



Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday, January 5, 2011 – 8:30 am
Tahoe City Public Utility District

NLTRA Mission

“to promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

Meeting Ground Rules

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

The NLTRA Board has also adopted the Nine Tools of Civility of the Speak Your Peace Civility Project: *Pay Attention, Listen, Be Inclusive, Not Gossip, Show Respect, Be Agreeable, Apologize, Give Constructive Criticism, Take Responsibility.*

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions
2. Approval of Agenda

C. PUBLIC FORUM

Any person wishing to address the Board of Directors on items of interest to the Resort Association not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Board on items addressed under Public Forum.

D. REPORTS & ACTION ITEMS

3. Welcome New Board Members – Review of NLTRA Documents
4. Election of 2011 Board Officers for NLTRA/NLTCC
5. Board Members to Finalize and Submit Committee Assignment Requests for 2011
6. Discussion and Possible Action to Approve Board and Lay Member Committee Assignments
7. Presentation, Discussion and Request for Direction/Approval – Six Month Strategic Planning and FY-2011/12 Budget Development Process
8. Executive Director Search Process Update
9. Interim Executive Director Report

10. Marketing Report
 - Conference Revenue Statistics – December 2010
11. 2011 Meeting Calendar
12. Board/Staff Follow-up on Previous Action Items

E. CONSENT CALENDAR – MOTIONS (5 minutes)

All items listed under the consent calendar-motions are considered to be routine and/or have been or will be reviewed by committee, and will be approved by one motion. There will be no separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar-motions. All committee meeting minutes are provided for informational purposes only.

13. Board Meeting Minutes – December 14, 2010
14. Finance Committee Minutes – December 7, 2010
15. Financial Statements – November 2010
16. Revenue and Program Expense Trend Analysis Fiscal Years 2006 – 10
17. Marketing Committee Minutes – December 9, 2010
18. Conference/Marketing Activity Report – December 2010
19. Chamber of Commerce Advisory Committee Minutes – December 16, 2010
20. North Lake Tahoe Chamber of Commerce Business Plan Implementation Report
21. Infrastructure/Transportation Activity Report – December 2010

**ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE RESORT ASSOCIATION AND
CONVENE AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE**

F. CHAMBER OF COMMERCE REPORTS

22. Community Awards Update
23. Chamber Manager Report

**ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE
AND RECONVENE AS THE BOARD OF THE NORTH LAKE TAHOE RESORT
ASSOCIATION**

G. DIRECTORS' COMMENTS

H. MEETING REVIEW AND STAFF DIRECTION

I. CLOSED SESSION

24. Personnel Matters
25. Status Report

J. RECONVENE TO OPEN SESSION

26. Closed session report

K. ADJOURNMENT



January 5, 2011

To: Board of Directors

Fr: Management Team

Re: Welcome to New Board Members—Review of NLTRA Documents

Welcome to the first NLTRA Board meeting of 2011! In particular, staff would like to welcome our two new Board members – Barb Cohen (Small Lodging) and Wally Auerbach (General). Also, congratulations to Tom Murphy (Recreation), who is returning for a second 3-year term. While Barb is fairly new to the Resort Association, she has been a long time Chamber member, and her husband, Marty, served on the NLTRA Board in the formative years of the organization. Wally has previously served 2 terms on the Board, including being Chair, through 2004. Since that time, he has continued his participation as an Infrastructure Committee member.

Consistent with the Board's suggestion last year, the purpose of this agenda item is to provide an inventory of the NLTRA's key documents, most of which are available at www.nltra.org/documents . The Resort Association has a number of documents that are referred to and we understand that sometimes there is confusion as to how they relate to one another. At the meeting, staff will be available to answer any Board questions or to provide brief descriptions as may be necessary.

The annual Conflict of Interest Policy and Disclosure Statement will be distributed at the meeting. All Board members and Senior Management Staff are required to submit their completed Statement before February 1st each year. These must be returned to Sally Lyon, Director of Human Resources, to be kept on file.

Organizational Documents

- Corporate Bylaws
- Supplemental Operating Procedures and Policies
- Handbook for Board Members
- Handbook for Employees
- Conflict of Interest and Disclosure Statement
- Organizational ROI and Performance Plan
- Placer County/NLTRA Annual Agreement

Strategic Plans

North Lake Tahoe Tourism and Community Investment Master Plan (2004)

NLTRA Strategic Business Plan (annual)

Integrated Infrastructure and Transportation Development Work Plan
and Long Range Funding Plan (annual)

North Lake Tahoe Chamber of Commerce Business Plan (annual)

Three Year Marketing Strategy

Six Month Strategic Planning and Budget Development Process (annual)

Program Documents

Infrastructure Request for Funding Application

Community Marketing Program Grant Criteria

Reports

Quarterly Activity Reports (prepared each quarter for Placer County)

Year End Report (annual presentation to Placer County BOS)

This agenda item is provided for informational purposes. No specific Board action is requested at this time.



January 5, 2011

To: Board of Directors

From: Ron Treabess, Interim Executive Director
Andy Chapman, Director of Tourism

Re: Election of 2011 Board Officers for the North Lake Tahoe Resort Association/
Chamber of Commerce

Background

The current (2010) Executive Committee has been working with other Board members to prepare a suggested slate of Board Officers (Executive Committee) for 2011. As you are aware, Board Officers are Chair, Vice-Chair, Treasurer, and Secretary. The current Chair will be acting Chair until the 2011 Chair is elected.

The Executive Committee will provide an update at the Board meeting.



January 5, 2011

To: Board of Directors

From: Ron Treabess, Interim Executive Director
Andy Chapman, Director of Tourism

Re: Agenda Item D.5--Board Members to Finalize and Submit Committee
Assignment Requests for 2011
Agenda Item D.6—Discussion and Possible Action to Approve Board and Lay
Member Committee Assignments

Background

At its January meeting the NLTRA Board of Directors will consider a series of Board and Lay Committee Member appointments for the coming year. This staff report outlines the steps and related items for each of these appointments.

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.

Committee assignments to be discussed at the January Board meeting include Infrastructure, Transportation, Marketing, Finance, Chamber and Lodging. Currently, there are at least three Board members (plus the Chair) on each committee and two are necessary to be present to establish a quorum, which allows a committee to do business. While each Board member is only required to be on one committee, you can see the need for some members to serve on more than one committee. Board Members should come to the meeting prepared to submit their requested committee assignments. The Board Chair will lead efforts to ensure an adequate distribution of Board members among the Committees.

The current Lay members whose terms have not yet expired, seats needing to be appointed, and those who have applied for committee membership are listed under each specific committee discussion.

Marketing Committee Appointments

Below is the criteria used in the Marketing Committee appointment process.

- The Committee consists of 12 members plus the Board Chair.
 - Three Board members plus the Chair
 - One Placer County representative
 - Eight Lay members serving 2 year terms (4 appointed each year)

- Lay members are appointed at the January Board meeting with the first meeting of the committee in late January.
- Lay members are selected based on marketing experience (highest priority), type of business affiliation, and geographic representation.
- Seats to be appointed:
 - Three Board seats plus the Board Chair
 - One Placer County Representative (designated by Placer County)
 - Four open Lay seats for January 2011 through December 2012 term
 - One open Lay seat to complete vacated January 2010 through December 2011 term
- The NLTRA Executive Committee will review applicants and provide a recommendation to the Board at its January 5th meeting.
- 2011 Committee Chair and Vice-Chair will be selected by the Committee at first meeting

Application of Interest Received

1. Deb Darby-Dudley, Owner, HD96 Publishing
2. Heather Allison, Director of Sales and Marketing, The Ritz-Carlton Lake Tahoe
3. Kevin Hickey, Owner, Tahoe Adventure Company
4. Julie Maurer, Regional Vice President of Sales and Marketing, Vail Resorts
5. Chaco Mohler, Publisher, Tahoe Quarterly Magazine *
6. Ann Poole, Owner, Ann Poole Weddings
7. Marguerite Sprague, Executive Director, North Lake Tahoe Historical Society
8. Brett Williams, President, Agate Bay Realty
9. Kirt Zimmerman, Director of Sales and Marketing, Tahoe Donner Association

* Received application letter after deadline on 12/28/10

Committee Members Whose Terms Will End December 2012

1. Lay Member Seat 1
2. Lay Member Seat 2
3. Lay Member Seat 3
4. Lay Member Seat 4

Committee Members Whose Terms Will End December 2011

1. Lay Member Seat 1

Current Committee Members Whose Term Will End December 2011

1. Christine Horvath, Director of Marketing, Squaw Valley Ski Corp.
2. Becky Moore, Director of Sales and Marketing, Squaw Valley Lodge
3. Les Pedersen, Director of Sales and Marketing, Resort at Squaw Creek

Infrastructure Committee Appointments

This Committee consists of twelve members—six that are appointed by the NLTRA Board and six members appointed by Placer County Board of Supervisors. The six appointed by the NLTRA Board consist of any number of Board and Lay members totaling six. The NLTRA Board members are appointed for 1 year each year. The NLTRA Lay members and County members are appointed for concurrent 2 year terms, all expiring at the end of December, 2011.

