



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

PRELIMINARY MINUTES

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

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

OTHERS IN ATTENDANCE: Steve Kastan

1.0 CALL TO ORDER – ESTABLISH QUORUM

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

2.0 AGENDA AMENDMENTS AND APPROVAL

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

3.0 PUBLIC FORUM

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

4.0 REPORTS & ACTION ITEMS

- 4.1 Ron Treabess welcomed new Board members Wally Auerbach and Barb Cohen, and returning Board member Tom Murphy. Board Handbooks and a Conflict of Interest and Disclosure Statement were distributed to all directors. The Conflict of Interest and Disclosure Statement needs to be signed and returned to Sally Lyon by February 1st.
- 4.2 Discussion ensued regarding 2011 Board officers. Ron McIntyre was nominated to be Board Chair. Ron McIntyre proposed Phil GilanFarr as Vice Chair, Deanna Gescheider as Secretary, and Ron Parson as Treasurer.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The 2nd quarter report is being worked on.

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

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

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

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

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

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

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

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

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

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

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

5.0 CONSENT CALENDAR

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

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

6.0 CHAMBER OF COMMERCE REPORTS

- 6.1 Kym Fabel reported that the Community Awards Dinner is scheduled for Wednesday, February 16th at the Resort at Squaw Creek. Outreach for nominations are being done through the newspapers and email. A Selection Committee is needed for one meeting for one hour. Two Board members are needed; Wally Auerbach and Kaliope Kopley volunteered. It was suggested that next year, the Chamber Advisory Committee be the coordinator of the Awards Program.
- 6.2 Kym Fabel gave the Chamber Manager Report. She noted that the Disability Accessibility Workshop will be held on January 13th from 4 – 6:00 pm at the Truckee Town Council.

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

7.0 DIRECTORS' COMMENTS

- 7.1 Wally Auerbach and Ron McIntyre want to see more concise reporting to the Board from the committees.
- 7.2 Allen Highfield reported that The Ritz-Carlton Lake Tahoe was on Fox News and Lake Tahoe was plugged as an area where the ski industry is coming back.

8.0 MEETING REVIEW AND STAFF DIRECTION

- 8.1 Be sure that the 1995 Master Plan is posted on the website.
- 8.2 Projects will be corresponded to the Master Plan.

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

9.0 ADJOURNMENT

- 9.1 The meeting adjourned at 11:17 am.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant