



**BOARD MEETING MINUTES**  
**Wednesday, December 3, 2008 – 8:30 a.m.**  
**Tahoe City Public Utility District**

**PRELIMINARY MINUTES**

**ATTENDANCE:** Dave Wilderotter, Graham Rock, Deb Dudley, Alex Mourelatos, Debbie Casey, Dan Tester, Adam Wilson, Jennifer Merchant, Roger Beck, Tom Murphy, and Ron McIntyre

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

**OTHERS IN ATTENDANCE:** Pettit Gilwee, Alexandra Profant, Dave Paulson, Jan Colyer, Justin Broglio, Kelly Atchley, Jennifer Montgomery, Cheri Sprenger, Jim Kercher, Curtis Aaron, Kathy Long, and John Wilcox

**1.0 CALL TO ORDER – ESTABLISH A QUORUM**

- 1.1 The meeting was called to order at 8:37 a.m. by Chair Debbie Casey and a quorum was established.

**2.0 PUBLIC FORUM**

- 2.1 Debbie Casey introduced and welcomed Jennifer Montgomery the new District 5 Supervisor for Placer County. She also announced an upcoming benefit for Project MANA. The event will be held this Sunday, December 7<sup>th</sup> at Coyote Moon. Several local chefs will participate in the event.
- 2.2 Kelly Atchley introduced Justin Broglio the new Executive Director for the Tahoe City Downtown Association. Jennifer Merchant recognized Kelly for her service to Tahoe City.
- 2.3 John Wilcox reported on an upcoming holiday event sponsored by the Squaw Valley Institute (SVI). On December 7<sup>th</sup>, the Truckee Tahoe Community Chorus will perform a holiday concert. The event will be held at the Resort at Squaw Creek beginning at 3:30 p.m. with a no host bar. The program begins at 4:00 p.m. John reported that the *Toast to Tahoe Skiing* event starring Warren Miller was successful and well attended. He also reported that the next SVI membership campaign will begin in January 2009.
- 2.4 Alexandra Profant introduced herself and gave a brief description of her organization, the Tahoe Foundation. It is a 501 (c) 3 organization and the slogan is *Preservation through Innovation*. The emphasis is on research and transportation architecture.
- 2.5 Jan Colyer updated the Board on the North Lake Tahoe Express airport shuttle. She said two additional routes have been added to and from the Reno/Tahoe International Airport.

**3.0 AGENDA AMENDMENTS AND APPROVAL**

- 3.1 M/S/C (Wilderotter/McIntyre) (11/0) to approve the agenda as presented.**

**4.0 CONSENT CALENDAR - MOTIONS**

- 4.1 M/S/C (Wilderotter/Merchant) (11/0) to approve the consent calendar as presented. Steve Teshara noted that the Marketing Committee minutes of November 25<sup>th</sup> were sent to the Board under separate cover on Monday, December 1<sup>st</sup>.**

**5.0 ANNOUNCEMENT OF RESULTS FROM THE 2008 BOARD OF DIRECTORS ELECTION AND BOARD CERTIFICATION OF NEWLY ELECTED DIRECTORS REPRESENTING REAL ESTATE/PROPERTY MANAGEMENT, AT-LARGE, AND SKI AREA SEATS**

- 5.1** Kym Fabel announced the results from the 2008 Board of Directors election. The final results: Ron Parson was elected to the Property Management/Real Estate Seat, Ron McIntyre was re-elected to the At-Large Seat, and Jim Kercher was elected to the Ski Area Seat.
- 5.2 M/S/C (Mourelatos/Wilson) (11/0) to certify the newly elected directors, Ron Parson to the Property Management/Real Estate Seat, Ron McIntyre to the At-Large Seat, and Jim Kercher to the Ski Area Seat.**

**6.0 STATUS REPORT – SOLICITATION OF “LAY MEMBERS” FOR MARKETING, CHAMBER OF COMMERCE ADVISORY AND FINANCE COMMITTEES**

- 6.1** Steve Teshara reported that the NLTRA is actively soliciting lay members for the Chamber of Commerce Advisory, Finance and Marketing Committees. A press release has been sent out to begin the community solicitation process. In addition, staff has requested that existing committee members submit a letter of interest to continue serving on their committees. A list of applicants will come before the Board for review and consideration in January. The deadline to submit a letter of intent is December 29<sup>th</sup>. Alex Mourelatos asked staff to send a letter to all Chamber members encouraging them to participate in the committee solicitation process. Kym Fabel confirmed that an e-mail blast to all Chamber members has been sent out. Ron McIntyre noted that non-members are able to serve on the committees with the exception of the Chamber Advisory Committee.

**7.0 PRESENTATIONS – NORTH LAKE TAHOE MAIN STREET PROGRAMS  
TAHOE CITY – TAHOE CITY DOWNTOWN ASSOCIATION**

- **KELLY ATCHLEY, EXECUTIVE DIRECTOR, TCDA**
- KINGS BEACH/TAHOE VISTA – NORTH TAHOE BUSINESS ASSOCIATION**
- **CHERI SPRENGER, EXECUTIVE DIRECTOR, NTBA**

- 7.1** Kelly Atchley, Executive Director with the Tahoe City Downtown Association (TCDA) reported that the intent of the TCDA is to promote Tahoe City. They also serve as an organized voice for local merchants. The TCDA is a 501(c)6 organization governed by a Board of Directors. TCDA staff is responsible for day to day operations and community representation. They organize events, projects, and main street programs working within a committee structure. The committees include design/historic, promotions/oversight, economic restructuring and organization. Events revolve around the downtown core. Community partners include Placer County Redevelopment Agency, Placer County Economic Development, North Lake Tahoe Chamber of Commerce, Tahoe City Public Utility District (TCPUD), North Tahoe Business Association (NTBA), West Shore Association (WSA), Truckee North Tahoe Transportation Management Association

(TNT/TMA), California Downtown Association, and the NLTRA. She recognized the NLTRA for contributing significant marketing dollars to the TCDA.

- 7.2 Promotional successes include the SnowFest! parade, the Heart and Solstice Festival, Concerts at Commons Beach, the 4<sup>th</sup> of July Fireworks, OctoberFest and Holly Days Jubilee. The Shop Local contest is a joint project with the NTBA. The project encourages people to shop locally. As part of the Holly Days Jubilee, Kelly announced the Town Tree Lighting event, in partnership with the Tahoe City Rotary, is scheduled to be held this Friday, December 5<sup>th</sup>. Pictures with Santa are scheduled to be held at Heritage Plaza on Saturday, December 6<sup>th</sup>. Other accomplishments include the Tahoe City Walking Map. She noted it is the most popular map at the Visitor Information Center. TCDA rack cards will be put on the North Lake Tahoe Express for visitors. Kelly reported that the TCDA participated in cooperative Calendar of Events piece with the other local business associations. New this year, the TCDA participated in a coop ad in the North Tahoe Visitor Guide. Other current projects include the Tahoe City Walking Tour. She said this project was made possible by NLTRA infrastructure grant funding. Tomorrow, a meeting is scheduled to be held with Placer County and other stakeholders to discuss the Tahoe City "Y" project. The TCDA is also working on a PBID assessment this year to encourage economic vitality in Tahoe City and develop the Tahoe City Ambassador program to assist visitors.
- 7.3 Cheri Sprenger, Executive Director with the North Tahoe Business Association (NTBA) reported that the district ranges from Crystal Bay to Carnelian Bay. The organization is also governed by a Board of Directors and four Main Street committees including design, organization, economic restructuring and promotions. The NTBA is currently working on its 2009 budget. They are anticipating a drop due to economic conditions; however, strategic planning is underway and should be in place in January 2009. Cheri noted that the NTBA is always ongoing with its membership campaign. The NTBA attends the yearly California Downtown Association conferences. Cheri reported that she is in the middle of certification training as a downtown professional and should complete the program in March 2009.
- 7.4 Cheri reported on current programs and events. As Kelly mentioned earlier, the NTBA partnered with other business associations on coop advertising in the North Tahoe Guide. She said guide will be distributed in the local newspaper during the holidays and again during Memorial Day weekend. The NTBA is also partnering with the North Lake Tahoe Chamber of Commerce and Truckee Donner Chamber of Commerce on coordinating the Leadership Program. They are currently accepting applications for the 2009 program. In addition, the NTBA is partnering with the North Tahoe Conference Center to generate new activities and meetings at their facility. Cheri announced that the Kings Beach gateway sign is being installed. In addition, the NTBA is currently working with Placer County to expedite and update the business signage guidelines.
- 7.4.1 The Design Committee is evaluating the feasibility of kayak storage racks for Kings Beach. Cheri reported that the NTBA has been working with the Community to develop an alternative recommendation for the Kings Beach Commercial Core Improvement Project (KBCCIP).
- 7.4.2 The Economic Restructuring Committee is working to form a PBID to coordinate with the KBCCIP and a business mix evaluation. The NTBA is also working to develop a business and membership directory.
- 7.4.3 The Promotions Committee is organizing events for SnowFest! Accomplishments for this year include the Community Clean-up Day and a tremendously successful Farmers Market season. The promotions committee is planning the July 3<sup>rd</sup> Fireworks and expanding music on the beach (7 weeks

beginning July 3<sup>rd</sup>). Cheri reported that the NTBA produced rack cards this year and the Bay to Bay map which includes all businesses in the district. In addition, the NTBA partnered with the TCDA to have a presence on Tahoe TV.

