,639	5%	(28)	0%	14,337	73%
AR - Other	34,685	43,097	2,075	9,709	(8,412)	-20%	32,610	1572%	24,976	257%
AR - Co-op/STN/Shared	35,634	27,898	20,107	37,741	7,736	28%	15,527	77%	(2,107)	-6%
AR - Inntopia	0	0	1,002	0	0	-	(1,002)	-100%	-	-
AR - Allowance for Doubtful Accounts	0	0	(14,973)	0	0	-	14,973	0%	-	-
AR - Infrastructure County	6,106,755	6,106,755	5,527,706	5,440,204	0	0%	579,049	30%	666,551	12%
AR - County TOT Funding	2,113,685	2,589,274	1,953,048	430,587	(475,589)	-18%	160,637	2%	1,683,098	391%
Total Receivables	8,338,437	8,816,316	7,540,780	5,962,472	(477,879)	-5%	797,657	-	2,375,965	40%
Long Term Assets										
Prepaid expenses	9,057	8,050	10,700	15,021	1,007	13%	(1,643)	-184%	(5,964)	-40%
Inventory	928	928	891	928	0	0%	37	0%	-	0%
Furniture, Fixtures & Other	25,238	25,955	33,540	29,313	(717)	-3%	(8,302)	-140%	(4,075)	-14%
Computer Software/Equipment	5,912	6,362	5,922	6,906	(450)	-7%	(10)	0%	(994)	-14%
Leasehold Improvements	4,585	4,985	9,242	6,985	(400)	-8%	(4,657)	-	(2,400)	-34%
Total Long Term Assets	45,720	46,280	60,295	59,153	(560)	-1%	(14,575)	-	(13,433)	-23%
TOTAL ASSETS	\$ 9,238,974	\$ 9,911,082	\$ 8,716,108	\$ 7,171,547	\$ (672,108)	-7%	522,866	-	\$ 2,067,427	29%
LIABILITIES & NET ASSETS										
Liabilities										
Accounts Payable	\$ 311,050	\$ 159,608	\$ 258,368	\$ 277,169	\$ 151,442	95%	\$ 52,682	90%	\$ 33,881	12%
Advance Ticket Sales	24,539	1,807	58,608	(1,272)	22,732	1258%	(34,069)	-18%	25,811	-2029%
Other Liabilities and Unearned	109,263	124,229	192,937	338,971	(14,966)	-12%	(83,674)	-5%	(229,708)	-68%
Deferred Support	1,633,425	2,079,074	1,522,456	-	(445,589)	-21%	110,969	2%	1,633,425	-
Deferred Infra	6,187,823	6,553,902	6,026,353	5,888,737	(366,079)	-6%	161,470	-	299,086	5%
Total Liabilities	8,266,100	8,918,560	8,058,722	6,503,605	(652,460)	-7%	207,378	-	1,762,495	27%
Net Assets										
Fund Balance Designated	249,110	249,110	243,110	243,110	0	0%	6,000	1%	6,000	2%
Beginning Net Assets	424,832	424,832	439,302	439,302	0	0%	(14,470)	58%	(14,470)	-3%
Net Change in Net Assets	296,932	318,580	(25,026)	(14,470)	(21,648)	-7%	321,958	49%	311,402	-2152%
Total Net Assets	970,874	992,522	657,386	667,942	(21,648)	-2%	313,488	-	302,932	45%
TOTAL LIABILITIES & NET ASSETS	\$ 9,238,974	\$ 9,911,082	\$ 8,716,108	\$ 7,171,547	\$ (674,108)	-7%	520,866	-	\$ 2,065,427	29%

165

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Consolidation of Departments
For the Six Months Ending December 31, 2010

	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	7,998	10,720	(2,722)	9,789	(25%)	54,150	63,297	(9,147)	67,939	(14%)
Special Events & Functions	720	1,395	(675)	1,395	(48%)	89,240	89,240	(83)	89,546	0%
Miscellaneous	370	0	370	0	0%	4,449	4,079	370	0	9%
Commissions & Booking Fees	(20,751)	5,500	(26,251)	5,088	(477%)	106,323	138,082	(31,759)	61,345	(23%)
Retail Sales & Other	1,033	820	213	443	26%	15,809	14,928	2,881	6,482	22%
Interest & Investment Income	(159)	460	(619)	(508)	(135%)	563	2,179	(1,516)	3,468	(70%)
Placer County Funding	811,568	469,229	342,439	276,675	73%	2,088,704	2,387,178	(298,474)	1,842,312	(13%)
Total Revenue and Other Support	800,878	488,124	312,754	292,881	64%	2,359,255	2,696,983	(337,728)	2,071,092	(13%)
Expenses										
Salaries and benefits	104,165	103,144	1,021	130,045	1%	547,570	555,448	(7,878)	612,638	(1%)
Rent & Utilities	7,945	7,945	(287)	7,695	(4%)	47,405	47,781	(376)	46,677	(1%)
Telephone Services	909	2,115	(1,206)	2,180	(57%)	10,143	12,379	(2,236)	14,426	(18%)
Internet Access	145	0	145	0	0%	290	0	290	0	0%
Mail Expenses	78	340	(262)	(88)	(77%)	1,379	1,744	(365)	1,532	(21%)
Insurance & Bonding	374	425	(51)	425	(12%)	2,334	2,540	(206)	2,809	(9%)
Supplies	2,214	1,085	1,129	1,136	104%	5,404	5,685	(281)	6,626	(5%)
Equipment Sup. & Maint.	337	1,200	(863)	636	(72%)	4,321	7,625	(3,304)	7,331	(43%)
Taxes, Licenses & Fees	0	0	0	0	0%	1,015	1,015	0	2,447	0%
Equip. Rental / Leasing	963	880	83	866	9%	7,471	6,767	704	6,837	10%
Training & Seminars	110	200	(90)	255	(45%)	477	1,400	(923)	783	(66%)
Project Costs	582,983	233,742	349,241	93,312	149%	672,281	1,153,712	(481,431)	757,748	(42%)
Professional Fees Legal/Accounting	306	500	(195)	220	(39%)	17,226	22,920	(5,695)	17,780	(25%)
Special Events	23,963	6,000	17,963	6,530	299%	36,962	13,395	23,567	16,561	176%
Autumn Food & Wine Costs	(128)	0	(128)	1,165	0%	79,024	75,508	3,516	76,078	5%
Membership Events/Newsletter	822	826	(4)	2,416	0%	7,759	12,781	(5,022)	10,011	(33%)
Cost of Goods Sold	0	640	(640)	0	(100%)	10,233	6,859	3,374	4,525	48%
Promotional/ Giveaways	0	0	0	0	0%	0	500	(500)	651	(100%)
Market Study Reports/Research	0	0	0	0	0%	0	0	0	1,025	0%
Marketing Cooperative/Media	84,476	84,476	0	68,633	0%	488,856	488,856	0	411,798	0%
Marketing Other	0	0	0	5,692	0%	54,320	32,436	21,884	28,562	67%
Programs	3,000	20,000	(17,000)	0	(85%)	13,526	50,000	(36,474)	44,412	(73%)
Associate Relations	3,431	1,945	1,486	3,152	76%	3,614	2,782	832	3,971	30%
Board Functions	1,834	700	1,134	907	162%	25,541	44,467	(18,926)	1,642	(43%)
Credit Card Fees	784	1,395	(611)	1,350	(44%)	1,403	2,107	(704)	2,014	(33%)
Automobile Expenses	345	490	(145)	289	(30%)	2,596	2,402	194	2,715	8%
Local Meals & Entertainment	83	493	(410)	81	(83%)	2,131	2,281	(150)	2,447	(7%)
Dues & Subscriptions	108	192	(84)	433	(44%)	1,760	1,170	590	1,573	50%
Travel	0	170	(170)	170	(100%)	(121)	945	(1,066)	1,099	(113%)
Total Expense Before Depreciation/Re	818,959	468,903	350,056	327,500	75%	2,044,921	2,555,505	(510,584)	2,086,717	(20%)
Depreciation	1,567	1,571	(4)	1,567	0%	9,402	9,418	(16)	9,402	0%
Reserves	2,000	2,000	0	0	0%	8,000	8,000	0	0	0%
Total Expense	822,526	472,474	350,052	329,067	74%	2,062,323	2,572,923	(510,600)	2,096,119	(20%)
Changes in Unrestricted Net Assets	(21,648)	15,650	(37,298)	(36,185)	(239%)	296,932	124,060	172,872	(25,026)	139%

North Lake Tahoe Resort Association
Statement of Activities
Summary
For the Six Months Ending December 31, 2010

Date 01/21/11 02:53 PM

	CURRENT MONTH			YEAR - TO - DATE			% Chg.			
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual		Budget	Variance	Prior YR
REVENUE AND OTHER SUPPORT										
Marketing	152,499	124,810	27,689	126,829	22%	979,402	798,860	180,542	802,432	23%
Conferences	2,938	36,953	(34,015)	24,520	(92%)	262,304	221,718	40,586	211,229	18%
Visitor Support & Transportation	245,209	83,808	161,401	39,670	193%	518,959	502,848	16,111	499,324	3%
Visitor Information	12,866	13,754	(888)	13,276	(6%)	88,809	82,524	6,285	84,665	8%
Member Services	8,076	11,860	(3,784)	10,421	(32%)	59,204	76,760	(17,556)	76,978	(23%)
Management & General	453	500	(47)	0	(9%)	4,999	3,000	1,999	1,397	67%
Total Revenue and Other Supp	422,041	271,685	150,356	214,717	55%	1,913,676	1,685,710	227,966	1,676,025	14%
EXPENSES										
Marketing	150,274	134,491	15,784	122,470	12%	874,314	791,935	82,379	781,642	10%
Conferences	43,291	35,842	7,449	41,850	21%	239,021	221,477	17,545	230,366	8%
Visitor Support & Transportation	228,924	83,440	145,485	38,250	174%	360,861	502,859	(141,998)	504,699	(28%)
Visitor Information	14,271	12,831	1,440	15,911	11%	95,303	84,581	10,721	83,877	13%
Member Services	12,789	12,303	486	14,465	4%	73,854	81,237	(7,384)	75,809	(9%)
Management & General	(1,996)	(3,822)	1,826	18,047	(48%)	(17,216)	27,790	(45,005)	31,077	(162%)
Total Expenses	447,554	275,085	172,469	250,992	63%	1,626,137	1,709,879	(83,743)	1,707,471	(5%)
Net Change in Unrestricted Net Assets										
Marketing	2,225	(9,681)	11,905	4,359	(123%)	105,088	6,925	98,163	20,790	*****
Conferences	(40,353)	1,111	(41,463)	(17,329)	*****	23,283	241	23,041	(19,137)	*****
Visitor Support & Transportation	16,284	368	15,916	1,420	*****	158,098	(11)	158,109	(5,375)	*****
Visitor Information	(1,405)	923	(2,328)	(2,635)	(252%)	(6,494)	(2,057)	(4,436)	788	216%
Member Services	(4,713)	(443)	(4,270)	(4,044)	963%	(14,650)	(4,477)	(10,172)	1,169	227%
Management & General	2,449	4,322	(1,873)	(18,047)	(43%)	22,214	(24,790)	47,004	(29,681)	(190%)
Net Change in Assets Before In	(25,513)	(3,400)	(22,113)	(36,275)	650%	287,539	(24,169)	311,709	(31,446)	*****
Infrastructure										
Infrastructure Support	378,837	17,442	361,395	78,165	*****	445,579	104,652	340,927	395,068	326%
Infrastructure Expense	374,972	16,077	358,895	78,075	*****	436,186	109,302	326,884	388,648	299%
Infrastructure Net Change in Assets	3,865	1,365	2,500	90	183%	9,393	(4,650)	14,042	6,420	(302%)
Change in Net Assets	(21,648)	(2,035)	(19,613)	(36,185)	964%	296,932	(28,819)	325,751	(25,026)	*****

North Lake Tahoe Resort Association
Department Detail Activity Report
For the Six Months Ending December 31, 2010

