



December 30, 2008

To: Board of Directors

Fr: Management Team

Re: Election of Board Officers for the North Lake Tahoe Resort Association,
North Lake Tahoe Chamber of Commerce and the Tahoe North Visitors and
Convention Bureau for Calendar Year 2009

Background

Current Board Vice-Chair Alex Mourelatos has been working with his colleagues on the Executive Committee and Board to prepare a slate of Board Officers (Executive Committee) for 2009. Alex will present the slate at the meeting for Board consideration and approval.

As you are aware, Board Officers are Chair, Vice-Chair, Treasurer and Secretary.



December 31, 2008

To: Board of Directors

Fr: Management Team

Re: **Agenda Item D.2** - Board Members to Finalize and Submit Committee Assignment Requests for 2009
Agenda Item D.3 - Discussion and Possible Action on Board and Lay Member Committee Appointments for 2009

Background

This is a two-part annual process to: 1) receive and review Board member Committee assignment requests, and; 2) to review and consider Lay Member appointments and incorporate Board member assignments into the appointment process.

Consistent with past practice, the Board Chair will lead efforts to ensure an adequate distribution of Board members amongst the Committees. The list of Lay Members who have applied for the Marketing, Chamber and Finance Committees will be provided at the meeting.

Requested Action

Following the activities under D.2 and consideration of Lay Member applications, that the Board take action to approve Board and Lay Member Committee appointments for 2009.

D2 + D.3



December 31, 2008

To: Board of Directors

Fr: Management Team

Re: Discussion and Possible Action to Approve Reinserting the NLTRA
Bylaws Provision Related to Ex-Officio Members of the Board

Background

A recent review of the NLTRA Bylaws, as revised by vote of the Board of Directors in December 2007, revealed that the provision related to Ex-Officio Members of the Board was inadvertently omitted when the revisions were prepared for the December 2007 Board packet.

Here is the provision that was inadvertently omitted from Article IV, Board, Subsection 3, page 10 of the Bylaws as revised in the fall of 2002:

The Board shall also include two (2) non-voting ex-officio members, one appointed by and to serve at the will of the Executive Director of the Tahoe Regional Planning Agency, and one to be the immediate Past President of the corporation who shall serve for the period of one (1) year following his or her term as President, provided that the Past President is not already serving as a director, in which case there shall only be one ex-officio member of the Board.

There was no Board vote to delete this provision when the Bylaws were revised on December 5, 2007; again, its omission was inadvertent. The formal restoration of this provision into the Bylaws is timely for two reasons: 1) it is the provision needed to maintain TRPA's ex-officio representative on the Board (the seat current filled by Julie Regan); and, 2) we have an eligible immediate Past Board President (Chair) who is not already serving as a director as we begin a new year.

Given the change of titles within the organization that was approved by the Board following the 360 Review Process in 2007, the language italicized above should be approved by the Board for reinsertion into the adopted NLTRA Bylaws, changing the word "President" to "Chair." Note that consistent with Bylaws Section IX (Amendments), Subsection 1, this "amendment" does not need to be approved by the Membership; it can be voted on by the Board.

Requested Action

Following any questions and discussion, that the Board approve the reinsertion of the Ex-Officio Board Member provision into the NLTRA Bylaws, as most recently revised and adopted in December 2007.



December 31, 2008

To: Board of Directors

Fr: Management Team

Re: Status Report and Discussion - FY-2008/09 Placer County/NLTRA
Contract Compliance Matrix

Background

The attached Contract Compliance Matrix, with details and updates prepared by the NLTRA Management Team, was previously provided to Board members in the President & CEO's *On the Radar* Report of December 23rd.

The purpose of this agenda item is to formally provide the Board with an update of the status of contract compliance for FY-2008/09 and to allow Board Members to ask questions or discuss any of the items in the matrix.



