



BOARD MEETING MINUTES
Wednesday, April 1, 2009 – 8:30 a.m.
Tahoe City Public Utility District

Preliminary Minutes

ATTENDANCE: Dan Tester, Ron McIntyre, Tom Murphy, Dave Wilderotter, Jim Kercher, Alex Mourelatos, Roger Beck, Julie Regan, Deb Dudley, and Jennifer Merchant

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

OTHERS IN ATTENDANCE: Heather Segale, Geoff Schladow, Pettit Gilwee, Joe Lanza, Gary McKelbey, Dick White, Steve Kastan, and Mike McElravey

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order at 8:30 a.m. by Board Chair Alex Mourelatos and a quorum was established. He read the NLTRA's meeting ground rules.

2.0 PUBLIC FORUM

- 2.1 Pettit Gilwee reported on behalf of the California Travel and Tourism Commission (CTTC), that the California Tourism Marketing Excellence Award applications are available online at www.tourism.visitcalifornia.com. The awards will be presented at a California Tourism Conference in June.
- 2.2 Community member Joe Lanza reported on current issues related to the Tahoe Truckee Unified School District (TTUSD). He said the school board is discussing significant changes to the district which could impact businesses and tourism. Mr. Lanza feels that now it is not an appropriate time to make radical changes to the school system especially during uncertain economic conditions. He said there are two major issues facing the district including a significant budget deficit. The second issue is the education model. He feels that the goal of reaching a higher education model by attempting to relocate students and merge schools is unacceptable. The school board has not been successful in communicating with the community. Mr. Lanza reported that on April 8th, a school board meeting will be held to make these decisions. Ron McIntyre asked if the teachers were willing to participate in solving the problem. Joe said they are willing, but concerned about layoffs. Steve Teshara announced that a special meeting with the Chamber Advisory Committee and school district representatives is planned for next Tuesday, April 7th at the Tahoe City Public Utility District beginning at 9:00 a.m. The purpose of the meeting is to discuss the issues with the business community and provide an opportunity to exchange ideas and discuss alternatives with school representatives. Community member Dick White reported that families are leaving the area due to poor schools and quality of education which will impact businesses. He noted that school meetings have not been scheduled to accommodate business owners, which exacerbates the poor communication. Mr. White formed a Yahoo Group for Truckee-Tahoe Parents and encouraged others to join. He said there is information available related to alternative schooling. Mike McElravey reported he has children in the school system. He noted that according to the Vice President of the teachers union, 52% of TTUSD graduates are university qualified. He said we have an

award winning High School which should attract families to the area. Gary McKelbey said families potentially moving here are concerned about the school district. He said these issues keep our community from growing. Deb Dudley, NLTRA Board member and a former School Board member, said eleven years ago the school board faced similar issues. She said at that time, they addressed the issues with creative solutions. She said the problems are solvable and encouraged the community to work cooperatively with the school board on this issue.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Wilderotter/McIntyre) (9/0) to approve the agenda as presented.

4.0 CONSENT CALENDAR

4.1 M/S/C (Murphy/Dudley) (9/0) to approve the consent calendar as presented.

5.0 PRESENTATION AND POSSIBLE ACTION TO RECOMMEND AN INFRASTRUCTURE REQUEST OF UP TO \$197,080 TO THE U.C. DAVIS TAHOE ENVIRONMENTAL RESEARCH CENTER FOR THE TAHOE CITY STATION (HISTORIC FISH HATCHERY) EXHIBIT INFRASTRUCTURE ENHANCEMENT PROJECT

5.1 Alex Mourelatos reported that the infrastructure request of up to \$197,080 for the U.C. Davis Tahoe Environmental Research Center (TERC) Tahoe City Station (Historic Fish Hatchery) Exhibit Infrastructure Enhancement Project was unanimously approved by the Joint Infrastructure/Transportation Committee at their March 24th meeting. Ron Treabess noted that the project funding is for interpretive exhibits which are part of a larger renovation at the facility. He also added that the project would serve as a destination attraction for North Lake Tahoe. He noted the project is consistent with the NLTRA's Master Plan and the Feasibility Study and Business Plan for New Cultural Facilities in North Lake Tahoe-Truckee, and last year's report Investing in Heritage Tourism report. Ron introduced Heather Segale, the Education and Outreach Coordinator with TERC. Ms. Segale presented background related to the Tahoe City Field Station. She said U.C. Davis has been researching Lake Tahoe since the late 1950s. The facility was built in the 1920s as a working fish hatchery. According to Tahoe City PUD bike trail data, 16,000 people bike past the facility each year. The project provides a good opportunity to educate the public on environmental issues and the research being conducted by U.C. Davis at Lake Tahoe.

5.2 Heather reported that recently completed renovations to the facility included seismic retrofitting, new walls and windows, scuba locker, laboratory, conference space, and an ADA accessible entrance. She confirmed the building's historic values have been maintained. The outdoor renovations are state funded and include stream restoration, a public walkway, a demonstration garden with native plants and storm water treatment. She said this project is complementary to the California Tahoe Conservancy's nearby restoration project in Lake Forest.

5.3 Heather reported on funding for the project. She said a combination of public and private donations and grant funding went into renovation of the building. State funds (Prop 40, 50, and 84) have been applied toward the restoration portion of the project. TERC is requesting TOT funds for indoor multi-media exhibits. TERC has hired an exhibit design firm to create a seamless interpretive display and presentation which will include historic footage from the 1930s and 40s of the fish hatchery in operation. In addition, exhibits will also include a video of fish species, current research, the food web, impacts of climate change to Lake Tahoe, and environmental issues such as invasive plants and species. Current programs include Saturday tours, special events, community/school programs and continued research.

5.4 Discussion followed in regards to the Tahoe City Field Station infrastructure request.

5.4.1 Roger Beck asked about staffing at the facility. Heather said her salary is funded by U.C. Davis. She has been successful in raising funds for three Americorps members who dedicate of year of service as staff at the facility. In addition, they have a strong docent program and volunteers. She noted that there will be times where the facility will be unmanned. The facility will be open year round.

5.4.2 Jennifer Merchant asked if the project is on TRPA's Environmental Improvement Project (EIP) list. Heather confirmed that the wetland restoration portion of the project is on the list. Julie Regan reported that the work U.C. Davis has done to enhance our community is significant. She said tying into the cultural, historical and environmental aspects is another way North Lake Tahoe can diversify what we promote. She said although it does not have a specific EIP number attached, the project strongly ties into the EIP.

5.5 M/S/C (Beck/Murphy) (9/0) to recommend to the Placer County Board of Supervisors the approval of up to \$197,080 for the U.C. Davis Tahoe Environmental Research Center for the Tahoe City Station exhibit infrastructure enhancement project.

6.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE REVISED INTEGRATED TRANSPORTATION AND INFRASTRUCTURE WORK PLAN AND LONG RANGE FUNDING PLAN FOR FY-2009/14

6.1 Ron Treabess reported that the purpose of the Integrated Work Plan is a budgeting tool. The process for updating the Integrated Work Plan began in January at the Joint Infrastructure/Transportation Committee meeting. Since then a public workshop was held the evening of February 10th to get feedback from the community and our partner organizations. In addition, the Joint Committee provided feedback related to the plan at last month's meeting. The comments from the three meetings/workshops have been incorporated into the document. Ron noted that at last month's meeting, the Joint Committee extensively reviewed the transportation portion of the plan. The budget will not include additional funds for transportation services beyond what is required for next year. He confirmed that any additional transportation changes will be made during the budgeting process. Staff is seeking Board approval of the document.

6.2 Ron summarized comments from the Joint Committee meeting. He reported that TOT funding in the amount of \$255,000 will be allocated for TART baseline services next year. The Tahoe City Trolley will be discontinued this summer due to low ridership, however; the service will run on Thursdays for Farmers Markets. Staff hoped to add west shore nighttime service due to increased ridership, but it was suggested to not add new service at this time. He said it had been suggested to increase TOT for summer Highway 267 services to eliminate the funding Northstar invests in the service to be redirected to the Tahoe Vista/Northstar shuttle. The committee decided to keep NLTRA funding at its existing level.

6.3 Discussion followed in regards to the Integrated Work Plan.

6.3.1 Alex Mourelatos said that although the Tahoe Vista/Northstar service is not included in the FY-2009/10 budget, the demonstration project operated this winter was valuable in collecting important ridership information.