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
REVENUE AND OTHER SUPPORT										
Member Dues	\$ 80,253	\$ 3,850		\$ 3,850		\$ 50,300		\$ 54,150		\$ 54,150
Special Events & Functions				80,253		8,904		89,157		89,157
Miscellaneous						4,449		4,449		4,449
Commissions & Booking Fees	2,871	103,452	15,809	106,323				106,323		106,323
Retail Sales & Other				15,809				15,809		15,809
Interest & Investment Income							\$ 550	550	114	663
Placer County Funding	896,278	155,002	73,000	1,124,280	\$ 518,959			1,643,239	445,465	2,088,704
Total Revenue and Other Support	\$ 979,402	\$ 262,304	\$ 88,809	\$ 1,330,515	\$ 518,959	\$ 59,204	\$ 4,999	\$ 1,913,676	\$ 445,579	\$ 2,359,255
EXPENSES										
Salaries and benefits	\$ 165,288	\$ 82,836	\$ 64,947	\$ 313,072	\$ 33,697	\$ 43,937	\$ 117,175	\$ 507,881	\$ 39,688	\$ 547,570
Rent & Utilities	12,416	6,324	2,907	21,648	4,441	4,458	12,416	42,963	4,441	47,405
Telephone Services	3,387	1,578	674	5,639	864	956	1,820	9,279	864	10,143
Internet Access	290			290				290		290
Mail Expenses	468	193	61	722	0	150	505	1,378	2	1,379
Insurance & Bonding	584	303	303	1,190	187	187	584	2,147	187	2,334
Supplies	1,936	1,139	547	3,622	265	586	664	5,138	266	5,404
Equipment Supp. & Maint.	625	671	671	1,967	186	286	1,696	4,135	186	4,321
Taxes, Licenses & Fees	233	121	206	559	74	74	233	941	74	1,015
Equip. Rental / Leasing	999	798	1,956	3,753	656	1,293	1,115	6,816	656	7,471
Training & Seminars						169	308	477		477
Project Costs					302,592			302,592	369,690	672,281
Professional Fees Legal/Accounting							17,226	17,226		17,226
Special Events	36,962			36,962				36,962		36,962
Autumn Food & Wine Costs	79,024			79,024				79,024		79,024
Membership Events/Newsletter					7,759			7,759		7,759
Cost of Goods Sold			10,233	10,233				10,233		10,233
Marketing Cooperative/Media	375,442	113,414		488,856				488,856		488,856
Marketing Other	54,320			54,320				54,320		54,320
Programs	13,526			13,526				13,526		13,526
Associate Relations	904	470	470	1,843	289	289	904	3,325	289	3,614
Board Functions							23,541	23,541		23,541
Credit Card Fees	791		329	1,121				1,121		1,121
Automobile Expense	694	106	43	843	416	584	338	2,180	416	2,596
Local Meals & Entertainment	1,402			1,402		482	247	2,131		2,131
Dues & Subscriptions	896	720		1,616	36	72		1,724	36	1,760
Travel	(121)			(121)				(121)		(121)
Allocated	113,752	29,088	10,694	153,534	16,528	11,658	(200,482)	(18,762)	18,762	-
Total Functional Exp. Before Depreciation	\$ 863,818	\$ 237,761	\$ 94,043	\$ 1,195,622	\$ 360,231	\$ 73,224	\$ (19,712)	\$ 1,609,365	\$ 435,556	\$ 2,044,921
Depreciation	\$ 2,496	\$ 1,260	\$ 1,260	\$ 5,016	\$ 630	\$ 630	\$ 2,496	\$ 8,772	\$ 630	\$ 9,402
Reserves	\$ 8,000			\$ 8,000				\$ 8,000		\$ 8,000
Total Functional Expense and Depreciation	\$ 874,314	\$ 239,021	\$ 95,303	\$ 1,208,638	\$ 360,861	\$ 73,854	\$ (17,216)	\$ 1,626,137	\$ 436,186	\$ 2,062,323
Change in Net Assets	\$ 105,088	\$ 23,283	\$ (6,494)	\$ 121,877	\$ 158,098	\$ (14,650)	\$ 22,214	\$ 287,539	\$ 9,393	\$ 296,932

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Marketing
For the Six Months Ending December 31, 2010

	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Prior YR	Variance	Prior YR	
	0	0	0	0	0	0	0%
	2,786	5,500	(2,714)	7,164	4,803	75,853	6%
	149,713	149,713	0	119,665	(5,129)	8,589	(64%)
	152,499	155,213	(2,714)	126,829	(326)	717,990	0%
Revenue and Other Support							
Special Events & Functions	31,050	31,407	(357)	31,960	(5,824)	156,183	(3%)
Commissions & Booking Fees	2,007	2,050	(43)	2,023	5	12,268	0%
Placer County Funding	287	720	(433)	712	(1,007)	4,363	(23%)
Total Revenue and Other Support	145	145	0	0	290	0	0%
Expenses	4	110	(106)	(88)	(286)	522	(38%)
Salaries and benefits	94	106	(12)	106	(50)	702	(8%)
Rent & Utilities	1,207	300	907	261	507	1,967	35%
Telephone Services	125	200	(75)	13	(538)	1,229	(46%)
Internet Access	96	90	6	87	0	311	0%
Mail Expenses	0	0	0	0	0	144	17%
Insurance & Bonding	0	0	0	0	1,000	53	(100%)
Supplies	23,963	6,000	17,963	6,530	23,567	16,561	176%
Equipment Sup. & Maint.	(128)	0	(128)	1,165	3,516	76,078	5%
Taxes, Licenses & Fees	0	0	0	0	(500)	651	(100%)
Equip. Rental / Leasing	0	0	0	0	0	1,025	0%
Training & Seminars	65,307	65,307	0	52,000	0	312,000	0%
Special Events	0	0	0	0	0	0	0%
Autumn Food & Wine Costs	3,000	20,000	(17,000)	0	21,884	28,562	67%
Promotional/ Giveaways	858	900	(42)	880	(36,474)	44,412	(73%)
Market Study Reports/Research	715	1,300	(585)	1,251	(193)	1,095	(18%)
Marketing Cooperative/Media	177	135	42	0	(709)	1,508	(47%)
Marketing Other	77	216	(139)	81	9	764	1%
Associate Relations	36	0	36	0	501	850	56%
Credit Card Fees	0	170	(170)	170	26	874	3%
Automobile Expenses	18,838	18,838	0	19,200	(1,066)	1,099	(113%)
Local Meals & Entertainment	147,858	147,849	9	122,054	2,802	779,146	0%
Dues & Subscriptions	416	416	0	416	0	2,496	0%
Travel	2,000	2,000	0	0	0	0	0%
Allocated	150,274	150,265	9	122,470	2,802	781,642	0%
Total Expense Before Depreciation/Re	2,225	4,948	(2,723)	4,359	(3,128)	20,790	(3%)
Depreciation Reserves							
Total Expense							
Changes in Unrestricted Net Assets							

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Six Months Ending December 31, 2010

	CURRENT MONTH			YEAR-TO-DATE		
	Actual	Budget	\$ Variance	Prior YR	Variance	% Chg
Revenue and Other Support						
Member Dues	641	720	(79)	762	(314)	(8%)
Commissions & Booking Fees	(23,537)	0	(23,537)	(2,076)	(26,630)	(20%)
Placer County Funding	25,834	25,833	1	25,834	0	0%
Total Revenue and Other Support	2,938	26,553	(23,615)	24,520	(26,944)	(9%)
Expenses						
Salaries and benefits	16,874	14,453	2,422	16,939	1,412	2%
Rent & Utilities	1,018	1,050	(32)	1,029	(33)	(1%)
Telephone Services	265	330	(65)	321	(272)	(15%)
Mail Expenses	0	75	(75)	0	(137)	(41%)
Insurance & Bonding	49	55	(6)	55	(25)	(7%)
Supplies	678	160	518	198	325	40%
Equipment Sup. & Maint.	13	100	(87)	7	(316)	(32%)
Taxes, Licenses & Fees	0	0	0	0	0	0%
Equip. Rental / Leasing	96	90	6	87	76	10%
Training & Seminars	0	0	0	0	0	0%
Marketing Cooperative/Media	19,169	19,169	0	16,633	0	0%
Associate Relations	446	450	(4)	446	(88)	(16%)
Automobile Expenses	0	15	(15)	0	46	57%
Local Meals & Entertainment	0	5	(5)	0	(20)	(100%)
Dues & Subscriptions	0	0	0	325	720	0%
Allocated	4,472	4,472	0	5,600	0	0%
Total Expense Before Depreciation/Re	43,081	40,424	2,657	41,640	1,688	1%
Depreciation	210	210	0	210	0	0%
Total Expense	43,291	40,634	2,657	41,850	1,688	1%
Changes in Unrestricted Net Assets	(40,353)	(14,081)	(26,272)	(17,329)	(28,632)	(55%)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Transportation
For the Six Months Ending December 31, 2010

	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Actual	Budget	Variance	
	245,209	54,750	190,459	518,959	328,500	190,459	58%
	245,209	54,750	190,459	518,959	328,500	190,459	58%
Revenue and Other Support							
Placer County Funding							
Total Revenue and Other Support							
Expenses							
Salaries and benefits	6,255	6,144	111	33,697	35,399	(1,702)	(5%)
Rent & Utilities	717	755	(38)	4,441	4,531	(90)	(2%)
Telephone Services	43	150	(107)	864	908	(44)	(5%)
Mail Expenses	0	0	0	0	0	0	0%
Insurance & Bonding	30	34	(4)	187	204	(17)	(8%)
Supplies	23	75	(52)	265	392	(127)	(32%)
Equipment Sup. & Maint.	8	70	(62)	186	414	(228)	(55%)
Taxes, Licenses & Fees	0	0	0	74	74	0	1%
Equip. Rental / Leasing	87	80	7	656	603	53	9%
Training & Seminars	0	0	0	0	0	0	0%
Project Costs	218,279	16,125	202,154	302,592	282,415	20,177	7%
Associate Relations	274	20	254	289	78	211	271%
Automobile Expenses	0	60	(60)	416	240	176	73%
Local Meals & Entertainment	0	7	(7)	0	28	(28)	(100%)
Dues & Subscriptions	18	18	0	36	36	0	0%
Allocated	3,084	3,084	0	16,528	16,528	0	0%
Total Expense Before Depreciation/Re	228,819	26,622	202,197	360,231	341,850	18,381	5%
Depreciation	105	105	0	630	630	0	0%
Total Expense	228,924	26,727	202,197	360,861	342,480	18,381	5%
Changes in Unrestricted Net Assets	16,284	28,023	(11,739)	158,098	(13,980)	172,078	*****

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Six Months Ending December 31, 2010

	CURRENT MONTH			YEAR-TO-DATE			% Chg.
	Actual	Budget	\$ Variance	Prior YR	Budget	Variance	
	0	0	0	0	0	0	0%
	1,033	820	213	443	12,928	2,881	26%
	<u>11,833</u>	<u>11,833</u>	<u>0</u>	<u>12,833</u>	<u>72,998</u>	<u>2</u>	<u>0%</u>
	12,866	12,653	213	13,276	85,926	2,883	2%
	<u>10,995</u>	<u>11,393</u>	<u>(397)</u>	<u>11,930</u>	<u>61,030</u>	<u>3,917</u>	<u>6%</u>
	472	500	(28)	441	2,882	25	(6%)
	55	165	(110)	161	908	(234)	(66%)
	0	15	(15)	0	83	(22)	(100%)
	49	55	(6)	55	303	(25)	(12%)
	99	110	(11)	94	778	(231)	(10%)
	13	270	(257)	57	1,617	(946)	(95%)
	0	0	0	0	206	0	0%
	289	260	29	260	1,818	138	11%
	0	0	0	0	0	0	0%
	0	640	(640)	0	6,859	3,374	(100%)
	446	450	(4)	446	548	(78)	(1%)
	55	35	20	85	303	26	57%
	0	5	(5)	0	20	23	(100%)
	0	10	(10)	0	40	(40)	(100%)
	<u>1,587</u>	<u>1,587</u>	<u>0</u>	<u>2,173</u>	<u>10,694</u>	<u>0</u>	<u>0%</u>
	14,061	15,495	(1,434)	15,701	88,114	5,928	(9%)
	<u>210</u>	<u>210</u>	<u>0</u>	<u>210</u>	<u>1,260</u>	<u>0</u>	<u>0%</u>
	14,271	15,705	(1,434)	15,911	89,374	5,928	(9%)
	<u>(1,405)</u>	<u>(3,052)</u>	<u>1,647</u>	<u>(2,635)</u>	<u>(3,448)</u>	<u>(3,045)</u>	<u>(54%)</u>
Revenue and Other Support							
Commissions & Booking Fees							
Retail Sales & Other							
Placer County Funding							
Total Revenue and Other Support							
Expenses							
Salaries and benefits							
Rent & Utilities							
Telephone Services							
Mail Expenses							
Insurance & Bonding							
Supplies							
Equipment Sup. & Maint.							
Taxes, Licenses & Fees							
Equip. Rental / Leasing							
Training & Seminars							
Cost of Goods Sold							
Associate Relations							
Credit Card Fees							
Automobile Expenses							
Local Meals & Entertainment							
Allocated							
Total Expense Before Depreciation/Re							
Depreciation							
Total Expense							
Changes in Unrestricted Net Assets							

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Chamber of Commerce
For the Six Months Ending December 31, 2010

	CURRENT MONTH			YEAR-TO-DATE			% Chg.
	Actual	Budget	\$ Variance	Actual	Budget	Variance	
Revenue and Other Support							
Member Dues	7,356	10,000	(2,644)	59,133	59,133	(8,833)	(15%)
Special Events & Functions	720	1,395	(675)	13,790	13,790	(4,886)	(35%)
Total Revenue and Other Support	8,076	11,395	(3,319)	72,923	72,923	(13,719)	(19%)
Expenses							
Salaries and benefits	8,405	8,937	(532)	43,937	47,335	(3,397)	(7%)
Rent & Utilities	719	740	(21)	4,458	4,478	(20)	0%
Telephone Services	86	200	(114)	956	1,151	(195)	(17%)
Mail Expenses	0	80	(80)	150	323	(173)	(54%)
Insurance & Bonding	30	34	(4)	187	204	(17)	(8%)
Supplies	125	120	5	586	671	(85)	(13%)
Equipment Sup. & Maint.	8	65	(57)	286	494	(208)	(42%)
Taxes, Licenses & Fees	0	0	0	74	74	0	1%
Equip. Rental / Leasing	193	175	18	1,197	1,197	0	8%
Training & Seminars	0	0	0	169	0	169	0%
Membership Events/Newsletter	822	826	(4)	7,759	12,781	(5,022)	(39%)
Associate Relations	274	0	274	289	68	221	325%
Credit Card Fees	14	60	(46)	282	304	(22)	(7%)
Automobile Expenses	167	120	47	584	682	(98)	(14%)
Local Meals & Entertainment	6	50	(44)	482	472	10	2%
Dues & Subscriptions	36	36	0	72	72	0	0%
Allocated	1,799	1,799	0	11,658	11,658	0	0%
Total Expense Before Depreciation/Re	12,684	13,242	(558)	73,224	81,964	(8,740)	(11%)
Depreciation	105	105	0	630	630	0	0%
Total Expense	12,789	13,347	(558)	73,854	82,594	(8,740)	(11%)
Changes in Unrestricted Net Assets	(4,713)	(1,952)	(2,761)	(14,650)	(9,671)	(4,979)	51%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Management & Administration
For the Six Months Ending December 31, 2010