- 7.4.4 The Organizing Committee is working on the formation of Friends of North Lake Tahoe, a non-profit fund through the Tahoe Truckee Community Foundation. The goal is to provide funds for streetscape. The committee is organizing the annual Volunteer Recognition and Recruiting event. This year they produced a successful pedestrian crosswalk safety program in conjunction with the CHP.

- 7.5 Cheri reported that NTBA partnerships include the NLTRA, North Lake Tahoe Chamber, TCDA, West Shore Association, Placer County Redevelopment, and the North Tahoe Public Utility District (NTPUD).

- 7.6 Alex Mourelatos recognized Cheri and Kelly for their work and commitment to the Kings Beach and Tahoe City communities.

**8.0 DISCUSSION AND POSSIBLE ACTION TO CONSIDER AND APPROVE SUBCOMMITTEE RECOMMENDATION FOR DEFINING WASHOE COUNTY CONFERENCE MARKETING AND BOOKING IMPROVEMENTS, CONSISTENT WITH 2.G OF THE FY-2008/09 PLACER COUNTY/NLTRA AGREEMENT**

- 8.1 Debbie Casey reported that a subcommittee was formed for the purpose of defining Washoe County Conference marketing and booking improvements consistent with 2.G of the FY-2008/09 Placer County/NLTRA agreement. The committee reviewed whether there is equity between Placer County and Washoe County as it relates to conference marketing and booking. Andy Chapman reviewed revenue generated in conference versus expenses incurred. The committee looked at a 3 year comparison and reviewed the percentages. Placer County received 61% of bookings in the three years while Incline received 39%. On average, Placer County expends 73% while Washoe expends 27%. Andy noted that commission revenue comes back to NLTRA to offset expenses. Debbie said it was determined that there was not a large subsidy paid from one side to another and there is equity between both counties. In addition, it was determined that staff time was also equitable.

- 8.2 Discussion followed in regards to equity between Placer and Washoe counties as it relates to conference marketing.

- 8.2.1 Ron McIntyre asked how we plan to address equity going forward. Steve Teshara said the subcommittee recommended the NLTRA Board adopt a process requiring an annual review of conference program expenditures and benefits, based on a three year rolling average. The subcommittee also recommended that should the review identify that the balance of costs and benefits had moved 5% above or below the current definition of equitability; a subcommittee would be appointed to develop a plan to ensure program equitability.

- 8.2.2 Roger Beck said he is more concerned with the last 12 months and not a 3 year average. Adam Wilson confirmed that the last 12 months fall within the 5% equity. The calculations were discussed from the last 12 months and it was again determined that we had good performance in FY-2007/2008. Jennifer Merchant expressed concern that we spent the same amount of money to make \$300,000 less in business for Placer County. Steve explained that the revenue only takes into account what is booked in the current year, but does not recognize revenue booked in future years. Debbie said that there is benefit to reviewing a three year rolling average. Roger suggested that in the reporting

going forward, we analyze the current year's expenses versus revenue. He said if a group cancels after it is contracted, it does not negatively reflect on the sales team. Debbie agreed that we should consider using those stats as an indicator. Alex Mourelatos said it is beneficial to have established formulas to track equitability and benefit to the organizations.

8.2.3 Roger asked about operational overhead. Sally Lyon explained that operational expense is allocated based on number of employees. The amount of G & A is based on total revenue. Roger expressed concern about the allocation process. Sally confirmed that our allocation methodology is consistent with audit recommendations. She said the amount allocated to conference is fixed, regardless of TOT fluctuations.

8.2.4 Jennifer Merchant reported that if approved, the CEO's office will still analyze the calculations and make the final determination of equity. Debbie recognized that Placer County will review the percentages, but said she feels the NLTRA has conducted its due diligence to be in compliance with the Placer County/NLTRA Contract.

8.2.5 Deb Dudley reminded the Board that for the last two years, the NLTRA has been the only conference representative at the Lake. Based on Jason Neary's success, South Lake Tahoe has recently hired a conference director and is mirroring our program.

**8.3 M/S/C (Wilson/Wilderotter) (10/0/1 Abstention-Merchant) to adopt subcommittee recommendation for defining Washoe County conference marketing and booking improvements and to adopt the recommended process for maintaining program equitability. Staff will take Roger's suggested metrics as further analysis and include as part of the annual reporting.**

**9.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE A FY-2008/09 MARKETING GRANT REQUEST IN THE AMOUNT OF \$15,000 FROM THE NORTH TAHOE PUBLIC UTILITY DISTRICT FOR NORTH TAHOE CONFERENCE CENTER MARKETING**

9.1 Steve Teshara reported that as directed by the Board, the Marketing Committee reviewed a proposal by the North Tahoe Public Utility District (NTPUD) for the \$15,000 marketing grant for North Tahoe Conference Center (NTCC) marketing. Following discussion, the committee declined to support the request. Dan Tester clarified that no official action was taken by the committee, but they did not support using next year's marketing money on current year projects, especially without knowing what base funding would be available next year. Alex Mourelatos reported that the committee was concerned over the need to fund conference center. He added that the case presented by the NTPUD was not convincing. Alex feels the committee should have made a decision based on the merits of the request and not the funding strategy. Debbie Casey said there are two issues; the first is whether the request is warranted and if so how would it be funded. Jennifer Merchant reported that \$15,000 has historically been allocated to the NTCC. She noted it was abruptly eliminated in the budget. Jennifer feels there is return on our investment based on conference center business and the funding should be maintained. She recognized that the allocation does not fit within the reserve definition, but suggested replacing other marketing program costs from reserves to make funds available. Dan said that option should go before the Marketing Committee for review. Steve confirmed that staff would identify another marketing program which is consistent with NLTRA reserve policy.

9.2 Graham Rock asked for clarification regarding the use of funds. Curtis Aaron, General Manager with the NTPUD said a large part of marketing for the conference center

depends on the NLTRA allocation. Roger Beck asked how much the Conference Center loses on an annual basis. Curtis confirmed that the NTCC has been losing an average of \$120,000 - \$150,000 a year. He reported that facility staffing and operations have recently been restructured and anticipates this year will break even. Tom Murphy asked about the justification for eliminating the allocation. Ron Treabess explained that during the time of our budgeting process, the NTPUD was in the midst of restructuring the facility from a conference center to a community center and it was not clear whether they would need the allocation for marketing. Therefore the line item was removed, but since that time, the NTPUD has clarified the conference center direction and requested that the marketing allocation be continued.

- 9.3 Andy Chapman noted that the Marketing Committee felt that since there is no longer dedicated conference staff to sell the facility; they didn't feel there was a fulfillment mechanism for our marketing dollars. Curtis said it was discussed to keep a sales person on staff, but it is not financially feasible. The current plan is for local lodging and wedding planners to use online software to book the facility. They are also partnering with the North Tahoe Business Association (NTBA) to bring more events and activities to the facility. Alex said the plan includes marketing the facility to local lodging and event planners which is a very straightforward simple approach with minimal investment from the NLTRA. Jennifer confirmed that the Strategic Marketing Group (SMG) Report shows ROI. Alex reported that the new software will be able to track performance of the NTCC and ROI.
- 9.4 Ron McIntyre noted that the County has been clear that it does not intend to control the use of reserve funds. He said these recommendations are at the discretion of the NLTRA Board. Ron said the funds are restrictive because they need to be replaced by next year's budget and cautioned the board in these unsure economic conditions. Ron said since we cannot count on carryover next year, he feels we should know TOT before we make a decision.
- 9.5 **M/S/C (Casey/Rock) (10/0/1 Abstention-Mourelatos) to approve a FY-2008/09 marketing grant in the amount of \$15,000 for the North Tahoe Public Utility District for the North Tahoe Conference Center marketing.**
- 9.6 **M/S/C (Murphy/McIntyre) (11/0) to direct staff to identify \$15,000 in another marketing program that already exists that would meet the consistency with the use of reserves policy and replace the allocation with the marketing grant request with review by the Marketing Committee.**

**10.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE EXPENDITURE OF MARKETING FUNDS FROM THE MARKETING RESERVE, AS FOLLOWS**

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|---|-----------------|
| • NORTH TAHOE CONFERENCE CENTER MARKETING | <b>\$15,000</b> |
| • RRC CONSUMER SURVEY                     | <b>\$ 5,000</b> |

- 10.1 In regards to the \$5,000 Consumer Survey request, Steve Teshara reported that given the concern about spending next year's money, staff will find the \$5,000 from somewhere besides the marketing reserve funds.
- 10.2 Alex Mourelatos asked staff to in the future bring forward budget discussions to the Board for clarification, especially as it applies to key partners. Steve said staff would plan a workshop in March with the Board, Marketing Committee and possibly the Chamber Advisory Committee, to discuss the "building blocks" of the marketing budget. Steve said at that time, the Board and committees can provide direction to staff as it relates to the budget. In regards to the conference center allocation, Steve reported that the \$15,000 allocation was discussed, but it was part of larger line item. He reported that going forward all individual line items will be broken out for discussion. Steve said without

knowing what the budget will be before the planning session in March, staff will draft two scenarios of the marketing budget for discussion. The first scenario would include a "wish list" for marketing and the second scenario would include marketing priorities with a more limited budget. Jennifer Merchant reminded the Board that working with partners on potential changes in the budget is part of the county contract requirements. Recently, she submitted to staff a draft copy of a compliance matrix which includes that item.

