



**NORTH LAKE TAHOE RESORT ASSOCIATION  
BOARD OF DIRECTORS MEETING  
July 6, 2011  
Tahoe City Public Utility District Board Room  
PRELIMINARY MINUTES**

**ATTENDANCE:** Ron McIntyre, Wally Auerbach, Allen Highfield, Ron Parson, Alex Mourelatos, Roger Beck, Phil GilanFarr, Barb Cohen, and Jennifer Merchant. Kali Kopley and Julie Regan arrived at 8:45 AM.

**STAFF IN ATTENDANCE:** Sandy Evans Hall, Ron Treabess, Kym Fabel, Jason Neary, Andy Chapman, and Sally Lyon

**OTHERS IN ATTENDANCE:** Steve Kastan, Wendy Hummer of Exl Media, and Kerstin Plemel of Smith + Jones

**A. CALL TO ORDER - ESTABLISH QUORUM**

The meeting was called to order at 8:32 AM by Chairman Ron McIntyre and a quorum was established.

**B. AGENDA AMENDMENTS AND APPROVAL**

**1. Agenda Additions and/or Deletions**

There were no changes to today's agenda.

**2. Approval of Agenda**

**M/S/C (Parson/Auerbach) (8-0-0) to approve today's agenda as presented.**

**C. PUBLIC FORUM**

There were no comments on items not on the agenda.

**D. REPORTS & ACTION ITEMS**

**3. Funding Request to complete Regional Way Finding Signage Manual and County Permit Process – Ron Treabess**

Ron Treabess presented the revised request to complete the manual and the Placer County permit requirements, stating the purpose is to allow the private sector can begin to use it and NLTRA can get demonstration signs made and installed. He reviewed the history of the project, noting the permitting section and desire to streamline the regulatory process for sign approvals. Ron Treabess is asking the Board to approve a total of \$19,765 to finalize the manual and complete the County requirements. Discussion followed regarding the process for getting the manual approved and into actual use.

**ACTION: Staff was asked to provide more detail on the method by which demand will be generated for the private sector to use the manual and install additional signage.**

Discussion continued regarding the Placer County process and fees. It was noted that the Manual will not be considered finished until the Placer County required Zoning Text Amendment and edits are completed and approved.

**ACTION: Staff will request the Placer County Board of Supervisors waive the review fees for this and similar NLTRA projects being completed at the request and benefit of the County.**

**M/S/C (Beck/Auerbach) (7-3 Merchant, GilanFarr, Kopley-0) to recommend the Placer County Board of Supervisors approve an infrastructure allocation of up to \$19,765 to complete the Wayfinding Signage Standards Manual and Placer County Permitting Process.**

#### **4. Reno Airport Opportunities –Ron Treabess, Jan Colyer**

Ron Treabess presented this funding request to establish a North Lake Tahoe Welcome Center and eventual North Lake Tahoe Express ticket counter at the Reno Tahoe International Airport. He is asking the Board to give authority to the Executive Committee to approve the lease, funds for infrastructure improvements, and operational funds, which will be incorporated in the next fiscal year budget. It is hoped that the Welcome Center can be operational by August 1 with collateral materials and exhibits. The Express will move in after the contract for the service provider has been completed. The proposed lease is \$41,000 per year. In addition to marketing funds, \$23,000 is being requested from Infrastructure for improvements, pending approval by the Infrastructure Committee. A security deposit is also being requested. A complete breakdown of costs was included in the Board packets.

Jan Colyer of the Truckee North Tahoe Transportation Management Association (TNT TMA) spoke in favor of the request and outlined the benefits to the North Lake Tahoe Express of the location in baggage claim.

Discussion followed regarding the proposed improvements, lease, staffing, costs, and potential partnerships.

**ACTION: Staff was directed negotiate the best lease and terms possible, including tenant improvements and having the security deposit waived.**

**M/S/C (Parson/Cohen) (10-0-0) to grant authority to the Executive Committee to approve a lease agreement with the Reno Tahoe International Airport for a Welcome Center and associated improvement and marketing costs.**

#### **5. TOT Budget Submittal – Ron Parson / Alex Mourelatos**

Ron Parson reviewed the budget recommendations submitted to Placer County staff. There is some concern because the County is still not sure how its budget may be affected by the state of California budget. The negotiation between the NLTRA recommended budget and that proposed by the County will continue based on 4 points of process, including: 1) County staff is recommending last year's numbers be used as a starting point, which is different from how it has been done in the past; 2) NLTRA has proposed a new formula for G&A for Infrastructure and Transportation; 3) NLTRA has asked that Transient Occupancy Tax (TOT) expenditures include items more suitable to NLTRA's mission; and 4) a request that NLTRA has more flexibility in how and where funds are spent. Sandy Evans Hall added that special events and funding of lakefront business associations was also discussed at the meeting with County staff.

#### **6. NLTRA Budget Proposal – Ron Parson**

Ron Parson presented the request to approve a draft budget for the 2010/2011 fiscal year. He explained the possible changes that could be made to Marketing once the Placer County budget has been finalized, which may not happen until September or October. Discussion followed regarding possible impacts to this budget once Placer County adopts their final version. Jennifer Merchant voiced concern about funding sources shown in "revenue" and wants to be sure that Chamber staff is not being funded by TOT and that the Chamber's Community Grants do not need to be approved by Placer County.