6.3.2 Dan Tester asked if the current North Lake Tahoe Express subsidy reduction is consistent with what was originally projected. He also asked if there is a contingency plan in place for the Express if visitation and ridership decreases. Ron confirmed that ridership continues to increase. In addition, he anticipates a greater reduction in subsidy this year. Steve Teshara noted that staff monitors the service closely and would bring any funding concerns to the Board for discussion.

6.3.3 Jennifer Merchant said the NLTRA's Placer County FY-2009/10 TOT budget is likely to be cut \$500,000. She feels we should not be looking to add new services. Jennifer said it is important to maintain TART base services and review other transit services to look for cost savings. Ron said the proposed TART fare increases should be considered in the baseline funding request. Jennifer confirmed that fare increases are built into TART's baseline request.

6.3.4 Jennifer reported that there was discussion at the Joint Committee meeting related to snow removal and storage for Tahoe City businesses. She said the County expressed concern related to that request. In addition, the County does not support allocating funds for projects on state and federal owned land. She clarified that projects such as the Tahoe City Fish Hatchery has a tourism component, but ADA upgrades on state park land is the state's responsibility.

6.3.5 Ron McIntyre suggested we increase the fares on the North Lake Tahoe Express to help reduce the subsidy paid. In regards to snow removal, he feels Placer County should help find a solution for snow storage in North Lake Tahoe. Jennifer confirmed that Placer County is actively engaged in working with the community on identifying locations for snow storage.

6.4 M/S/C (Murphy/Beck) (9/0) to approve the final draft Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan for FY-2009/14.

7.0 DISCUSSION AND POSSIBLE ACTION ON REVISED TRANSIT SERVICE GUIDELINES AND CRITERIA TO ENABLE EVALUATION OF EXISTING SERVICES

7.1 Ron Treabess reported that at the last two Joint Infrastructure/Transportation committee meetings, the committee reviewed and provided feedback on Placer County's proposed criteria for transit service. The purpose of the criteria is to enable the evaluation of existing transit services. NLTRA staff worked with Will Garner to draft revised criteria. The guidelines are meant to assist the Resort Association in allocating resources for successful services and are intended to be used collectively.

7.2 M/S/C (Murphy/Dudley) (9/0) to approve the revised transit service guidelines and criteria to enable evaluation of existing services.

8.0 STATUS REPORT/BOARD DISCUSSION, INPUT, AND FURTHER DIRECTION TO STAFF REGARDING DEVELOPMENT OF THE PROPOSED MARKETING PLAN AND BUDGET FOR FY-2009/10

8.1 Andy Chapman reported on discussions focused around the marketing plan and budget for FY-2009/10. He said priorities emerging from the most recent marketing workshops were mostly focused around special events. He reported that a Special Events Workshop is scheduled to be held at the North Tahoe Events Center (NTEC) on Wednesday, April 22nd beginning at 9:00 a.m. Other priorities expressed at the workshops included increasing the funding for the Community Marketing Grant Program. The Placer County Film Office, coop marketing, total marketing budget increases, drive vs. destination marketing and conference bookings were also discussed. Staff was directed to not only focus on special events and return on investment, but also to work with the Wedding and Honeymoon Association on a more consistent brand message. Staff and agency were directed to work on optimizing and improving the effectiveness of the GoTahoeNorth Web site. In addition, staff was asked to work with the various communities on seasonal marketing needs or "strike zones" for their particular areas. The next Marketing Committee meeting is scheduled to be held at NTEC on Thursday, April 30th starting with another Joint Marketing/Chamber/Lodging workshop at 1:00 p.m. Staff has been asked to bring back a detailed budget with recommendations on line items for committee review and discussion.

- 8.2 Discussion followed in regards to the marketing plan and budget for FY-2009/10.
- 8.2.1 Roger Beck asked if there are dollars allocated in this year's budget for research to measure the effectiveness of our marketing efforts. Andy said there was no funding for marketing research in the current budget, but funds are likely to be proposed for next year. Roger feels there should be ongoing research of our program. In addition, he suggested we further define North Lake Tahoe on the Web site. Roger feels that in order to encourage more visitation during the shoulder seasons, we need a winter event or series of promotions that go beyond SnowFest! He suggested that businesses offer significant discounts during that period.
- 8.2.2 Deb Dudley confirmed that the Chamber Advisory Committee is very much in line with the Marketing Committee recommendations. She sees the challenge in defining "events".
- 8.2.3 Ron McIntyre agreed with Roger's earlier comment in regards to research but asked about the level of funding. Roger suggested an informal evaluation process conducted by staff should be sufficient. The information should include Web site statistics. Steve Teshara confirmed staff intends to include research funding in next year's budget. He said typically research has been funded from carryover, but due to the uncertainty of carryover next fiscal year, it will be included as a line item in the proposed marketing budget. Alex said there were several comments related to the Web site at the workshops. He feels the Web site is a significant asset with the potential to be better utilized. He said research would confirm whether our marketing efforts are effective.
- 8.2.4 Roger said we need to better measure whether events (large or small) are bringing visitors to our area. Andy said that issue will be discussed at the Special Events Workshop. Tom Murphy said in regards to events, we need to focus on shoulder seasons such as the first two weeks in January. Alex confirmed that that issue was raised during the workshops. He said that will also be discussed at the Special Events Workshop.

9.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE RECOMMENDED REVISIONS TO THE NLTRA'S MARKETING PERFORMANCE MEASURE/ROI TRACKING DOCUMENT

- 9.1 Andy Chapman reported that staff worked with our advertising and marketing agency specialists to revise the marketing performance measure/ROI tracking document. Most of the changes occurred around leisure advertising. He said each section now includes input (demand drivers) and output (return) indicators. Andy reviewed each section of the document and the revised indicators. Revised indicators include cost per click and average click thru rate. Under *Total Leads*, staff is now tracking cost per aware visitor. The Go Tahoe North Online Activity is where the bulk of ROI analysis takes place. Staff has implemented *Cool Deals Pageviews* and a geographic breakdown of total visitors to the Web site. Other changes include better tracking of Autumn Food and Wine. Dan Tester suggested that staff include a measurement baseline. Andy confirmed that ongoing indicators will be measured against prior year. Alex Mourelatos suggested integrating performance results into our decision making. He said we need to develop operational goals for each department. Andy confirmed that going forward, an executive summary or trend analysis will be included with the reporting document.
- 9.2 **M/S/C (Dudley/Wilderotter) (9/0) to approve the revisions to the NLTRA's Marketing Performance Measure/ROI Tracking Document.**

10.0 STATUS REPORT/BOARD DISCUSSION AND INPUT ON UPDATING THE CHAMBER OF COMMERCE BUSINESS PLAN

- 10.1 Steve Teshara reported that consistent with the *Strategic Planning and Budget Development Process* (Six Month Plan), the Chamber Advisory Committee has been working to update the Chamber Business Plan. Last year there were significant changes to document related to Location Based Marketing and the Community Marketing Grant Program. He confirmed that to-date, relatively minor changes are suggested for the document this year. A final draft of the revised document will come before the Board in June for approval.
- 10.2 Jennifer Merchant said the document needs to show what steps are being taken to support the actions in the plan. Kym Fabel reported that during the Chamber Advisory Committee meetings she provides a monthly report on how staff is implementing the plan. Steve said staff will include examples of in the revised document. Alex Mourelatos said it is important to note that objectives are being developed within the committee structure. He asked Kym to attach an example of the monthly report to the document for review. Alex noted that the Special Events Workshop will help guide the revisions to Objective 4 (Community Marketing Grant Program).