**11.0 DISCUSSION AND POSSIBLE ACTION ON INFRASTRUCTURE REQUEST TO FUND A DEMONSTRATION SKI SHUTTLE SERVICE FROM TAHOE VISTA TO NORTHSTAR FOR THE 2008/09 WINTER SEASON**

11.1 Ron Treabess reported that for several years, direct winter transit service was available between Tahoe Vista and Northstar. This service was provided by Aztec Transportation. Although the service did not always operate on time, it did provide service to guests of 22 lodging providers in Tahoe Vista. Starting last winter (2007/08), TART began providing winter transit service on the Highway 267 corridor. To initiate this service in the most efficient manner possible, TART had to adjust the route which resulted in the elimination of direct service from Tahoe Vista to Northstar. Although the service is still provided, riders must make an awkward transfer at Stateline. Tahoe Vista lodging providers have expressed the need for direct service to Northstar from their properties. At the November 18<sup>th</sup> Joint Infrastructure/Transportation Committee meeting, it was suggested that Northstar could expand its employee shuttle service to Tahoe Vista lodging. Northstar submitted a proposal of \$50,000 to fund a one year demonstration ski shuttle service from Tahoe Vista to Northstar during the 2008/09 winter season. The purpose is to determine the longer term need for the service. Unfortunately Aztec Transportation did not keep ridership numbers for the Tahoe Vista service it provided. The committee directed staff to work with Northstar, the TNT/TMA and TART on solutions to restore the connection. The committee also asked that the discussion come before the Board of Directors for consideration and not back to the committee due to time constraints. If approved, the intent is to bring the infrastructure request to the Board of Supervisors at their December meeting so service could begin on December 20<sup>th</sup> the same day other winter services begin.

11.2 Graham Rock asked if there would be space available to accommodate both employees and visitors on the same shuttle. Dave Paulson reported that the 7:00 a.m. and 5:00 p.m. shuttles are primarily targeted for employees. He said there are larger buses available to accommodate increased ridership, if needed. Graham expressed concern about the perception that we are catering to Tahoe Vista and Northstar. Ron Treabess said this is a one time demonstration project to determine whether it should be incorporated in our overall transit system. In the past, we have contributed TOT dollars for services that benefit Squaw Valley and Alpine. In addition, Northstar contributes to the transit system. Dave added that Northstar pays for their employee passes on TART. Tom Murphy said Squaw Valley has a shuttle service that runs from lodging properties to the resort. Dave said Northstar has a large demand on property. Northstar has put funds towards TART and the Aztec service for guests. Tom said the service should go to all resorts. Ron explained that TART does provide service from Truckee to Northstar. Tom said TART does not have ski racks so it doesn't adequately provide service. Jennifer said ski racks made the vehicles too wide. In addition, the buses are made with a material that will not accommodate racks. Jan added that TART runs trailer buses in the morning that serve both Northstar and Alpine which is an extra service. Dave said Northstar is moving away from ski racks due to liability issues. Ron McIntyre said this issue will be resolved once TART runs the Resort Triangle service. He asked if the data will sort out employee versus visitor ridership. Ron said the data will be extracted out. He reported that there is some concern with the Resort Triangle service not meeting the needs of Stateline and West Shore riders.

- 11.3 Alex said this has been a productive exercise for lodging properties. He said a key to ridership is for lodging providers to promote the service. He said the lodging community feels it would be a detriment to their business to not have the service. Other metrics include employee ridership and lift ticket sales to Northstar. Roger Beck asked about the funding allocation. The total cost for 114 days would be \$66,000. Ron said Northstar would contribute \$16,000 to run two routes to serve employees. The NLTRA portion (\$50,000) would fund six runs.
- 11.4 Jennifer Merchant reported that the CEO's office will not take the request to the Placer County Board of Supervisors due to time constraints. The deadline to submit staff reports was two weeks ago. She added that there are many other reasons beyond that why it would not be supported by the CEO's office. She feels the service directly benefits one specific area when TART is already providing the service through that area. She recommended making the existing connection a better connection. Jennifer acknowledged the system is not perfect, but we already allocated over \$1 million to transit services and are now asking more for transit instead of looking internally at our budget and making tough decisions with our money. She recommended one of the two approaches instead of going forward with the request. She said the issue is mostly due to timing. Planning a service by December 20<sup>th</sup> is not adequate time to begin a new service. Jennifer noted that it was a business decision by Northstar to not provide the service. If they didn't feel it was cost effective for them, why should the public sector take on the service? She read an excerpt from the minutes of the November 18th Joint Committee meeting that read; *"Northstar" cannot justify the expenditure, especially in the current economic climate. Dave said they need to know the return on investment before they provide funding for the service.* She asked why would we make a decision on any other basis with public money and not expect the private sector to come forward. In addition, if Northstar wants to provide an employee shuttle in Tahoe Vista, why would it cost us an additional \$50,000. Jennifer referred to the criteria being developed for transportation services. She said the CEO's office is serious about having guidelines for transit service so that we don't get ourselves in this situation. We have transit service that don't meet the guidelines currently and suggested we reallocate funding for other services. She reiterated that she cannot make the deadline, but beyond that, there are reasons why even if the Board of Supervisors meeting was three weeks from now, it may not be something the CEO's office would bring forward.
- 11.5 Tom said he is for reducing the "hassle factor" to all visitors to North Lake Tahoe; however the system already ran and data is available. He said Squaw Valley provided their own transit services for their visitors. He feels the service would be redundant.
- 11.6 Dan Tester asked Jennifer for clarification about the approval process. He recognizes the timing issues with this particular request, but even if the request had come three months ago, would the CEO's office have brought the request before the Board of Supervisors. Jennifer said the budget includes the Integrated Work Plan funding for transit services. The Plan is reviewed and approved by the CEO's office before approval of the overall budget. She said reallocating the existing money would still have been their approach even back during the budgeting process as opposed to growing it for a one time service. She acknowledged that obtaining ROI is very important, but it really is a direct benefit to Northstar and lodges in Tahoe Vista that we don't provide to anyone else. For example we don't pay for a direct ski shuttle from Tahoe City to Squaw Valley to eliminate transfers. She appreciates participation from businesses in Tahoe Vista and thinks it great they are engaged, but suggested they help fund the service. Dan asked about the approval process and how decisions go from the Board of Directors to the Board of Supervisors. It was his understanding that infrastructure requests are forwarded on to the Board of Supervisors. Jennifer said the CEO's office decides what is appropriate to take to the Board of Supervisors. Debbie Casey said if the request is not taken to the Board of Supervisors, it would then be the businesses position to lobby directly to their



supervisor. Ron Treabess said the service could potentially start later if it was approved by the Board of Supervisors in January. He said we are looking at the service as an infrastructure request because it is a one time project.

- 11.7 Ron McIntyre reported that when we helped fund the increased Highway 89 service, we were specifically helping Squaw Valley the same goes for the service to Sugar Bowl. In this case, it would be for Northstar and he doesn't see the difference. He agreed that we *should be eliminating services with low ridership in order to fund other needed services*. Ron said the issue will continue to come up and asked Jennifer that if it comes up in the right timeframe, will these programs be given a chance to germinate and to support the visitors experience. Ron said our contract states that we are making recommendations to the Board of Supervisors, not the CEO office, so how can the CEO's office withhold our recommendations. Jennifer said the recommendations need to come through a staff department and all NLTRA recommendations come through the CEO's office. Debbie asked if the CEO's office would then be required to put it forward to the Board of Supervisors with a notation that staff doesn't agree, but not simply withhold it because *then the Board of Supervisors has no idea what we are discussing or requesting*. It seems it would have to go forward consistent with the contract. Jennifer said she doesn't know why the CEO's office would take something forward to the Board that they don't recommend. Ron McIntyre said the NLTRA Board is making the recommendation and the CEO's office should bring it forward to the Board of Supervisors. He recognized that there are timing issues, but feels that if the CEO's office can veto our recommendations, it is a huge problem.
- 11.8 Deb Dudley is in favor of public/private partnership because it is the only way to have a *comprehensive transportation plan for the basin*. She said our competitors are providing transportation services from lodging to resorts. She expressed concern that we are losing the battle due to local politics and because we are not providing services that are competitive. Deb said that one of the key elements that make us an attractive destination is our sustainable models and transportation accomplishes this goal.
- 11.9 Adam Wilson clarified that Northstar did not approach this organization with the request, but rather they were asked by the community to fulfill the service. Ron Treabess agreed and said the NLTRA was approached by the lodging providers and we are looking for a way to *provide the service more expeditiously and most economically* which was Northstar transportation versus other private purveyors.
- 11.10 Tom Murphy said he has an issue with the "dead end" route to Northstar and suggested the service go to the Truckee Depot. Alex confirmed that that route is being serviced by TART. The proposed service is to accommodate skiers from lodging to Northstar. He said we are adding another layer to an existing service. It will also accommodate employees. Alex said the transfer is awkward and creates resistance to using the service. This is an opportunity to overcome that limitation, with limited investment. He said *TOT collectors are asking for the service*. Dave Paulson added that the Aztec service was flawed and impacted ridership. In answer to Tom's earlier question about funding, Dave said Northstar has invested significantly in transportation service. Alex suggested we set a goal for ridership and lodging properties will help promote the service. Due to timing constraints, Dave Wilderotter asked Alex that if we could get the request to the Board of Supervisors in January, would the properties be comfortable beginning the service late or waiting until next year to provide a full service. Alex said he would prefer to get the service running this year. Currently our visitors don't like service and won't use it. Jennifer said timing constraints would not allow for adequate marketing of the service. Alex said he work with lodging providers to promote the service.
- 11.11 **M/S/C (Wilderotter/Rock) (9/1 No-Merchant/1 Abstention-Wilson) to recommend approval to the Board of Supervisors for an infrastructure allocation of up to**