December 22, 2008

To: Board of Directors
 Fr: Management Team
 Re: Status Report - Contract Compliance

Background

As you are aware, Jennifer Merchant has prepared and provided a Contract Compliance Matrix. It is attached for your review. A status report for each item is provided below. This information will be presented for Board discussion, and further direction as may be appropriate, during the January 7th Board meeting.

<u>ITEM</u>	<u>ACTION</u>
<u>Page 2, Item 2.D</u> Annual Conflict of Interest Filing	All NLTRA Board Members and Executive Director must file their annual Conflict of Interest Statement no later than February 1st. This action is annual.
<u>Page 2, Item 2.E</u> Quarterly Infrastructure Reports	These are prepared and filed by staff no later than 45 days after the end of each quarter. This action is quarterly.
<u>Page 3, Item 2.F</u> Placer County Lodging Property Web site Promotion	Staff works to ensure that all lodging properties in Placer County are listed on the GoTahoeNorth.com Web site; if they are not Chamber members, they have a listing, but no direct link. This action is complete and ongoing.
<u>Page 3, Item 2.G, Part 1</u> 15% commission for conference sales outside of Placer County	The NLTRA Board has established a commission structure which charges 15% for booked leads for conference business outside of jurisdictions which are members of the North Lake Tahoe Marketing Cooperative (Placer/Washoe). This action was taken by the NLTRA prior to the September 8, 2008 deadline.

<p><u>Page 3, Item 2.G, Part 2</u> Washoe County Conference Program Marketing and Booking</p>	<p>Based on a review of pertinent information, the NLTRA has adopted a finding of "equitability" in the Placer and Washoe TOT funding of the NLT Coop's Conference Program Marketing and Booking. The NLTRA has also established a review and action process for maintaining program equitability. This action was taken prior to January 1, 2009; Confirmation of compliance by the CEO's office is pending.</p>
<p><u>Page 3, Item 2.H, Part 1</u> External Jurisdiction Marketing Policy</p>	<p>The NLTRA Board has adopted a written policy with regard to external jurisdiction marketing. This action is complete.</p>
<p><u>Page 3, Item 2.H, Part 2</u> Signed Agreement from Town of Truckee on a plan to demonstrate "equitable funding" for marketing, sales and promotion.</p>	<p>The NLTRA has: 1) transmitted a letter to the Town of Truckee formally requesting Town funding participation in the North Lake Tahoe Marketing Cooperative (November 5, 2008); 2) Presented an Overview of the Coop to the Town Council (Dec 18, 2008); 3) transmitted a letter to the Town requesting meetings to further discuss and develop a plan for Truckee's participation in the Marketing Coop. (December 22, 2008); and, 4) Removed the final Truckee lodging property from the GoTahoeNorth.com Web site. Confirmation from the CEO's office as to whether these actions constitute compliance is pending.</p>
<p><u>Page 4, Item 4.A</u> Quarterly Reports</p>	<p>These are prepared and filed by staff no later than 45 days after the end of each quarter. This action is quarterly.</p>
<p><u>Page 4, Item 4.B</u> Draft Scope of Work & Budget</p>	<p>The NLTRA is required to prepare and submit its Draft Scope of Work and TOT Budget Request for the subsequent fiscal year by no later than May 31st. Staff ensures that this action is timely each year. This action is annual.</p>
<p><u>Page 4, Item 4.C</u> Public/NLTRA Board and Committee Review and Comment on proposed Draft Scope of Work & Budget</p>	<p>The NLTRA is required to provide for public, NLTRA Board and NLTRA Committee review and comment on the proposed Draft Scope of Work and Budget prior to submittal to Placer County. Staff ensures that this action is timely each year. This action is annual.</p>