- Seats to be appointed by NLTRA (terms end December 2011):
3 seats (either 3 Board members or 2 Board and 1 Lay member)
- Seats to be appointed by Placer County (term ends December 2011):
1 seat to complete term vacated by Curtis Aaron

This Committee meets jointly with the Transportation Committee. A total of two Board members are necessary to form a quorum allowing the Joint Infrastructure/Transportation Committee to conduct business. The Joint Committee Chair and Vice-Chair for 2011 will be selected at the Committee's first meeting. One should be selected from each of the two committees forming the Joint Committee.

Current Committee Members Whose Term Will End December 2011

NLTRA	Placer County
1. Board Member Seat	1. Vacant Seat (Curtis Aaron)
2. Board Member Seat	2. John Pang
3. Board or Lay Member Seat (Currently Auerbach)	3. Pat Perkins
4. Debbie Casey	4. Guy Perman
5. Ken Foster	5. Keith Vogt
6. Cheri Sprenger	6. Jennifer Merchant (CEO)

Transportation Committee Appointments

The Transportation Committee does not have a total designated number of members. There have been three Board members, plus the Board Chair, and one Placer County representative appointed to this Committee. The number of Lay members are only limited by applicants showing an interest and having some level of experience with transportation planning. The NLTRA Board members are appointed for 1 year each year. The NLTRA Lay members and County representative are appointed for concurrent 2 year terms, all expiring at the end of December, 2011. All Committee members are appointed by the NLTRA Board. At this time, only the Board members need to be appointed. There are no Lay seats needing to be appointed, but a new member can be appointed at any time there is a request that the Board feels is appropriate.

- Seats to be appointed: Three Board seats plus the Board Chair (1 year terms)

This Committee meets jointly with the Infrastructure Committee. A total of two Board members are necessary to form a quorum allowing the Joint Infrastructure/Transportation Committee to conduct business. The Joint Committee Chair and Vice-Chair for 2011 will be selected at the Committee's first meeting. One should be selected from each of the two committees forming the Joint Committee.

Current committee Members Whose Term Will End December 2011

1. Jan Colyer
2. Gary Davis
3. Dave Paulson
4. Andrew Ryan
5. Will Garner (Placer County DPW)

Chamber Committee Appointments

The Chamber Advisory Committee is currently composed of at least 3 Board members plus the Board Chair, one Placer County representative, and 9 Lay members which include one representative from each of the six Business Associations (NTBA, TCDA, ICBA, VNA, SVBA, WSA) and 3 community members. All seats are appointed by the NLTRA Board for a one year term.

- Seats to be appointed by NLTRA Board:
 - At least three Board member seats plus the Board Chair (1 year terms)
 - Placer County seat (1 year term) (selected by Placer County)
 - Nine Lay member seats (1 year terms)
 - One each from six Business Associations
 - Three at-large community members

Current Chamber Committee Lay Members Recommended for Re-Appointment

1. Cheri Sprenger, Executive Director, North Tahoe Business Association
2. Justin Broglio, Executive Director, Tahoe City Downtown Association
3. Mike Young, President, Incline Community Business Association
4. Joy Doyle, Village At Northstar Association
5. Caroline Ross, Squaw Valley Business Association
6. Kay Williams, West Shore Association
7. Jan Colyer, TNT/TMA
8. Sherina Kreul, Bank of the West
9. Michael Gelbman, Sierra Sun/Bonanza

The 2011 Committee Chair and Vice-Chair will be selected by the Committee at first meeting.

Finance Committee Appointments

The Finance Committee is currently made up of three Board members, Placer County Representative, and three Lay Members. The Bylaws do not define the size of this committee nor do they designate term length. The Finance Committee will discuss the committee appointments at its January 4th meeting and make a recommendation to the Board at its January 5th meeting.

Finance Committee Board Member Appointments

1. Board Seat 1
2. Board Seat 2
3. Board Seat 3
4. Placer County Representative (Jennifer Merchant)

Finance Committee Lay Members Appointments

1. Lay Member Seat 1 (Mike Salmon)
2. Lay Member Seat 2 (Kimberly Frushon)
3. Lay Member Seat 3 (Monty Waugh)

The 2011 Committee Chair and Vice-Chair will be selected by the Committee at first meeting.

Lodging Committee Appointments

This is the newest of the NLTRA Committees. At this time, it consists of two Board members, one Ex-Officio Board member, and seven Lay members representing different focuses of the lodging community. The NLTRA Board appoints all the members and has recently done so at its December 2010 meeting. All terms are currently for one year as the permanent term length is still to be determined

1. NLTRA Large Lodging Board Member: Allen Highfield, The Ritz-Carlton Lake Tahoe
2. NLTRA Small Lodging Board Member: Barb Cohen, Shorehouse
3. NLTRA Ex-Officio Member: Alex Mourelatos, Mourelatos Lakeshore Resort

4. Large Lodging Representative: Heimo Brandstatter, Resort at Squaw Creek
5. Large Lodging Representative: Christy Beck, Village at Squaw Valley
6. Small Lodging Representative – Lakeshore: Kay Williams, Tahoma Lodge
7. Small Lodging Representative – Non-Lakeshore: TBD
8. Vacation Home Rental Representative: Brett Williams, Agate Bay Realty
9. Vacation Home Rental Representative: Debbie Milani, Coldwell Banker
10. Bed and Breakfast Representative: Bill Matte, Shooting Star B&B **

The 2011 Committee Chair and Vice-Chair will be selected by the Committee at first meeting.

** Received letter of interest 12/29/10

Proposed Action

Following the activities under D.5 and consideration of Lay member applications, that the Board take action to approve the Board and Lay member committee appointments as identified.

Andy Chapman

From: Hd961 [hd961@aol.com]
Sent: Tuesday, December 28, 2010 11:59 AM
To: Andy Chapman
Subject: Fwd: Reno Tahoe Meeting co-op Meeting Thursday December 16th 3PM - RSCVA offices

Andy sent this on 12/9

Deb Darby-Dudley
HD96
775-762-2677

Sent from my iPhone

Begin forwarded message:

From: Debra D -HD96 <hd961@aol.com>
Date: December 9, 2010 5:42:08 PM PST
To: andy@puretahoenorth.com
Subject: Re: Reno Tahoe Meeting co-op Meeting Thursday December 16th 3PM - RSCVA offices

Dear Andy,

I would like to formally request that I be considered for the at large position on the NLTRA Marketing committee. As you know I have served at the committee chairman for the last two years as the Board of Directors appointee. I believe that we have a diverse and talented committee this year and would enjoy the opportunity to continue to work with this group to help implement the changes we have made to the NLTRA Marketing and web efforts. I have enjoyed the community input process and believe that the current committee, staff and our agencies have done a wonderful job at taking our constituents input and channeling that input into positive marketing programs that will have a tremendous impact on our visitation results in years to come. I believe my experience in working with a variety of DMO's and Visitors Bureaus both regionally and nationally allow me to bring a big picture marketing perspective that is valuable to our marketing vision and efforts. Thank you in advance for your consideration. I look hope I will be allowed to continue to serve.

Sincerely,

Deb Darby - Dudley

-----Original Message-----

From: Andy Chapman <andy@puretahoenorth.com>
To: Debra D -HD96 <hd961@aol.com>
Sent: Thu, Dec 9, 2010 11:54 am
Subject: RE: Reno Tahoe Meeting co-op Meeting Thursday December 16th 3PM - RSCVA offices

Hi Deb

I think Jason will be at this meeting.

Also I believe you will not be at our marketing committee meeting today is that correct?

andy

Andy Chapman

From: Allison, Heather [Heather.Allison@ritzcarlton.com]
Sent: Friday, December 17, 2010 3:31 PM
To: Andy Chapman
Subject: RE: Marketing Committee
Attachments: HeatherAllisonSmith.pdf

Good afternoon, Andy.

A copy of my resume is attached for the board's consideration.

Look forward to meeting you!

From: Andy Chapman [mailto:andy@puretahoenorth.com]
Sent: Thursday, December 09, 2010 4:46 PM
To: Allison, Heather
Subject: RE: Marketing Committee

Hi Heather,
First off, welcome to your new position. Second, thanks for your interest in the committee. There is not an application but rather I just need a letter of interest and your resume. You can email those to me as well. Deadline is December 27th at 5pm. The Board will appoint the committee members at its January meeting.
Please feel free to contact me with any questions.
andy

From: Allison, Heather [mailto:Heather.Allison@ritzcarlton.com]
Sent: Thursday, December 09, 2010 1:14 PM
To: achapman@gotahoenorth.com
Subject: Marketing Committee

Good afternoon.