**\$50,000 to fund a demonstration ski shuttle service from Tahoe Vista to Northstar during the 2008/09 winter season to begin as soon as possible.**

**12.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE OCTOBER 31, 2008 FINANCIAL STATEMENTS**

12.1 Sally Lyon reported that the Finance Committee met on Monday and recommended approval of the October 31, 2008 Financial Statements. The committee discussed potential impacts of the economy as it relates to chamber membership collections, conference sales and TOT revenue.

12.2 **M/S/C (Dudley/Wilson) (11/0) to approve the October 31, 2008 Financial Statements.**

**13.0 CHAMBER OF COMMERCE REPORT**

13.1 Kym Fabel reported on November events. She said the annual Winter Recreation Luncheon was very successful. This year we included music during lunch by local musician Darin Talbot. She reported that there were two mixers held last month; one at the Tahoe Biltmore and the second was a joint mixer with the Truckee Donner Chamber of Commerce at the Tahoe Maritime Museum. Both were well attended. Kym reported that Steve Teshara represented the North Lake Tahoe Chamber by serving on a panel for the Sierra Nevada Entrepreneurship Summit held Saturday, November 22<sup>nd</sup> at Sierra Nevada College.

13.2 Kym announced that she is now serving on the NTBA Promotions Committee. She said it is a great partnership for the Chamber. Currently there are 648 chamber members with 5 new members and 9 renewing members during the past month. She announced that the Chamber Web site is being updated to include online membership purchases and renewal.

13.3 Kym reported on upcoming events for December. The Toys for Tots fundraiser will be held this evening at the Chateau in Incline. The Incline Luncheon honoring Teachers will be held tomorrow, December 4<sup>th</sup>, beginning at 11:30 a.m. at the Hyatt Regency Lake Tahoe. The Bank of America Holiday mixer is also scheduled tomorrow beginning at 6:00 p.m. in Tahoe City. Kym reported that the Chamber is partnering with the NTBA to host photos with Santa in Kings Beach. This event is scheduled to be held on Saturday, December 13th. Proceeds will go to benefit the Humane Society.

**14.0 MARKETING REPORT**

14.1 Andy Chapman reported that the NLTRA will send out a press release once the snow falls. He said we are currently holding our video news releases until winter weather begins. Leisure sales training has been completed for the upcoming season. Jeremy Jacobson, Leisure Sales Manager, attended ski shows in partnership with the Sierra Ski Marketing Council and Ski Lake Tahoe. One of the initiatives being undertaken by the Marketing Committee is the Marketing Tool Development project. A subcommittee made up of Marketing and Chamber Committee members met to review quarterly trends as they relate to different economic factors such as sales tax, TOT, ski ticket sales etc... for the purpose of determining tourism marketing needs, opportunities, and capacity. The next Marketing Committee meeting is scheduled to be held Tuesday, January 6, 2009 beginning at 2:00 p.m.

14.2 Andy reported that we are working with Smith and Jones to update the GoTahoeNorth Web site. The Neighborhoods tab has been changed to Resort and Towns. Roger Beck said our marketing focus is to drive consumers to the Web site. He suggested the

rotating pictures on the homepage include more skier and winter shots. He expressed concern that the ski resorts are not featured, as prominently as they should be.

- 14.3 Deb Dudley asked Andy how MTRiP is tracking. Andy reported that through the end of October, it shows December and January is up due to larger conferences. He added that we are tracking close to other resorts. Alex Mourelatos asked how we are reacting to the economic downturn. Steve Teshara said we are discussing this issue at the Marketing Committee meeting in January and will bring forward recommendations to the Board in February.

## **15.0 ACTIVITY REPORT**

- 15.1 Ron Treabess reported on the North Lake Tahoe Express airport shuttle. He said the service continues to be positive, both ridership and revenue continue to grow. The service now includes two additional daily routes to and from the Reno/Tahoe International Airport. Carryover over from last year will fund the additional service.
- 15.2 Ron reported that attached to his report are charts showing ridership for summer TART transit services. Placer County has drafted criteria to evaluate our transit systems prior to transportation planning. The criteria is still in draft form and will be the subject of additional discussion.
- 15.3 The initial meeting was held yesterday for Winter Traffic Management in Tahoe City. The group including representatives from Caltrans, Placer County, and the service provider met to discuss providing a more streamlined service this winter season.
- 15.4 Ron reported on the Regional Wayfinding Signage project. The consultants have already prepared the 1<sup>st</sup> draft manual for review. He said staff will request funds this winter for the demonstration projects that will show how the manual will work.
- 15.5 The final review for the Performing Arts Center feasibility study is scheduled to be held at the North Tahoe Conference Center on December 11<sup>th</sup> beginning at 1:00 p.m. All funding partners are invited to attend the meeting and provide input. The current draft is on the [www.nltra.org](http://www.nltra.org) Web site for review.
- 15.6 Ron reported on the resident survey project. He said staff worked with Jennifer Merchant to come up with the most appropriate funding split for the project. The surveys have been mailed. Ron encouraged all the Board members to respond to the survey.
- 15.6 The Breakfast Club hosted the annual ski area meeting. Representatives from all the ski resorts reported on new features for this winter season. The keynote speaker was Carolyn Betteta, Executive Director with the California Travel and Tourism Commission. She reported on California's marketing efforts worldwide. Ron noted that Ms. Betteta was a powerful speaker and commended Andy Chapman for his work in marketing North Lake Tahoe.

## **16.0 PRESIDENT & CEO'S REPORT**

- 16.1 Steve Teshara reported that the 1<sup>st</sup> Quarter Report to Placer County was distributed to the Board as part of the packet. It includes the updated Marketing Performance Review document.
- 16.2 Steve said Jennifer Merchant has submitted a draft contract compliance matrix. He said it shows that we are on track for compliance, subject to CEO review. The incomplete provisions include the conference booking improvements approved by the Board today, and the external jurisdiction marketing equity issue. Debbie Casey reported that staff,

working with the Executive Committee, prepared a packet of materials related to the benefits of participating in the North Lake Tahoe Marketing Committee (NLTMC). She confirmed that Town Manager Tony Lasbrook and Lynn Saunders with the Truckee Donner Chamber of Commerce both received the packet. Debbie, Steve, Andy, and Bill Hoffman will present the information to the Truckee Town Council at their meeting scheduled for Thursday, December 18<sup>th</sup>. Debbie reported that Lynn Saunders will distribute a survey, related to marketing, to the Truckee Chamber membership in order to ascertain the local need and interest in coop marketing. Debbie said once that information is compiled; the group will make a more thorough presentation to the Town Council in the spring. She said it is anticipated that the Town Council will not participate in the coop this fiscal year; however, by formally presenting the request to join the coop, the NLTRA has met the compliance requirement in the contract. Steve said other uncompleted items on the matrix are the draft scope of work and budget for FY-2009/10, but they are due by the end of May 2009. The committee budget review will also be completed in the spring of 2009. Steve said staff would send out the matrix to the Board, along with comments as to the status of compliance from the NLTRA perspective, understanding that the CEO's office makes the final determination.

- 16.3 In the packet, Steve also included a clip from the Bonanza newspaper featuring articles on the North Lake Tahoe Chamber of Commerce. He said we received very positive chamber comments including a positive Bonanza editorial.
- 16.4 Ron McIntyre said the original provision in the bylaws stated that the Chairman of the Board leaving office can continue to serve on the Board as an ex officio Board member. Steve said staff will research the bylaws and include this item on the agenda next month for further discussion.