<p><u>Page 6, Item 5.C.1</u> 15% Marketing Account Reserve</p>	<p>The NLTRA is required to maintain a 15 % reserve of the total budgeted expenditures for marketing to “provide for fluctuations in the Transient Occupancy Tax collected.” This action is associated with development and adoption of the annual NLTRA budget. Staff ensures this action is timely each year. This action is annual.</p>
<p><u>Page 7, Item 5.C.4</u> Marketing ROI Reports</p>	<p>The NLTRA is required to provide a Marketing ROI data and Analysis Report as part of its “Bi-Seasonal Marketing Collateral Reports.” The summer April-September Report is due no later than 45 days following the end of the first quarter; the winter October-March Report is due no later than 45 days following the end of the third quarter. Staff prepares and submits these reports and ensures that this action is timely. This action is bi-annual.</p>

NLTRA Contract Compliance Matrix

DRAFT

<u>ITEM</u>	<u>DUE DATE</u>	<u>COMPLETE</u>	<u>INCOMPLETE</u>	<u>ONGOING</u>
Page 2, Item 2. D. Conflict of Interest statement filing	Feb. 1		X	
Page 2, Item 2.E. Quarterly Infrastructure reports	45 days after	X		X
Page 3, Item 2.F. Placer County lodging property website promotion		X		X
Page 3, Item 2.G., Part 1 15% commission for outside Placer conference sales	Sept. 8	Nov. 4		X
Page 3, Item 2.G., Part 2 Washoe County conference sales subsidy	Jan. 1		X	
Page 3, Item 2.H., Part 1 Marketing subsidy policy	Sept. 8	Nov. 4		
Page 3, Item 2.H., Part 2 Agreement signed for equitable marketing subsidy	Jan. 1		X	
Page 4, Item 4.A. Quarterly Reports		X		X
Page 4, Item 4.B. Draft Scope of Work and Budget	May 31		X	
Page 4, Item 4.C. Public/committee budget review	April/May		X	
Page 6, Item 5.C.1) 15 percent Marketing Account reserve		X		X
Page 7, Item 5.C.4) Marketing ROI	2X/year	X		X



December 31, 2008

To: Board of Directors

Fr: Management Team

Re: Presentation, Discussion and Request for Direction - NLTRA Six Month Strategic Planning and Budget Development Plan (Process) for FY-2009/2010

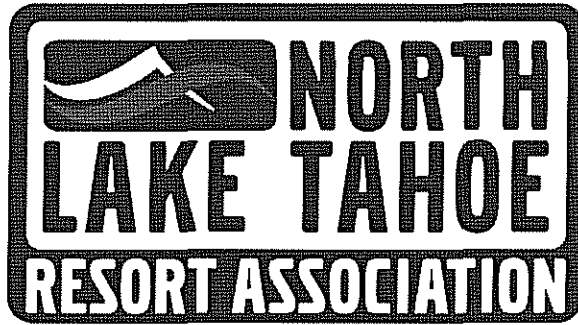
Background

Consistent with established Board policy, each year staff prepares a Six Month Strategic Planning and Budget Development Plan for the period of January through June. The purpose of this plan and process is to solicit input and guide development of NLTRA strategic plans and budget development for the subsequent fiscal year. Note that strategic plans include the annual Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan Update, Marketing strategies and the annual Marketing Plan, and the annual Chamber of Commerce Business Plan Update. As one outcome of the process, each of these plans is summarized and set forth in an annual NLTRA Strategic Business Plan.

The initial Draft of the FY-2009/2010 Strategic Planning and Budget Development Process is attached for Board review and comment. Staff will present the draft and solicit Board comments, input and direction. Depending on the number of changes or clarifications requested, staff can bring the revised document back for Board review and formal adoption at your February 4th meeting. However, this strategic planning and budget development process begins immediately, so Board direction is appreciated beginning with the January meeting.

Requested Action

Following staff's presentation and Board questions, comments and additional input, that the Board provide staff with direction, so that the strategic planning and budget development process for FY-2009/2010 can commence immediately. If there are any substantial modifications or additions directed by the Board, the revised document can be brought back to the Board in February for further action. Should this occur, in the interim, strategic planning meetings and activities for January and early February, as outlined in the Plan, will proceed.