I understand you are currently accepting applications for the 2011 marketing committee. Would you kindly forward me the application? I would very much like to be involved.

Thank you!

Heather Allison Smith
Director of Sales & Marketing
The Ritz-Carlton, Lake Tahoe
13031 Ritz-Carlton Highlands Court
Truckee, California 96161
Direct: 530-562-3010
Fax: (530) 562-3024
Email: heather.allison@ritzcarlton.com

THE RITZ-CARLTON CONFIDENTIAL AND PROPRIETARY INFORMATION
This communication contains information from The Ritz-Carlton Hotel Company, L.L.C. that may be confidential. Except for personal use by the intended recipient, or as expressly authorized by the sender, any person who receives this information is prohibited from disclosing, copying, distributing, and/or using it. If you have received this communication in error, please immediately delete it and all copies, and promptly notify the sender. Nothing in this communication is intended to operate as an electronic signature under applicable law.

HEATHER ALLISON SMITH

6161 Kingsbury Avenue ~ Saint Louis, Missouri 63112 ~ (314) 713-6633

PROFESSIONAL EXPERIENCE

THE RITZ-CARLTON, ST. LOUIS – October 2007 to present

Director of Sales & Marketing
300 Guestrooms – 30,000 sq. ft. of Meeting Space

MILLENNIUM HOTELS & RESORTS – July 2002 to September 2007

Millennium Hotel St. Louis

Director of Sales & Marketing (July 2002 to Present)

780 Guestrooms – 65,000 sq. ft. Meeting Space

- Responsible for the leadership and management of all aspects of revenue generation.
- Achieved positive RevPAR index performance in four out of five years with 8.7% growth over comp set in 2006.
- Developed, implemented and lead the Millennium Hotels & Resorts group solicitation call center, which was responsible for prospecting and lead generation for 14 hotels based in the United States.
- Stabilized management turnover in the sales, catering and convention services departments, with 14 out of 17 managers employed by the hotel for a minimum of four years.
- Developed and implemented forecasting and revenue management tools for rooms and banquet/catering, enabling the hotel to effectively manage group blocks and transient demand to maximize revenues and maintain forecasting accuracy.
- Developed and maintained reporting systems for use within all Millennium Hotels in North America including group booking pace, goal setting for the group, catering and transient teams and sales incentive calculation worksheets.
- Served on task force positions in Boston and Cincinnati to provide leadership to the sales teams during transitions.
- Served on corporate committees responsible for the development of tools and initiatives within Millennium Hotels and Resorts North America including the sales incentive plan, corporate standard contracts, Delphi standards, marketing plan format, sales training and the meeting planner incentive program.

STARWOOD HOTELS & RESORTS – May 1998 to June 2002

Sheraton Colony Square Hotel Midtown Atlanta

Director of Sales & Marketing (April, 2001 to June 2002)

467 Guestrooms – 38,000 sq. ft. Meeting Space (Top 25 EBITDA producer for North America)

- Reduced group booking pace deficit for 2001 by 5,000 room nights in first three months of assuming leadership of sales team through realignment of strategies and aggressive closure plans.
- Exceeded 2000 in-the-year-for-the-year bookings by 10,000 room nights, representing a 64% increase.
- Appointed as a peer auditor for the sales & marketing discipline for Starwood Hotels & Resorts to ensure properties were in compliance with standard sales & marketing operating procedures.
- Assigned as “project sponsor” over regional Six Sigma project for Starwood Hotels & Resorts of Atlanta to complex sales positions for eight hotels in the Atlanta region.
- Served on committees which developed standard operating procedures for the sales and marketing discipline for all Starwood Hotels in North America (2002) and the sales incentive plan used company wide (2000).

HEATHER ALLISON SMITH

~ Page Two ~

Sheraton Suites Galleria Atlanta

Director of Sales (May, 1999 to April 2001)

278 Guestrooms – 4,000 sq. ft. Meeting/Banquet Space

- Achieved first year of positive RevPAR index growth in three years, growing overall RevPAR rank from third to first over Hyatt and Marriott in 2000.
- One of five finalists for Starwood Hotels & Resorts "2000 Best Overall Performance" award based upon performance to budget, group booking pace and revindex performance (out of 470 managed hotels in North America)

Sheraton Suites Tampa Airport

Director of Sales (May 1998 to May 1999)

259 Guestrooms – 4,000 sq. ft. Meeting/Banquet Space

CAMBERLEY HOTEL COMPANY

Camberley Hotel, Tampa, Florida (*Annual Revenue 14 million; 266 Guestrooms - 20,000 sq. ft. Meeting Space*)

Director of Sales & Marketing (October 1996 to May 1998)

Sales Manager (May 1994 to July 1996)

ATTRIBUTES

- Highly analytical with thorough understanding of revenue management strategies and key financial measures.
- Strong leadership skills focused on development of individuals through coaching, mentoring and challenging managers to successfully meet objectives and goals.
- Excellent written and verbal communication skills.
- Proficient in Word, PowerPoint, Publisher, advanced Excel functions and Delphi.

PROFESSIONAL AFFILIATIONS & ACTIVITIES

St. Louis Convention & Visitors Commission Marketing Committee (2007 to Present)

- Appointed as chair of the sub-committee formed to make recommendations to the SLCVC on marketing programs and activities.

Hospitality Sales & Marketing Association International (HSMAI)

- America's Board Member (2010)
- DOSM Special Interest Group National Advisory Board (2005 to Present)
 - Provide information, leadership development and resources relevant to hotel directors of sales and marketing.
 - Contributions include the development of templates for group booking pace and managing group blocks and articles on leadership and managing group performance.

HSMAI Missouri Chapter

- President (2008 to 2009)
- Vice President Programs Missouri Chapter (2005 to 2007)
 - Developed and lead educational programming for the Missouri Chapter.
 - Received Frank W. Berkman Award for excellence in educational programming.

EDUCATION

WESTERN MICHIGAN UNIVERSITY, Kalamazoo, Michigan

- Bachelor of Science, Magna Cum Laude (1992)

December 22, 2010

Andy Chapman
NLTRA Tourism Director
Re: Marketing Committee Letter of Interest

Dear Andy,

I am writing to express my interest in joining the NLTRA Marketing Committee for a 2 year term. As a 12 year resident of the North Tahoe/Truckee area and the Owner/Director of Tahoe Adventure Company for the past 8 years, I have experienced firsthand what it takes to start and build a business from scratch. Beginning as a one man operation, we have grown each year, in good times and bad, to employ up to 12 people during the busiest season. We have carved a niche in the community based on providing high quality guided experiences to travelers, social, church, and school groups as well as corporate clients. Our success has been based upon a focus on customer service, educational content, and adapting to a constantly evolving economic environment. As our customer has evolved, we have followed by expanding and/or altering our offerings and customizing trips to an ever more particular client. We have also employed different marketing strategies to reach different demographics; reaching out to drive markets, locals, conventions and corporate groups through print, internet and social media outlets. Establishing positive and lasting relationships with local hotels, resorts and destination management companies has been a priority.

I feel that the perspective of the small business person would be valuable to the Marketing Committee. Additionally, I am a father of one (so far), homeowner, and supporter of many local programs and causes. I am invested in the community on many levels and have a strong interest in becoming more involved in the economic, social and environmental success of the North Tahoe area and the region as a whole. Thank you for your time and consideration.

Sincerely,

Kevin Hickey
Owner/Director
Tahoe Adventure Company



November 29, 2010

Andy Chapman
North Lake Tahoe Resort Association
PO Box 5459
Tahoe City, CA 96145

Dear Andy:

This is to express my sincere interest in continuing my roll on the North Lake Tahoe Resort Association Marketing Committee.

I have 28 years of experience in tourism marketing in the North Lake Tahoe area and I hope that I can continue to offer my expertise in meaningful ways. I appreciate the opportunity to make a positive difference in the future of North Lake Tahoe, the area in which I love to live, work and play.

Sincerely,

A handwritten signature in cursive script that reads "Julie Maurer".

Julie Maurer
Vice President Regional, Marketing & Sales

Enc.

Andy Chapman

From: Chaco Mohler [chaco@tahoequarterly.com]
Sent: Tuesday, December 28, 2010 11:07 AM
To: Andy Chapman
Subject: Marketing Committee

Hi Andy,

If you have any interest, I'd be happy to fill a seat on the NLTRA Marketing Committee, and promise that I will not push our products in any way. Below are some basics of my resume. Last time around, I wasn't chosen to serve. If that's different this time, and you need something more official from me in the way of a resume, let me know.