	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Actual	Budget	Variance	
	370	0	370	4,449	4,079	370	9%
	83	360	(277)	550	1,646	(1,096)	(67%)
	453	360	93	4,999	5,725	(726)	(13%)
Revenue and Other Support							
Miscellaneous							
Interest & Investment Income							
Total Revenue and Other Support							
Expenses							
Salaries and benefits	24,757	24,926	(169)	117,175	117,469	(294)	0%
Rent & Utilities	2,007	2,100	(93)	12,416	12,611	(195)	(2%)
Telephone Services	129	400	(271)	1,820	2,260	(440)	(19%)
Mail Expenses	73	55	18	505	233	272	117%
Insurance & Bonding	94	106	(12)	584	634	(50)	(8%)
Supplies	58	230	(172)	684	1,149	(465)	(42%)
Equipment Sup.& Maint.	162	420	(258)	1,696	2,516	(820)	(33%)
Taxes, Licenses & Fees	0	0	0	233	233	0	0%
Equip. Rental / Leasing	116	105	11	1,115	974	141	14%
Training & Seminars	110	200	(90)	308	400	(92)	(23%)
Professional Fees Legal/Accounting	306	500	(195)	17,226	22,920	(5,695)	(25%)
Associate Relations	858	5	853	904	236	668	283%
Board Functions	1,834	700	1,134	25,541	44,467	(18,926)	(43%)
Automobile Expenses	0	100	(100)	338	495	(157)	(32%)
Local Meals & Entertainment	0	200	(200)	247	800	(554)	(69%)
Dues & Subscriptions	0	120	(120)	0	156	(156)	(100%)
Allocated	(32,915)	(32,915)	0	(200,482)	(200,482)	0	0%
Total Expense Before Depreciation/Re	(2,412)	(2,748)	336	(19,712)	7,071	(26,783)	(379%)
Depreciation							
Total Expense	416	420	(4)	2,496	2,512	(16)	(1%)
Changes in Unrestricted Net Assets	(1,996)	(2,328)	332	(17,216)	9,583	(26,799)	(280%)
	2,449	2,688	(239)	22,214	(3,858)	26,072	(676%)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Infrastructure
For the Six Months Ending December 31, 2010

DESCRIPTION	CURRENT MONTH			YEAR-TO-DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Interest & Investment Income	(242)	100	(342)	(508)	(342%)	114	533	(419)	2,071	(79%)
Placer County Funding	379,079	227,100	151,979	78,673	67%	445,465	934,400	(488,935)	392,996	(52%)
Total Revenue and Other Support	378,837	227,200	151,637	78,165	67%	445,579	934,933	(489,354)	395,068	(52%)
Expenses										
Salaries and benefits	5,828	5,884	(56)	10,618	(1%)	39,688	41,678	(1,990)	57,450	(5%)
Rent & Utilities	717	750	(33)	725	(4%)	4,441	4,511	(70)	4,400	(2%)
Telephone Services	43	150	(107)	154	(71%)	864	908	(44)	1,001	(5%)
Mail Expenses	0	5	(5)	0	(100%)	2	21	(19)	24	(92%)
Insurance & Bonding	30	35	(5)	34	(14%)	187	208	(21)	225	(10%)
Supplies	23	90	(67)	104	(74%)	266	452	(186)	530	(41%)
Equipment Sup. & Maint.	8	75	(67)	54	(89%)	186	434	(248)	452	(57%)
Taxes, Licenses & Fees	0	0	0	0	0%	74	74	0	100	1%
Equip. Rental / Leasing	87	80	7	78	8%	656	598	58	603	10%
Training & Seminars	0	0	0	0	0%	0	0	0	17	0%
Project Costs	364,704	217,617	147,087	62,918	68%	369,690	871,297	(501,607)	303,945	(58%)
Associate Relations	274	120	154	126	129%	289	198	91	191	46%
Automobile Expenses	0	55	(55)	30	(100%)	416	220	196	338	89%
Local Meals & Entertainment	0	5	(5)	0	(100%)	0	20	(20)	24	(100%)
Dues & Subscriptions	18	18	0	18	0%	36	36	0	54	0%
Allocated	3,135	3,135	0	3,111	0%	18,762	18,762	0	18,666	0%
Total Expense Before Depreciation/Re	374,867	228,019	146,848	77,970	64%	435,556	939,417	(503,861)	388,018	(54%)
Depreciation	105	105	0	105	0%	630	630	0	630	0%
Total Expense	374,972	228,124	146,848	78,075	64%	436,186	940,047	(503,861)	388,648	(54%)
Changes in Unrestricted Net Assets	3,865	(924)	4,789	90	(518%)	9,393	(5,114)	14,507	6,420	(284%)

North Lake Tahoe Resort Association
Statement of Cash Flows
For the Six Months Ending December 31, 2010 and 2009
for internal use only, unaudited

	December 31, 2010	December 31, 2009
CASH FLOWS FROM OPERATING ACTIVITIES		
Tourism and Administration		
Cash Received from Customers Operations	\$ 243,572	\$ 275,471
Cash Received from Interest Operations	550	1,397
Cash Received from Placer County TOT Operations	1,593,566	1,555,866
Cash Used for Operations	(1,773,417)	(1,993,478)
	64,270	(160,744)
Infrastructure		
Cash Received from Grants and Reimbursements		-
Cash Received from Interest Infrastructure	114	2,071
Cash Received from TOT Revenue Recognized Infrastructure	78,000	632,215
Cash Used for Infrastructure Overhead	(65,866)	(84,073)
Cash Used for Infrastructure Projects	(369,690)	(303,945)
	(357,442)	246,269
	-	-
Net Cash Provided (Used) by Operating Activities	(293,172)	85,525
CASH FLOWS FROM FINANCING ACTIVITIES		
	-	-
Net Cash Provided (used) by Financing Activities	-	-
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of Equipment and Leasehold Improvements	(1,933)	-
Disposition of Assets	-	-
	-	-
Net Cash Provided (Used) by Investing	(1,933)	-
Net Increase (Decrease) in Cash and Cash Equivalents	(295,105)	85,525
Cash and Cash Equivalents, July 1, 2010, 2009	1,149,922	1,029,508
Cash and Cash Equivalents, December 31, 2010, 2009	\$ 854,817	1,115,033

North Lake Tahoe Resort Association
Statement of Activities
Infrastructure
For the Six Months Ending December 31, 2010

Current Month Actual	Project Costs:	Year to Date Actual
(1,625.00)	Research/Planning/Infrastructure	1,974.69
250.00	Infrastructure Membership	250.00
141,112.03	TART Bus Shelters	141,112.03
29,260.00	Bike Trail Signs	29,260.00
191,393.00	Lakeside Bike Trail	191,393.00
4,313.75	Regional Wayfinding Signage	5,100.00
0.00	Traffic Calming	600.00
----- 364,703.78	Total Project Costs	----- 369,689.72
-----		-----

North Lake Tahoe Resort Association
Statement of Activities
Transportation
For the Six Months Ending December 31, 2010

Current Month Actual	Project Costs:	Year to Date Actual
675.00	Research/Planning/Transportation	3,250.00
250.00	Membership Transportation	3,250.00
4,238.61	Summer Traffic Management	10,403.91
6,000.00	Night Service Transit	6,000.00
7,157.07	North Lake Tahoe Express	39,728.84
9,500.00	Sugar Bowl Trolley	9,500.00
190,458.77	Contract Transit - Enhanced Summer Transit Service	190,458.77
----- 218,279.45	Total Project Costs	----- 302,591.52
-----		-----

December Accounts Receivable

Customer Account	Chamber/Conf		Membership		Group		AFW		STN		Misc.
	Member Dues	age	Functions	amount	Commissions	age	amount	age	amount	age	
Total	Customer/Business	age	amount	age	amount	age	amount	age	amount	age	amount
60.00	Alpine Meadows										12/31/10 (08444) Email blast
60.00	Arts for the Schools		60.00								12/31/10 (08445) Email blast
761.40	MontBleu		60.00	30	761.40						11/11/10 (08425) BAH Boot Camp
60.00	Cal Neva		60.00								11/29/10 (08397) Email blast
60.00	Cal Neva		60.00								11/29/10 (08397) Email blast
60.00	Cal Neva		60.00								11/29/10 (08397) Email blast
120.00	Carson City Toyota		120.00								12/31/10 (08446) Email blast
60.00	Creative Concepts		60.00								6/30/10 (08232) Email blast
60.00	Creative Concepts		60.00								7/30/10 (08270) Email blast
60.00	Creative Concepts		60.00								8/15/10 (08272) Email blast
60.00	Creative Concepts		60.00								9/21/10 (08308) Email blast
60.00	Creative Concepts		60.00								10/11/10 (08344) Email blast
60.00	Creative Concepts		60.00								10/11/10 (08345) Email blast
60.00	Creative Concepts		60.00								11/8/10 (08380) Email blast
60.00	Creative Concepts		60.00								12/31/10 (08447) Email blast
60.00	Dress the Part		60.00								12/31/10 (08448) Email blast
60.00	Dress the Part		60.00								12/31/10 (08449) Email blast
577.93	Embassy Suites		60.00								12/31/10 Groups
264.00	Embassy Suites			new	577.93						12/31/10 Groups
500.00	Homewood Village		500.00								12/9/10 Supplemental services
3,191.20	Hyatt			new	264.00						8/31/10 (08323) IGA/Conf Direct
1,621.00	Hyatt			90	3,191.20						9/30/10 (08356) Wagner Systems
1,200.90	Hyatt			90	1,621.00						12/31/10 (08455) Int'l Exchange
230.00	LTVA			new	1,200.90						Portion of Angen
698.64	Lodging Company										12/10/10 (08430) STN tickets
964.80	Lodging Company										12/10/10 (08431) STN tickets
582.20	Lodging Company										12/10/10 (08432) STN tickets
523.98	Lodging Company										12/10/10 (08433) STN tickets
1,286.40	Lodging Company										12/10/10 (08434) STN tickets
1,286.40	Lodging Company										12/10/10 (08435) STN tickets
60.00	Moonshine Ink		60.00	90							8/15/10 (08275) Email blast
120.00	Northstar		120.00	30							11/8/10 (08381) Email blast
60.00	Northstar		60.00	new							12/31/10 (08450) Email blast
423.70	Northstar			new	423.7						12/31/10 (08456) Dept of Gen...

North Lake Tahoe Resort Association
Key Performance Indicators
December 2010

	<i>For the Month</i>				
	Actual	Budget	Last Year	Actual % Budget	Var to Last Yr
Statistics					
Web Site Traffic-Unique Visitor	69,823		70,236	na	-0.6%
Web Site Traffic-Lodging Referrals	19,233		16,709	na	15.1%
% Lodging Referral/Unique Visitor	27.5%		23.8%	na	15.8%
# STN tickets sold	194		602	na	-67.8%
# Conference Groups Booked	1	6	3	-83.3%	-66.7%
# Conference Group Rm Nights Booked	65	650	748	-90.0%	-91.3%
# Press Releases Issued	6		6	na	0.0%
# Leisure Sales Site Inspections	16		10	na	60.0%
VIC walk-ins	549		646	na	-15.0%
VIC Phone Calls	309		440	na	-29.8%
Membership, # New Members	3		2	na	50.0%
				na	na
Financials (\$ in Thousands)					
Total Payroll, incld Benefits	\$ 104	\$ 103	\$ 130	-1.0%	20.0%
Total Payroll, excluding Infra, incld Benefits	\$ 98	\$ 97	\$ 119	-1.0%	17.6%
Total Revenue, excluding Infra	\$ 422	\$ 261	\$ 215	61.7%	96.3%
Website Revenue earned	\$ 2,786	\$ 5,500	\$ 7,164	-49.3%	-61.1%
Conference Revenue earned, non-TOT	\$ (23)	\$ -	\$ (2)	na	1050.0%
Conference Sales Booked	\$ 36	\$ 650	\$ 109	-94.5%	-67.0%
Conference Payroll, incld Benefits	\$ 17	\$ 14	\$ 17	21.4%	0.0%
Infrastructure Project Funds spent	\$ 365	\$ 218	\$ 63	-67.4%	-479.4%
PC TOT Funding Support, all	\$ 812	\$ 469	\$ 277	73.1%	193.1%
PC TOT Funding Support, excluding Infra	\$ 433	\$ 242	\$ 198	78.9%	118.7%
Modified Functional Expenses (A)	\$ 124	\$ 124	\$ 97	0.0%	-27.8%
NetChg in Assets, before Infrastructure	\$ (22)	\$ 16	\$ (36)	237.5%	38.9%
Financial Ratios					
Conference Payroll % Sales	47.2%	2.2%	15.6%	2092.5%	202.8%
Conference Payroll \$ per RB	\$ 261.54	\$ 21.54	\$ 22.73	1114.3%	1050.8%
Conference Sales \$ per RB	\$ 553.85	\$ 1,000.00	\$ 145.72	-44.6%	280.1%

(A) Modified Functional Expenses = Functional Expenses, excluding Infrastructure/Transportation projects, all Payroll/Benefits, all Rent/Utilities, all Reserves, all Allocated, & all Depreciation



JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE

Monday, January 24, 2011

Tahoe City Public Utility District Board Room

PRELIMINARY MINUTES

ATTENDANCE: Ron McIntyre, Cheri Sprenger, Keith Vogt, Jan Colyer, Debbie Casey, Roger Beck, Phil GilanFarr, John Pang, Jennifer Merchant, Gary Davis, Ken Foster, and Wally Auerbach. Andrew Ryan and Kali Kopley arrived after the meeting had begun and were not present for the approval of the Agenda or Past Minutes. Pat Perkins arrived at 3:35 PM.