11.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE FEBRUARY 28, 2009 FINANCIAL STATEMENTS

- 11.1 Sally Lyon reported that the Finance Committee recommended approval of the February 28, 2009 Financial Statements. She noted that Ski Tahoe North ticket sales are up significantly from last year and from budget. In addition, February conference sales are up from budget. She said there was discussion related to how the NLTRA allocates G & A. She said our independent auditor indicated that the process we use is acceptable. Sally reported that the next Finance Committee meeting is scheduled to be held in the NLTRA Conference Room on Monday, May 18th beginning at 11:00 a.m. The Committee will look at a preliminary budget and forecast.
- 11.2 Steve Teshara provided more detail on the Finance Committee discussion of our process for allocating G & A. He confirmed that the County and our independent auditor have approved the methodology. Steve reported that Gretchen Nedved, the County representative on the Finance Committee, said she would bring the information back to Placer County for a reaffirmation of the methodology. Alex Mourelatos said the discussion was in reaction to a concern that Marketing takes on a much heavier burden of overhead due to specific contract conditions that do not allow the NLTRA to allocate more than a specific amount for infrastructure and transportation. The committee is trying to determine whether there is a more appropriate allocation method across the organization. Sally clarified that allocation methodology is typically subjective. The key, and what auditors look for, is a systematic and rationale approach. Our methodology has been determined by the auditors to be systematic and rationale method. Steve said the issue related to the contract cap on G & A for transportation and infrastructure is a key policy issue and needs to be further discussed by the Executive Committee to determine whether they should further address the issue with Placer County. He said there is approximately \$115,000 that marketing is subsidizing this year for the overhead costs for Infrastructure and Transportation. Alex reported the Finance Committee directed staff to bring forward a recommendation with a possible different allocation method for review. Jennifer Merchant feels the administrative position for Infrastructure and Transportation has not changed. She expressed concern that an increase in overhead could impact transportation projects. Ron McIntyre said the priority is to reinstate the 60/40 funding percentages. He feels we need to address overhead at a later time. Alex said we need to close the issue on an area of much criticism. Jennifer confirmed that Placer County is again reviewing the NLTRA's G & A methodology.
- 11.3 Roger Beck anticipates lower TOT for the quarter. He said we need to modify our spending patterns to address the decline in TOT. Steve said each year the amount of TOT to the

NLTRA is negotiated and a very conservative approach is taken. He said budget scenarios are based on conservative estimates. Sally confirmed that on an ongoing basis she scrutinizing what we are paying for to ensure cost effectiveness. Andy said we are looking at cost saving measures in marketing, but not necessarily cutting programs at this time. Ron McIntyre expressed concern about \$500,000 cut to our budget and the lack of carryover. Alex clarified the Board has not directed staff to cut the budget further at this time.

11.4 Discussion followed in regards to projections of TOT this year and next year's base budget. Jennifer said next year's budget is anticipated to be \$3.6 million without carryover. Ron McIntyre reiterated his earlier comment that the priority should be reinstating the 60/40 split. Dave Wilderotter said less money in marketing will negatively impact business and the County budget. He said would like carryover to come back as a cushion to an under budgeted item that has been approved by the Board of Supervisors. He would like to avoid undoing the formula of funding percentages. Deb Dudley said we need funds for marketing. Numbers show that for every dollar spent in marketing generates over \$300 spent in our community. Roger clarified that we should not stop marketing but we should cut costs this year in anticipation of a decrease in TOT going forward. Steve Teshara said staff will prepare a history of TOT collection for distribution to the Board next month. He said we only receive a portion of the TOT that is actually collected. Dan Tester asked Jennifer for TOT information for the last quarter. Jennifer confirmed that the information would be available by mid-May. Jennifer stated the position of the CEO's office which is that funding percentages will not be reinstated next year. She said \$3.6 million is the projected budget. Alex said the Executive Committee in discussions with Supervisor Montgomery in regards to this issue. Alex asked staff to agendaize this discussion for next meeting.

11.5 **M/S/C (Wilderotter/Dudley) (9/0) to approve the February 28, 2009 Financial Statements.**

12.0 STATUS REPORT – DISCUSSION – FY-2008/09 CONTRACT COMPLIANCE MATRIX

12.1 Steve Teshara provided a monthly report on the contract compliance matrix. He reported that staff met with Board member Roger Beck to review the NLTRA's previous calculation of Placer and Washoe County revenues and expenditures as they relate to "Conference Program Equity" as part of the North Lake Tahoe Marketing Cooperative's Conference Marketing and Booking program. Andy Chapman reviewed the revised calculation. Placer and Washoe County room revenue was reviewed separately in addition to Conference Operational Expense and marketing expense. He confirmed that NLTRA's expense to drive \$1.3 million in room revenue was \$354,955 (20%). Washoe County's cost is \$185,192 to drive \$898,756 (20.6%). The Board's earlier finding of "equitability" was reaffirmed. Roger Beck recognized Placer County's concern related to Washoe County expenses, but confirmed that this methodology for determining equity is responsible. Jennifer agreed that methodology appears to be sound, but Placer County is still concerned with reporting based on booked revenue (what is projected) vs. actual arrived. She requested conference information from 2005/06. Jennifer clarified that Placer County's concern is not based on marketing expense, but operational expense. She said the issues brought forward in December 2008 have not been addressed. Jennifer feels that in order to determine whether the coop is a beneficial partnership, we need to understand how Incline's efforts benefit Placer County. Ron McIntyre expressed concern that this issue will not be resolved; however, he suggested if there is a final solution, that a broader margin of equity is set (25%) to determine equitability in the future.

13.0 CHAMBER OF COMMERCE REPORT

13.1 Kym Fabel reported that 50 members renewed their memberships in March for a current total of 644 chamber members. Steve Teshara noted that although we have experienced some cancellations, membership renewals are generally coming in strong despite the current challenging economic climate.

- 13.2 Kym reported that in March, the Chamber organized a ChamberEDucation series related to marketing. She noted that topics were drawn from results from the Chamber's holiday business survey. She said the seminars have been generally well attended. The final seminar in the current series entitled *Marketing 101* will be held tomorrow, Thursday April 2nd beginning at 8:30 a.m. The event will be held at Sawtooth Ridge in Tahoe City.
- 13.3 Kym announced that a joint mixer with the Truckee Donner Chamber of Commerce is scheduled to be held tonight at EventMaster's new location in Truckee. The next mixer is a joint mixer with the North Tahoe Business Association on April 16th. The event will be held at the North Tahoe Events Center (NTEC) beginning at 5:00 p.m.
- 13.4 The June 3rd Business Expo is also scheduled to be held at NTEC. This is a new location for the event. Kym reported that she has begun planning for the Summer Recreation Luncheon scheduled to be held June 10th. The Membership Directory will be distributed to the membership at the end of June.

14.0 MARKETING REPORT

- 14.1 Andy Chapman reported that on March 19th, several NLTRA staff attended the annual Placer County Economic Development Summit. The keynote speaker was Caroline Betetta with the California Travel and Tourism Commission (CTTC). She reported on what California is doing to market the state in the current economic climate. Andy reported that Dean Runyan was also there to present the preliminary findings and recommendations of the Placer County Countywide Tourism Study. The study will be available on the www.nltra.org this month. Staff is reviewing a draft of the Web site Visitor survey conducted by RRC Consultants. The study will also be on www.nltra.org. Steve Teshara said the Executive Committee directed staff to prepare an analysis of the Resident and Visitor Surveys to highlight changes from the last surveys. The surveys will be distributed to the Board for review and discussion at the next meeting.
- 14.2 Andy reported that February data shows that unique visitors to the Web site are down 4.1% from last year, but property referrals (conversion) are up.
- 14.3 Andy said a full report on the expanded winter marketing campaign will be presented to the Board next month.
- 14.4 The 2009 Mountain Travel Symposium (MTS) is underway in Keystone, Colorado, and staff is currently meeting with travel and wholesale operators to sell next winter season. Andy confirmed that there is an effort to bring MTS back to our area in 2011/12.

15.0 ACTIVITY REPORT

- 15.1 Ron Treabess reported on the current status of the North Lake Tahoe Express. He said both ridership and revenue for February and March have increased over last year.
- 15.2 Ron reported that ridership on the Tahoe Vista/Northstar demonstration shuttle has averaged 7.75 passengers per vehicle service hour which compares favorably with the adopted transit criteria.
- 15.3 Ron reported that the Regional Wayfinding Signage demonstration project that was approved by the NLTRA Board at last month's meeting is moving ahead. The project is now awaiting Board of Supervisors approval. The complete Tahoe City Transit Center project received TRPA approval this week.

- 15.4 On March 18th, the performing arts stakeholder group met to discuss forming an organization to provide support for performing arts and other cultural activities in the area. He said the NLTRA is not the lead, but participating in this process.
- 15.5 The Olympic Heritage Museum and Celebration group will give a status report on their progress at the May Board meeting.
- 15.6 Ron reported that staff has received the results from the Resident survey. He noted that he used the information to determine whether projects in the Integrated Work Plan projects are still consistent with community feedback.
- 15.7 Ron reported that the TRPA has also approved the final three sections of the Lakeside Bike Trail. The TCPUD is looking to begin work this fall and will be coming back to the NLTRA for additional infrastructure grant funding.