Hope you had a fantastic Christmas. From what I hear, this is looking like a great Holidays for NLT. All the best,

Chaco Mohler

Chaco Mohler Resume

Full-time North Lake Tahoe resident, 1979 to present.

Education

Undergrad- UC Davis, English Writing
Masters Program- University of Kent, UK, Writing

Experience

Freelance Writer, Photographer, Editor, TV Production- 1979-1999
California Ski Industry Association, Media Consultant/Editor- 1986-1999
West Coast Editor, Skiing Magazine- 1988-1998
Founder, Mountain Stock Photography- 1988
Founder, North American Extreme Tour- 1996
Winner, International Ski Film & Video Festival- 1996
Founding Editor, Tahoe Quarterly magazine- 2000
Current- Publisher, Tahoe Quarterly; President, First Tracks Media

Contact

Email- chaco@tahoequarterly.com
Office- (530) 582-9800 ext. 14
Cell- (530) 583-9460

December 27, 2010

Andy Chapman,

I would be honored to be on your committee.

Qualifications:

33 years of corporate Graphic Design, Technical Publications, Marketing, and Writing experience with Lockheed Martin Missiles and Space Company in Sunnyvale California.

Marketing and website design for local Tahoe businesses since 1993 including: for Ann Poole Weddings (www.tahoeminister.com), Tahoe Wedding Links (tahoeweddinglinks.com), and Poole's Guesthouse (www.lodgingusa.com).

Full time resident since 2008, part-time resident from 1970 to 2008. Knowledgeable about the community, people and businesses. Interested in helping the NLTRA step forward in its marketing of local businesses.

Live in Olympic Valley with the occupation of wedding minister and Notary.

Qualities: responsible, resourceful, timely, resourceful and see situations from multiple angles which enhances my creativity. Age: 63. Young enough to enjoy fresh ideas and old enough to add my years of marketing for a corporate company. Comfortable working with people of all levels and business experience.

Regards,

Ann Poole
PO Box 3768
Olympic Valley, CA 96146
530-412-5436



Andy Chapman
North Lake Tahoe Resort Association
andy@puretahoenorth.com

December 27, 2010

Dear Mr. Chapman:

I would like to be considered for NLTRA Marketing Committee membership. I am currently the Executive Director of the North Lake Tahoe Historical Society (NLTHS), a 501(c)(3) nonprofit corporation, which operates three museums in the Tahoe City area: the Gatekeeper's Museum, the Steinbach Indian Basket Museum and the Watson Cabin Museum. We also provide historical programs for both members and the public throughout the year. Our mission is to preserve, present and interpret the history of the Lake Tahoe-Truckee region both in a local context and in the larger context of the American West.

Prior to coming to the NLTHS, I was the Executive Director of the Sierra State Parks Foundation, which serves the California State Parks of the Truckee-Tahoe region, and before that I was in the Bay Area.

I have marketing experience from multiple perspectives. In addition to being in charge of marketing efforts at my present and prior workplaces in this area, I have assisted and/or created marketing efforts for: environmental recreational opportunities, books, CDs, musicians, schools, and software products. These efforts required reaching very different audiences and used a variety of tools and mechanisms.

I am interested in this position because I see the importance of the marketing effort for our region, and the critical need for a strong local voice to reach the public near and far. The NLTRA is that voice, and this committee can direct and support you in these efforts. Your role is of extreme importance and I'd like to help.

Please don't hesitate to contact me via email or phone at any time if you have any questions.

Sincerely,

Marguerite Sprague
Executive Director

Andy Chapman

From: Brett Williams [brett@agatebay.com]
Sent: Tuesday, December 21, 2010 12:51 PM
To: Andy Chapman
Subject: Fwd: Lodging Committee

Andy,

Below is what I sent for the lodging committee. Will this information be sufficient for the marketing committee?

----- Forwarded message -----

From: Brett Williams <brett@agatebay.com>
Date: Mon, Nov 15, 2010 at 1:07 PM
Subject: Lodging Committee
To: Andy Chapman <andy@puretahoenorth.com>

Andy,

Just wanted to let you know that I will throw my hat in the ring for one the vacation rental seats on the lodging committee. Below is a short resume:

I am the broker and president of Agate Bay Realty that manages over 60 vacation rental properties on the north and west shores of Lake Tahoe. I was raised in north Lake Tahoe and graduated from North Tahoe High School. I have been in the lodging/resort business since graduating college in 1993. My experience includes being a Sales Manager at Northstar and Sierra at Tahoe from 1995 to 1999, the Director of Sales and Marketing for the Chancellor Hotel on Union Square in San Francisco from 1999 to 2001, and from 2001 to today as the broker of Agate Bay Realty. I think the diversity of my experience in small lodging, large lodging, and vacation rentals would be an asset to the lodging committee. I would appreciate your support.

--

Brett Williams
Agate Bay Realty Lake Tahoe
Rentals & Sales
530-546-4256
www.agatebay.com
<http://blog.agatebay.com>
DRE#01304147
Western Mountain Resort Alliance Trustee

--

Brett Williams
Agate Bay Realty Lake Tahoe

Andy Chapman

From: Kirt Zimmer [kzimmer@TahoeDonner.com]
Sent: Monday, December 27, 2010 2:02 PM
To: Andy Chapman
Subject: NLTRA Marketing Committee application
Attachments: kirt zimmer resume.pdf

Hi Andy,

Today I received a message regarding the vacancies on the North Lake Tahoe Resort Association's marketing committee. It's the first I've heard of this opportunity, so hopefully you'll forgive me for this very quick application.

I moved to the Tahoe region last March to take on a new position as sales and marketing director for the Tahoe Donner Association. You may already know that it's the third largest homeowner's association in America, with 5,800 homes and nearly 30,000 members. We manage a range of recreational facilities, including a downhill ski area, cross country ski center, sledding and tubing hill, golf course, tennis center, marina / beach club, fitness center and pool complex, campground, equestrian center and two restaurants. Some of these facilities are for members only, but the larger ones are open to the general public. Our niche can vary depending on the facility – for instance, the downhill ski area is a small player locally and dedicated to beginners whereas the Nordic center is one of the biggest and best of its kind in the country. One of our restaurants (Pizza on the Hill) is more family oriented, while the other (The Lodge Restaurant & Pub) is fine dining. As you can imagine from that brief overview of Tahoe Donner, we deal with a wide range of marketing issues. I manage a staff of eight here, as well as several vendors. My range of responsibility is quite broad, including everything from pricing to branding. We have a great deal to do here still, but I'm encouraged by the progress we've made in the last several months.

The attached resume has not been updated since I moved here, so my contact info has changed – see below for the latest. Nevertheless, this should give you some sense of my background. While I've spent the last decade at ski areas, I've also worked for a broad range of other employers – each with its own unique marketing and PR needs. I'm eager to learn more about Lake Tahoe tourism marketing initiatives and this committee seems like the perfect place to do it. I'd like to think that I can bring some ideas from my time back east that would have value here.

Please let me know if you have any questions or concerns.

Best regards,

Kirt Zimmer
Director of Sales & Marketing
The Tahoe Donner Association
www.tahoedonner.com
(530) 587-9425

12/27/2010

5-16

Kirt Zimmer

P.O. Box 293, Windham, NY 12496

Cell: (518) 229-0871 • Home: (518) 734-4328 • kirtzimmer@verizon.net

SUMMARY

- High-energy, results-oriented marketing communications professional with proven track record
- Decisive leader with skills in team-building, strategic planning and project management
- Advanced writing ability with extensive understanding of interactive media
- Budget development experience with a sharp focus on ROI
- Senior manager with P&L oversight
- Supervision of staff of 15 and influence in all departments at a resort with over 900 employees
- Quick learner with ability to export skills into new settings
- Seeking senior management position in marketing communications

CORE COMPETENCIES

- Staff supervision and development
- Interactive content management
- Development of upscale collateral
- Budget management and P&L oversight
- Talent identification (staff & vendors)
- Goal-setting and project management

EXPERIENCE

10/04 – present: **Director of Sales & Marketing** at Windham Mountain, NY (www.windhammountain.com)

- Increased skier visits, yield and overall revenue for resort
- Created and cultivated new revenue streams while reviving mature products
- Worked with all departments to develop products and pricing, utilizing trend analysis and competitive reports
- Wrote marketing plan and \$1.4M budget, with clear action items and follow-up
- Rebranded resort with a more dynamic visual identity that better communicated the company's core strengths
- Directed the efforts of several vendors to create all resort collateral, from brochures to web site and signage
- Supervised public relations, group sales, special events, information center and race staff directly and many others indirectly

10/99 – 10/04: **Communications Manager** at Stowe Mountain Resort, VT (www.stowe.com)