STAFF IN ATTENDANCE: Ron Treabess

OTHERS IN ATTENDANCE: Edmund Sullivan, Bob Bolton, Cindy Gustafson, Matt Homolka, and Lolly Kupec.

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The meeting was called to order at 1:32 PM by Chairman Ron McIntyre and a quorum was established.

2.0 PUBLIC FORUM

2.1 There was no public comment.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Casey/Vogt) (12/0) to approve the agenda as presented.**

4.0 APPROVAL OF JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE MEETING MINUTES

Jan Colyer asked that the following clarifications be added to the minutes of November 22, 2010:

a. Item 10.2 - The Night Rider – The additional two runs on Donner Summit are not Night Rider runs. They are part of the Truckee/Donner Summit service.

b. Item 10.3 - The Tahoe Vista skier shuttles are being provided by Northstar.

4.1 **M/S/C (Casey/Merchant) (12/0) to approve the Joint Infrastructure/Transportation Committee meeting minutes of November 22, 2010 as amended.**

5.0 INTRODUCTION OF APPROVED JOINT COMMITTEE APPOINTMENTS AND ELECTION OF COMMITTEE CHAIR AND VICE CHAIR

5.1 Ron Treabess reported all Committee member appointments have been approved by the NLTRA Board of Directors for both the Transportation and Infrastructure Committees. He reviewed the terms of the Committee seats. Traditionally, the Chair

of the Joint Committee has come from one Committee and the Vice-Chair from the other, with a Board member holding the Chair seat.

M/S/C (Colyer/Sprenger) (12/0) to appoint Wally Auerbach as Chair of the Joint Infrastructure/Transportation Committee.

M/S/C (McIntyre/Colyer) (12/0) to appoint Gary Davis as Vice-Chair of the Joint Infrastructure/Transportation Committee.

6.0 STATUS REPORTS

6.1 North Lake Tahoe Express

Jan Colyer reported sales on the Express are up 9% from January 2010. She distributed and reviewed the subsidy report, noting that both ridership and fares have increased from last year. She and Gordon Shaw estimated a cost for the Express of approximately \$120 per run. From July 2010 to January 23, 2011, the revenue has been \$116.88 per run. Jan Colyer explained how the subsidy report is calculated.

Jan Colyer negotiated a 2-month sponsorship agreement for this winter with rum-product Captain Morgan to “wrap” three Express buses at a fee of \$750 per bus, which will be credited against the subsidy. The wraps have a “don’t drink and drive” theme. At the end of winter, three new wraps will be installed to the worn ones removed for this fund raising promotion.

6.2 Night Rider

Jan Colyer reviewed the ridership numbers shown on the spreadsheet in the Committee packets.

6.3 Skier Shuttles

Ron Treabess reported the shuttle ridership numbers are much higher this year. Donner Summit shuttles have carried approximately 2400 people this winter. Ron Treabess noted the additional service from Truckee to Donner Summit has resulted in increased ridership.

6.4 TART Baseline Service

Ron Treabess read an email from Will Garner stating that every transit route on the TART base system has increased ridership this winter compared with last year. He provided individual route statistics and reported overall ridership is up 24% from December 11, 2010 to today.

6.5 Winter Traffic Management

Ron Treabess reported the coning management system in Tahoe City was difficult to set up over the Christmas holidays because of the amount of snow. However, the conditions were much better over the recent Martin Luther King holiday weekend and there were no traffic backups. Ron Treabess said a coning program is being conducted at Highway 89 and West River Street in Truckee for northbound traffic, primarily on Sunday afternoons. The Town of Truckee is operating the program.

Andrew Ryan noted traffic issues on Highway 267 near Northstar that need to be addressed.

John Pang said that traffic flows on Highway 89 need to be coordinated between Alpine Meadows Road and Squaw Valley Road. Jan Colyer is coordinating a meeting about this issue with Tom Kelly from Caltrans.

7.0 UPDATE, DISCUSSION, AND POSSIBLE RECOMMENDATION FOR REVISED APPROACH TO CONDUCT A PERFORMANCE REVIEW OF THE NORTH LAKE TAHOE EXPRESS AIRPORT SHUTTLE PROGRAM

- 7.1 Ron Treabess reminded the Committee of last month's discussion with Gordon Shaw of LSC Transportation Consultants regarding LSC's proposal to conduct an analysis of the North Lake Tahoe Airport Express. The questions to be addressed include: are fair subsidies being paid by all jurisdictions receiving the service, how is the operator doing, should the contract be re-bid, can the subsidy be reduced, and is the service providing a benefit that can be translated into an increase in Transient Occupancy Tax (TOT). It was agreed that an analysis could provide information that can lead to recommendations on how the program operates and is funded. The NLTRA Board of Directors reviewed the Joint Committee's recommendation to approve up to \$9,700 for LSC to conduct the performance review of the Express. However, the Board passed a motion asking the Joint Committee to reconsider this issue and determine if NLTRA and Truckee North Tahoe Transportation Management Association (TNT TMA) staff can do some of the work LSC proposes. The Board motion specifically notes a goal of "program growth and improvement."

Discussion followed regarding the components of the LSC proposal, the information being requested, and the options available. In response to a question, Ron Treabess stated he feels staff may be able to compile some of the information, but lack the expertise to evaluate it and make recommendations. The Committee discussed the scope of LSC's proposal, noting that this is mainly an operations review and does not consider the bigger picture of whether or not the Express is actually benefiting business on the North Shore, i.e., a study based on ridership, but not marketing effects or opportunities. There was consensus that the information from LSC is necessary to begin evaluation of the NLT Express, but there also needs to be a marketing component at some point.

M/S/C (McIntyre/Beck) (13-0-1 abstention from Kali Kopley) to recommend the NLTRA Board approve up to \$9700 for a transportation research and planning allocation to LSC Transportation Consultants to conduct a performance review of the North Lake Tahoe Express Airport Shuttle program.

8.0 STATUS REPORT: OVERALL CLASS 1 BIKE SYSTEM THROUGHOUT THE NORTH LAKE TAHOE RESORT TRIANGLE

- 8.1 Ron Treabess reviewed the plan for the Resort Triangle multi-use bike trail system. He noted the variety of agencies involved in funding, planning and design, construction, and maintenance, including the Tahoe City Public Utility District (TCPUD), North Tahoe Public Utility District (NTPUD), Placer County, Nevada County, the Town of Truckee, and the Tahoe Transportation District (TTD). Discussion followed regarding various segments of the trail, branding the region as "bike friendly" to promote tourism, and NLTRA's capital investment in the project both through marketing efforts and infrastructure funding.

9.0 PRESENTATION, DISCUSSION AND POSSIBLE ACTION TO RECOMMEND INFRASTRUCTURE FUNDING REQUEST OF UP TO \$265,000 TO THE PLACER

COUNTY PLANNING DIVISION TO COMPLETE THE TRUCKEE RIVER CORRIDOR ACCESS PLAN PROGRAM ENVIRONMENTAL IMPACT REPORT

- 9.1 Edmund Sullivan of the Placer County Planning Division explained the funding request to complete the environmental assessment of the proposed a recreational trail from Tahoe City to Truckee. He narrated a Power Point presentation showing the scope of the project, proposed alignment options for the trail, and the other agencies involved. The trail will provide increased economic benefits because of the recreational, restoration, and interpretive opportunities. Challenges with the project include safety considerations in different segments and private property rights in some locations. In order to apply for additional funding, the California Environmental Quality Act (CEQA) must be completed.

Debbie Casey left the meeting at 3:08 PM.

Discussion followed regarding the process to get the CEQA analysis completed, what other environmental documents may be required, and the proposed design and construction schedule.

M/S/C (Pang/Foster) (11-0-1 abstention from Jennifer Merchant) to recommend the NLTRA Board approve an infrastructure funding request of up to \$265,000 to the Placer County Planning Division to complete the Truckee River Corridor access plan program environmental impact report.

10.0 PRESENTATION, DISCUSSION AND POSSIBLE ACTION TO RECOMMEND AN INFRASTRUCTURE FUNDING REQUEST OF UP TO \$144,500 TO THE TAHOE CITY PUBLIC UTILITY DISTRICT TO COMPLETE PREPARATION OF ENVIRONMENTAL DOCUMENTS AND COMPLIANCE TASKS AS REQUIRED BY CALTRANS FOR THE CLASS 1 BICYCLE TRAIL CONNECTION THROUGH HOMEWOOD

- 10.1 Ron Treabess introduced this item, providing a history of the bike trail connection through Homewood. Tahoe City Public Utility District (TCPUD) General Manager Cindy Gustafson narrated a Power Point presentation outlining the District's request for funding to complete the environmental documents required by Caltrans. If approved, the project is scheduled for construction in 2012 and completion in 2013. Discussion followed regarding the alignment of the trail and how the consultant for the project was selected.

Gary Davis left the meeting at 3:34 PM. Kali Kopley and Andrew Ryan left at 3:41 PM.

M/S/C (Merchant/Pang) (10-0-1 abstention from Pat Perkins) to recommend the NLTRA Board approve an infrastructure funding request of up to \$144,500 to the Tahoe City Public Utility District to complete preparation of environmental documents and compliance tasks as required by Caltrans for the Class 1 bicycle trail connection through Homewood.

John Pang left the meeting at 3:45 PM.

11.0 PRESENTATION, DISCUSSION, AND POSSIBLE ACTION TO RECOMMEND AN ADDITIONAL INFRASTRUCTURE FUNDING REQUEST OF UP TO \$20,000 TO COMPLETE WAYFINDING SIGNAGE STANDARDS MANUAL PROJECT INCLUDING PLACER COUNTY REQUIRED ENVIRONMENTAL QUESTIONNAIRE AND ZONING TEXT AMENDMENT

- 11.1** Ron Treabess explained the changes in this project and why this additional funding is being requested. Because of differing requirements by the agencies involved, the scope of work has changed. Due to financial issues, the original consultant, Carrier Johnson, is not able to complete the contract. They were paid for all the work they did complete and all working documentation has been delivered to NLTRA. Also, there is an agreement with Placer County that a Zoning Text Amendment and an Environmental Questionnaire be done by any applicant for their signage. Those documents need to be written. Ron Treabess is recommending contracting with Wild West Communications for the new scope of work to complete the project. Wild West was an original sub-contractor to Carrier Johnson on this project. A proposal from Wild West was reviewed. And Ron Treabess and Lolly Kupec of Wild West explained the remaining tasks and projected costs.

M/S/C (McIntyre/Foster) (9-0-1 abstention from Jennifer Merchant) to recommend the NLTRA Board approve an infrastructure funding request of up to \$20,000 to complete Wayfinding Signage Standards Manual Project including Placer County required environmental questionnaire and zoning text amendment.

12.0 STATUS REPORT: SCHEDULE FOR UPDATE OF INFRASTRUCTURE AND TRANSPORTATION DEVELOPMENT INTEGRATED WORK PLAN AND LONG RANGE FUNDING PLAN FOR 2011/12 BUDGET PREPARATION

- 12.1** This item was tabled.

13.0 REVIEW AND POSSIBLE UPDATE OF INFRASTRUCTURE AND TRANSPORTATION DEVELOPMENT INTEGRATED WORK PLAN PURPOSE, CRITERIA, AND HIGHEST PRIORITIES FOR WHICH TO CONSIDER INFRASTRUCTURE, TRANSPORTATION, AND STRATEGIC PLANNING PROJECTS FOR INCLUSION

- 13.1** This item was tabled.

14.0 ACTIVITY REPORT

- 14.1** There were no questions or comments on the Report, which was included in the Committee packets.

15.0 COMMITTEE MEMBER COMMENTS

- 15.1** Keith Vogt asked Ron Treabess to follow up on the use of new the theater at North Tahoe High School, which the NLTRA helped fund.

16.0 ADJOURNMENT

- 16.1** The meeting adjourned at 4:15 pm

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



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

MARKETING COMMITTEE MEETING MINUTES
January 25, 2011 – 1 pm

Tahoe City Public Utility District-Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Ron Parson, Heather Allison, Kevin Hickey, Brett Williams, Deb Dudley and Julie Maurer

RESORT ASSOCIATION STAFF: Andy Chapman, Jeremy Jacobson, Jason Neary, Judy Laverty, Emily Sullivan and Kym Fabel

OTHERS IN ATTENDANCE: Pettit Gilwee, Alanna Crete, Wendy Hummer, Cathy Davis, Shelley Fallon, Beverly Lewis and Ronele Klingensmith

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 1:05 pm by stand-in Chair Ron McIntyre and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 ELECTION OF MARKETING COMMITTEE CHAIR

3.1 The Committee elected Les Pederson as chair of the Marketing Committee for 2011.

3.2 **M/S/C (Parson/Williams) (8/0) To Elect Les Pederson as Chair of the Marketing Committee for 2011.**

4.0 WELCOME NEW AND RETURNING COMMITTEE MEMBERS

4.1 Andy welcomed the new Marketing Committee members; Barb Cohen, Heather Allison and Kevin Hickey and welcomed back the returning Marketing Committee Members; Deanna Gescheider, Ron Parson, Christine Horvath, Julie Maurer, Becky Moore and Brett Williams

5.0 AGENDA AMENDMENTS AND APPROVAL

5.1 Andy made an amendment to the agenda adding Deb Dudley to the NLTRA Committee Members represented on the Marketing Committee.