16.0 PRESIDENT & CEO REPORT

- 16.1 Steve Teshara confirmed that the TRPA Governing Board approved the Tahoe City Transit Center project. In addition, as Ron Treabess indicated, they also approved the Lakeside Trail phases V through VII. The TRPA appointed former Agency Counsel Joanne Marchetta as TRPA's new Executive Director. He feels Ms. Marchetta has a clear grasp on issues and challenges facing TRPA and the Tahoe Basin.
- 16.2 Steve reported that the TNT/TMA will meet at Granlibakken tomorrow to discuss the numerous Caltrans projects this summer along Highway 80, Highway 89 and Highway 28 and the potential impacts to visitation; also the NDOT projects on Nevada State Route 28 which include a three week highway closure. Jennifer suggested the consumer Web site include a link to the Caltrans Web site or weekly updates about the highway situation. Alex confirmed that the Chamber would notify the lodging providers of the highway closures.
- 16.3 Steve reported that the staff at Dean Runyan Associates is working to update our previous report on the *Economic Significance of Travel to the North Lake Tahoe Region*. He said our portion of the update relied on the completion of the Countywide study. He noted that it was cost effective to coordinate with the County effort. A draft of the study should be completed in the next month.
- 16.4 Steve Teshara repeated that a special meeting with the Chamber Advisory Committee and school district representatives is planned to be held at the Tahoe City Public Utility District on Tuesday, April 7th beginning at 9:00 a.m. The purpose of the meeting is to discuss the issues facing the school district with the business community.

17.0 DIRECTORS' COMMENTS

- 17.1 Julie Regan announced that the new General Counsel at TRPA is Nicole Rinke. Julie reported that she serves on a 5 person TRPA executive team. She committed to continue representing the concerns of the NLTRA Board as they strategically plan to tackle issues facing the Tahoe Basin. Julie reported the TRPA Governing Board passed an invasive species inspection fee going into effect May 1st. She suggested that the NLTRA pass the information along to all lodging providers. More information is available at www.trpa.org. She offered to make a presentation to the Board about the program.
- 17.2 Steve Kastan reported on comments in a letter written by Placer County Supervisor Jennifer Montgomery to the NLTRA Board. She thanked the Board for their work and partnership with Placer County on behalf of the community. She assured the NLTRA Board that she would work to reaffirm the long standing relationship with the County. Her commitment is to maintain the 60/40 funding split. She said in difficult economic times there is a need to work together to provide "the best level of service to eastern Placer County residents." She said

the current and anticipated reductions in NLTRA funding levels are short term. Jennifer vowed to work with her staff to create a better working relationship with the NLTRA. Discussion followed in regards to TOT collections and amount budgeted for this fiscal year. Ron McIntyre confirmed that if TOT is down significantly, 25% in third quarter and 50% in 4th quarter, the NLTRA would still make its contract amount. Jennifer said that is based on the 60/40 split which no longer exists. Dave Wilderotter said the amount should be based on a percentage of TOT. Ron McIntyre expressed concern that the funding amount is not currently based on existing Board of Supervisors policy. Jennifer said the contract was negotiated as \$4.1 million based on collections. Alex Mourelatos said the 60/40 split does exist and although the Board of Supervisors approved a contract, there was no vote on a funding policy change. Jennifer recommended the Executive Committee discuss the issue with County Counsel. Alex feels it is not the opinion of the Board of Supervisors that a single contract modified the previous resolution. He participated in the contract negotiations last year and the NLTRA accepted the contract as a fixed amount at the request of the CEO's office and we were not given an alternative.

18.0 MEETING REVIEW AND STAFF DIRECTION (ACTION STEPS)

- 18.1 The Board directed staff to include a measurement baseline in the Marketing Performance Review Document. It was also suggested to integrate performance results into our decision making and develop operational goals for each department.
- 18.2 Staff will prepare a history of TOT collections for distribution to the Board next month.
- 18.3 The Board directed staff to agendaize for further discussion the issue related to TOT collections, funding percentages, and the amount budgeted for next fiscal year.
- 18.4 Andy will provide Jennifer Merchant with information related to 2005/06 conference sales.
- 18.5 Steve Teshara confirmed that the Executive Committee directed staff to prepare an analysis of the Resident and Visitor Surveys to highlight changes from the last surveys. The surveys will be distributed to the Board for review and discussion at the next meeting.
- 18.6 Staff will make a full report on the expanded winter marketing campaign at the May Board meeting.

19.0 ADJOURN TO CLOSED SESSION

- 19.1 The meeting adjourned to Closed Session at 12:07 p.m.

20.0 RECONVENE TO OPEN SESSION

- 20.1 Board Chair Mourelatos reported that the Board provided direction to the President and CEO regarding personnel matters.

21.0 ADJOURNMENT

- 21.1 The meeting adjourned at 1:20 p.m.

Submitted by,
Sarah Holster
Executive Assistant



FINANCE COMMITTEE MINUTES

Monday, March 30, 2009 – 11:00 a.m.

NLTRA Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Ron McIntyre, Deb Dudley, and Gretchen Nedved

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

OTHERS IN ATTENDANCE: Kay Williams

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 11:00 a.m. by Chairperson Deb Dudley and a quorum was established.

2.0 PUBLIC FORUM

2.1 There were no public comments.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (McIntyre/Nedved) (3/0) to approve the agenda as presented.

4.0 APPROVAL OF MINUTES

4.1 M/S/C (McIntyre/Dudley) (3/0) to approve the Finance Committee minutes of March 2, 2009 as presented.

5.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FEBRUARY 28, 2009 FINANCIAL STATEMENTS

5.1 Sally Lyon reviewed the Financial Analysis for the eight months ending February 28, 2009. The Statement of Financial Position showed that at the end of February operating cash is \$587,000. Marketing Cooperative cash is \$136,000 and Infrastructure cash is \$579,000. The receivable from the County for Marketing, Transportation, and G & A is \$1.6 million. Infrastructure funds being held by the County is booked as a separate receivable in the amount of \$5.5 million. Unearned revenue and deferred support related to Infrastructure is \$6 million. Chamber membership accounts receivable is down \$31,000 with good collections on Chamber memberships that were billed in January. Accounts payable is up \$23,000 from a month ago. Advanced ticket sales at the end of the month for Ski Tahoe North tickets are \$41,000. Change in net assets is \$80,000 for the month of February and \$167,000 year-to-date.

- 5.2 The Statement of Cash Flows shows that cash and cash equivalents, including Infrastructure Investments, is down \$283,000 from the same month a year ago with spending down of infrastructure funds as requested by the County. There is a total decrease in cash of \$99,000 for the eight months ending February 28, 2009.
- 5.3 Sally highlighted items on the variance report. She noted Ski Tahoe North tickets are up for the month by \$7,000 and \$24,000 year to date. Conference Sales commissions are also over budget year-to-date through February. She noted that both Chamber revenues and expenses are under budget. Sally reported that transportation projects such as the North Lake Tahoe Express are behind on billing for the month, but projected to catch up by the end of the year.
- 5.4 **M/S/C (McIntyre/Dudley) (3/0) to recommend to the NLTRA Board of Directors the approval of the February 28, 2009 Financial Statements.**

6.0 REVIEW OF NLTRA METHODOLOGY FOR ALLOCATING GENERAL AND ADMINISTRATIVE EXPENSES

- 6.1 Steve Teshara reported that in response to committee requests from last meeting, staff has provided a written letter from our Independent Auditor, Beth Kohn-Cole of Kohn Colodny LLP, related to the NLTRA's G & A allocation methodology. Ms. Kohn-Cole indicates that the process is acceptable. Gretchen Nedved asked that before action is taken, the County is provided with an opportunity to review the policy. Sally confirmed that this item was included for informational purposes only. Steve reported that when County Auditor Andy Sisk conducted a NLTRA audit two years ago, he accepted the policy. However, he encouraged Gretchen to seek reaffirmation. Steve further described the methodology process. He said the allocation is applied equitably, with the exception of Visitor Support Services and Infrastructure which is capped by the Placer County Contract. He said if we used the allocation method across the board, Marketing would not subsidize Transportation and Infrastructure G & A by approximately \$115,000 as is currently the case. He said last year, the Executive Committee brought the issue forward to the County and the cap was increased by 5%. He said it is the Board's decision whether to continue addressing this issue with the County.
- 6.2 Deb Dudley reported that she received an e-mail this morning from Finance Committee member Ron Parson in regards to this issue. He expressed concern that the information provided is not adequate. Deb said it is her understanding that Ron would like more information related to wage comparisons. She communicated to Ron that information related to staff salaries are to be discussed under Closed Session of the Board and not at the committee level. Steve confirmed that under Closed Session at the next Board meeting, he is bringing forward information related to the organizational structure of the company including job descriptions. He said Ron is welcome to express any concerns at that time.