- Engaged media (from local TV affiliates to the *New York Times*) to generate coverage of resort and its \$400M development, Spruce Peak at Stowe
- Conceptualized, created and supervised creation of content, design and functionality of three web sites
- Managed electronic marketing for resort, including email campaigns, online advertising and e-commerce
- Supervised interactive marketing team, special events coordinator, snow reporter, various vendors and college interns
- Wrote promotional copy for advertisements, brochures, news releases and electronic marketing materials
- Created budget for all annual communications projects (internal and external). Executed and evaluated results
- Determined photographic needs of the resort, directed photo shoots and managed digital image library
- Built digital video capabilities for web and other promotional applications (such as staff training)

- Managed resort's crisis communications, from plan to execution

10/98 - 10/99: **Marketing Specialist** at the University of Vermont, Division of Continuing Education (www.uvm.edu)

- Identified potential audiences for courses and programs
- Collaborated with curriculum developers, program managers and center directors to collect and analyze marketing data, and recommend the most effective and efficient way to market specific courses and programs
- Planned, coordinated and placed advertising
- Developed marketing collateral consistent with the UVM brand and the target demographic
- Identified and recommended public relations opportunities for promotion of programs
- Assisted UVM regional centers with audience development, media relations and grassroots promotion of courses
- Wrote, edited and proofed copy for various publications and web site

2/98 - 10/98: **Public Relations Executive** at the Hayes Group marketing communications agency (www.hayesgroup.com)

- Analyzed client needs to formulate public relations solutions
- Pitched stories, wrote news releases and designed special events
- Solicited new clients and participated in new business presentations
- Wrote copy for advertisements and proofread various promotional pieces

11/94 - 1/98: **Director of Public Relations & Marketing** at the Frog Hollow Vermont State Craft Centers, a non-profit arts organization with educational programs, gallery exhibitions and retail locations in Burlington, Middlebury and Manchester, VT (www.froghollow.org)

- Budgeted, designed and placed all advertising
- Created promotional material for newspapers, magazines, brochures, radio, television and the Internet
- Wrote news releases and pitched stories to local and regional media
- Developed membership base and satisfied member needs
- Sustained and developed corporate underwriting
- Wrote grant applications
- Created membership newsletter
- Coordinated special events

8/92 - 11/94: **Reporter** at *The Stowe Reporter*, a weekly community newspaper serving Stowe, Vermont

2/91 - 8/92: **Reporter** at *The Clarion*, a weekly newspaper serving northern Livingston County, New York

EDUCATION

1991: Bachelor of Arts, State University of New York (SUNY) at Geneseo. Communication major; PR minor

1991 – present: Continuing Education courses through the Disney Institute, Public Relations Society of America, Vermont Community Foundation, University of Vermont, Computer Alternatives, Internet Professionals of New England, etc.

ETCETERA

2008 – present: Marketing Committee Chairman, Ski Areas of New York

2006 – present: Board member, Greene County Chamber of Commerce

2006 – 2007: Board member and chair of Marketing Committee, Windham Chamber of Commerce

2000 - 2004: President, board of directors, United Way of Lamoille County

2000 - present: Member, National Association of Snowsports Journalists and the Eastern Ski Writers Association

1997 - present: Member, Public Relations Society of America

Computer Skills: Proficient with many applications, including Word, Excel, PowerPoint, Publisher, PageMaker, Quark XPress, Photoshop, Dreamweaver, etc.

To: Andy Chapman

From: Bill Matte

Dec. 29, 2010

This letter is to express my interest in participating on the NLTRA Board Lodging Committee. I built, own, and operate Shooting Star Bed & Breakfast in Carnelian Bay, established in 1999. I have been a Carnelian Bay resident and homeowner since 1990. My relevant interests and areas of concern include quality of life, quality of the tourist experience, health and support of local businesses, and transportation issues.

Thank you for your consideration. I look forward to doing my part to help make North Tahoe the best it can be.

Sincerely,

Bill Matte
Owner, Shooting Star Bed and Breakfast
P.O. Box 1573
Carnelian Bay, CA 96140
530.546.8903



January 5, 2011

To: Board of Directors

Fr: Management Team

Re: Presentation/Discussion and Request for Direction/Approval – Six Month Strategic Planning and FY-2011/2012 Budget Development Process

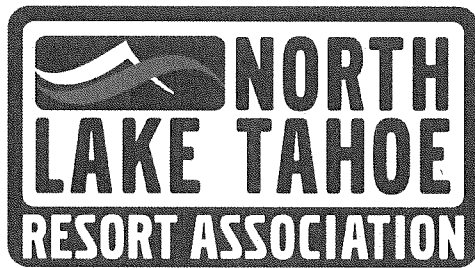
Background

Consistent with established Board Direction, each year staff prepares a Six Month Strategic Planning and budget development Process for the period of January through June. The purpose of this process is to solicit input and guide development of NLTRA strategic plans and budget development for the subsequent fiscal year. NLTRA strategic plans include the Infrastructure and Transportation Integrated Work Plan and Long Range Funding Plan, Marketing Strategies and Marketing Plan, and the North Lake Tahoe Chamber of Commerce Business Plan. Outcomes of this process include updates to each of the strategic plans, development and adoption of the NLTRA Budget for the subsequent fiscal year, and preparation of an updated NLTRA Strategic Business Plan for the subsequent fiscal year. This year, the process includes the strategic planning for the 2012 renewal of the Transient Occupancy Tax measure.

The proposed FY-2011/2012 Strategic Planning and Budget Development Process is attached for Board review and comment. Staff will present the six month process and solicit Board comments, input and direction/approval. Any changes, additions, and/or clarifications will be incorporated. However, this strategic planning and budget development process begins immediately, so Board direction will be appreciated at the January meeting.

Requested Action

Following staff's presentation and Board questions, comments and input, that the Board provide staff with direction/approval so that the strategic planning and budget development process for FY-2011/2012 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 at the February meeting for further action. Should this occur, strategic planning meetings and activities for January and early February will proceed, in the interim, as outlined in the document.



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

January 2011

Transportation and Infrastructure

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

Date	Who	Outcome
January 24	Joint Committee	Provide input in support of updating the Infrastructure & Transportation Integrated Work Plan 2011/12 and Long Range Funding Plan 2011/16
February 21	Joint Committee	Review initial Draft Revision and provide further input in support of updating Integrated Work Plan and Long Range Funding Plan
March 2	Board of Directors	Status Report/Board discussion and input on updating the Integrated Work Plan and Long Range Funding Plan
March 7	Project Partners & Community Workshop	Provide input in support of updating the Integrated Work Plan and Long Range Funding Plan
March 28	Joint Committee	Develop recommendation for Board of Directors on update of the Infrastructure & Transportation Integrated Work Plan and Long Range Funding Plan
April 6	Board of Directors	Discussion and Possible Action to Approve Updated Infrastructure & Transportation Integrated Work Plan and Long Range Funding Plan

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

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

Marketing

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

Date	Who	Outcome
January 25	Marketing Committee	Provide input on proposed schedule of meetings and workshops to solicit input on development of marketing direction and budget for FY-2011/2012
February 22	Marketing Committee	Receive presentation on anticipated budget resources available and provide initial input on FY - 2011/2012 marketing direction and budget; review planned schedule of meetings and workshops to solicit input regarding development of marketing direction and budget for FY-2011/2012
March 2	Board of Directors	Review Information on anticipated budget resources available and planned schedule of meetings and workshops to solicit input regarding development of marketing direction and budget for FY-2011/2012
Mid-March TBD	Marketing Committee, Chamber of Commerce Advisory Committee, and Lodging Committee	Joint Workshop - Review existing roles and responsibilities with regard to marketing programs; discuss and provide direction to staff regarding need and opportunities to improve coordination; receive presentation on anticipated budget resources for FY-2011/2012
April TBD	Marketing Committee (Community Workshop)	Presentation - NLTRA Marketing Plan and Programs, Accomplishments and Return on Investment; solicit input on development of Marketing direction, plans, programs and budget for FY-2011/2012
April 26	Marketing Committee	Review input, discussion and further direction to staff regarding development of marketing direction, plans and budget for FY-2011/2012
May 4	Board of Directors	Review and discussion, with direction to staff, regarding development of NLTRA budgets for FY-2011/2012, including budgets for Marketing, Transportation and Infrastructure; Discussion and Possible Action to Approve Proposed FY-2010/2011 TOT Budget for Submittal to Placer County
May 24	Marketing Committee	Develop recommendation for Board of Directors for NLTRA Marketing Budget, including Budget for North Lake Tahoe Marketing Cooperative for FY-2011/2012