#### **17.0 DIRECTORS' COMMENTS**

- 17.1 Debbie Casey thanked Adam Wilson for his three years of service on the NLTRA Board. She thanked the Board and said she enjoyed serving the community. Roger Beck said he appreciated Debbie's work on the Board, especially her leadership as Chair. Alex Mourelatos agreed and said Debbie's work on the Executive Committee showed her fantastic leadership. Dan Tester echoed those comments and noted that this was a very challenging year for the Executive Committee and the Board and appreciated Debbie's guidance. Jennifer Merchant thanked Debbie and Adam on behalf of Placer County for their service to the community. Ron Treabess said on behalf of NLTRA staff, we appreciated Debbie's Board leadership and direction.
- 17.2 Alex Mourelatos reported that the North Tahoe Business Association Holiday Party will be held at the North Tahoe Conference Center on December 11<sup>th</sup> beginning at 5:00 p.m. He recognized audience member Bill Matte owner of the Carnelian Bay Bed and Breakfast, The Shooting Star. Alex said TOT out of Carnelian Bay was almost \$1 million dollars this past year.

#### **18.0 MEETING REVIEW AND STAFF DIRECTION**

- 18.1 There were no further comments.

#### **19.0 ADJOURNMENT**

- 19.1 The Board meeting was adjourned at 12:25 p.m.

Submitted by,  
Sarah Holster  
Executive Assistant



**FINANCE COMMITTEE MINUTES**  
**Monday, December 1, 2008 – 11:00 a.m.**

**NLTRA Conference Room**

**PRELIMINARY MINUTES**

**COMMITTEE MEMBERS IN ATTENDANCE:** Gretchen Nedved, Ron McIntyre, Debbie Casey (conference call), and Mike Salmon (conference call)

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

**1.0 CALL TO ORDER – ESTABLISH QUORUM**

- 1.1 The meeting was called to order at 11:00 a.m. by Chairman Ron McIntyre and a quorum was established.

**2.0 PUBLIC FORUM**

- 2.1 Ron McIntyre again welcomed Gretchen Nedved, the new Placer County CEO representative on the Finance Committee.

**3.0 AGENDA AMENDMENTS AND APPROVAL**

- 3.1 M/S/C (Casey/Nedved) (4/0) to approve the agenda as presented.

**4.0 APPROVAL OF MINUTES**

- 4.1 M/S/C (Casey/Salmon) (4/0) to approve the Finance Committee minutes of November 3, 2008 as presented.

**5.0 REPORT ON FOLLOW-UP ITEMS FROM PREVIOUS MEETINGS**

- 5.1 Sally Lyon asked if Jennifer Merchant had obtained a statement of what infrastructure funds are being held by the Placer County Treasury including carryover, interest and actual expenditures for county services. Gretchen Nedved confirmed that Jennifer would bring that information to the Board meeting on Wednesday, December 3<sup>rd</sup>.

**6.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE OCTOBER 31, 2008 FINANCIAL STATEMENTS**

- 6.1 Sally Lyon reviewed the Financial Analysis for the four months ending October 31, 2008. The Statement of Financial Position showed that at the end of October operating cash is \$516,000. Marketing Cooperative cash is \$183,000 and Infrastructure cash is \$693,000. The receivable from the County for Marketing, Transportation, and G & A is \$2.6 million. Infrastructure funds being held by the County is booked as a separate receivable in the amount of \$6.2 million. Unearned revenue and deferred support related to Infrastructure

is \$6.4 million. Sally noted that she recorded infrastructure invoices in the amount of \$400,000 at the end of October. Chamber membership customer accounts receivable is up from a month ago. Accounts payable is up \$407,000 from a month ago due to infrastructure and transportation invoices paid. Change in net assets is \$86,000 for the month of October and \$166,000 year-to-date.

- 6.2 The Statement of Cash Flows shows that cash and cash equivalents, including Infrastructure Investments, is down \$650,000 from the same month a year ago with spending down of infrastructure funds. There is a total decrease in cash of \$9,000 for the four months ending October 31, 2008.
- 6.3 Sally highlighted items on the variance report. She said Group Sales is coming in under budget due to a combination of write-offs and a shortfall from commission projections. Sally said Jason Neary, Director of Sales, has indicated that we are presently tracking close to budget, but hotels are seeing a decrease in conference (large groups) bookings reflected in lower attendance than initially projected. Andy Chapman reported that any shortfall in commission revenues from budget will be addressed in the reforecast. Sally noted that funding for the marketing study reports line item in the amount of \$8,500 is not a budgeted item and will be paid out of marketing reserves. Sally reported that in addition to conference, chamber, and management are off slightly budget.
- 6.4 Discussion followed in regards to the October 31, 2008 Financial Statements.
  - 6.4.1 Gretchen Nedved asked about the 26% difference in Conference commissions and booking fees from prior year. Sally reported that 2007/08 was a strong year for conference commissions and by comparison, this year's sales are softer. Gretchen asked for clarification related to Autumn Food and Wine costs. Sally explained that revenues increased over last year by 10%; however, expenses also increased. Andy added that balancing out the festival's revenue shortfall of less than \$2,000 will be addressed in the reforecast. Gretchen asked for further detail related to the Pathways 2007-TRPA Regional Plan Update line item under the Infrastructure Statement of Activities Report. Steve Teshara explained that since the start of the PATHWAY Regional Plan update process, the NLTRA has contributed funding every year including research and planning support. For example, he said the NLTRA recently contributed \$5,000 for a consultant to help quantify community input for the Regional Plan EIS alternatives. Gretchen asked about the Research and Planning line item. Steve confirmed that the expenditure includes survey costs for the Eastern Placer County resident survey based on percentages agreed to by the NLTRA Board and CEO's office. Sally noted that there is more detailed expenditure information in the quarterly reports to Placer County. Gretchen asked about the NLTRA/Placer County TOT report. She said the expenditures appear to be tracking to budget. Sally explained that there are several revenue sources in Marketing. She does not segregate out TOT expenditures from other expenditures. Sally said she is willing to work with Gretchen to revise the report.
  - 6.4.2 Mike Salmon asked about the marketing variance in the amount of \$12,500. Sally said the money is for community grants and the Placer County Film Office and has not yet been spent. Sally noted that we will see some expenditures next month. Mike asked if the NLTRA has an action plan related to the economy and lack of snowfall. Steve said it is premature to change our marketing messages at this time, but we are addressing current conditions with public relations efforts. Mike noted the decrease in TOT will affect the NLTRA next fiscal year. Sally agreed but said it is very likely that we will meet our \$4.4 million budget. Mike asked about progress on outstanding accounts receivable. Steve said staff is scheduling an end of the year Accounts Receivable meeting to discuss what

accounts need to be more aggressively pursued. Andy noted that there are still Mont Bleu accounts outstanding. Steve reported that the auditors asked the NLTRA to reserve 100% of the past due Mont Bleu accounts which was recorded as of June 2008. He noted that the NLTRA did file the necessary paperwork related to the Mont Bleu bankruptcy proceedings. Sally reported that over the past year, we have been aggressive and relatively successful with collections. Mike said the economic conditions are not improving and suggested that we review our current credit policy.

- 6.5 M/S/C (Salmon/Casey) (4/0) to recommend to the NLTRA Board of Directors the approval of the October 31, 2008 Financial Statements.**

**7.0 DISCUSSION AND POSSIBLE DIRECTION TO STAFF REGARDING THE SCHEDULE OF FINANCE COMMITTEE MEETINGS FOR 2009 – POSSIBLY REDUCING THE NUMBER TO NINE**

- 7.1 Sally Lyon noted the Finance Committee meetings are typically held the Monday before the Board meetings. In an effort to accommodate staff schedules, she recommended continuing the elimination of the August meeting in addition to one meeting in the fall and one in the spring. Ron McIntyre said since he may not be on the committee next year and didn't want to make a recommendation. He feels meetings should be monthly, but the committee should be able to work around staff's schedule. Debbie Casey agreed that we should continue to eliminate the August meeting. Steve Teshara said staff will publish the meeting schedule with the August cancellation and readdress the schedule with next year's Finance Committee members.

**8.0 COMMITTEE MEMBER COMMENTS**

- 8.1 Mike Salmon would like staff to agendize a discussion next month related to the Finance Committee's goals and objectives for 2009.

**9.0 ADJOURNMENT**

- 9.1 The Finance Committee meeting adjourned at 11:46 a.m.

Submitted by,  
Sarah Holster  
Executive Assistant



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## CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

December 2<sup>nd</sup>, 2008 – 9:00 a.m.

Tahoe City Public Utility District

### PRELIMINARY MINUTES

**SUBCOMMITTEE MEMBERS IN ATTENDANCE:** Kelly Atchley, Justin Broglio, Cheri Sprenger and Dave Wilderotter

**COMMITTEE MEMBERS IN ATTENDANCE:** Deb Dudley, Ron Yglesias, Mike Young, Alex Mourelatos (9:49 a.m.) and Kay Williams (10:30 a.m.)

**RESORT ASSOCIATION STAFF:** Kym Fabel, Whitney Parks, Andy Chapman and Steve Teshara

**OTHERS IN ATTENDANCE:** Pettit Gilwee

#### **I. MEETING OF THE COMMUNITY MARKETING PROGRAM GRANT SUBCOMMITTEE**

##### **1.0 CALL TO ORDER – ESTABLISH QUORUM**

- 1.1 The meeting was called to order at 9:09 a.m. by Chair Justin Broglio and a quorum was established.