FY-2009/10
Strategic Planning and Budget Development Process
January through June 2009

DRAFT

January 2009

Transportation and Infrastructure

Purpose: Review and update FY-2008/09 Integrated Transportation and Infrastructure Work Plan; update and develop revised Long Range Funding Plan for 2009/14

Date	Who	Outcome
January 26	Joint Committee	Provide input in support of updating integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan
February 23	Joint Committee	Review initial Draft Revision and provide further input in support of updating the Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan
March 4	Board of Directors	Status Report/Board discussion and input on updating Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan for FY-2009/2014
March 23	Joint Committee	Develop recommendation for Board of Directors on update of the Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan for FY-2009/2014
April 1	Board of Directors	Discussion and Possible Action to Approve Revised Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan for FY -2009/2014

Purpose: Develop preliminary Integrated Transportation and Infrastructure Project and Program Budget for FY-2009/2010 and Revised Long Range Funding Plan FY-2009/2014

Date	Who	Outcome
April 27	Joint Committee	Provide input and direction to staff related to Transportation and Infrastructure Budget Development for FY-2009/2010

Marketing

Purpose: Continue ongoing commitment to soliciting member, partner and community input and review of marketing directions during planning and budget development cycle, including at least one community workshop and joint workshop(s) of the Marketing and Chamber of Commerce Advisory Committee, as appropriate; use a "building block" approach to development of the marketing budget for FY-2009/2010. Address, as a priority, consideration of continuing the North Lake Marketing Cooperative

Date	Who	Outcome
January 6	Marketing Committee	Provide input on proposed schedule of meetings and workshops to solicit input for development of marketing direction and budget for FY-2009/2010
Late January	Marketing Committee	Receive presentation regarding the North Lake Tahoe Marketing Coop and begin work on development of a recommendation to continue the Coop; Provide input on FY-2009/10 marketing direction and related budget resource allocations
February 4	Board of Directors	Receive presentation regarding the North Lake Tahoe Marketing Coop and process for consideration of extending the Coop legal agreement; Review and provide input on planned schedule of meetings and workshops to solicit input and develop marketing direction and budget for FY-2009/2010
Mid-February	Marketing Committee (Community Workshop)	Presentation - NLTRA Marketing Plan and Programs, Accomplishments and Return on Investment; solicit input on development of Marketing Plan and funding for FY 2009/2010
February 24	Joint Workshop- Marketing Committee and Chamber of Commerce Advisory Committee	Review and Discuss "Building Blocks" for FY-2009/2010 Marketing Budget, with a focus on funding level for Community Marketing Program
February 24	Marketing Committee	(Following the Workshop) – Develop Final Recommendation for the NLTRA Board regarding continuation of the North Lake Tahoe Marketing Cooperative
March 4	Board of Directors	Status Report/Board Discussion, Input and Further Direction to Staff regarding outcomes of February Marketing Workshops; Discussion and Possible Action to Approve Extension of the North Lake Tahoe Marketing Cooperative Legal Agreement
March 24	Marketing Committee	Review Input, Discussion and Further Direction to staff regarding development of proposed Marketing Plan and Budget for FY-2009/2010

Date	Who	Outcome
April 1	Board of Directors	Status Report/Board Discussion, Input and Further Direction to Staff regarding development of the proposed Marketing Plan and Budget for FY-2009/2010
April 28	Workshop with Marketing and Chamber Committees and Lodging Subcommittee	Workshop to solicit final input and direction from committee and subcommittee members regarding development of proposed marketing plan and budget for FY-2009/10
April 28	Marketing Committee	Develop recommendation for the Board of Directors regarding Marketing Plan and Budget for FY-2009/2010
May 6	Board of Directors	Workshop to Review Development of Direction for Preliminary NLTRA Budget for FY-2009/2010, including Budgets for Transportation, Infrastructure and Marketing; Discussion and Possible Action to Approve proposed Annual Marketing Plan and Budget for FY-2009/2010