North Lake Tahoe Chamber of Commerce

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

Date	Who	Outcome
February 23	Chamber of Commerce Advisory Committee	Review and provide initial input in support of updating the Chamber of Commerce Business Plan
Mid-March TBD	Chamber of Commerce Advisory Committee, Marketing Committee, and Lodging Committee	Joint Workshop - Review existing responsibilities with regard to marketing programs; discuss and provide direction to staff regarding need and opportunities to improve coordination; receive presentation on anticipated budget resources for FY-2011/2012
March 30	Chamber of Commerce Advisory Committee	Review initial Draft and provide further input in support of updating the Chamber of Commerce Business Plan for FY-2011/2012
April 6	Board of Directors	Status Report/Board discussion and input in support of updating the Chamber of Commerce Business Plan for FY-2011/2012
April 27	Chamber of Commerce Advisory Committee	Develop recommendation for Board of Directors on updated Chamber of Commerce Business Plan for FY-2011/2012
May 4	Board of Directors	Discussion and Possible Action to Approve the updated Chamber of Commerce Business Plan for FY-2011/2012

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

Date	Who	Outcome
April 27	Chamber of Commerce Advisory Committee	Review information; provide direction to staff related to Chamber Budget development for FY-2011/2012
May 25	Chamber of Commerce Advisory Committee	Develop recommendation for NLTRA Board of Directors regarding proposed Final Chamber Budget for FY- 2011/2012

Finance

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

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

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

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

Date	Who	Outcome
April 5	Finance Committee	Review draft; develop and forward recommendation to NLTRA Board regarding proposed Placer County TOT Budget request for FY-2011/2012
April 6	Board of Directors	Discussion and Possible Action to Approve Proposed FY-2011/2012 Placer County TOT Budget Request for Submittal to Placer County

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

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

June 1/ TBD Board Meeting	Board of Directors	Discussion and Possible Action to Approve NLTRA Budget for FY-2011/2012
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**Board of Directors Meeting Schedule
Strategic Planning and Budget Development Timeline**

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

- January 5 Elect Board Officers; consider and approve Board and Lay Member Committee appointments for 2011
- Review and provide direction/approval regarding FY-2011/2012 Strategic Planning and Budget Development Process (January through June 2011)
- February 2 If necessary, further discussion and action to approve FY-2011/2012 Strategic Planning and Budget Development Process (January through June 2011)
- Discussion and Possible Action to Approve proposed FY-2010/2011 Budget Revision to include potential remaining carryover from FY-2009/10 for submittal to Placer County
- Status Report/Board discussion and input on TOT renewal information to be gathered through community survey process
- March 2 Status Report/Board discussion and input on updating the Infrastructure & Transportation Integrated Work Plan for FY-2011/2012 and Long Range Funding Plan for 2011/2016
- Review information on anticipated budget resources available for marketing and planned schedule of meetings and workshops to solicit input regarding development of marketing direction and budget for FY-2011/2012
- April 6 Discussion and Possible Action to Approve Updated Infrastructure & Transportation Integrated Work Plan Long Range Funding Plan
- Status Report/Board discussion and input in support of updating the Chamber of Commerce Business Plan for FY-2011/2012
- Presentation/Board discussion of TOT renewal community survey results, timeline for additional NLTRA/Placer actions, and possible FY-2011/12 related budget request
- Discussion and Possible Action to Approve Proposed FY-2011/2012 TOT Budget for Submittal to Placer County

- | | |
|---------------|---|
| May 4 | Review and discussion, with further direction to staff, regarding development of NLTRA budgets for FY-2011/2012, including budgets for Marketing, Transportation and Infrastructure |
| | Discussion and Possible Action to Approve Updated Chamber of Commerce Business Plan for FY-2011/2012 |
| | Presentation of TOT renewal process, steps, and timeline by independent TOT Renewal Advocacy Committee |
| June 1 or TBD | Discussion and Possible Action to Approve NLTRA Budget for FY-2011/2012 |

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

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

Infrastructure and Transportation Joint Committee

- | | |
|-------------|--|
| January 24 | Provide input in support of updating the Infrastructure & Transportation Integrated Work Plan for FY-2011/2012 and Long Range Funding Plan for 2011/2016 |
| February 22 | Review initial Draft Revision and provide further input in support of updating the Integrated Work Plan and Long Range Funding Plan |
| March 7 | Project partners and community provide input in support of updating the Integrated Work Plan and Long Range Funding Plan |
| March 28 | Develop recommendation for Board of Directors on update of the Integrated Work Plan and Long Range Funding Plan |
| April 25 | Provide input and direction to staff related to Infrastructure and Transportation Budget development for FY-2011/2012 |

Marketing Committee

- | | |
|-------------|--|
| January 25 | Provide input on proposed schedule of meetings and workshops to solicit input for development of marketing direction and budget for FY-2011/2012 |
| February 22 | Receive presentation on anticipated budget resources available and provide initial input on FY-2011/2012 marketing direction and budget; review planned schedule of meetings and workshops to solicit input regarding development of marketing direction and budget for FY-2011/2012 |

- Mid-March TBD Joint Workshops with Chamber of Commerce Advisory Committee, and Lodging Committee. Review existing roles and responsibilities with regard to marketing programs; discuss and provide direction to staff regarding need and opportunities to improve coordination; receive presentation on anticipated budget resources for FY-2011/2012
- April-TBD Marketing Committee/Community Workshop. Presentation - NLTRA Marketing Plan and Programs, Accomplishments and Return on Investment; solicit input regarding development of marketing direction and budget for FY-2011/2012
- April 26 Review input; discussion and further direction to staff regarding development of marketing direction, plans and budget for FY-2011/2012
- May 24 Develop recommendation for Board of Directors regarding NLTRA Marketing Budget, including Budget for the North Lake Tahoe Marketing Cooperative

Chamber of Commerce Advisory Committee

- February 23 Review and provide initial input in support of updating the Chamber of Commerce Business Plan for FY-2011/2012
- Mid-March TBD Joint Workshop with Marketing Committee and Lodging Committee. Review existing roles and responsibilities with regard to marketing programs; discuss and provide direction to staff regarding the need and opportunities to improve coordination; receive presentation on anticipated budget resources for FY-2011/2012
- March 30 Review initial Draft and provide further input in support of updating the Chamber of Commerce Business Plan for FY-2011/2012
- April 27 Develop recommendation for NLTRA Board of Directors on updated Chamber of Commerce Business Plan for FY-2011/2012
- Review information; provide direction to staff to Chamber Budget development for FY-2010/2011
- May 25 Develop recommendation for NLTRA Board of Directors regarding proposed Final Chamber Budget for FY-2011/2012

Finance Committee

- February 1 Receive and review, with direction to staff, the 6 month actual/6 month forecast for FY-2010/2011
- March 1 Discussion and Possible Action to Recommend NLTRA Board Approval of a FY-2010/2011 Budget Revision to include potential remaining carryover from FY-2009/10

April 5	Review draft; develop and forward recommendation to the NLTRA Board of Directors regarding proposed Placer County TOT Budget Request for FY-2011/2012
May 3	Receive and review, with direction to staff, the 9 month actual/3 month forecast for FY-2010/2011 Review draft and provide direction to staff regarding proposed Preliminary NLTRA Budget for FY-2011/2012
June 1-TBD	Review Final Draft NLTRA Budget for FY-2011/2012; develop and forward Budget recommendation to NLTRA Board of Directors

Monthly Report November 2010
CONFERENCE REVENUE STATISTICS
Year to Date Bookings/Monthly Production Detail/FY 10/11
 Prepared By: Anna Atwood, Sales/Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>
Total Revenue Booked as of 11/30/10:	\$1,649,597	\$1,163,181
Forecasted Commission for this Revenue:	\$129,460	\$59,939
Number of Room Nights:	10130	6239
Number of Delegates:	5032	3619
Annual Revenue Goal - FY 10/11:	\$2,200,000	\$1,500,000
Annual Commission Goal:	\$140,000	\$85,000
Number of Tentative Bookings:	44	41

Monthly Detail/Activity	<u>November 2010</u>	<u>November 2009</u>
<u>Number of Groups Booked:</u>	2	2
Revenue Booked:	\$176,553	\$60,389
Projected Commission:	\$9,922	\$6,038
Room Nights:	1530	521
Number of Delegates:	525	360
Booked Group Types:	1 Govt. and 1 Assn.	1 Corp., 1 Smerf
Lost Business, # of Groups:	1	1

<u>Arrived in the month</u>	<u>November 2010</u>	<u>November 2009</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$40,363
Projected Commission:	\$0	\$0
Number of Room Nights:	0	414
Number of Delegates:	0	150
Arrived Group Type:	0	1 Assoc.