5.2 **M/S/C (Dudley/Parson) (8/0) to approve the Marketing Committee agenda with the amendment adding Deb Dudley to the NLTRA Committee Members represented on the Marketing Committee.**

6.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON DECEMBER 9, 2010

- 6.1 M/S/C (Dudley/Parson) (8/0) to approve the Marketing Committee minutes from December 9, 2010.

7.0 PRESENTATION ON PLACER LAKE TAHOE FILM OFFICE

- 7.1 Beverly Lewis presented on the past year's activities and results of Placer Lake Tahoe Film Office. Beverly described the information provided in the Marketing Packet including the 2010 Economic Impact, Fiscal Year Comparisons and some media coverage. She reported that they were up 16% over last years figures for the numbers of productions shooting in Placer County and 61% over last years figures for economic impact. Only 1 in 74 that qualified for the new California Film and TV Tax Credit program in first year (2009-2010) shot outside of the Los Angeles drive zone. Les asked Beverly about the tax credit. She said it may change to 25%. Beverly reported that they are looking at giving a cash rebate amount of \$5000 to production companies that produce more that \$5000 in TOT. This will encourage production companies to stay and film in Placer County. The Committee asked how the film office will budget the \$5000 given back to production companies. She replied they are still working on the budget at this time. Brett asked how production company leads are distributed to lodging properties. She stated that the leads go through Jason Neary and he distributes the leads. She asked the Committee to let her know if they had any suggestions or ideas to increase filming in Placer County. Les informed the Committee that the production companies sometimes contact the hotel directly; if that occurs then the lodging property should inform Beverly.

Action: Committee to contact Beverly with any suggestions or ideas to increase filming in Placer County.

8.0 PRESENTATION ON NORTH LAKE TAHOE SOCIAL MEDIA PLATFORM

- 8.1 Ronele Klingensmith with RKPR manages the North Lake Tahoe Marketing Coop social media. She reported on the current North Lake Tahoe social media platform. She described North Tahoe's facebook page and how it's used as a marketing tool. She also described how twitter markets North Lake Tahoe effectively and is currently rated at #1 in North Lake Tahoe by Twitaholic. She described the information distributed through the gotahoenorth.com blog; which includes Pettit's press releases and local published news. They also launched North Lake Tahoe on Foursquare in early November. Foursquare is used to post tips on area locations. She described the usage of FLICKR for viewing photos. They also upload videos to view on YouTube. She stated that they strive to be authentic, engaging and aware of building North Lake Tahoe as a destination through social media. Les asked if a goal should be set to increase social media followers. She replied that there is a six month plan in place that shows increased followers. Brett asked how the social media relates to the goals already in place in the Six Month Strategic Plan, especially during the "Strike Zones" and increased visitors during events. Andy stated that he keeps Ronele informed of current market trends and special events. Ron Parson asked if there was a goal in place for the current social media marketing. Andy replied that a big part of social media is being actively engaged and then weaving in the "marketing message" that is currently in place. Les suggested that all the different media channels use the same message. Ronele said the messages are coordinated but phrased very differently. This is due to different types of social media users perceiving messages very differently. The Committee discussed how Amgen will be marketed through social media. Andy replied that the Amgen Tour of California websites feeds are re-posted on our website and is a message that is consistent in all of the social media outlets.

9.0 DISCUSSION AND POSSIBLE ACTION TO APPOINT THE NORTH LAKE TAHOE RESORT ASSOCIATION MARKETING COOPERATIVE COMMITTEE MEMBERS

9.1 Andy gave the Committee a brief overview of the North Lake Tahoe's Marketing Cooperative Committee. He stated that the Committee is comprised of four members from each organization, including an Executive Director, one community member and two board members from each organization. Presently two NLTRA board members; an Executive Director and one lay member need to be appointed to the Committee. After discussion Ron Parson suggested; Ron McIntyre, Ron Treabess, Deanna Gescheider and Les Pederson be appointed to serve on the Cooperative Marketing Committee.

9.2 **M/S/C (Parson/Pederson) (9/0) The Committee recommends for NLTRA Board approval; Ron McIntyre, Ron Treabess, Deanna Gescheider and Les Pederson be appointed to the Marketing Cooperative Committee**

10.0 PRESENTATION/DISCUSSION AND REQUEST FOR DIRECTION TO STAFF SIX MONTH STRATEGIC PLANNING AND FY 2010/2011 BUDGET DEVELOPMENT PLAN

10.1 Andy gave a brief overview of the Six Month Strategic Planning and Budget Development Process for the period of January through June. Andy asked if the Committee had any changes or suggestions. Parson stated that this has been a big year of change and would like to review the plan as a Committee. Andy asked if he felt the changes should be made at the Committee level. Ron said yes the Marketing Committee should look at the Six Month Strategic Plan and compile ideas/changes to present to the NLTRA Board. Andy replied that the Committee could review the Six Month Strategic Plan at the next Marketing meeting. Deb asked the Committee members to attend the NLTRA Board meeting when the Committees ideas/changes are presented. Andy will ensure that all Committee members have the one year plan in the next few days.

Action: Andy sends one year plan to Committee members in the next few days.

11.0 UPDATE ON NORTH LAKE TAHOE WEDDING AND HONEYMOON ASSOCIATION DISSOLVING

11.1 Andy reported that the North Lake Tahoe Wedding and Honeymoon Association Board of Directors decided to dissolve the organization at the end of November, 2010. The Marketing Cooperative has funded the North Lake Tahoe Wedding and Honeymoon Association \$75,000 annually to be used as marketing funds. The North Lake Tahoe Wedding and Honeymoon Association matched the funds through membership sales for operational costs. They were unable to sell memberships and decided to dissolve the association. Currently there are funds available in the Cooperative budget to market weddings. Smith and Jones and EXL Media have created a marketing plan utilizing the available funds. Ron Parson suggested that weddings should be a marketing objective. Ron McIntyre asked what happens to the left over members from the North Lake Tahoe Wedding and Honeymoon Association. Andy replied the Co-op may consider creating a Wedding Advisory Group to meet as needed with the Marketing Committee. Les suggested that the new Lodging Committee head up that effort.

12.0 REVIEW OF PROPOSED NORTH LAKE TAHOE WEDDING MARKETING PLAN

12.1 Alanna and Wendy reviewed the proposed Wedding Marketing Plan in the Marketing packet. Wendy reported that around 70% of information concerning weddings is gained via internet rather than print. The Cooperative funds would be spent on Print, Destination Print and mainly Internet. Les asked about placing an ad in "Here Comes the Guide." Wendy will check in to it and report back to the Committee. Andy stated that weddings will be incorporated into the current social media outlets and PR efforts. Ron Parson asked if the NLTRA is going to take over the North Lake Tahoe Wedding and Honeymoon Association's website. Andy said no, that Tahoe Guide has taken it over but has allowed current North

Lake Tahoe Wedding and Honeymoon members to remain on the site for one year. Ron Parson asked the Chamber to correctly tag Members on the website that are wedding related and suggested the Chamber sell memberships to old members of the Honeymoon Association. He also suggested a "Wedding Open House" week to entice couples to get married in Tahoe. Andy said that the Wedding and Honeymoon association was working on a "Wedding Giveaway" prior to dissolving and will be moved to next year. The Committee discussed attending Bride Expos. Jason suggested hiring another salesperson that would sell weddings specifically.

Action: Wendy to check about placing ad in "Here Comes the Guide" and report results to the Committee.

Action: Chamber to tag Members on the website that are wedding related and sell memberships to old members of the Honeymoon Association.

13.0 DEPARTMENTAL REPORTS- The following reports were posted on www.nltra.org

13.1 Advertising- Alanna reported on media for December and January on Print, Internet, Outdoor, Direct response and the Website. She stated that the Snow Trigger campaign is set to start.

13.2 Conference Sales-Jason reported on the Conference Sales. He is working on short term sales efforts at this time. The new Conference planner should be out in the next few weeks.

13.3 Leisure Sales-Jeremy reported on Leisure Sales.

13.4 Special Projects-Judy reported on the Special Event/Projects.

13.5 Web- Shelley reported on the website updates. She stated that the lodging page is fully updated. Ron Parson asked about the member links due to funding by TOT. Andy said that there has been discussion about all lodging partners being linked. Ron Parson suggests this item be added to the Lodging Committees agenda next week for discussion then to the board for approval.

13.6 Public Relations-Pettit reported on the public relations report.

Action: Item added to Lodging Committees agenda concerning Member links and TOT Funding.

14.0 STANDING REPORTS

The following reports were posted on www.nltra.org:

- DECEMBER MTRiP REPORT
- NOVEMBER RENO TAHOE AIRPORT REPORT
- DECEMBER SEARCH ENGINE OPTIMIZATION REPORT
- DECEMBER WEB/GEO TRACKING REPORT
- DECEMBER LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

15.0 ADJOURNMENT

15.1 The Marketing Committee meeting adjourned at 2:55 pm.

Submitted By:

Emily Sullivan, Programs Assistant
North Lake Tahoe Resort Association

NLTRA MARKETING/ CONFERENCE ACTIVITY REPORT FOR JANUARY 2011

KEY MEETINGS/LUNCHEONS/RECEPTIONS ATTENDED BY STAFF

- Attended SJ Marketing Meeting: Andy
- Attended Chamber Advisory Committee Meeting: Judy, Andy
- Attended NLTRA Marketing Committee Meeting: Andy, Judy, Jason, Jeremy
- Attended Finance Committee Meeting: Andy, Jason
- Attended ATOC LOC Meetings x 6: Andy, Judy
- Attended December Breakfast Club: Andy, Jeremy
- Attended Truckee Town Council Meeting: Andy
- Attended LTBPP Meeting: Andy
- Attended TMA/TDD Meeting: Andy
- Attended Placer County Area Managers Meeting: Andy
- Attended NLTRA Executive Committee Meeting: Andy
- Attended Ski Lake Tahoe MTS luncheon planning meeting: Jeremy
- Met with Virgin Holidays' product manager: Jeremy
- Met with VP of Alpine Adventures: Jeremy
- Met with our Travelocity market manager: Jeremy
- Attended Larkspur Tahoe Truckee Lodge's grand opening: Jeremy
- Attended Sierra Avalanche Center Board meeting: Jeremy
- RSCVA Director's of Sales Meeting: Jason
- Reno –Tahoe Meetings Marketing Coop Meeting: Jason

SPECIAL PROJECTS

- Identified targeted retail outlets for AMGEN and recruited Director of Merchandising: Judy
- Confirmed all AMGEN Room Blocks: Judy, Andy
- Sent out AMGEN F & B rfp's: Judy
- Presented AMGEN at the Tahoe City Rotary Club: Andy
- Presented AMGEN at the Truckee Rotary Club: Andy
- Taped a segment on AMGEN with Truckee TV: Andy
- Produced 2 four minute AMGEN route announcement videos: Andy
- Met with Disabled Sports, Tahoe Maritime Museum, Tahoe Disc Golf, The Great Ski Race & Tahoe Paddleboard Series and Sierra Mountain Soccer Club to discuss event marketing strategies: Judy
- Conference call meeting with Northwest Challenge Triathlon for possible inbound event: Judy, Jason
- Finalizing details on Chamber Awards Dinner: Judy
- FAM event DJs from KLOS and KROQ Radio Stations in LA
- Hosted Bronwen Gora from the Sunday Telegraph in Sydney and also a freelancer for top Australian ski and lifestyle magazines and in-flight publications: Jeremy
- Hosted Mexican press visit with 6 journalists and CA Tourism Mexico's account manager: Jeremy
- Hosted sales agent from SkiGroup.net: Jeremy
- Attended SmartMart trade show in San Francisco: Jason



MEMORANDUM

DATE: February 2, 2011

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
and Planning

SUBJ: January 1-31, 2011
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Express (B-7)

NLTRA staff, in concert with Tahoe Transportation District and the TNT/TMA, is proposing to conduct a performance review of the North Lake Tahoe Express airport shuttle program. The purpose of this study will be to assess how well the NLTE is doing in meeting the goals of the program, and make recommendations as to the level of NLTRA support that should continue and strategies that can be implemented to improve the program. This proposal is on the February agenda for Board consideration.

Through January, the FY 2010/11 NLTE Financials continue to show the strongest first seven months of both ridership and fare box revenue since the inception of the Express (see attached 7-month financials).

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

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

3. North Tahoe Regional Park Playground/ADA Renovation (D-16)

The North Tahoe Public Utility District has requested an Infrastructure allocation of up to \$44,000 to replace unsafe playground equipment with new, state of the art playground equipment that is safe and ADA compliant. This represents a portion of the ADA improvements necessary at the regional park to keep the park a key part of

the visitor experience, as it is marketed throughout North Lake Tahoe. This request was recommended by the Joint Committee at its September 27th meeting and approved by the Board of Directors on October 6th. This recommendation has been submitted to the County requesting Board of Supervisors approval.

4. Water Taxi Proposal

A proposal is being developed to initiate a water taxi service that would start on a small scale along the north and west shores of Lake Tahoe. The Tahoe Transportation District (TTD) is looking at this potential project as a possible component in the overall lake shuttle program that they have taking the lead to develop. The TNT/TMA, Placer County, and the NLTRA have been included in the planning discussions. TTD engaged LSC Transportation Consultants to prepare a study on the proposal, including specific routes, possible docking sites, number and types of vessels, etc. The consultants presented the study and recommendations at the November TTD Board meeting and at the November Joint Committee meeting. At its December meeting, the TTD Board voted to continue the project as a partnership with the other organizations including the NLTRA. The Joint Committee directed staff to continue staying involved with supporting this project and offering participation as appropriate. The next meeting of the planning group will be February 2nd.