North Lake Tahoe Chamber of Commerce

Purpose: Review and update the North Lake Tahoe Chamber of Commerce Business Plan for FY-2009/2010

Date	Who	Outcome
February 24	Joint Workshop - Chamber of Commerce Advisory Committee and Marketing Committee	Review and Discuss "Building Blocks" for FY-2009/2010 Marketing Budget, with a focus on funding level for Community Marketing Program
March 3	Chamber of Commerce Advisory Committee	Review and input in support of updating the Chamber of Commerce Business Plan
March 31	Chamber of Commerce Advisory Committee	Review initial Draft Revision and provide further input in support of updating the Chamber of Commerce Business Plan
April 1	Board of Directors	Status Report/Board Discussion and Input on updating the Chamber of Commerce Business Plan
May 5	Chamber of Commerce Advisory Committee	Develop recommendation for the Board of Directors on updated Chamber of Commerce Business Plan for FY-2009/2010
June 3	Board of Directors	Discussion and Possible Action to Approve the Updated Chamber of Commerce Business Plan for FY-2009/2010

Purpose: Develop preliminary Chamber Budget for FY-2009/2010

Date	Who	Outcome
May 5	Chamber of Commerce Advisory Committee	Review information; provide direction to staff related to Chamber Budget development for FY-2009/2010

Finance

FY-2008/09 Tracking / FY-2009/2010 Budget Development

Purpose: Review information and provide direction to staff, as may be appropriate, regarding the FY-2008/09 Financial Forecast/Reforecast

Date	Who	Outcome
February 2	Finance Committee	Receive and review, with direction to staff, the 6 month actual/6 month forecast for FY-2008/2009
May 4	Finance Committee	Receive and review, with direction to staff, the 9 month actual/3 month forecast for FY-2008/2009

Purpose: Provide input and direction to staff regarding development of Placer County TOT Budget for FY-2009/2010 and forward recommendation to the NLTRA Board of Directors.

Date	Who	Outcome
March 30	Finance Committee	Review draft; develop and forward recommendation to NLTRA Board regarding proposed Placer County TOT Budget for FY-2009/2010
May 6	Board of Directors	Discussion and Possible Action to approve proposed FY-2009/2010 Placer County TOT Budget and submit to Placer County

Purpose: Provide input and direction to staff regarding development of the Preliminary NLTRA Budget for FY-2009/2010.

Date	Who	Outcome
Regular Meeting (to be held in late May)	Finance Committee	Review draft provide direction to staff regarding proposed Preliminary NLTRA Budget for FY-2009/2010
June 1	Finance Committee	Review final draft budget, develop and forward recommendation to NLTRA Board
June 3	Board of Directors	Discussion and Possible Action to Approve NLTRA Budget for FY-2009/10

Board of Directors Meeting Schedule Strategic Planning and Budget Development Timeline