Monthly Detail/Activity	<u>October 2010</u>	<u>October 2009</u>
<u>Number of Groups Booked:</u>	2	2
Revenue Booked:	\$293,259	\$70,173
Projected Commission:	\$14,775	\$7,017
Room Nights:	1525	630
Number of Delegates:	247	1030
Booked Group Types:	1 Corp., 1 TA	1 Corp., 1 Society
Lost Business, # of Groups:	1	5

<u>Arrived in the month</u>	<u>October 2010-Est.</u>	<u>October 2009</u>
Number of Groups:	9	3
Revenue Arrived:	\$463,398	\$74,371
Projected Commission:	\$38,077	\$3,217
Number of Room Nights:	3213	480
Number of Delegates:	1819	199
Arrived Group Type:	2 Corp., 4 Assoc., 1 Govt., 1 SMF, 1 Found.	1 Corp., 1 Assoc., 1 TA

Monthly Detail/Activity	<u>September 2010</u>	<u>September 2009</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$26,865	\$0
Projected Commission:	\$0	\$0
Room Nights:	150	0
Number of Delegates:	50	0
Booked Group Types:	1 Corp.	0
Lost Business, # of Groups:	5	0

<u>Arrived in the month</u>	<u>September 2010</u>	<u>September 2009</u>
Number of Groups:	4	2
Revenue Arrived:	\$145,651	\$42,522
Projected Commission:	\$14,565	\$637
Number of Room Nights:	980	265
Number of Delegates:	302	86
Arrived Group Type:	4 Corp.	1 Assn. and 1 TA

<u>Monthly Detail/Activity</u>	<u>August 2010</u>	<u>August 2009</u>
<u>Number of Groups Booked:</u>	4	3
Revenue Booked:	\$52,758	\$117,185
Projected Commission:	\$5,275	\$11,230
Room Nights:	430	954
Number of Delegates:	575	183
Booked Group Types:	1 Corp., 1 Assoc., 1 TA and 1 Foundation	1 Corp, 1 Assoc. 1 Govt.
Lost Business, # of Groups:	9	6

<u>Arrived in the month</u>	<u>August 2010</u>	<u>August 2009</u>
Number of Groups:	8	5
Revenue Arrived:	\$219,566	\$101,663
Projected Commission:	\$14,117	\$9,237
Number of Room Nights:	1294	534
Number of Delegates:	830	330
Arrived Group Type:	1 Corp., 5 Assoc. 1 Society	1 Corp., 1 Assoc., 1 Smerf and 1 Govt.

<u>Monthly Detail/Activity</u>	<u>July 2010</u>	<u>July 2009</u>
<u>Number of Groups Booked:</u>	5	2
Revenue Booked:	\$47,336	\$213,831
Projected Commission:	\$4,733	\$21,373
Room Nights:	484	575
Number of Delegates:	373	1220
Booked Group Types:	1 Corp., 3 Assoc., 1 Govt.	1 Corp. and 1 Assoc.
Lost Business, # of Groups:	8	3

<u>Arrived in the month</u>	<u>July 2010</u>	<u>July 2009</u>
Number of Groups:	8	7
Revenue Arrived:	\$579,888	\$293,154
Projected Commission:	\$44,258	\$18,331
Number of Room Nights:	2813	1268
Number of Delegates:	1479	724
Arrived Group Type:	1 Corp., 6 Assoc., 1 Smerf.	5 Assoc., 1 Smerf, 1 TA

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2011/12:	\$687,379	\$650,000
For 2012/13:	\$526,577	\$250,000

NUMBER OF LEADS Generated as of 11/30/10: 38

Total Number of Leads Generated in Previous Years:

2009/2010: 107
2008/2009: 151
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

Monthly Report November 2010
CONFERENCE REVENUE STATISTICS
South Shore Properties

Year to Date Bookings/Monthly Production Detail/FY 10/11
 Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>
Total Revenue Booked as of 11/30/10:	\$238,011	\$472,920
Forecasted Commission for this Revenue:	\$23,775	\$33,293
Number of Room Nights:	2608	4217
Number of Delegates:	1483	1656
Annual Revenue Goal - FY 10/11:	\$300,000	\$450,000
Annual Commission Goal:	\$15,000	\$35,000
Number of Tentative Bookings:	35	42

<u>Monthly Detail/Activity</u>	<u>November 2010</u>	<u>November 2009</u>
<u>Number of Groups Booked:</u>	0	0
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	2	1

<u>Arrived in the month</u>	<u>November 2010 Est.</u>	<u>November 2009</u>
Number of Groups:	1	2
Revenue Arrived:	\$1,422	\$67,401
Projected Commission:	\$0	\$0
Number of Room Nights:	20	715
Number of Delegates:	10	390
Booked Group Type:	1 TA	2 Assoc.

<u>Monthly Detail/Activity</u>	<u>October 2010</u>	<u>October 2009</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$10,800
Projected Commission:	\$0	\$540
Room Nights:	0	50
Number of Delegates:	0	100
Booked Group Types:	0	1 TA
Lost Business, # of Groups:	4	3

<u>Arrived in the month</u>	<u>October 2010-Est.</u>	<u>October 2009</u>
Number of Groups:	1	1
Revenue Arrived:	\$10,800	\$4,784
Projected Commission:	\$540	\$717
Number of Room Nights:	50	52
Number of Delegates:	100	70
Booked Group Type:	1 Assoc/	1 Smerf

<u>Monthly Detail/Activity</u>	<u>September 2010</u>	<u>September 2009</u>
<u>Number of Groups Booked:</u>	0	0
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	4	0

<u>Arrived in the month</u>	<u>September 2010 -Est.</u>	<u>September 2009</u>
Number of Groups:	4	4
Revenue Arrived:	\$78,945	\$186,678
Projected Commission:	\$8,588	\$20,303
Number of Room Nights:	707	1750
Number of Delegates:	326	522
Booked Group Type:	2 Corp., 1 Assoc. 1 Smerf	1 Corp., 2 Assoc. 1 TA

<u>Monthly Detail/Activity</u>	<u>August 2010</u>	<u>August 2009</u>
<u>Number of Groups Booked:</u>	3	1
Revenue Booked:	\$37,580	\$4,063
Projected Commission:	\$3,724	\$609
Room Nights:	484	35
Number of Delegates:	296	17
Booked Group Types:	1 Corp., 1 Assoc. 1 Smerf.	1 Assoc.
Lost Business, # of Groups:	8	4

<u>Arrived in the month</u>	<u>August 2010</u>	<u>August 2009</u>
Number of Groups:	2	1
Revenue Arrived:	\$34,749	\$25,269
Projected Commission:	\$503	\$1,263
Number of Room Nights:	780	171
Number of Delegates:	387	105
Booked Group Type:	1 Assoc. and 1 Smerf	1 TA

<u>Monthly Detail/Activity</u>	<u>July 2010</u>	<u>July 2009</u>
<u>Number of Groups Booked:</u>	2	0
Revenue Booked:	\$5,148	\$0
Projected Commission:	\$558	\$0
Room Nights:	80	0
Number of Delegates:	30	0
Booked Group Types:	1 Corp. and 1 TA	0
Lost Business, # of Groups:	8	3

<u>Arrived in the month</u>	<u>July 2010</u>	<u>July 2009</u>
Number of Groups:	4	2
Revenue Arrived:	\$98,226	\$35,159
Projected Commission:	\$12,964	\$375
Number of Room Nights:	832	226
Number of Delegates:	495	82
Booked Group Type:	1 Corp, 2 Smerf 1 Non Profit	1 TA and 1 Corp.

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2010/11:	\$ 15,093	\$100,000
For 2011/12:	\$	\$ 50,000

NUMBER OF LEADS Generated as of 11/30/10: 30

Total Number of Leads Generated in Previous Years:

2009/2010: 84
2008/2009: 113
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

CONFERENCE SALES ACTIVITY BY COUNTY						
JULY 2010 to September 2010						
North Shore:						
July '10						
Groups Booked:	5					
Placer County:	5	Room Nights:	484	Delegates:	373	Revenue: \$47,336
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:	8					
Placer County:	3	Room Nights:	794	Delegates:	519	Revenue: \$97,414
Washoe County:	5	Room Nights:	2019	Delegates:	960	Revenue: \$482,474
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
August '10						
Groups Booked:	4					
Placer County:	3	Room Nights:	280	Delegates:	475	Revenue: \$38,826
Washoe County:	1	Room Nights:	150	Delegates:	100	Revenue: \$13,932
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:	8					
Placer County:	7	Room Nights:	1204	Delegates:	805	Revenue: \$203,356
Washoe County:	1	Room Nights:	90	Delegates:	25	Revenue: \$16,210
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
September '10						
Groups Booked:	1					
Placer County:	1	Room Nights:	150	Delegates:	50	Revenue: \$26,865
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:	4					
Placer County:	4	Room Nights:	898	Delegates:	317	Revenue: \$119,714
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Quarter total by county:						
Groups Booked:	10					
Placer County:	9	Room Nights:	914	Delegates:	898	Revenue: \$113,027
Washoe County:	1	Room Nights:	150	Delegates:	100	Revenue: \$13,932
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:	20					
Placer County:	14	Room Nights:	2896	Delegates:	1641	Revenue: \$413,797
Washoe County:	6	Room Nights:	2109	Delegates:	985	Revenue: \$498,684
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0