##### **2.0 PUBLIC FORUM**

- 2.1 No comments.

##### **3.0 DISCUSSION AND POSSIBLE ACTION ON SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING PROGRAM GRANT REQUEST SUBMITTED BY THE NORTH TAHOE BUSINESS ASSOCIATION**

- 3.1 Cheri Sprenger reported that the 2008/09 grant application for the North Tahoe Business Association (NTBA) is very similar to their grant request from last year. The NTBA will use \$3000 for the Bay to Bay *Places to Go, Things to Do* promotional map. Grant funds will be used to support the cost of a reprint, with minor changes and corrections. \$1000 of request grant funds will be used for marketing of the 2<sup>nd</sup> Annual Joe King Poker Tournament and the history of Kings Beach in the Bay Area. NTBA will use approximately \$3000 for the continuation of a television spot with Tahoe TV (formerly New Tahoe Company). The NTBA will also use approximately \$3000 for advertising and marketing cooperative opportunities such as co-op pages in the North Lake Tahoe Vacation Planner, Tahoe Traveler Summer event listing, co-op ad in North Lake Tahoe Guide, summer rack card production, and marketing and promotions for various NTBA events.



3.2 Dave Wilderotter asked for more information about the Tahoe TV spot. Cheri reported that the television ad is a significant investment, and the NTBA may form a partnership with the TCDA. Cheri and Kelly Atchley will be meeting with Comcast tomorrow; they are interested in discussing the ROI for the Tahoe TV ads. The two business associations will survey their member businesses to determine the needs of businesses and to determine if they feel the Tahoe TV ads are successful. Justin Broglio asked Cheri why only \$1000 of the grant fund is designated for marketing of the Joe King Poker Tournament. Cheri reported that NTBA will get sponsorship for the poker tournament this year. Dave reported that he was impressed with the advertising in the North Lake Tahoe Vacation Planner. There was discussion about the cooperative advertising pages for the business associations. Deb Dudley reported that the reduced price in the cooperative ads space allows smaller businesses with lower marketing budget to participate in the planner.

3.2 **M/S/C (Atchley/Wilderotter) (3/0 – Abstention Sprenger) to accept the grant request from the North Tahoe Business Association in the amount of \$10,000, as presented, with a recommendation to the full Chamber of Commerce Advisory Committee to approve the grant request.**

#### **4.0 SUBCOMMITTEE MEMBER COMMENTS**

4.1 None.

#### **5.0 SUBCOMMITTEE ADJOURNMENT**

5.1 The Subcommittee meeting was adjourned at 9:34 a.m.

### **II. MEETING OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE**

#### **1.0 CALL TO ORDER – ESTABLISH QUORUM**

1.1 The meeting was called to order at 9:34 a.m. by Chair Cheri Sprenger and a quorum was established.

#### **2.0 PUBLIC FORUM**

2.1 Kelly Atchley announced that Justin Broglio will be filling her position as executive director of the Tahoe City Downtown Association. There was discussion about a possible farewell cocktail party for Kelly.

#### **3.0 AGENDA AMENDMENTS AND APPROVAL**

3.1 **M/S/C (Atchley/Broglio) (6/0) to approve the Chamber Advisory Committee agenda as presented.**

#### **4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES**

4.1 **M/S/C (Atchley/Young) (5/0 – Abstention Atchley) to approve the Chamber of Commerce Advisory Committee meeting minutes of November 4<sup>th</sup>, 2008 with the correction of the date in the header.**

4.2 There was discussion about the status of the Community Marketing Program grant process. Kym Fabel reported that she has not yet sent the letters to the applicants at this time. Dave Wilderotter expressed concern about the grant money that was given to the Squaw Valley Institute. He said he felt that the

visibility of the Chamber is very important, but by giving money to such a large event, the Chamber gets lost in the mix. Justin Broglio said he did not feel that the Chamber was well represented at the event. Kym noted that the grant process was still a learning curve for the entire Community Marketing Program Grant Subcommittee and the Chamber Advisory Committee. Steve said he anticipates workshops between the Chamber Advisory Committee and the NLTRA Marketing Committee in March to build a proposed budget with the consideration of additional funding in the Community Marketing Grant Program. Deb Dudley suggested sending out an outreach to find out what types of businesses/events are interested in applying for the grant next year in order to determine how much money should be proposed in the grant program budget.

## **5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL**

- 5.1 Kym Fabel reviewed the monthly Chamber Business Plan Implementation for November 2008. She reported on the success of the Chamber Winter Recreation Luncheon and the mixer at the Tahoe Biltmore. She noted the Leadership Alumni Breakfast was well attended. Kym met with Plumas Bank regarding a Chamber Education program on entrepreneurship. She noted that in the last month, the page with the most hits on the Chamber Web site was our Jobs page. Kym reminded everyone to pick up their boxes of "in market" maps at the NLTRA office.
- 5.2 Kym provided the Committee with a list of upcoming events. The tree lighting and Toys for Tots Kick-off party will be held at the Chateau in Incline Village on December 3<sup>rd</sup> from 4:30 – 9:30 p.m. The Incline Village Educators Luncheon will be held on December 4<sup>th</sup> at noon. The Bank of America mixer is Thursday evening from 6 – 8 p.m. On December 6<sup>th</sup>, the Chamber will help Diamond Peak celebrate the grand opening of their remodeled base lodge. Kym noted that membership percentages by area are now included on the back of the monthly implementation report. Kelly Atchley noted that there still needs to be further discussions about the advantage of joining both the Chamber and a business organization. She discussed the possibility of creating some type of advertisement cooperative. Dave suggested that members outside of the area could be charged more than members in North Lake Tahoe. This item will be put on the January agenda. Alex Mourelatos asked if there had been any changes in membership from Truckee. Kym reported that she has not seen a change, but the majority of Chamber membership renewals are coming up in the month of January.

## **6.0 DISCUSSION AND POSSIBLE ACTION TO CONSIDER SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING GRANT PROGRAM REQUEST SUBMITTED BY THE NORTH TAHOE BUSINESS ASSOCIATION**

- 6.1 **M/S/C (Atchley/Wilderotter) (6/0 – Abstention Sprenger) to approve the Community Marketing Grant Program request submitted by the North Tahoe Business Association.**

## **7.0 STATUS REPORT – MARKETING DECISION TOOL DEVELOPMENT PROCESS**

- 7.1 Andy Chapman discussed the recent meeting of the Marketing Decision Tool Development project. The Subcommittee's goals are: 1) to find a pattern of North Lake Tahoe business, 2) breakdown patterns of lodging by travel segment, 3) determine areas of opportunity and 4) develop marketing programs to fill those areas of opportunity. Justin Broglio will try to find information from grocery

stores, retail and lodging. Ron Parson will go to West Shore restaurants, retail and lodging. Andy Chapman will secure a map of TOT reporting areas and sales tax by month. Cheri Sprenger is gathering information from Safeway. The Subcommittee still needs participants from Squaw Valley and Northstar. Andy said the group is discussing the possibility of asking the 2009 Leadership Program to help gather information. Justin noted that the US Forest Service has information available regarding their monthly usage and visitor numbers. Alex suggested the group should work with Placer County to leverage the information they have available. The next meeting will be held on December 11 at 1 p.m. at the NLTRA Conference Room.

#### **8.0 REMINDER – DECEMBER 29<sup>TH</sup> DEADLINE FOR APPLICATIONS FOR APPOINTMENT TO THE 2009 CHAMBER OF COMMERCE COMMITTEE**

- 8.1 Steve Teshara noted that information regarding appointment to NLTRA Committees is available in the *Supplemental Policies and Operating Procedures* available at [www.nltra.org](http://www.nltra.org). Members from the five business organizations as defined by the NLTRA/Placer County will fill five of the seats on the Committee. The only change staff is aware of at this time that Justin Broglio will take the seat for the Tahoe City Downtown Association. There are also five seats available for other Chamber members. The term is for one year and Committee members may be reappointed. Steve said the Chamber is currently outreaching to community to fill the lay member seats on the Committee. Mike Young and Sherina Kreul have expressed interest to continue to serve on the Committee, so three lay member seats are available. Andy noted that a press release regarding open seats on all the Committee was sent out a few weeks ago. Kay Williams suggested that Bill Edic may be interested in a lay member seat. Alex Mourelatos suggested sending out an email blast regarding the openings on the Chamber Advisory Committee. Kelly Atchley said she feels it is very important for the Chamber to do more outreach on the openings on this Committee. She said this is a great place for people to become more involved about community happenings.

Direction: Staff and members of the Committee should create an outreach to the Chamber membership with an enthusiastic message attached to the guidelines.