7.0 REPORT OF FOLLOW UP ITEMS FROM PREVIOUS MEETINGS

- 7.1 Steve Teshara confirmed that staff has talked with Jan Colyer with the TNT/TMA in regards to the rental car mitigation fees issue. Staff is now working with the TRPA to streamline the flow of funds from the TRPA to the TNT/TMA and that the NLTRA may take itself out of this funding flow. Steve confirmed that there is no documentation available in the NLTRA files that any of this funding was ever used to help fund transit operating expenses.
- 7.2 Sally and Gretchen are working to revise the NLTRA/Placer County TOT reporting format to make it a more useful report. Gretchen confirmed that the intent is to link the report to

the NLTRA's Financial Statements. Staff will bring a draft report back to the committee in May for review.

8.0 COMMITTEE MEMBER COMMENTS

8.1 Sally Lyon reported that the next Finance Committee meeting is scheduled for Monday, May 18th beginning at 11:00 a.m.

9.0 ACTION ITEMS

9.1 Staff will bring a revised NLTRA/Placer County TOT report to the next committee meeting for review.

10.0 ADJOURNMENT

10.1 The Finance Committee meeting adjourned at 11:25 a.m.

Submitted by,
Sarah Holster
Executive Assistant



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CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

March 31st, 2009 – 9:00 a.m.

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Liz Dugan, Jan Colyer, Dave Wilderotter, Alex Mourelatos, Cheri Sprenger, Kay Williams, Joy Doyle, Deb Dudley, Heather Leonard and Ron Yglesias

RESORT ASSOCIATION STAFF: Steve Teshara, Kym Fabel, Ron Treabess and Whitney Parks

OTHERS IN ATTENDANCE: Pettit Gilwee

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order at 9:10 a.m. by Chair Cheri Sprenger and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Pettit Gilwee reported on behalf of the California Travel and Tourism Commission (CTTC). The California Tourism Marketing of Excellence entry forms have been posted to the www.tourism.visitcalifornia.com web site. Winners will be awarded at the California Tourism Conference at Newport Beach in June.
- 2.2 Alex Mourelatos discussed the Placer County Economic Development Breakfast. He said the program focused on speakers discussing the importance of tourism in Placer County. Carolyn Betteta of the California Travel and Tourism Commission reviewed and discussed the CTTC's public-private marketing campaigns and how they benefit the state and Placer County. Dean Runyan, President of Dean Runyan Associates, presented the summary highlights of the new Placer County county-wide tourism study. Alex said they both discussed the importance of Lake Tahoe and tourism on the economic climate of Placer County.
- 2.3 Jan Colyer announced that the Tahoe City Transit Center was approved by the TRPA Governing Board last week.
- 2.4 Ron Treabess reported that he was in attendance at this meeting to discuss the Tahoe Truckee Unified School District's request that the Chamber hold a business forum to discuss issues related to the District's significant budget shortfall. Ron said the District is considering a variety of decisions, including potential changes in school staffing, programs, and even the possibility of school closures. Ron and Steve Teshara indicated both the NLTRA and Chamber have been contacted by members and other interested citizens

expressing concern about the school district's level of communication with the community regarding these decisions. In response to the school district's request, the Chamber Committee agreed to help host a forum with TTUSD officials next Tuesday, April 7th, starting at 9 a.m. at the TCPUD Board Room. The Chamber and its community partners will help publicize the forum, inviting their board and other interested members.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 M/S/C (Mourelatos/Wilderotter) (10/0) to approve the Chamber Advisory Committee agenda as presented.**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

- 4.1 M/S/C (Doyle/Colyer) (10/0) to approve the Chamber of Commerce Advisory Committee meeting minutes of March 3, 2009 as presented.**
- 4.2 Dave Wilderotter clarified his thoughts in connection with the discussion regarding the Community Marketing Program (CMP) Grant. He said he would like to see the Chamber logo in as many places as possible in order to increase awareness of the Chamber.

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel discussed upcoming mixers and distributed a schedule of Chamber events. She encouraged everyone to check their email because she has included important information regarding the closure of Interstate 80 and the increase of sales tax. She asked everyone to send her any pertinent information that should be distributed to the membership. There was discussion regarding the I-80 detours during nighttime closures. Steve added there would be a separate detour for cars from RVs, trucks and busses. Dave Wilderotter asked if CalTrans and the Nevada DOT could include regular information in the Sierra Sun.
- 5.2 Kym reported on the business plan implementation report for the month of March. She discussed the Chamber Education Business seminars, "Getting Greater Returns on Your Shrinking Dollar". The seminars were generally well-attended and received good feedback. Alex Mourelatos suggested offering the seminars again on different days of the week in various locations. Kym said that the Chamber would be repeating at least some of the seminars. She announced that the annual Chamber Business Expo will be held at the North Tahoe Events Center on June 3rd, the Summer Recreation Luncheon will be held at Sunnyside and the Winter Recreation Luncheon will be held at Northstar. Kym and Sally attended an Economic Development luncheon regarding small business counseling; she will send out more information as it becomes available. In the month of March, there were 50 renewals and 6 new members. There are currently 644 total Chamber members. There will be a mixer on April 1st with the Truckee Donner Chamber at Eventmasters. Kym reported that Daryn Talbot has included the location of the Visitor Information Centers on his latest "Around Lake Tahoe" CD. Steve reported that he continues to be involved with the Lake Tahoe Community Indicators Project; the project is transitioning into Phase Two to retain consultants in order to populate the indicator with data in order to determine trends. He also continues to work on the regional plan with TRPA through the Joint Tahoe Chamber's Regional Plan Initiative. He said that the

Executive Director Joanne Marchetta is very interested in creating an easier process to move projects through the TRPA project review system.

6.0 STATUS REPORT ON FY-2009/10 COMMUNITY MARKETING GRANT FUNDS THAT REMAIN AVAILABLE FOR EXPENDITURE

6.1 Cheri Sprenger reported that there is \$1500 remaining in the FY 2008/09 funding cycle of the Community Marketing Program Grant. A tardy grant request was received by the Lake Tahoe Music Festival (LTMF). The request submitted was for \$3000. There was discussion regarding what the LTMF could offer the Chamber for a smaller grant than \$3000. Cheri discussed the potential sponsorship of the NTBA's Kings Beach concerts. She said the concerts have doubled in size over the last two years. For \$350, sponsors receive logo placement and a booth at the concert. Dave Wilderotter said we may want to grant this money so it would reach outside of the community partner's districts. He discussed granting money to the West Shore Association's Opening Day on the Lake. Dave also said that we could save this money for next fiscal year or return to events that we have previously granted. Cheri does not feel we should carryover grant money to next fiscal year in a budget crisis, particularly when we are asking for additional money for this grant program. Kay suggested using funds to promote and advertise a calendar of event that would be distributed by the lodging properties in advance to their email databases, and hard copies would be available at lodging properties' front desk and at the visitor centers. Heather Leonard suggested creating a one sheet that would show upcoming events for the next two weeks to be distributed every two weeks. Pettit agreed with Heather that this would be a great idea. There was discussion regarding the cost that would be associated with the calendar piece. Kay said if we had the piece professionally produced, there would be a cost. Kym said the piece could be produced in house by Whitney at no cost. Dave suggested the title "This Week in Tahoe". He said the calendar should be very simple. Cheri suggested putting community partners' logos across the bottom of the calendar, and each lodging property would put their own header on the calendar. Kay suggested adding highlighted larger events on the website with links to the event's web site.

6.2 **Direction to staff: Steve summarized that for the time being, we will leave the \$1500 remaining funds open, and staff will create a plan on the production and distribution of the "This Week in Tahoe" event calendar piece.**

6.3 Cheri said that if the grant money is not used by the calendar piece, we should grant money to several events in the amount of \$200-\$300 in order to spread the visibility of the Chamber logo.