CONFERENCE SALES ACTIVITY BY COUNTY						
OCTOBER 2010 to DECEMBER 2010						
Updated 12/29/10						
North Shore:						
October '10						
Groups Booked:	2					
Placer County:	1	Room Nights:	1497	Delegates:	240	Revenue: \$291,016
Washoe County:	1	Room Nights:	28	Delegates:	7	Revenue: \$2,242
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:	8					
Placer County:	7	Room Nights:	3035	Delegates:	1712	Revenue: \$447,224
Washoe County:	1	Room Nights:	150	Delegates:	100	Revenue: \$13,932
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
						* Estimated
November '10						
Groups Booked:	2					
Placer County:	1	Room Nights:	1050	Delegates:	300	Revenue: \$99,225
Washoe County:	1	Room Nights:	28	Delegates:	7	Revenue: \$2,242
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:	0					
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
December '10 (pending)						
Groups Booked:						
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:						
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
2nd Quarter total by county:						
Groups Booked:						
Placer County:	2	Room Nights:	2547	Delegates:	540	Revenue: \$390,241
Washoe County:	2	Room Nights:	56	Delegates:	14	Revenue: \$4,484
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:						
Placer County:	7	Room Nights:	3035	Delegates:	1712	Revenue: \$447,224
Washoe County:	1	Room Nights:	150	Delegates:	100	Revenue: \$13,932
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
FYTD 2010/11 Total by County: July - November						
Groups Booked:						
Placer County:	11	Room Nights:	3461	Delegates:	1438	Revenue: \$503,268
Washoe County:	2	Room Nights:	206	Delegates:	114	Revenue: \$18,416
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:						
Placer County:	21	Room Nights:	5931	Delegates:	3353	Revenue: \$867,708
Washoe County:	7	Room Nights:	2259	Delegates:	1085	Revenue: \$512,616
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0

2011 North Lake Tahoe Resort Association Meeting Schedule

JANUARY						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

MARCH						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

MAY						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JULY						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

NOVEMBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

FEBRUARY						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

APRIL						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JUNE						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

AUGUST						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

OCTOBER						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

DECEMBER						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



NLTRA Board of Directors Meeting
Monthly - 8:30am



Marketing Committee Meeting
Monthly - 1 pm



Chamber of Commerce Committee Meeting
Monthly - 9 am



Joint Infrastructure Transportation Committee Meeting
Monthly - 1:30 pm



Finance Committee Meeting
Monthly - 9 am



Lodging Committee Meeting
Every Other-month - 3 pm

Board/Staff Follow-up on Previous Action Items			
Assigned	Date	Action	Status
Ron Treabess	5/5/10	The Board directed staff to take Board concerns including the location for the Performing Arts Center, transportation funding, and the method used to approve Infrastructure projects to the Joint Infrastructure/Transportation Committee for review, discussion and recommendation.	Performing Arts discussed at Nov Committee Meeting; others to January
Andy	7/7/10	Marketing Committee to work on quantifying Key Performance Objectives.	On-going
TOT Committee	7/7/10	Develop a proposal for initiating survey/factfinding information for TOT renewal.	To be completed in January
Staff	8/4/10	Investigate ways to distribute information from Chamber events to people who cannot attend them, but who may be interested in the content.	January Board meeting
Kym	9/1/10	Include in Grant Funding Application the proposed ROI for the grant, have grantees report the proposed versus actual ROI and have grantees notify the committee if any material changes are made in the grantees use of funds.	January Chamber Advisory Committee meeting
Ron	9/1/10	Present the overall bike trail plan to the Board.	February Board meeting
Staff	9/1/10	Take the codification of the Chamber of Commerce Advisory Committee & structure to the Chamber of Commerce Committee for discussion and recommendation.	January Chamber Advisory Committee meeting
Ron/Placer County	9/1/10	Have Placer County present its legislative advocacy platform when appropriate.	January Board meeting
Ron/Andy	9/1/10	Document the chronology of the Marketing Conference Equity Committee negotiations and present to the Board Executive Committee and Director Beck for resolution direction.	December
Staff	11/3/10	Clarify requirements for Business Association Grants and Community Marketing Grants.	January
Kim	11/3/10	Dissolve the NLICC and TNVCB corporations.	Paperwork sent to Atty General's office November 2010
Staff	12/14/10	Explore expanding the TOT Renewal Committee to include marketing, lodging and past president members.	January
Staff	12/14/10	Analyze what components of the North Lake Tahoe Express performance Review can be done by staff, what should be done by a consultant and bring the conclusion to the Joint Committee.	January Joint Committee meeting

Assigned	Date	Action	Status	Date Completed
Andy/Jason	12/14/10	Inform the Board as to how conference promotion is done.	January Board meeting	
Staff	12/14/10	Determine staff participation in the Lake Tahoe Basin Prosperity Plan.	January Board meeting	
Staff	12/14/10	Review information collection for economic indicators.	January Board meeting	



December 30, 2011

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

Background

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

December Event & Activity Highlights

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

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

- * Mixer at Christmas Tree Village
- * Tahoe City Tree Lighting
- * Santa photos
- * Diamond Peak Ribbon Cutting
- * KSL Reception – SV
- * Resort @ Squaw Creek 20th Anniversary
- * Opening of West Shore Café

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

- * Chamber Presentation to the TC Kiwanis Club
- * Completing the Chamber Ambassador Program with recommendations from the Chamber Advisory Committee

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

Workforce Development and Training:

- * Planning and preparing the 2011 Chamber Education programs
- * Front Line Employee Field Trip

January Event & Activity Highlights

- * Planning Community Awards Dinner
- * Coordinated Membership Program with Business Associations



www.NorthLakeTahoeChamber.com

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

Event Schedule

JANUARY

- | | | |
|------------|--|-----------|
| 13 | Member Education: ADA Requirements
Town of Truckee | |
| 20 | Chamber Education: LABOR LAW UPDATE 2011
Cedar House Sport Hotel, Truckee | 8am -noon |
| 20 | Mixer/Fundraiser – Snowfest
Blue Agave, Tahoe City | 5-8pm |
| TBA | Mixer – Granlibakken Cedar House Pub
Tahoe City | 5-7pm |



What's On Your Mind?



2011 Labor Law Update and Wide-Open Q&A.

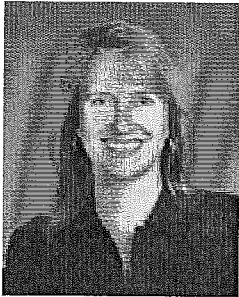
When: Thursday, January 20, 2011
8:30 a.m. to 12:00 p.m.
Registration & Snack 8:00 a.m.

Where: Cedar House Sports Hotel
10918 Brockway Road
Truckee, CA
530 582 5655

This employment law seminar includes updated information, new laws and best employment practices managers and business professionals need to know for 2011. You may submit specific questions confidentially in advance to Laura@tahoetrainingpartners.com so they can be addressed anonymously in the seminar.

Learn About: Recap of 2010 Big Ticket Laws and Regulations and New Laws and Recent Cases Impacting 2011:

- Medical Conditions, including FMLA and ADA obligations
- Wage & Hour Update, including new exemptions for Meal and Rest Breaks
- Social Media and Related Technology
- Medical Marijuana, Organ Donation Leaves and other trends
- 2011 Notice & Posting Requirements
- Recommended 2011 Handbook Updates



Julie A. Vogelzang is an employment law attorney and partner at Duane Morris, LLP in San Diego. She has successfully defended large, medium and small companies sued in cases including those alleging wage and hour, wrongful termination, sexual harassment, discrimination, retaliation and breach of contract claims. She specializes in leaves of absence and wage and hour violations, including misclassification and overtime cases, meal and rest break cases, background check cases, FMLA and pregnancy/child care leave violations, and independent contractor status cases.

Registration Fees: Early Bird registration (before January 13th): \$55 for Chamber & SHRA members
\$65 for non members
Last Minute registration (after January 13th): \$60 for Chamber & SHRA members
\$70 for non members

Easy Online Registration at www.sierrahra.com at the Online Store. Seating is limited for this popular event. No refunds; substitutions welcome. For more information or to submit your questions, contact Laura Moriarty, SPHR at 530-573-0224 or Laura@tahoetrainingpartners.com. Linda Pendleton at the Truckee Chamber at 530-587-8808 or Kym Fabel, North Lake Tahoe Chamber Manager at 530 581 8764 can also address questions.



Co-sponsored by the North Lake Tahoe Chamber of Commerce and the Truckee Chamber of Commerce in partnership with the Sierra Human Resources Association (SHRA).