#### **9.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS**

- 9.1 Tahoe City Downtown Association (TCDA) – Kelly Atchley reported on the combined efforts of the Tahoe City Downtown Association and the North Tahoe Business Association on the Shop Local program. Justin noted that the Shop Local Contest card does not need to be completed in order to win. The contest ends on December 21. This week, there are also several extra shopping discounts for locals. There will be a tree lighting ceremony on Friday from 4 p.m. – 6 p.m. Find out more information on upcoming events at [visittahoe.com](http://visittahoe.com).
- 9.2 North Tahoe Business Association (NTBA) – Cheri Sprenger reported there will be a tree lighting ceremony Friday, December 13. Santa will be available for pictures with families and pets. Cookie decorating and gift wrapping will also be available.
- 9.3 Justin Broglio reminded everyone that night shuttle service will start again on December 20<sup>th</sup>.

- 9.4 Incline Village – Mike Young reported on the tree lighting ceremony and Toys for Tots Kick off at the Chateau on December 3<sup>rd</sup>. He also reminded everyone about the Christmas Tree Village mixer on December 5<sup>th</sup>.
- 9.5 The North Lake Tahoe - Truckee Leadership Program is still accepting applications. They are due tomorrow by 5 p.m.

**10.0 ADJOURNMENT**

- 10.1 The meeting was adjourned at 10:49 a.m.

Submitted by:

Whitney Parks, Administrative Assistant



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**LODGING SUBCOMMITTEE MEETING MINUTES**  
**December 2, 2008 – 1:00 p.m.**

**Board Room – Tahoe City Public Utility District**

**PRELIMINARY MINUTES**

**SUBCOMMITTEE MEMBERS IN ATTENDANCE:** Christy Beck, Dan Tester, Alex Mourelatos, Tammie Anstedt, Adam Wilson (1:10 p.m.) and Kay Williams (1:42 p.m.)

**NLTRA STAFF IN ATTENDANCE:** Kym Fabel, Whitney Parks and Andy Chapman

**OTHERS IN ATTENDANCE:** Jan Colyer, Peter Przybyslawski (Firelite Lodge) and Bill Matte (Shooting Star Bed & Breakfast)

**1.0 CALL TO ORDER – ESTABLISH QUORUM**

1.1 The meeting was called to order by Chair Alex Mourelatos at 1:03 p.m.

**2.0 PUBLIC FORUM**

2.1 Andy Chapman encouraged everyone to attend the NLTRA Board meeting; there is an agenda item to discuss transit between Tahoe Vista and Northstar. The Board meeting will be on Wednesday, December 3<sup>rd</sup> at 8:30 a.m. at the Tahoe City PUD.

2.2 Alex Mourelatos noted that we are in recession and difficult economic times are ahead for lodging properties.

**3.0 AGENDA AMENDMENTS AND APPROVAL**

3.1 M/S/C (Tester/Mourelatos) (4/0) to approve the Lodging Subcommittee agenda as presented with the inclusion of the June 3, 2008.

**4.0 APPROVAL OF MINUTES**

4.1 M/S/C (Tester/Mourelatos) (3/0 – Abstention Tester) to approve the Lodging Subcommittee meeting minutes of September 30, 2008 as presented.

4.2 M/S/C (Williams/Mourelatos) (5/0) to approve the Lodging Subcommittee meeting minutes of June 3, 2008 as presented.

**5.0 WINTER TRANSIT UPDATE – JAN COYLER**

5.1 Jan Coyler updated the Lodging Subcommittee on Winter Transit. She reported that there will be expanded transit services early in the morning and in the afternoon when employees are going to and from work. Last year was the first year with bus service provided by TART on Highway 267; this service was very successful. Currently, this service is only offered in the winter; Jan said this route

is needed year-round, but the money is not available to provide it. She also reported on the North Lake Tahoe Express; two more departure times from both North Lake Tahoe and the Reno/Tahoe airport have been added to the schedule. The added departure times will be available throughout the winter. The North Lake Tahoe Express had a small rate increase to \$40 each way to help reduce the subsidy. The subsidy for the first partial year was at \$12.31 and at \$8.39 for the first full year. The North Tahoe Express operates on a twenty-four hour cancellation policy.

- 5.2 Jan reported that she will attend three receptions hosted by the Sierra Human Resource Association to welcome the international seasonal employees. She noted that employees can buy season passes through TART. She said that a lot of the international staff like to visit Reno, so she is trying to create a frequent travelers pass for the North Tahoe Express. Jan provided the Subcommittee with a list of all transportation companies in the North Lake Tahoe area. She reminded everyone about the local's sticker program; these stickers are available for \$10.00 at the Visitor Information Centers in Tahoe City, Incline Village and Truckee. The stickers assist locals in passing through Caltrans and CHP vehicle screening and road blocks during snowy conditions.
- 5.3 Alex asked if the information regarding bus service is disseminated to employees and guests of the various properties. Dan Tester said his employees take advantage of the service, but he said most of his guests stay in Squaw Valley since so many services are offered in the valley. Tammie Anstedt agreed that many employees and guests use the service, but she feels they ride the bus mostly at night; Adam Wilson agreed. Christy Beck said many employees use the service and guests are made aware of all transportation services. Alex said it is easier for guests and employees that are on the route to use the bus service. He feels transportation should be marketed in lodging packages.

## **6.0 REVIEW OF MARKETING RESOURCE GUIDE AND RELATED DEPARTMENTAL BUDGETS**

- 6.1 Andy Chapman noted that the Marketing Resource Guide and related departmental budgets were included in the meeting packet for the Subcommittee's review. He reported that some dollars have been shifted away from LA and to the Bay Area due to the current economic situation. Traditionally, it has been 60% destination and 40% drive in the winter and 60% drive and 40% destination in summer. This is being slightly modified. The objectives of the NLTRA marketing are to keep North Lake Tahoe at the top of the mind with the target audience, educate potential new visitors/customers about the benefits of North Lake Tahoe and drive consumers to visit GoTahoeNorth.com for more information. Andy encouraged everyone to continue to participate in the Cool Deals program at GoTahoeNorth.com. Andy discussed the breakdown of the budgets in the various markets per season by type, e.g. public relations, conference, etc. The actual NLTRA budgets are included in the packet. This packet is a resource guide, and he asked everyone to keep this copy in their files. This document is also available at [www.nltra.org](http://www.nltra.org) under programs and documents. The marketing section of [www.nltra.org](http://www.nltra.org) is still under construction. Alex Mourelatos feels the concept of the Marketing Cooperative is still slightly confusing. Andy discussed that the Coop meets quarterly with four members from the NLTRA and four members of the Incline Village Crystal Bay Visitors Bureau.

## 7.0 SIX MONTH SUMMER METRIC REVIEW

- 7.1 Andy Chapman noted that on a six month basis, the NLTRA recaps its performance as a part of our contract with Placer County. This report is based on the International Association of Visitor and Convention Bureaus' metric program. Andy reviewed the Performance Measurement Document report with the Subcommittee. He discussed the measurements of total reach and frequency and gross impressions under the heading *Advertising/Promotions*. He noted that the number of hard copy brochure and planner requests has decreased due to the increase of information available online. Andy described the various measurements under *Online Activity*; some of these metrics include number of unique visitors, number of repeat sessions, time spent on site, search engine referrals and terms. He discussed the measurements under *Media/Public Relations* and noted how these numbers can be compared by quarter. There are also measurements under the headings of *Bookings*, *Conference/Group Sales* and *Travel Trade/Sales*.
- 7.2 Alex Mourelatos discussed the Lodging Subcommittee's role of providing feedback to Marketing Committee. He noted the value of using this information and discussed the significance of the staff's review of this information to determine trends and successes.
- 7.3 Christy Beck asked other members of the Subcommittee about international visitors at their properties/resorts; she noted that she does not receive very many international visitors (maybe 1%). Adam Wilson said he sees probably 10% international visitors. Andy noted that Caroline Beteta, Executive Director of the California Travel and Tourism Commission spoke at the Breakfast Club meeting and reported that California receives about 10-12% international visitors. There was discussion about possible deterrents of international visitors including surcharge fees on international flights from Europe and the heightened security since September 11, 2001. Dan Tester said he feels that there is significant information in the performance document, but he feels some of the information in the monthly standing reports include valuable information that is not included in this report.

## 8.0 REVIEW OF WINTER ADVERTISING CREATIVE

- 8.1 Alex Mourelatos reported on various ads in the winter media campaign. Andy said these ads are included in the Marketing Committee packet on a monthly basis. In the near future, this information will be included on the new [www.nltra.org](http://www.nltra.org) marketing section. He discussed the layout of the ads in the report. Andy noted how the ads fit with the North Lake Tahoe Marketing Coop 2008-09 Consumer Advertising Plan. He reported on the upgrade from Western circulation to full circulation for Outside Magazine. Andy noted the importance of the consistent look and feel of the advertising efforts. He said that fresh photos are used when multiple ads run in the same publication.

## 9.0 UPDATE ON MARKETING EQUITY PROJECT

- 9.1 Alex Mourelatos reported on the desire of the NLTRA Board to create a policy regarding jurisdictional/marketing equity. The focus is to market North Lake Tahoe as a destination to the world. He reported that this has been a challenging issue to address. Andy reported on the NLTRA's policy with Placer County and the current marketing cooperative effort with Incline Village. A handout including the background and external jurisdiction marketing policy, as well as the policy as applied to the Town of Truckee, was distributed to the

Committee. This item was discussed at the November 4, 2008 NLTRA Board meeting. Andy noted that this equity issue is related to the Truckee lodging component only. These policy discussions have not yet taken place in El Dorado County or other non-Placer County areas.