7.0 STATUS REPORT/DISCUSSION – OUTCOMES AND NEXT STEPS – MARKETING WORKSHOPS FURTHER DEVELOPMENT OF ROI REPORT ON COMMUNITY MARKETING GRANT PROGRAM

7.1 Steve reviewed the written material that came out of the February 24th Joint Committee Marketing workshop and the March 3rd Community workshop (included in this month's meeting packet). Steve said that there was "energy" around two primary issues. There was a lot of energy around special events, and the NLTRA is planning to hold a special events workshop to discuss:

- o The role of the NLTRA with special events.
- o What is a special event? Community events, large scale events, etc?
- o When should special events be held?

Steve said the event will be held sometime in April.

- 7.2. Steve also reported that there was a lot of “energy” regarding the GoTahoeNorth.com website. People suggested the site should be easier to navigate and look more modern and hip. Other identified issues discussed at the workshops included direct marketing, conference sales and a research budget for marketing such as focus groups and surveys, and continued annual community workshops.
- 7.3 Kay Williams said there was a lot of diverse opinion at the workshops regarding special events. Many people were discussing large scale events such as the Dew Tour, while others were discussing smaller-scale community events. Steve said the issue of better defining special events will be discussed at the workshop. Alex felt there was concern over small events and their level of ROI. He said this Committee needs to demonstrate the success of the CMP grant program. He also discussed the support of helping with events through the avenue of staffing expertise. Steve said staff will help create an ROI case for smaller community events. He also said the “This Week in Tahoe” event schedule will also underscore the importance of the community events. Deb Dudley said we need to decide the priority surrounding events: do we want increased room nights or increased publicity? There was discussion regarding where an increased amount of funds for the Community Marketing Program would be located in the NLTRA budget. Steve said this would ultimately be the decision of the Committees and the NLTRA Board, but he feels the Chamber Advisory Committee has done an excellent job of creating the CMP grant process. Alex discussed the fact that some larger scale community events continue to ask for grants each year, and he feels the Committee should discuss where these events will fit into the budget. There was discussion about the role of the NLTRA in being proactive to research and pursue larger scale events.
- 7.4 Joy Doyle noted that there was also a lot of workshop discussion around Autumn Food and Wine Festival. Steve reminded everyone that Autumn Food and Wine is structured to pay for itself through sponsorships and event revenues. It does not receive a budget allocation that can be redirected to other events or marketing needs. Cheri said the Committee needs to create a reasonable ROI standard and define what type of staff support would be available for these events. Heather Leonard suggested creating a packet of information that will help people produce a ROI report. Deb Dudley noted that most Visitor and Convention Bureaus do not give grant money without meeting with the event to discuss the process and ROI reporting. Kay said that NLTRA staff could outreach events as they are posted on the GoTahoeNorth and Chamber event calendars. Alex recommended that this Committee should request an additional \$40,000 - \$50,000 to help with the incubation of new events and the support of larger scale regional events.

8.0 COMMITTEE WORKSHOP – SOLICITING INPUT RE: DEVELOPING THE DRAFT UPDATE FOR THE FY 2009/10 CHAMBER BUSINESS PLAN

- 8.1 Steve said that staff is looking for direction regarding changes of the FY 2009/10 Business Plan. He said that last year, the Committee did a lot of work particularly on section 4 of the plan. Steve said staff would review the introduction and wording of the plan in order to make sure all information is current; for example, Justin's email comments regarding removal of the term “Pure Experiences”. Steve discussed the business plan implementation that is presented to the Committee each month to ensure the plan is being followed. Steve reviewed the objectives of the plan with the Committee. The Committee agreed that no major changes may be necessary for the FY 2009/10 business

plan. Alex said we should keep Objective 4 regarding the CMP grant process open until we see the input from the Special Events workshop. Cheri said that the Committee would revisit this agenda item in June to make any other necessary changes. Kay said that she has noticed improved communication with the community and feels this is great progress.

9.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

- 9.1 Liz Dugan reported that Squaw should be open until May 15, 2009. She said that the sales of the reduced-priced season pass are going very well; they will be on sale until May 11. She reported there will be a memorial this weekend, April 5th, for Shane McConkey; more information is available at www.shanemcconkey.org.
- 9.2 Kym Fabel encouraged everyone to send front line employees to the Summer Recreation luncheon.
- 9.3 Jan Colyer said that plans for summer transit services are still being finalized. She noted there is also some exploration on a local water taxi service.
- 9.4 Cheri Sprenger said that the NTBA Clean Up Day is scheduled for June 6th. She also said they are working on the 3rd of July fireworks in Kings Beach.
- 9.5 Kay Williams said the WSA is continuing to work on Opening Day on the Lake. She reported the "Splash In" plane fly in will be held at Obexer's. She confirmed that there is again no operator for Chamber's Landing this year. She said that Pisano's Pizza may be closing, so the owners are putting more emphasis on West Side Pizza. The WSA is testing the event schedule email blast strategy and would like all business associations to help blast information to their databases.
- 9.6 Whitney Parks reported that the Tahoe Truckee Earth Day will be held at the Village at Squaw on Saturday, April 18th. The Patagonia Wild and Scenic Film Festival will be held at the Olympic Village Lodge on Friday, April 17th.

10.0 ADJOURNMENT

- 10.1 The meeting was adjourned at 11:23 a.m.

Submitted by:

Whitney Parks, Administrative Assistant



**JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE
MEETING MINUTES
Monday, April 27, 2009 – 1:30 p.m.**

Tahoe City Public Utility District

PRELIMINARY MINUTES

ATTENDANCE: Keith Vogt, Guy Perman, Will Garner, Jan Colyer, Tom Murphy, Jim Kercher, Rick Lierman, Gary Davis, Dave Paulson (1:38 p.m.), Debbie Casey (1:44 p.m.), Jennifer Merchant (1:45 p.m.) and Sue Daniels (1:47 p.m.)

STAFF IN ATTENDANCE: Ron Treabess, Steve Teshara, and Sarah Holster

OTHERS IN ATTENDANCE: Rob Weston, George Koster, Curtis Aaron, Bill Clark, and Linda Williams

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The meeting was called to order at 1:34 p.m. by Vice Chair Tom Murphy and quorum was established.

2.0 PUBLIC FORUM

2.1 There were no comments.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Vogt/Kercher) (9/0) to approve the agenda with the removal of item G, as requested by staff.

4.0 APPROVAL OF JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE MEETING MINUTES

4.1 M/S/C (Beck/Vogt) (9/0) to approve the Joint Infrastructure/Transportation Committee minutes of March 24, 2009 as presented.

5.0 STATUS REPORT – WINTER 2008-2009 AND SUMMER 2009 TRANSPORTATION UPDATE PRESENTED BY TNT/TMA, TART AND STAFF

5.1 Jan Colyer reported on winter nighttime services. She said nighttime ridership is up 15% over last year. She said LSC Transportation Consultants reported that passengers per vehicle service hour are strong on all routes. She noted that the final run from Granlibakken has relatively low ridership and may be eliminated next year.

5.2 Will Garner reported on TART winter services. He said overall TART ridership is up 5% from last year. He said the added service on Highway 267 is up 6%. Passenger per vehicle service hour is also up from last year. He noted that there were fewer days but more service per day. Will mentioned that West Shore ridership dipped but maintained good numbers. The Incline route decreased over last year. He attributed the decrease

to the economic downturn and fewer seasonal employment opportunities. Ridership by employer shows that Northstar had the highest employee ridership at 37%. He said overall employee ridership increased 10% over last year.