**M/S/C (Parson/Highfield) 9-1 Merchant -0) to approve staff recommendation on the proposed budget.**

#### **7. Supplemental Operating Procedures and Policies Update for committees – Sandy Evans Hall**

Sandy Evans Hall presented the three recommended changes to the Committee's Operating Procedures and Policies in the areas of: 1) Definition of Committee Responsibilities and Membership; 2) Lodging Committee;

and 3) Procurement Policy. Discussion followed regarding the document, proposed changes, and how to include task forces or subcommittees.

**ACTION: Conferencing and Weddings will be added as subcommittees. Task Forces will be set up as needed.**

**M/S/C (GilanFarr/Parson) (10-0-0) to approve the Supplemental Operating Procedures and Policies as modified.**

### **8. Strategic Plan Discussion – Sandy Evans Hall/Ron McIntyre**

Sandy Evans Hall presented the Strategic Goals for 2011 – 2016 as determined at the recent Board retreat. She asked that a Committee review them to determine if the plan's associated goals, measurements, and timing are correct. A brief discussion followed. The Board asked for more time to review the document and the Subcommittee's comments.

**ACTION: A Subcommittee including Kali Kopley, Wally Auerbach, Ron Parson, and Ron McIntyre will review the Strategic Goals and report back to the Board.**

### **9. Marketing Report - Discussion and Board Direction on North Lake Tahoe Conference Sales Programs - Andy Chapman & Jason Neary**

Andy Chapman presented the Conference Sales report and 2010-11 Marketing Strategy. He reviewed the recommendations from the Conference Advisory Committee to refocus efforts to increase conference sales, refocus media dollars, utilize available funds more effectively, and hire an additional commissioned sales person.

Jason Neary explained the results of a survey conducted by the Conference Sales and Marketing group to determine what type of business is being booked, how to target the marketing being done, and how to focus the funds available. He discussed the draft strategy, which was included in the Board packets, and asked for Board input to complete a Strategic Plan.

Wendy Hummer of Exl Media explained how media funds are spent. Kerstin Plemel of Smith + Jones discussed the creative message and branding used to promote North Lake Tahoe.

The Board discussed the draft plan and recommendations. There was general agreement to hire a commissioned sales person with substantial goals being determined. Alex Mourelatos asked that the target market be more defined. He suggested that in addition to focusing on association business as has been recommended, weddings, family reunions, and other fraternal celebrations be considered as group business even though it comes through the leisure markets. Ron Parson suggested asking Placer County associations to consider Tahoe for their meetings. He also asked that tax incentives and TOT exemptions be considered.

Andy Chapman will work with the Marketing Committee to revise the Strategic Plan and present it to the Board.

### **E. CONSENT CALENDAR**

**M/S/C (GilanFarr/Kopley) (10-0-0) to approve the Consent Calendar as presented.**

The following was approved on the Consent Calendar:

- 10. Board Meeting Minutes – June 1, 2011**
- 11. Retreat Notes – June 22, 2011**
- 12. Financial Statements – May 2011**
- 13. Joint Infrastructure/Transportation Committee – June 27, 2011 MEETING  
CANCELED**
- 14. Marketing Committee – June 28, 2011**
- 15. Infrastructure/Transportation Activity Report – June 2011**

**16. Finance Committee –May 31, 2011**

**17. Chamber of Commerce Committee – June 23, 2011**

**18. May Chamber of Commerce Business Plan Progress Report**

**F. CHAMBER OF COMMERCE REPORTS**

**19. Chamber Committee Recommendation – Alex Mourelatos/ Kali Kopley**

Alex presented the co-op approval process revisions. Heavier weight has been given to the areas identified for additional recreational marketing (paddleboarding/kayaking, biking, and Nordic skiing). The Committee agreed that a local business association can receive funding, and events they sponsor could be considered separately. A fund of \$10,000 will be earmarked for regional marketing activities, such as a common guide for Eastern Placer County. Suggestions were offered and the Committee will continue revising the approval process.

**20. Chamber Activities and Events**

There were no questions or comments.

**G. DIRECTORS' COMMENTS**

Ron Parson stated that comments from Placer County CEO Tom Miller assured him NLTRA is on the right track. Miller made some recommendations on the equity issue and suggested that local tax dollars be matched fairly by any partners.

Julie Regan introduced the new TRPA Public Information Officer, Christy Roseman.

Phil GilanFarr asked that set meeting times be honored and as much information as possible be emailed to Board members prior to the meeting so they have time to review it. He suggested the agenda be posted separately from the packet information.

Barbara Cohen feels the organization is on a good track and has a solid direction.

**H. MEETING REVIEW AND STAFF DIRECTION**

**I. CLOSED SESSION**

Closed Session was convened at 11:22 PM to consider:

**21. Personnel Matters**

**J. RECONVENE TO OPEN SESSION**

**22. Closed session report**

Open Session was reconvened at 12:15 PM and the following action was reported: Discussion of personnel compensation

**K. ADJOURNMENT**

The meeting adjourned at 12:15 PM

Submitted by

Judy Friedman, Recording Secretary

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