January 7	<p>Elect Board Officers; consider and approve Board and Lay Member Committee appointments for 2009</p> <p>Review draft and provide direction to staff regarding FY-2009/2010 Strategic Planning and Budget Development Plan</p>
February 4	<p>Receive presentation regarding the North Lake Tahoe Marketing Cooperative and process for consideration of extending the Coop Legal Agreement</p>
March 4	<p>Review and provide input on planned schedule of meetings and workshops to solicit input and develop marketing direction and budget for FY-2009/2010</p> <p>Discussion and Possible Action to Approve Extension of the North Lake Tahoe Marketing Cooperative Legal Agreement</p> <p>Status Report/Board Discussion and Input on Updated Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan for FY-2009/2014</p>
April 1	<p>Discussion and Possible Action to Approve Revised Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan for FY-2009/2014</p> <p>Status Report/Board Discussion, Input and Further Direction to Staff regarding development of the proposed Annual Marketing Plan and Marketing Budget for FY-2009/2010</p> <p>Status Report/Board discussion and input on updating the Chamber of Commerce Business Plan</p>
May 6	<p>Workshop to review development of direction for Preliminary NLTRA Budget for FY-2009/2010, including budgets for Transportation, Infrastructure and Marketing</p> <p>Discussion and Possible Action to Approve proposed Annual Marketing Plan and Marketing Budget for FY-2009/2010</p> <p>Discussion and Possible Action to Approve Proposed FY-2009/2010 Placer County TOT Budget and Submit to Placer County</p>
June 3	<p>Discussion and Possible Action to Approve the Updated Chamber of Commerce Business Plan for FY-2009/2010</p> <p>Discussion and Possible Action to Approve NLTRA Budget for FY-2009/2010</p> <p>Review, Discussion and Direction to Staff regarding Initial Draft of NLTRA Strategic Business Plan for FY-2009/2010</p>

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-2009/10

**Infrastructure and Transportation
Joint Committee**

- | | |
|-------------|--|
| January 26 | Provide input in support of updated the Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan |
| February 23 | Review initial Draft Revision and provide further input in support of updating the Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan for FY-2009/2014 |
| March 23 | Develop recommendation for Board of Directors on update of the Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan for FY-2009/2014 |
| April 27 | Provide input and direction to staff related to Transportation and Infrastructure Budget development for FY-2009/2010 |

Marketing Committee

- | | |
|--------------|---|
| January 6 | Provide input on proposed schedule of meetings and workshops to solicit input for development of marketing direction and budget for FY-2009/2010 |
| Late January | Receive presentation regarding the North Lake Tahoe Marketing Cooperative and begin work on development of a recommendation to continue the Coop. Provide input on FY-2009/2010 marketing direction and related budget resource allocations |
| Mid-February | Marketing Committee Community Workshop Presentation - NLTRA Marketing Plan and Programs, Accomplishments and Return on Investment; solicit community input on development of Marketing Plan and funding for FY-2009/10 |
| February 24 | Joint Workshop - Marketing Committee and Chamber of Commerce Advisory Committee Review and discuss "Building Blocks" for FY-2009/2010 Marketing Budget, with a focus on funding level for the Community Marketing Grant Program |
| | Marketing Committee (following the Workshop) - Develop final recommendation to the NLTRA regarding continuation of the North Lake Tahoe Marketing Cooperative |

- March 24 Review input, discussion and further direction to staff regarding development of the proposed Marketing Plan and Budget for FY-2009/2010
- April 28 Joint Workshop - Marketing Committee, Chamber of Commerce Advisory Committee and Lodging Subcommittee to solicit final input from members regarding development of proposed Marketing Plan and Budget for FY-2009/2010
- April 28 Marketing Committee (following the Workshop) – Develop recommendation to the NLTRA Board regarding the Marketing Plan and Budget for FY-2009/2010

Chamber of Commerce Advisory Committee

- February 24 Joint Workshop with Marketing Committee - Review and discuss "Building Blocks" for FY-2009/2010 Marketing Budget, with a focus on funding level for the Community Marketing Program
- March 3 Review and input in support of updating the Chamber of Commerce Business Plan for FY-2009/2010
- March 31 Review initial Draft Revision and provide further input in support of updating the Chamber of Commerce Business Plan
- May 5 Develop recommendation for the Board of Directors on updated Chamber of Commerce Business Plan for FY-2009/2010
- Review information; provide direction to staff related to Chamber Budget development for FY-2009/2010

Finance Committee

- February 2 Receive and review, with direction to staff, the 6 month actual/6 month forecast for FY-2008/2009
- March 30 Review draft; develop and forward recommendation to the NLTRA Board regarding proposed FY-2009/2010 Placer County TOT Budget for FY-2009/2010
- May 4 Receive and review, with direction to staff, the 9 month actual/3 month forecast for FY-2008/2009
- Late May Review draft and provide direction to staff regarding proposed Preliminary NLTRA Budget for FY-2009/2010
- June 1 Review Final Draft NLTRA Budget, develop and forward recommendation to the NLTRA Board



MEMORANDUM

DATE: January 7, 2009

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
And Planning

SUBJ: December 1-31, 2008
Activity Report

A. Integrated Infrastructure and Transportation Work Plan—Update

1. Reno/North Lake Tahoe Airport Shuttle (North Lake Tahoe Express) (B-5)

As of July 2008, the North Lake Tahoe Express started into its third fiscal year of operation. The July, August, September first quarter totals show total revenue of \$146,740 with a ridership of 5,460 passengers. This continues to compare very favorably to revenue totaling \$115,733 and 4,099 passengers for the same period last year. The final accounting of the F.Y.2007-08 NLTE figures showed total ridership to be 17,312, total revenue up to \$451,417, and total subsidy for operations down to \$145,327.

2. Winter Transportation Programs (B-4, B-4a, B-4b, B-6)

All winter transit services were underway as of December 19th and will run until April 12th. The NLTRA Board recommended Tahoe Vista/Northstar skier/employee shuttle demonstration project is still on hold while the Placer County CEO's office is determining whether to advance the proposal to the Board of Supervisors for consideration.

3. Summer Transportation Programs (B-3, B-7)

The effectiveness of the various summer services was presented at the November Joint Committee meeting. Discussion of suggested evaluation criteria for possible changes will be an agenda item at the January Joint Committee meeting.

4. Winter Traffic Management (B-1)

Traffic control services in Tahoe City for the upcoming ski season began on December 20th. Road Safety Services is the contractor. This program will be in operation, weather permitting, for two weeks during the holiday period, and then on each weekend through Easter.

5. Regional Wayfinding Signage (A-18)

The last review meeting with the Wayfinding Advisory Committee was held September 23rd. At that meeting the developing signage standards package that was reviewed presented alternatives for color and material exploration, and design for signage for various purposes. These included vehicular directional, area identification, destination arrival, vehicular/pedestrian combination, pedestrian wayfinding, and trail/mile markers. As a result of that meeting and continued research, consultant, Carrier-Johnson, has prepared the 1st draft of the front-end content for the standards manual and sent it to

staff for a progress review on format/organization. This was presented at the November 18th Joint Committee meeting and to the Wayfinding Advisory Committee on November 19th. The project is on schedule so that funds can be requested this winter to design demonstration signage for implementation next construction season.

6. Squaw Valley Transit/Bus Stops (A-8)

The NLTRA has taken the lead on the project and is partnering with Placer County's Tahoe Design Division (TDD) and TART to locate, design, and construct bus stops and shelters in the Valley. Presently, TDD has designed an appropriate shelter that can be used as a template for the individual shelters needed in Squaw Valley, and has prepared a site plan for the first two locations. The first of these shelters is under construction and scheduled for completion this season. The Contractors Association of Truckee Tahoe, Community Project (CATT CP) is donating services and providing materials at cost, to these bus shelter projects, after providing very favorable estimates to construct the two shelters. Staff has an agreement with CATT CP to provide \$33,760 for services and materials to construct each shelter. The second shelter will be constructed in the spring. TDD excavated the footings in which the foundations were poured by CATT CP. TDD is providing construction oversight for the NLTRA.

7. North Lake Tahoe Performing Arts Center (A-10)

The consulting firm selected to prepare this Arts and Culture Feasibility Study is the very experienced Webb Management Services from New York City. An initial series of interviews and an inventory of existing programs and facilities took place during the week of June 16th, followed by meetings on August 25th, and November 5th. Members of the Joint Committee and NLTRA Board have been involved in this process. The information that resulted from those meetings was incorporated into a draft final report which was presented by Mr. Webb to all interested parties on December 11th. All comments were to have been submitted by year's end so that the report can be finalized for distribution and determination of next phase action.