5. Northstar Community Multi-Purpose Trail (A-7)

This trail project, under the leadership of Northstar Community Services District, has completed the first 2 phases for which TOT funds were granted to conduct planning and environmental work necessary in advance of detailed project design. NCSD has prepared the anticipated next request for funding up to \$500,000 to continue the work on this trail which will provide a key link in the Resort Triangle Trail connecting Lake Tahoe with the Martis Valley and Truckee. The second NCSD request for an additional \$500,000 was approved by the Board of Supervisors on October 19th and work is underway. Staff has prepared the necessary Funding Agreement to be signed by NCSD before any funds can be released. Easements have been secured and the EIR process has been initiated.

6. Regional Wayfinding Signage (A-18)

After many months of delay as staff worked out the method of progressing toward completion of the Wayfinding Signage Manual, the project is back on track through the sub-consultant's and Placer County's efforts which will allow development of the missing permitting section. Placer County Planning Department has guided us to make an Environmental Questionnaire submittal (Placer County standard fee is \$6500) with the ultimate goal of establishing a mutually acceptable Zoning Text Amendment for the Placer County Sign Ordinance. This would allow for the existence of Wayfinding Signs by recognizing them as a signage category for North Lake Tahoe. Consequently, a process to permit such signage can then be included in the Manual. Staff is anticipating some additional funding to be required and requested (\$20,000) in order to complete the few unanticipated tasks, including the Placer County EQ submittal fee, necessary for project wrap-up. A request was recommended by the Joint Committee at its January meeting and will be considered by the Board at the February meeting.

7. Homewood Class 1 Bicycle Trail (A-19)

The TCPUD is requesting an Infrastructure allocation of up to \$144,500 to prepare the Environmental Documents and Compliance Tasks as required by Caltrans. The total project will cost \$164,500. The previous document only addressed CEQA (California Environmental Quality Act) compliance, and now it has been determined that the

NEPA (National Environmental Policy Act) process must also be completed. This section of trail is one of the highest priority trail projects in the Lake Tahoe Basin. The completed Resort Triangle bike trail system is a very important component in the overall "Biking North Lake Tahoe" experience. The Joint Committee has recommended approval of this request. It is on the February agenda for Board consideration.

8. Truckee River Corridor Access Plan/Squaw-Truckee Bike Trail (A-15)

One of the important missing links in the overall Resort Triangle bike trail system is in the northernmost section of the Truckee River corridor stretching from the Placer/Nevada County line to Squaw Valley. The first steps in this coordination have been the funding and preparation of the draft Truckee River Corridor Access Plan, which identifies environmental and access related river corridor issues and projects. In order to implement the goals and objectives of the Truckee River Corridor Access Plan, Placer County Planning Division is requesting Infrastructure Funding of up to \$265,000 to prepare a programmatic Environmental Impact Report (EIR) to allow the adoption of the Plan by Placer County. The total project cost is estimated at \$350,000 and will take approximately 20 months to complete. Completion of the EIR will allow Placer County to seek addition funding to move forward with the construction of a multi-purpose trail linking Squaw Valley to the Town of Truckee. This request has been recommended by the Joint Committee and will be considered by the Board at the February meeting.

9. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, February 28, 2011. Work on the 2011-12 Integrated Work Plan will continue. Project Infrastructure Funding Requests expected at that meeting should include:

- A-17. Tahoe City Visitor Center/Fire Station Site Expansion/ Redevelopment

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Tuesday Morning Breakfast Club
- TNT/TMA Board
- Resort Triangle Transportation Planning Coalition
- Winter Traffic Management Meeting
- Tahoe Transportation District Board Meeting/Water Taxi
- Sustainable Community Grants Committee
- Meeting with NLTRA Executive Committee
- Northstar/Martis Valley Regional Trail Workshop
- Tahoe Transportation District Workshop
- Marketing Committee Meeting
- Chamber Committee Meeting
- Placer County Transportation Planning Agency Board
- CEO Meeting
- Area Managers Meeting
- SnowFest Fund Raiser

North Lake Tahoe Express Financials

FY 2010-11

Operations		Green Line Results		Red Line Results		Blue Line Results		Washoe County		FY 2010-11		FY 2009-10		FY 2008-09		FY 2007-08	
Placer County	Placer County	Placer County	Placer County	Placer County	Placer County	Washoe County	Washoe County	Washoe County	Washoe County	2010-11	2010-11	2009-10	2009-10	2008-09	2008-09	2007-08	2007-08
Mo.	Rev.	%	Pax	Rev.	%	Rev.	%	Rev.	%	Pax	Rev.	Actuals	Actuals	Actuals	Actuals	Actuals	Pax
July	\$6,448	12%	190	\$21,000	39%	676	\$26,346	49%	816	\$53,794	1695	\$42,006	1473	\$43,438	1618	\$32,220	1187
Aug	\$4,663	10%	129	\$18,448	38%	601	\$25,132	52%	796	\$48,243	1526	\$40,810	1350	\$41,564	1538	\$28,427	1001
Sep	\$4,180	11%	129	\$17,419	45%	645	\$17,115	44%	543	\$38,714	1316	\$34,440	1137	\$29,982	1108	\$28,383	1009
Oct	\$4,489	9%	130	\$15,485	30%	508	\$31,285	61%	953	\$51,259	1591	\$25,515	853	\$31,756	1196	\$26,803	884
Nov	\$2,133	13%	69	\$6,415	27%	205	\$15,647	65%	508	\$24,195	782	\$15,706	546	\$17,836	623	\$20,294	640
Dec	\$15,075	19%	516	\$31,607	41%	1086	\$30,700	40%	1093	\$77,382	2,695	\$51,200	1924	\$68,123	2527	\$57,943	2446
Jan	\$9,988		310	\$26,979		959	\$20,304		650	\$57,271		\$64,889	2461	\$50,905	1955	\$65,700	2685
Feb												\$72,647	2699	\$75,355	2668	\$65,583	2506
Mar												\$75,514	3059	\$81,088	2953	\$59,871	2384
Apr												\$37,230	1361	\$23,882	840	\$20,536	756
May												\$23,158	730	\$18,016	605	\$17,175	632
June												\$40,196	954	\$33,214	1152	\$28,212	1064
Total	\$46,976		1473	\$137,353		4680	\$166,529		5359	\$360,868	9605	\$523,311	18,547	\$515,159	18,783	\$451,147	17,194

Funding Opportunities		July 1-June 30, 2010	July 1-June 30, 2011
1.) NLTRA	\$115,000		
2.) Washoe Pub/Prvt	\$13,764		
3.) Washoe Pub/Prvt	\$31,500		
4.) Trk Tahoe Airport	\$2,500		
5.) Best Western	\$1,000		
6.) Cedar Hse	\$1,000		
TOTAL INCOME:	\$164,764		

Paid to Airport MiniBus for Operations

Month	Subsidy 2006-07	Subsidy 2007-08	Subsidy 2008-09	Subsidy 2009-10	Subsidy 2010-11
July	\$0	\$10,352	\$15,363	\$22,200	\$0
Aug	\$0	\$13,426	\$10,372	\$5,475	\$630
Sept	\$0	\$18,287	\$31,278	\$13,196	\$1,982
Oct	\$0	\$18,380	\$14,155	\$21,225	\$22,857
Nov	\$6,790	\$16,316	\$22,419	\$13,273	
Dec	\$15,548	\$2,750	\$0	\$0	
Jan	\$21,289	\$1,294	\$1,916	\$0	
Feb	\$17,896	\$3,946	\$0	\$0	
Mar	\$15,629	\$12,315	\$0	\$0	
Apr	\$26,379	\$24,984	\$21,890	\$8,570	
May	\$18,738	\$7,918	\$15,483	\$9,417	
June	\$10,012	\$15,379	\$5,778	\$1,290	
Total	\$121,945	\$145,327	\$138,654	\$94,646	\$25,669

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



February 2, 2011

To: Board of Directors

Fr: Management Team

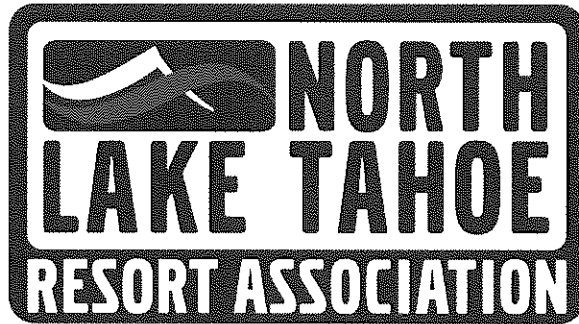
Re: Revised Six Month Strategic Planning and FY-2011/2012 Budget Development Process

Background

The revised FY-2011/2012 Strategic Planning and Budget Development Process, approved by the Board at its January meeting, is attached. At that meeting the Board recommended that the schedule include review, comment, and acceptance of the strategic goals and objectives prior to formulation of the plans for the budget development process. The revisions including in the attached document are shown in *italics*.

Requested Action

No further Board action is necessary at this time.



FY-2011/12
Strategic Planning and Budget Development Process
January through June 2011
(Revised)

January 2011

Transportation and Infrastructure

Purpose: Review FY-2010/11 Infrastructure & Transportation Integrated Work Plan and update for FY 2011/12; and develop Long Range Funding Plan for 2011/16

Date	Who	Outcome
January 24	Joint Committee	Provide input in support of updating the Infrastructure & Transportation Integrated Work Plan 2011/12 to clarify the purpose, <i>criteria</i> , and the highest priorities for which to consider infrastructure, transportation, and strategic planning projects for inclusion
February 2	Board of Directors	Status Report/Board discussion and input on updating the Integrated Work Plan to clarify purpose, criteria, and highest priorities
<i>February 28</i>	Joint Committee	Review initial Draft Revision and provide further input in support of updating Integrated Work Plan and Long Range Funding Plan
March 2	Board of Directors	Status Report/Board discussion and input on updating the Integrated Work Plan and Long Range Funding Plan
<i>March 14</i>	Project Partners & Community Workshop	Provide input in support of updating the Integrated Work Plan and Long Range Funding Plan
March 28	Joint Committee	Develop recommendation for Board of Directors on update of the Infrastructure & Transportation Integrated Work Plan and Long Range Funding Plan
April 6	Board of Directors	Discussion and Possible Action to Approve Updated Infrastructure & Transportation Integrated Work Plan and Long Range Funding Plan

Purpose: Develop preliminary Integrated Infrastructure and Transportation Project and Program Budget for FY-2011/2012 and Revised Long Range Funding Plan for 2011/2016

Date	Who	Outcome
April 25	Joint Committee	Provide input and direction to staff related to the Infrastructure & Transportation Budget Development for FY-2011/2012

Marketing

Purpose: Continue ongoing commitment to soliciting member, partner and committee input and review of marketing directions during planning and budget development cycle, including at least one community workshop and a joint workshop of the Marketing, Chamber of Commerce Advisory, and newly formed Lodging Committees. Build on direction established in the spring of 2010 to develop strategies and budget for FY-2011/12. Continue/accelerate efforts to secure participation by the Town of Truckee in the North Lake Tahoe Marketing Cooperative.

Date	Who	Outcome
January 25	Marketing Committee	Provide input on proposed schedule of meetings and workshops to solicit input on development of marketing direction and budget for FY-2011/2012
February 22	Marketing Committee	Receive presentation on anticipated budget resources available; <i>review and provide initial input on the strategic goals and objectives for FY - 2011/2012 marketing direction and budget</i> ; review planned schedule of meetings and workshops to solicit input regarding development of marketing direction and budget for FY-2011/2012
March 2	Board of Directors	<i>Review Information on anticipated budget resources available and the strategic goals and objectives to provide input regarding development of marketing direction and budget for FY-2011/2012</i>
Mid-March TBD	Marketing Committee, Chamber of Commerce Advisory Committee, and Lodging Committee	Joint Workshop - <i>Review existing roles, responsibilities, strategic goals and objectives with regard to marketing programs</i> ; discuss and provide direction to staff regarding need and opportunities to improve coordination; receive presentation on anticipated budget resources for FY-2011/2012
April TBD	Marketing Committee (Community Workshop)	Presentation - NLTRA Marketing Plan and Programs, Accomplishments and Return on Investment; solicit input on development of Marketing direction, plans, programs and budget for FY-2011/2012
April 26	Marketing Committee	Review input, discussion and further direction to staff regarding development of marketing direction, plans and budget for FY-2011/2012
May 4	Board of Directors	Review and discussion, with direction to staff, regarding development of NLTRA budgets for

		FY-2011/2012, including budgets for Marketing, Transportation and Infrastructure; Discussion and Possible Action to Approve Proposed FY-2010/2011 TOT Budget for Submittal to Placer County
May 24	Marketing Committee	Develop recommendation for Board of Directors for NLTRA Marketing Budget, including Budget for North Lake Tahoe Marketing Cooperative for FY-2011/2012

North Lake Tahoe Chamber of Commerce

Purpose: Review and update the North Lake Tahoe Chamber of Commerce Business Plan for FY-2011/2012

Date	Who	Outcome
<i>February 16</i>	Chamber of Commerce Advisory Committee	<i>Review and provide input for updating the strategic goals and objectives used to direct the preparation of the FY-2011/2012 Chamber of Commerce Business Plan</i>
March 2	Board of Directors	<i>Review and provide input for updating the strategic goals and objectives used to direct the preparation of the FY-2011/2012 Chamber of Commerce Business Plan</i>
Mid-March TBD	Chamber of Commerce Advisory Committee, Marketing Committee, and Lodging Committee	Joint Workshop - <i>Review existing roles, responsibilities, strategic goals and objectives with regard to marketing programs; discuss and provide direction to staff regarding need and opportunities to improve coordination; receive presentation on anticipated budget resources for FY-2011/2012</i>
<i>March 23</i>	Chamber of Commerce Advisory Committee	Review initial Draft and provide further input in support of updating the Chamber of Commerce Business Plan for FY-2011/2012
April 6	Board of Directors	Status Report/Board discussion and input in support of updating the Chamber of Commerce Business Plan for FY-2011/2012
<i>April 20</i>	Chamber of Commerce Advisory Committee	Develop recommendation for Board of Directors on updated Chamber of Commerce Business Plan for FY-2011/2012

May 4	Board of Directors	Discussion and Possible Action to Approve the updated Chamber of Commerce Business Plan for FY-2011/2012
-------	--------------------	--

Purpose: Develop preliminary Chamber Budget for FY-2011/2012; forward recommendation to the NLTRA Board regarding final proposed Chamber Budget for FY-2011/2012

Date	Who	Outcome
April 20	Chamber of Commerce Advisory Committee	Review information; provide direction to staff related to Chamber Budget development for FY-2011/2012
May 18	Chamber of Commerce Advisory Committee	Develop recommendation for NLTRA Board of Directors regarding proposed Final Chamber Budget for FY- 2011/2012

Finance

FY-2010/2011 Budget Tracking/FY-2011/2012 Budget development

Purpose: Track Implementation of FY-2010/2011 Budget; provide direction to staff regarding adjustments, as may be necessary.