- 5.3 Jan Colyer led a review of the North Lake Tahoe Express financials. She said ridership on the new routes is very successful. She said April and May are anticipated to have decreased ridership, as they traditionally do during this slower business season. Jan noted that a small group workshop will be scheduled to further review the service.
- 5.4 Ron Treabess reported that preliminary ridership figures for the Sugar Bowl Skier Shuttle show the validity of the service. He said Truckee and other potential partners are discussing the possibility of expanding the service next season.
- 5.5 Dave Paulson reported on the Tahoe Vista/Northstar Shuttle Pilot Program. He said the service was successful. The total cost of the service was \$19,000. Ridership numbers showed an average of 55 passengers per day and 11 per vehicle service hour. He noted that 500 guests used the 32 day service. Other numbers show the highest ridership on Highway 267. He suggested a later return from Northstar to accommodate more resort guests and employees. Ron said the service was operated this year to demonstrate the need. He said Northstar and the lodging providers in Tahoe Vista may want to collaborate and provide the service next season. Based on committee input, no TOT funding for this service has been included in the NLTRA's proposed FY-2009/10 Transportation Budget.
- 5.6 Will Garner reported on TART's plan for this year's summer services. He said the plan includes 30 minute bus service between Tahoe City and Stateline. As in the past, the NLTRA will contribute funds to the year round Highway 89 summer service. The Tahoe Vista/Kings Beach/Stateline Trolley will continue this summer. The nighttime service will run from Squaw Valley to Stateline from 6:00 p.m. to midnight. The portion of service to the Hyatt will not be provided this year due to reductions in funding from the Washoe County Regional Transportation Committee's (RTC). TART is working to secure federal funds from the Nevada Department of Transportation for the regular TART daytime routes in Incline Village. He confirmed that nighttime ridership is highest from Squaw Valley to Stateline. The night route will now run more efficiently and regularly serve Granlibakken. Steve Teshara reported that there is a new plan to serve the West Shore during the daytime. South Shore's BlueGo will now serve Tahoma connecting there with regular TART services. The Emerald Bay Connection will run hourly. The U.S. Forest Service, which in the past funded the Emerald Bay shuttle using SNPLMA funds, will redirect a portion of the funds through the TTD to BlueGo and a portion to TART. Ron Treabess reported that the Tahoe City Trolley will be eliminated this year with the exception of Farmer Market Thursdays. He said the TRPA requires Trolley service on Thursdays to mitigate Farmer's Market traffic. Ron confirmed that discussions are underway with TRPA to eliminate this mitigation requirement. Dave Paulson asked if the Trolley will be reconsidered once the Transit Center is completed in Tahoe City. Will said it depends on operating money but added that the service may not be necessary due to more walking opportunities from the Transit Center into town. He confirmed that ridership is low on the Tahoe City Trolley. Rob Weston asked about the potential of using smaller buses to shuttle guests through town. Will said once funding becomes available, TART's System Plan includes neighborhood shuttles.
- 5.7 Ron reported that the NLTRA has again contracted with the CHP to provide summer traffic management in Tahoe City and Kings Beach during peak summer periods.

6.0 STATUS REPORT: SQUAW VALLEY OLYMPIC MUSEUM AND WESTERN SPORTS HERITAGE CENTER

- 6.1 Ron Treabess reviewed that in October 2008, the Placer County Board of Supervisors approved an infrastructure allocation to accelerate planning and development of phase II of the business plan for the Squaw Valley Olympic Museum and Western Sports Heritage Center. As part of the approval process, the Board requested that the committee present a status report to the Joint Committee and NLTRA Board on the progress of work.
- 6.2 Bill Clark reported on the legal status and financial structure of the organization. He said the organization has secured its IRS 501(C) 3 charitable non-profit status and has formalized independent banking and bookkeeping procedures. Through an RFP process, the committee selected a Master Plan Team consultant led by the Gary Davis Group and a museum planning firm. The committee is also working with an architect to design conceptual space for the museum. The committee hired Linda Williams as a manager to keep the project moving forward.
- 6.3 George Koster reported the committee is working with the International Olympic Committee (IOC) and the United States Olympic Committee (USOC) to secure licensing for use of the Olympic name and five rings logo. The licensing will help support branding and corporate sponsorships.
- 6.4 Linda Williams reported on the public outreach and awareness program for community involvement. She noted logo development is being finalized pending licensing. The committee launched two preliminary Web sites to raise public awareness and encourage donations. She has contacted local organizations, schools, and businesses to create awareness. Bill added that the group attended the International Ski History Congress in March. The event was held in Mammoth. He said it was a great opportunity to promote the anniversary celebration to an international base. The committee is working with historians to contact and invite athletes and participants from the 1960 Winter Olympics to participate in an ambassador program. Linda said the Sierra Sun newspaper will feature an article requesting museum collections.
- 6.5 The museum master planning effort is being lead by the Gary Davis Group. The completion date is scheduled for June 2009. The master plan includes several components including a site analysis, museum concepts and collections, an operations plan, and funding analysis. The consultants have been speaking to many members of the community to get general feedback related to the museum.
- 6.6 Rob Weston reported that the Olympic Heritage Committee (OHC) has a great deal of support. The fundraising events have been well attended. Nancy Cushing of Squaw Valley Ski Corporation scheduled interviews with ski areas, former Olympians and current athletes to discuss proposed events for the anniversary celebration. He said they are planning historical reenactments, modern sports competitions, youth and educational events, community and cultural events. The intent is to have the 2010 Activities Calendar (40 events) available to the community in the near future. The IOC has a new policy that only the host countries can carry the Torch. This is because of the protests in other countries as the Torch as being carried last year to Beijing. He noted that the OHC is planning a torch event for our area. Sue Daniels said she is in contact with people who carried the torch during the 1960 Winter Olympics and will put them in contact with the OHC. George reported that the team will return to the committee with a preliminary site analysis. He said the following phase will focus on the capital campaign. Rob Weston noted that the committees will need marketing funds to support this anniversary effort.

7.0 PRESENTATION AND POSSIBLE ACTION TO RECOMMEND AN INFRASTRUCTURE ALLOCATION OF UP TO \$200,000 TO THE NORTH TAHOE PUBLIC UTILITY DISTRICT TO PROCEED WITH THE ENVIRONMENTAL WORK FOR THE DOLLAR HILL TO TAHOE VISTA MULTI-PURPOSE TRAIL

7.1 Ron Treabess reported that the proposed Dollar Hill to Tahoe Vista Multi-purpose Class 1 Trail is an important link in the Resort Triangle Trail System. The project is also consistent with the NLTRA's Master Plan. This project has resumed after being stalled for two years due to concerns over potential impacts to wildlife. The NTPUD is the lead agency and has moved into the environmental review phase of this project. The California Tahoe Conservancy is the primary project funding agency. The current California bond freeze has limited the Conservancy's ability to fund work on this project. Funding from the NLTRA would allow the environmental review to continue to ensure a timely completion when Conservancy funding is restored. The request is also consistent with the funding capabilities of the 2008-09 NLTRA Infrastructure budget and the 2008-2013 Integrated Work Plan. Ron noted that if state funds become available, the NLTRA allocation will not be needed. Tom Murphy said it was his understanding that state funds are now available. Curtis Aaron, NTPUD General Manager, said at this time it is still unclear what the funds will be available for.

7.2 Mr. Aaron confirmed that NTPUD is close to completing the project environmental review document. NLTRA funding in the amount of \$180,000 would be used for continued environmental planning, while \$20,000 will be used for contingency. The NTPUD anticipates project construction to begin in 2010, once environmental documentation is completed and the document certified. Gary Davis asked about the project timeline. Curtis said the NTPUD is tracking close to schedule with the exception of the environmental review; the actual completion date is not yet known because the process was slowed when state funds were frozen. Roger Beck expressed concern related to the contingency amount. Ron confirmed that we have funded contingency in the past. Curtis explained that NTPUD's billing to the NLTRA will be based on actual expenditures. Gary said the Conservancy remains committed to funding the project. Guy Perman asked about potential reimbursement. Curtis said NLTRA funding would not be reimbursed, but the future construction request would be reduced.

7.3 **M/S/C (Vogt/Perman) (12/0) to recommend to the NLTRA Board of Directors the approval of an infrastructure allocation of up to \$200,000 of interim funding to the North Tahoe Public Utility District to proceed with the environmental work for the Dollar Hill to Tahoe Vista Multi-Purpose Trail.**

8.0 PRESENTATION AND POSSIBLE ACTION TO RECOMMEND APPROVAL OF AN ADDITIONAL INFRASTRUCTURE ALLOCATION OF UP TO \$7,500 TO COMPLETE THE REGIONAL WAYFINDING SIGNAGE DESIGN MANUAL

8.1 This item was tabled until further notice.

9.0 DISTRIBUTION OF COMMUNITY MAILBACK AND VISITOR WEB SITE SURVEYS AND DISCUSSION OF TRANSPORTATION/INFRASTRUCTURE ISSUE FINDINGS

9.1 Ron Treabess reported on the Community Mailback and Visitor Web site surveys and provided an analysis related to Transportation/Infrastructure issue findings. He said feedback supports our current planning and project priorities. Transportation concerns are still key issues for our community and visitors. The bike trail project continues to be a high priority, in addition to regional wayfinding signage. Jennifer Merchant asked about the NLTRA's plan to distribute the information to the community and interested parties. Ron said the information is currently available on www.nltra.org. He said it was his intent to review the survey with the NLTRA Board and committees prior to releasing the

information to the community. Tom Murphy suggested we share the results with the Town of Truckee to encourage them to participate in transportation services.