8. Olympic Heritage Museum and Celebration (A-21)

Members of the Olympic Western Ski Heritage Museum Committee (Squaw Valley Olympic Museum Committee-SVOM), and the Olympic Heritage Celebration Committee (subcommittee of SVOM) attended the September Board meeting to present the economic impact and value of implementing a celebration of the 50th anniversary of the 1960 Winter Olympic Games and the important linkage to the development and construction of the planned Olympic and Western Ski Heritage Museum. At the October 1st meeting, the Board of Directors voted to recommend to the Board of Supervisors an Infrastructure allocation of up to \$50,000 for a consultant to manage the Squaw Valley Olympic and Western Ski Heritage Museum project (within a one year period of time) and up to \$50,000 to study the scope of the museum including site locations and design and to earmark another \$100,000 contingent upon review of the Board after the first of the year. The Board of Supervisors then, at their October 21st meeting, approved the proposed expenditure of budgeted Infrastructure funds in the amount of \$100,000 toward planning efforts to establish the Squaw Valley Olympic Museum and Western Winter Sports Heritage Center. The SVOM is moving ahead under this direction and approval. They have hired an executive director and selected local consulting firm, Gary Davis Group.

9. Update 2003 Economic Significance Report & Public Assessment Surveys (A-17)

At the May, 2008 NLTRA Board Meeting, the Board considered the use of Infrastructure funds for updating research projects including the NLTRA share of funding for the Placer County wide Tourism Impact Study, incremental funds necessary to complete an update of the 2003 report *The Economic Significance of Travel to the North Lake Tahoe Area*, and community and visitor surveys in support of the NLTRA's 2012 initiative. The Board approved the allocation of up to \$80,000 for these projects using a combination of funds (infrastructure, research and planning, marketing) developed by further discussions

between the NLTRA staff and Placer County. NLTRA and CEO staff representatives reached an agreement that the split would be \$30,000 of Infrastructure funds, \$31,000 of Marketing funds, and the balance from Research and Planning. Progress has been made on all of these projects using Marketing and Research and Planning funds. The Board of Supervisors approved the request for \$30,000 of Infrastructure funds at their November 25th meeting. This Infrastructure funding will allow analysis of the mail-out residential surveys, which are due by January 1st, and of the Web site survey, which is also already underway.

10. Historic Tahoe City Fish Hatchery Interpretive Center

U. C. Davis has restored the old Tahoe City Fish Hatchery. The improved facility will not only function as a state-of-the-art field lab and research, but also as an interpretive, education, and nature center for visitors, school groups, and area residents. The interpretive features will include kiosks, interpretive paths, interactive exhibits, wayside informational signage, observation deck, and welcoming signage. The U. C. Davis Tahoe Research Group is preparing a request for infrastructure funding to assist with the interpretive features of this new visitor serving facility.

B. Other Meetings and Activities Attended

- Tuesday Morning Breakfast Club
- Olympic Museum and Celebration Committee
- NLTRA Board of Directors Meeting
- TCDA Events
- Winter Traffic Management Meeting
- TCPUD Board
- Tahoe Vista Shuttle Transportation Meeting
- Arts and Culture Feasibility Study Meeting
- Sierra State Parks Foundation Board
- Placer County Transportation Planning Agency
- Meeting with Board of Supervisors
- Washoe County/TART Transportation
- Tahoe City Wye Planning
- Incline Village Chamber Luncheon
- Tahoe City Tree Lighting
- Meeting with Placer County Supervisor-Elect



December 31, 2008

To: Board of Directors

Fr: Steve Teshara, President & CEO

Re: President & CEO's Report - January 2009

The following items will be addressed in this report:

- Status Report - Activities Related to TRPA Regional Plan Update
- Status Report - Hiring of a District Manager for the Tahoe Transportation District

There may be other items on which to report at the meeting.