- 9.2 Kay Williams expressed concern about the way the Truckee marketing equity situation is being handled. She said that she feels the North Lake Tahoe community is tightly interlinked, and she does not feel it is fair to force Truckee to participate in a marketing cooperative. She noted that visitors to the area do not see jurisdictional lines. She said she feels that Placer County is trying to draw lines and create more fragmentation. Alex and Adam Wilson discussed the challenge that Placer County faces on this issue. Placer County properties did not feel that it was fair that properties in Truckee were getting the same marketing benefits when they were not paying into the coop. Kay does not feel that the Truckee lodging properties should be punished if they are willing to pay a click-thru charge to put their property on the GoTahoeNorth.com Web site. Jan Colyer discussed that the North Tahoe Express has had similar conversations with Truckee in order to have the airport shuttle service to have stops in Truckee.

#### **10.0 REVIEW OF PROPERTY REFERRAL REPORT**

- 10.1 Alex Mourelatos noted that this report is sent to all North Lake Tahoe lodging properties. The report includes total click through numbers each month and the location on the Web site that the click through comes from. Many members of the Lodging Subcommittee said they were not receiving this information. Andy said he will double check who the email is coming from and to and asked everyone to check their spam box. Alex noted the increase of click throughs to properties that post a Cool Deal. Christy Beck asked for a report of the terms searched at the GoTahoeNorth.com Web site. Kay suggested a reorganization of the Cool Deals page. Andy reported that a reorganization of the Cool Deals page is in process.

#### **11.0 MEETING SCHEDULE**

- 11.1 The next meeting will be held on Tuesday, February 3<sup>rd</sup> at 2 p.m. The Subcommittee agreed to move the meetings to 2 p.m.

#### **12.0 STANDING REPORTS**

- 12.1 The following standing reports are now posted on [www.nltra.org](http://www.nltra.org):
- Reno/Tahoe International Airport September Report
  - October Search Engine Optimization Report
  - October GeoTracking Report
  - October Web Report
  - October Click Through Report
  - October MTRiP Report
  - November Public Relations Report

#### **13.0 ADJOURNMENT**

- 13.1 The Lodging Subcommittee meeting adjourned at 2:57 p.m.

Submitted by:  
Whitney Parks,  
Administrative Assistant



## Monthly Report November 2008

### CONFERENCE REVENUE STATISTICS

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

Prepared By: Anna Atwood, Sales/Marketing Coordinator

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Total Revenue Booked for FY 08/09 as of 11/30/08	\$ 2,218,145 * Estimated
Forecasted Commission for this Revenue:	\$ 136,477
Number of Room Nights:	13256
Number of Delegates:	5979
Annual Revenue Goal for FY 08/09:	\$2,000,000
Annual Commission Goal for FY 08/09:	\$140,000
Number of Tentative Bookings as of 11/30/08:	63

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#### Monthly Detail/Activity for November:

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

#### Arrived in the month of November:

Number of Groups:	1
Revenue Arrived:	\$ 7,300
Projected Commission:	\$ 730
Number of Room Nights:	78
Number of Delegates:	45
Arrived Group Type:	1 Corp.

#### Monthly Detail/Activity for October:

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

#### Arrived in the month of October:

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

#### Monthly Detail/Activity for September:

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

**Arrived in the month of September:**

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

**Monthly Detail/Activity for August:**

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

**Arrived in the month of August:**

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

**Monthly Detail/Activity for July**

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

**Arrived in the month of July:**

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

**Future Year Bookings, booked in this fiscal year:**

		(Goal)
For 2009/10:	\$494,839	\$ 750,000
For 2010/11:	\$818,599	\$ 200,000

**NUMBER OF LEADS Generated as of 11/30/08: 71**

**Total Number of Leads Generated in Previous Years:**

**2007/2008: 209**

**2006/2007: 205**

**2005/2006: 240**

**2004/2005: 211**

**2003/2004: 218**

**2002/2003: 247**

**2001/2002: 293**

**2000/2001: 343**

**1999/2000: 415**

**1998/1999: 456**

**1997/1998: 571**

**1996/1997: 484**

**1995/1996: 379**

**1994/1995: 450**

**1993/1994: 374**

**Monthly Report November 2008**  
**CONFERENCE REVENUE STATISTICS**

**South Shore Properties**

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

**Prepared By: Anna Atwood, Sales & Marketing Coordinator**

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<b>Total Revenue Booked for FY 08/09 as of 11/30/08:</b>	<b>\$355,917</b>
<b>Forecasted Commission for this Revenue:</b>	<b>\$19,829</b>
<b>Number of Room Nights:</b>	<b>2964</b>
<b>Number of Delegates:</b>	<b>1262</b>
<b>Annual Revenue Goal for FY 08/09:</b>	<b>\$600,000</b>
<b>Annual Commission Goal for FY 08/09:</b>	<b>\$42,000</b>
<b>Number of Tentative Bookings as of 11/30/08:</b>	<b>55</b>

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**Monthly Detail/Activity for November:**

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

**Arrived in the month of November:**

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

**Monthly Detail/Activity for October:**

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

**Arrived in the month of October:**

Number of Groups:	<b>1</b>
Revenue Arrived:	<b>\$ 10,746</b>
Projected Commission:	<b>\$ 1,289</b>
Number of Room Nights:	<b>60</b>
Number of Delegates:	<b>40</b>
Booked Group Type:	<b>1 TA</b>

**Monthly Detail/Activity for September:**

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

**Arrived in the month of September:**

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

**Monthly Detail/Activity for August:**

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

**Arrived in the month of August:**

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

**Monthly Detail/Activity for July**

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

**Arrived in the month of July:**

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

**Future Year Bookings, booked in this fiscal year:**

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

**NUMBER OF LEADS Generated as of 11/30/08: 64**

**Total Number of Leads Generated in Previous Years:**

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

## **NLTRA MARKETING/ CONFERENCE**

### **ACTIVITY REPORT FOR DECEMBER 2008**

#### **KEY MEETINGS/LUNCHEONS/RECEPTIONS ATTENDED BY STAFF**

- Attended SJ Marketing Meeting: Andy
- Attended NLTRA Board Meeting: Andy
- Attended NLTRA Chamber Meeting: Andy
- Attended Marketing Committee Meeting: Andy, Jeremy, Judy, Jason
- Attended CTTC California Snow Campaign Committee Meeting: Andy
- Attended CTTC Advertising Committee Meeting: Andy
- Attended Finance Committee Meeting: Andy
- Attended Chamber Mixer: Andy
- Attended planning meeting for Holiday Showcase Trade Show: Jason
- Met with First Tracks Productions regarding 2009 MTS luncheon video: Jeremy
- Attended Lodging Sub Committee Meeting: Andy
- Attended North Lake Tahoe Coop Meeting: Andy
- Meeting with Jimmy Kellett and Carol Chaplin and High Sierra Visitors Council: Andy
- Toured Amy Jansen (Lake Tahoe "expert" sales agent from Mountain Reservations) around 6 lodging properties she had yet to see: Jeremy
- Hosted Inna Onischenko, Senior Sales Manager from Tourico Holidays: Jeremy
- Met with Alpine Meadows' new Senior Sales manager, Brad Barth: Jeremy
- Attended Liberty/ Go Go Travel's sales agent ski training in LA: Jeremy
- Attended LA Ski Dazzle: Jeremy
- Met with Black Tie Ski Rentals: Jeremy
- Trained each of the 7 STN Special Tickets Offices on the 2008-09 program: Jeremy
- Attended Reno-Tahoe Meetings Marketing Coop Meeting: Jason
- Attended RSCVA Directors of Sales Meeting: Jason

#### **SPECIAL PROJECTS**

- Ritz Carlton Hotel meeting for AFW 2009 Judy, Andy
- Attended Grand Opening Luncheon of Restaurant Montagna, Judy, Jeremy
- Meet with Dave Ferrari on Conference Program: Andy, Jason
- Trained participating Ski Tahoe North ticket depts. on 2008-09 procedure: Jeremy
- Daily maintenance of both NLTRA sites and content on Visit California, Judy
- Coordination of February calendar of events targeted to lodging peak days in Feb. Judy
- Coordination of welcome program for AST Winter Dew Snowboard Tour, Judy
- Passed on group sales lodging contact information to AST Winter Dew Tour: Jeremy

- Presented details on the North Lake Tahoe Marketing Coop at the Truckee Town Council meeting: Andy
- Meet with sub committee on development of Marketing Decision Tool: Andy
- Contracted STN ticket and NLT Express with Ultimate Escapes, Hotelbeds and Travel Connection: Jeremy
- Assisting Alaska Airline Vacations with NLT web site build: Jeremy
- Hosted site visit for Wells Fargo N.A.
- Attended Holiday Showcase trade show: Jason
- Hosted client event at Holiday showcase: Jason
- Attended/coordinated coop booth for CalSAE Seasonal Spectacular trade show: Jason
- Hosted client dinner during CalSAE Seasonal Spectacular: Jason