Date	Who	Outcome
February 1	Finance Committee	Receive and review, with direction to staff, the 6 month actual/6 month forecast for FY-2010/2011
February 1	Finance Committee	Discussion and Possible Action to Recommend NLTRA Board Approval of a FY-2010/2011 Budget Revision to include potential remaining carryover from FY-2009/10
February 2	Board of Directors	Discussion and Possible Action to Approve proposed FY-2010/2011 Budget Revision to include potential remaining carryover from FY-2009/10 for submittal to Placer County
May 3	Finance Committee	Receive and review, with direction to staff, the 9 month actual/3 month forecast for FY-2010/2011

Purpose: Provide input and direction to staff regarding development of the NLTRA's Placer County TOT Budget request for FY-2011/2012 and forward recommendation to the NLTRA Board of Directors for submittal to Placer County.

Date	Who	Outcome
April 5	Finance Committee	Review draft; develop and forward recommendation to NLTRA Board regarding

		proposed Placer County TOT Budget request for FY-2011/2012
April 6	Board of Directors	Discussion and Possible Action to Approve Proposed FY-2011/2012 Placer County TOT Budget Request for Submittal to Placer County

Purpose: Provide input and direction to staff regarding development of the Preliminary NLTRA Budget for FY-2011/2012; develop and forward recommendation to the NLTRA Board of Directors for approval of the final FY-2011/2012 NLTRA Budget.

Date	Who	Outcome
Mid-May TBD	Finance Committee	Review draft and provide direction to staff regarding proposed Preliminary NLTRA Budget for FY-2011/2012
May 31	Finance Committee	Review Final Draft of FY-2011/2012 NLTRA Budget; develop and forward recommendation to NLTRA Board
June 1/ TBD Board Meeting	Board of Directors	Discussion and Possible Action to Approve NLTRA Budget for FY-2011/2012

**Board of Directors Meeting Schedule
Strategic Planning and Budget Development Timeline**

Note: These will not be the only agenda items for the Board meetings on the dates shown, just those related to strategic planning and budget development for FY-2011/2012.

- January 5 Elect Board Officers; consider and approve Board and Lay Member Committee appointments for 2011

Review and provide direction/approval regarding FY-2011/2012 Strategic Planning and Budget Development Process (January through June 2011)
- February 2 If necessary, further discussion and action to approve FY-2011/2012 Strategic Planning and Budget Development Process (January through June 2011)

Discussion and Possible Action to Approve proposed FY-2010/2011 Budget Revision to include potential remaining carryover from FY-2009/10 for submittal to Placer County

Status Report/Board discussion and input on updating the Integrated Work Plan to clarify purpose, *criteria*, and highest priorities for which to

- consider infrastructure, transportation, and strategic planning projects for inclusion
- Status Report/Board discussion and input on TOT renewal information to be gathered through community survey process
- March 2 Status Report/Board discussion and input on updating the Infrastructure & Transportation Integrated Work Plan for FY-2011/2012 and Long Range Funding Plan for 2011/2016
- Review information on anticipated budget resources available for marketing, *and the strategic goals and objectives to provide input regarding development of marketing direction and budget for FY-2011/2012*
- Review and provide input for updating the strategic goals and objectives used to direct the preparation of the FY-2011/2012 Chamber of Commerce Business Plan*
- April 6 Discussion and Possible Action to Approve Updated Infrastructure & Transportation Integrated Work Plan Long Range Funding Plan
- Status Report/Board discussion and input in support of updating the Chamber of Commerce Business Plan for FY-2011/2012
- Presentation/Board discussion of TOT renewal community survey results, timeline for additional NLTRA/Placer actions, and possible FY-2011/12 related budget request
- Discussion and Possible Action to Approve Proposed FY-2011/2012 TOT Budget for Submittal to Placer County
- May 4 Review and discussion, with further direction to staff, regarding development of NLTRA budgets for FY-2011/2012, including budgets for Marketing, Transportation and Infrastructure
- Discussion and Possible Action to Approve Updated Chamber of Commerce Business Plan for FY-2011/2012
- Presentation of TOT renewal process, steps, and timeline by independent TOT Renewal Advocacy Committee
- June 1 or TBD Discussion and Possible Action to Approve NLTRA Budget for FY-2011/2012

Committee Meeting Schedule
Agenda Items in Support of Strategic Planning and Budget Development

Note: These will not be the only agenda items for Committee meetings on the dates shown, just those related to strategic planning and budget development for FY-2011/2012.

Infrastructure and Transportation Joint Committee

- | | |
|--------------------|--|
| January 24 | Provide input in support of updating the Infrastructure & Transportation Integrated Work Plan 2011/12 to clarify the purpose, <i>criteria</i> , and the highest priorities for which to consider infrastructure, transportation, and strategic planning projects for inclusion |
| <i>February 28</i> | Review initial Draft Revision and provide further input in support of updating the Integrated Work Plan and Long Range Funding Plan |
| <i>March 15</i> | Project partners and community provide input in support of updating the Integrated Work Plan and Long Range Funding Plan |
| March 28 | Develop recommendation for Board of Directors on update of the Integrated Work Plan and Long Range Funding Plan |
| April 25 | Provide input and direction to staff related to Infrastructure and Transportation Budget development for FY-2011/2012 |

Marketing Committee

- | | |
|---------------|---|
| January 25 | Provide input on proposed schedule of meetings and workshops to solicit input for development of marketing direction and budget for FY-2011/2012 |
| February 22 | Receive presentation on anticipated budget resources available; <i>review and provide initial input on strategic goals and objectives for FY-2011/2012 marketing direction and budget</i> ; review planned schedule of meetings and workshops to solicit input regarding development of marketing direction and budget for FY-2011/2012 |
| Mid-March TBD | Joint Workshops with Chamber of Commerce Advisory Committee, and Lodging Committee. <i>Review existing roles, responsibilities, strategic goals and objectives with regard to marketing programs</i> ; discuss and provide direction to staff regarding need and opportunities to improve coordination; receive presentation on anticipated budget resources for FY-2011/2012 |
| April-TBD | Marketing Committee/Community Workshop. Presentation - NLTRA Marketing Plan and Programs, Accomplishments and Return on Investment; solicit input regarding development of marketing direction and budget for FY-2011/2012 |
| April 26 | Review input; discussion and further direction to staff regarding development of marketing direction, plans and budget for FY-2011/2012 |

May 24 Develop recommendation for Board of Directors regarding NLTRA Marketing Budget, including Budget for the North Lake Tahoe Marketing Cooperative

Chamber of Commerce Advisory Committee

February 16 *Review and provide input for updating the strategic goals and objectives used to direct the preparation of the FY-2011/2012 Chamber of Commerce Business Plan*

Mid-March TBD Joint Workshop with Marketing Committee and Lodging Committee. Review existing roles, responsibilities, strategic goals and objectives with regard to marketing programs; discuss and provide direction to staff regarding the need and opportunities to improve coordination; receive presentation on anticipated budget resources for FY-2011/2012

March 23 Review initial Draft and provide further input in support of updating the Chamber of Commerce Business Plan for FY-2011/2012

April 20 Develop recommendation for NLTRA Board of Directors on updated Chamber of Commerce Business Plan for FY-2011/2012

Review information; provide direction to staff to Chamber Budget development for FY-2010/2011

May 25 Develop recommendation for NLTRA Board of Directors regarding proposed Final Chamber Budget for FY-2011/2012

Finance Committee

February 1 Receive and review, with direction to staff, the 6 month actual/6 month forecast for FY-2010/2011

March 1 Discussion and Possible Action to Recommend NLTRA Board Approval of a FY-2010/2011 Budget Revision to include potential remaining carryover from FY-2009/10

April 5 Review draft; develop and forward recommendation to the NLTRA Board of Directors regarding proposed Placer County TOT Budget Request for FY-2011/2012

May 3 Receive and review, with direction to staff, the 9 month actual/3 month forecast for FY-2010/2011

Review draft and provide direction to staff regarding proposed Preliminary NLTRA Budget for FY-2011/2012

June 1-TBD Review Final Draft NLTRA Budget for FY-2011/2012; develop and forward Budget recommendation to NLTRA Board of Directors



57th Annual Community Awards Dinner & Presentation

Wednesday, February 16, 2011
Resort at Squaw Creek, Olympic Valley

6-7 p.m. Beverages* & Music
7-9 p.m. Champagne Toast, Dinner & Awards Program
**Beverages Hosted by "Google"*

AWARDS WILL BE PRESENTED IN THE FOLLOWING CATEGORIES:

- Large Business of the Year
- Small Business of the Year
- Citizen of the Year
- Positive Environmental Impact
- Organizational Leadership
- Non-Profit Organization of the Year
- Arts Supporter of the Year
- Hospitality
- Volunteers and Employees of the Year
- Distinguished Community Service

Presenting Sponsor



Please Confirm Your Reservation by
Monday February 7, 2011

\$80 Per Person in Advance
\$95 At The Door
\$775 Per Table of 10

Awards Courtesy of the North Lake Tahoe
Chamber of Commerce

Contact: Kym Fabel-Phone 581.8764
Kym@PureTahoeNorth.com
Fax 530.581.8762

Make Checks Payable to North Lake Tahoe Chamber
PO Box 884 * Tahoe City * CA * 96145

Name(s) _____

Company _____

Cardholder Name _____

Card Billing Address _____

City _____ State _____ Zip _____

Credit Card # _____

Security Code _____ / Exp. Date _____

\$ _____ / _____

Total to be Charged _____ Signature _____

No Shows Will Be Billed)



January 27, 2011

To: Board of Directors (BOD)
Fr: Chamber Manager
Re: January Chamber Activities Pursuant to Chamber Business Plan

Background

Staff time and Chamber events / activities focus on and are guided by the goals and objectives of the North Lake Tahoe Chamber of Commerce Business Plan.

January Event & Activity Highlights

The following are highlights that occurred in January, 2011. For a more detailed report on all events and activities please refer to the Implementation Report found in your consent portion of your BOD packet.

Business Plan Section 2.1: Promoting business and tourism, with an emphasis on promoting and supporting Chamber members:

- * Party Like Its SnowFest Fundraiser/Mixer

Business Plan Section 2.3: Continuously work to improve the value, marketing and delivery of Chamber Member Services

- * Chamber promotion of the Tuesday Morning Breakfast Club
- * Planning, coordinating and planning on the implementation of the mutually beneficial membership program between Business Associations and Chamber

Business Plan Section 3.2: Develop, advocate, and take specific actions to improve the year around economic climate of the Greater North Lake Tahoe community. Workforce Development and Training:

- * Chamber Education class on Employment Law
- * Participation in the North Lake Tahoe/Truckee Leadership class – Day 1

Business Plan Section 3.5; Develop, advocate, and take specific actions to improve the year around economic climate of the Greater North Lake Tahoe community. Economic Development, Redevelopment, Diversification & Sustainability:

- * Launching and administration of the Tahoe Fund License for Lift Ticket Program

February Event & Activity Highlights

- * Community Awards Dinner
- * Launch of the Coordinated Membership Program



www.NorthLakeTahoeChamber.com

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

Event Schedule

FEBRUARY

- 3** Mixer – Granlibakken Cedar House Pub 5-7pm
Tahoe City
- 16** Community Awards Dinner 6pm
Resort at Squaw Creek, Olympic Valley
- 17** Chamber Ed: The Manager as Coach 8:30am-11:30am
Cedar House Sport Hotel, Truckee
- TBA** Mixer – Sierra State Parks Foundation/The Store 5-7pm
Tahoe City

MARCH

- 3** Mixer: Snowfest Kick-off Party 5pm
Gar Woods, Carnelian Bay
- 17** Chamber Ed: Time Management 8:30am-11:30am
Cedar House Sport Hotel, Truckee



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

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

January 27, 2011 – 9:00 am

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Jan Colyer, Joy Doyle, Cheri Sprenger, Kay Williams, Ron Iglesias, Ron Parson, Ron McIntyre and Kali Kopley

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

OTHERS IN ATTENDANCE: Pettit Gilwee and John Wilcox

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:08 am by Chair Cheri Sprenger and a quorum was established.

2.0 PUBLIC FORUM

2.1 Cheri introduced Maria Kiss, the new Event Manager for NTBA.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Williams/Colyer) (7/0) to approve the Chamber of Commerce Advisory Committee Agenda as presented.**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

4.1 **M/S/C (Kopley/Williams) (7/0) to approve the Chamber of Commerce Advisory Committee Meeting Minutes from December 16, 2011. Ron Parson Abstains.**

5.0 ELECTION OF NEW CHAIR FOR THE CHAMBER ADVISORY COMMITTEE

5.1 Every year a new Committee Member is appointed as Chair of the Chamber Advisory Committee. Cheri would like to nominate Caroline Ross as Chair starting in February 2011. Cheri would also like to elect a Co-chair at the next meeting. Kym stated that each Committee sets their own requirements for a quorum and she suggested changing the Chamber Advisory Committee quorum requirements to one board member instead on two. After discussion the Committee decided to add the item of Chamber Advisory Committee quorum requirements to the next meeting.

5.2 **M/S/C (Sprenger/Williams) (8/0) to appoint Caroline Ross as chair of the Chamber of Commerce Advisory Committee for 2011.**

Action: Cheri would like to elect a Co-chair and add the discussion of quorum requirements for the Chamber Advisory Committee at the next meeting.

6.0 DISCUSSION OF MONTHLY MEETING DATE

- 6.1 Cheri would like full representation of the Committee prior to setting a new meeting date. Kym explained that the new Chair and several others have conflicts with the current meeting date. After discussion the Committee suggested moving the Chamber of Commerce Advisory Committee meeting to the third Wednesday of the month. Kym will send out an email to the entire Committee to ensure the new meeting date works for everyone.

Action: Kym to send out an email to the entire Committee to ensure the new meeting date for the Chamber Advisory Committee works for everyone.

7.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 7.1 Kym Fabel reported that there is a Chamber mixer scheduled for February 3rd at Granlibakken and another mixer with the Sierra State Parks Foundation in February (TBA). The 57th Annual Chamber Awards Dinner is scheduled for February 16th and there are tables available, so please RSVP. There is a ChamberED class on "Managers as Coaches" scheduled for February 17th.
- 7.2 The Six-Month Chamber Strategic Planning report was distributed to the Committee. Kym asked the Committee to review the documents prior to the next meeting so it can be updated prior to being presented to the NLTRA Board. Joy asked about the status of the dual memberships between the Chamber and the Business Associations. Kym replied that it is in the works. After discussion the Committee scheduled a meeting date of Monday the 31st at 3 pm at the North Tahoe Event Center with Kym and the Business Associations. Kym will send out an email concerning the meeting date.

Action: Committee to review the Six-Month Chamber Strategic Planning report prior to the next meeting so it can be updated prior to being presented to the NLTRA Board.

Action: Kym will send out an email concerning the meeting date between the Chamber, NTBA, TCDA, WSA and IVBA.

8.0 NLTRA DIRECTOR OF TOURISM REPORT

- 8.1 Andy Chapman reported that the Lake Tahoe Basin Prosperity Plan efforts are still under way. At this time they are looking for a second round of match funding through the United States Economic Development Department. They have meetings scheduled once a month discussing action items that will be implemented to enhance the economic vitality of the area. Andy would like to present the LTBPP efforts to the Committee in the near future. The Six-Month Planning Process is under way and a joint meeting is scheduled in March between the Lodging Committee, Chamber Advisory Committee and the Marketing Committee to go over goals and plans for the next 6 months. Andy told the Chamber Advisory Committee they will need to present the goals established to the NLTRA Board in April. Andy reported that the planning for the Amgen Tour of California is under way and the next major announcement, concerning all of the routes, is scheduled for February 9-10th. There is an Amgen 10-day event calendar in the works and will need to be completed prior to the announcement date. Andy asked the Committee to let staff know if they have any events they would like posted on the calendar. Kali asked if there is anyway the Committee can assist in the planning process of the events. Andy replied that he is looking for bike related and community oriented events. It is up to individual communities to come up with events and they are responsible for setting up any special equipment. Andy stated that a sponsorship salesperson was hired and Korbel Champagne signed on as a sponsor. He said that \$200,000 in sponsorship funds need to be raised to support the race. Kay questioned if fundraising success will have any influence on whether the race will come back to Tahoe in the future.

Andy believes the race will come back regardless, but it is important that Tahoe "puts on a good show." Ron Parson asked if there was any way to have a local cable company (Charter or Suddenlink) to televise the race. There was discussion of how Tahoe will continue the process of making Tahoe a "Bike Friendly Community" after Amgen, such as adding bike racks to busses and creating a bike trail around the lake.

Action: Committee to let staff know if they have any events they would like posted on the Amgen Tour of California calendar.

9.0 ROI PRESENTATION SQUAW VALLEY INSTITUTE

9.1 John Wilcox presented the ROI for 2009-2010, \$2,000 Community Marketing Grant for the Squaw Valley Institute. John reported that the funds were used to produce, print and distribute a rack-card of the annual calendar of events for the Squaw Valley Institute. There were 25 events spanning from October 2010 through October 2011. Rack cards were distributed via mail and passed out at local meetings. They also purchased 4 half-page ads in the Sierra Sun.

10.0 PRESENTATION, DISCUSSION AND POSSIBLE ACTION ON THE WEST SHORE BUSINESS ASSOCIATION GRANT

10.1 Rob Weston presented the ROI for the 2009-2010, \$10,000 Business Association Grant for the West Shore Association. Rob reported that \$6,500 of the \$10,000 funds went towards marketing Olympic Heritage Celebration's events specific to the West shore and the remaining \$3,500 went towards marketing Opening Day at the Lake. During the 10-day Olympic Heritage Celebration over 2,300 people visited the Sugar Pine State Park (more than one winter's worth of visitors) for events such as; the start of the Relay Reenactment of the Olympic Torch, Biathlon Reenactment, Ski Fair, Free Learn to Ski Day for Children, Nordic Dinner at Granlibakken and the California Nevada Interscholastic Ski and Snowboard Federation Race (275 children). They used grant funds to help purchase and pay for; directional signage, bibs for participants, banners/posters, heaters, Porta-Pottys, PA systems, tables, chairs and tent rentals. Rob stated that Opening Day at the Lake was very successful as well. Ron stated that 350 people that attended Obexter's Grand Opening BBQ. Sunnyside, Obexter's, Chambers Landing and Bridgetender all reported a significant increase in attendance during the Opening Day at the Lake weekend. These events could not have happened without grant funds.

10.2 The West Shore Association's is requesting \$10,000 in Business Association Grant funds for 2010-2011. Out of the \$10,000, \$4,600 will be used to market Opening Day at the Lake. They plan to spend \$2,650 for the West Shore Marketing Program; consisting of the creation and distribution of a West Shore Business Directory, print ads and marketing three Olympic Heritage Events. The rest of the grant funds, \$2,750 will be used to revamp the West Shore's Website. Rob stated that the West Shore is going through change and they have conducted a survey to find out how the West Shore Association can better assist customers and visitors.

10.3 M/S/C (Colyer/Williams) (8/0) to approve the distribution of \$10,000 for the West Shore Association's Marketing Partner Grant.

11.0 PRESENTATION, DISCUSSION AND POSSIBLE ACTION ON VILLAGE AT NORTHSTAR GRANT REQUEST AND PRESENTATION ON ROI

11.1 Joy Doyle presented the ROI for the 2009-2010, \$10,000 Business Association Grant for Northstar at Tahoe. The funds were used to design, print and distribute 34,000 Village at Northstar Magazines. The Northstar Magazine was distributed by Northstar, Northstar's lodging partners and venues. They were also distributed through Certified Folder and in the Village at Northstar.

- 11.2 The Village at Northstar presented their request for \$10,000 in Business Association Grant funds for 2010-2011 to be used to print 35,000 copies of the Village at Northstar Magazine.
- 11.3 The Committee discussed having all of the Business Associations requesting funds present on the same day next year. Kali questioned if the Marketing Committee should review the Business Association Marketing Grant requests because there are Business Association representatives serving on the Chamber Advisory Committee. Kym suggested that there be a set meeting where just the Business Associations present their grant requests.
- 11.4 **M/S/C (Williams/Colyer) (8/0) to approve the distribution of \$10,000 for the Village at Northstar Association's Marketing Partner Grant.**

12.0 MEMBER UPDATES

- 12.1 **Kay Williams, West Shore Association-** There is a Chamber Mixer at Granlibakken on February 3rd.
- 12.2 **Joy Doyle, Northstar-**Reported that they are have a good season with strong numbers. Joy announced that Bill Rock has been hired as Northstar Resorts' COO; he most recently came from Snowshoe Mountain Resort in West Virginia, an Intrawest Resort.
- 12.3 **Jan Colyer, TMA-** This is the 30 year Anniversary of SnowFest. There is a dress up your dog contest held on March 12th. There is also a girl's night out scheduled for March 9 from 6-9 pm at the North Tahoe Event Center.
- 12.4 **Cheri Sprenger, NTBA-** The Joe King Poker Tournament is scheduled for Sunday, February 20th in memory of Dennis Oliver. There are fabulous grand prizes. They are also gearing up for SnowFest.

13.0 ADJOURNMENT

- 13.1 The meeting was adjourned at 11:03 a.m.

Submitted by,
Emily Sullivan
Programs Assistant



NLT Chamber Business Plan Implementation Report January 2011

Business plan Objective	Activity Description	Staff Involved	Date
1.1	On-going General Chamber Staff Activities.		
	• Attended weekly Tahoe Bonanza Community Meetings	Kym	January
1.2	Provide staff support for the Chamber of Commerce Advisory Committee and the Community Marketing Grant Program, including the Community Marketing Grant Program Subcommittee, and any related Chamber ad hoc or other committees that may be established.		
	• Provided ongoing staff support for Committee meetings	Staff	January
1.3	Grow and expand the duties of the Chamber Ambassador Program, consistent with the needs of Chamber programs for volunteer support, including, but not limited to, staffing support for an expanded network of NLT Visitor Centers.		
	• Maintaining membership services in Incline Village Visitors Center	Kym	January
2.1	Promote business and tourism, with an emphasis on promoting and supporting Chamber members.		
	• Party Like it's SnowFest Fundraiser	Staff	20-Jan
2.3	Continuously work to improve the value, marketing and delivery of Chamber member services.		
	• Planning Community Awards Dinner	Kym	January
	• Planning Mixer Schedule 2011	Kym	January
	• Continued updates of the online Business Membership Directory	Kym	January
	• Updated Community Calendar with mixers and meetings	Staff	January
3.2	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Workforce Development and Training.		
	• Finalized 2011-ChamberEducation Class Schedule	Kym	January
	• Breakfast Club Meeting	Ron/Kym	4-Jan
	• Conducted NLT Leadership Program Interviews	Staff	7-Jan
	• Attended First Day of the Leadership Program	Kym	12-Jan
	• Attended ADA Workshop	Kym	13-Jan
	• ChamberEducation- Employment Law	Kym	20-Jan

3.3	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Enhanced Transit and Improved Community Mobility.		
	• Continued to help market and promote North Lake Tahoe Express and other local/regional transit services (on-going)	Staff	January
3.5	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Economic Development, Redevelopment, Diversification & Sustainability.		
	• Launching Tahoe Fund License/Lift Ticket Program	Kym	6-Jan
Total new members			2
Total renewed members			6
Total number of members			601

Percentage of Membership by Location							
	July '10	Aug '10	Sept '10	Oct '10	Nov '10	Dec '10	Jan '10
Incline/Crystal Bay	28%	28%	28%	26%	26%	26%	25%
Tahoe City	26%	26%	26%	27%	27%	27%	26%
Truckee	13%	13%	13%	14%	14%	14%	15%
KB/CB/ Tahoe Vista	11%	11%	11%	12%	12%	12%	12%
Reno/Sparks/Carson	7%	7%	7%	6%	6%	6%	6%
South Shore	5%	5%	5%	5%	5%	5%	5%
Squaw Valley	3%	3%	3%	3%	3%	3%	3%
Other	5%	5%	5%	5%	5%	5%	6%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	640	628	628	641	638	638	601



January 27, 2011

To: Board of Directors
Fr: Chamber Advisory Committee
Re: Possible Action to Approve the Chamber Advisory Committee Recommendation of the 2010-11 Business Association Grant Request for the Village at Northstar.

Background

Per the NLTRA contract with Placer County, NLTRA administers a \$50,000 marketing grant program that involves 5 business associations. The “gentleman’s agreement” between the associations is that each association requests \$10,000. These grants differ from the Community Marketing Grants in that they do not require a deadline for submission. They do require an ROI before the granting of new funds

Chamber Advisory Committee Action

On January 27, 2011, the Chamber Advisory Committee unanimously voted to recommend to the Board to approve the \$10,000 Grant Request for the Village at Northstar.

The grant request is for the 35,000 piece printing of the Village at Northstar Magazine that is distributed in market by Northstar Lodging Partners and other Northstar venues.

Requested Action

Approval of the Village at Northstar 2010-11 Grant Request for \$10,000.



January 27, 2011

To: Board of Directors
Fr: Chamber Advisory Committee
Re: Possible Action to Approve the Chamber Advisory Committee Recommendation of the 2010-11 Business Association Grant Request for the West Shore Association.

Background

Per the NLTRA contract with Placer County, NLTRA administers a \$50,000 marketing grant program that involves 5 business associations. The "gentleman's agreement" between the associations is that each association requests \$10,000. These grants differ from the Community Marketing Grants in that they do not require a deadline for submission. They do require an ROI before the granting of new funds

Chamber Advisory Committee Action

On January 27, 2011, the Chamber Advisory Committee unanimously voted to recommend to the Board to approve the \$10,000 Grant Request for the West Shore Association.

The grant request breaks down as follows:

- 46% for the marketing of "Opening Day at the Lake",
- 26.5% Production and distribution of the West Shore Association Directory
- 27.5% Revamping of the West Shore Association Website

Requested Action

Approval from the Board of the West Shore Association 2010-11 Grant Request for \$10,000.