10.0 PRESENTATION, DISCUSSION AND POSSIBLE ACTION TO RECOMMEND APPROVAL OF THE DRAFT INFRASTRUCTURE/TRANSPORTATION 2008-2009 PROJECT BUDGET

10.1 Ron Treabess reported on the FY-2009/10 budget development process. He said the Joint Committee is to conduct a final review of the draft budget and consider approving a recommendation to the NLTRA Board. Ron reported on Transportation and Infrastructure budget needs. The transportation request is for \$1,213,000 for services and \$324,000 for research and planning, personnel and overhead for a total of \$1,537,000. He said this is an increase of approximately \$126,000 over last year. Currently there are infrastructure projects anticipated for next fiscal year in the amount of \$1.9 million, but he does not anticipate the full amount actually being applied for and spent. He noted that \$5.6 million of infrastructure funding is being held by Placer County. Steve Teshara said the Finance Committee will review a requested TOT budget for submittal to the Placer County CEO's office at the end of May. Jennifer Merchant said the CEO's office has indicated that the NLTRA's TOT Budget will be cut by \$500,000 from this year's level and that the cuts will be, by percentage, assessed to marketing, transportation and infrastructure. Based on this approach, she expressed concern that the transportation budget is requesting approximately half of that so the balance would have to be divided by marketing and infrastructure. She characterized NLTRA staff's proposal to take the \$500,000 for additional county services out of infrastructure rather than proposing other cost saving measures and distributing the cost across other departments. She expressed concern that the transportation budget request is higher than last year. Steve noted that the CEO's total of \$500,000 more from Tahoe TOT for County services included \$175,000 for TART baseline services. He noted that additional funding for TART baseline services has been included in this NLTRA budget request and that the transportation total budget increase is only \$126,000. This increase could be further reduced if the NLTRA and TNT/TMA area able to formally secure SNPLMA funds from the U.S. Forest Service to help support TART summer service on the West Shore.

10.2 M/S/C (Beck/Vogt) (9/0/1 Abstention-Merchant) to recommend to the NLTRA Board of Directors the approval of the draft Infrastructure/Transportation 2008/09 Project Budget in the amount of \$1,537,000 as the working draft amount for the overall NLTRA budget development process.

11.0 POSSIBLE COMMITTEE DISCUSSION AND DIRECTION TO STAFF AS TO FUTURE NLTRA INVOLVEMENT IN THE IMPLEMENTATION OF THE FEASIBILITY STUDY AND BUSINESS PLANNING FOR NEW CULTURAL FACILITIES

11.1 Ron Treabess reported that Webb Management Services has completed the *Feasibility Study and Business Planning for New Cultural Facilities*. The final reports are posted on www.nltra.org and were distributed to the committee last month for review. Staff is seeking direction as it relates to the NLTRA's continued involvement in facilitating and supporting the growth of cultural arts programs and facilities in this area. Ron reported on conclusions and recommendations in the plan, which include an arts based development strategy and the establishment of a regional arts service organization. Ron suggested the NLTRA should continue to be involved in this process in some capacity, such as organizational planning, an advocate for the development of facilities, a funding partner, or to focus on a specific component of arts and culture.

11.2 Keith Vogt said the North Tahoe High School Theater is currently under utilized and needs technical assistance. He suggested the regional arts group develop a technical assistance plan. Ron said he and Sarah Holster have been attending meetings in regards to this issue and work is being done to address the technical issues at the high

school theater. Jennifer Merchant agreed that there is a need to support the current theater, but the arts service organization needs a broader scope than technical assistance. She said the original sound and lighting contractor should address the technical issues. Roger Beck suggested the NLTRA support the performing arts facility at Northstar. He suggested the Arts and Culture Council of Truckee Tahoe (ACCTT), and not the NLTRA, is responsible for addressing technical issues at the high school theater. Steve Teshara expressed concern that ACCTT is "Truckee focused" and not currently a regional arts organization. Roger said North Lake Tahoe needs representation on that Board. Steve noted that Sarah is a member of the ACCTT Board representing the NLTRA but that she is currently the only board member from North Lake Tahoe. Roger suggested we help fund a staff person for ACCTT to help move these types of issues forward or hire someone who can focus on the arts in our area. Keith said the NLTRA has already contributed funding to the high school theater and we should follow through in addressing the technical issues. Jennifer recommended we assist the school since their theater is an interim facility while development of the larger performing arts center at Northstar is underway. She noted that CalNeva also has a theater available. The committee directed staff to support the establishment of a regional arts group that supports North Lake Tahoe arts facilities. The NLTRA should encourage the organization to support a Performing Arts Center at Northstar (Placer County). Jennifer suggested that North Lake Tahoe have a separate arts organization. Ron said ACCTT is volunteer base and has a good foundation but needs to expand. Gary Davis said there shouldn't be two separate organizations because the arts will be stronger if promoted under a regional umbrella. Steve said staff will continue to bring forward updated information to the Committee in regards to this issue.

12.0 ACTIVITY REPORT – DIRECTOR OF COMMUNITY PARTNERSHIPS AND PLANNING

- 12.1 Ron Treabess reported that the Historic Tahoe City Fish Hatchery Interpretive Center project and the Wayfinding Signage Demonstration project were both approved by the Placer County Board of Supervisors at their April 21st Tahoe meeting.
- 12.2 Ron reported the first of two Squaw Valley transit bus shelters is nearing completion. The Contractors Association of Truckee Tahoe Community Project (CATT CP) has donated materials and services toward the project. Placer County's Tahoe Design Division (TDD) is going out to bid for the second shelter since CATT CP has expressed concern in regards to volunteers completing the project in the current economic situation. Ron confirmed that funding is available to complete the second shelter as a normal contract.
- 12.3 The next Joint Infrastructure/Transportation Committee meeting is scheduled to be held at the TCPUD on Tuesday, May 26th beginning at 9:30 a.m.

13.0 COMMITTEE MEMBERS COMMENTS

- 13.1 Keith Vogt asked about the status on the Kings Beach Commercial Core Improvement Project. Jennifer Merchant reported that the project is now scheduled to go before the TRPA Governing Board in July. There is still a lawsuit pending. Placer County is working with the community to come up with a settlement agreement.

14.0 ACTION ITEMS

- 14.1 There were no action items.

15.0 ADJOURNMENT

- 15.1 The meeting adjourned at 4:06 p.m.

Monthly Report March 2009

CONFERENCE REVENUE STATISTICS

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

Prepared By: Anna Atwood, Sales/Marketing Coordinator

Total Revenue Booked for FY 08/09 as of 3/31/09	\$2,604,590	* Estimated
Forecasted Commission for this Revenue:	\$154,268	
Number of Room Nights:	14840	
Number of Delegates:	6938	
Annual Revenue Goal for FY 08/09:	\$2,000,000	
Annual Commission Goal for FY 08/09:	\$140,000	
Number of Tentative Bookings as of 3/31/09:	44	

Monthly Detail/Activity for March:

<u>Number of Groups Booked:</u>	2
Revenue Booked:	\$31,725
Projected Commission:	\$1,876
Room Nights:	170
Number of Delegates:	228
Booked Group Types:	1 SMF and 1 TA
Lost Business, # of Groups:	6

Arrived in the month of March:

Number of Groups:	4
Revenue Arrived:	\$123,104
Projected Commission:	\$12,310
Number of Room Nights:	557
Number of Delegates:	218
Arrived Group Type:	2 Assoc., 1 Govt. and 1 Film Crew

Monthly Detail/Activity for February:

<u>Number of Groups Booked:</u>	4
Revenue Booked:	\$127,717
Projected Commission:	\$7,475
Room Nights:	907
Number of Delegates:	459
Booked Group Types:	1 Assoc., 1 TA and 1 DMC
Lost Business, # of Groups:	

Arrived in the month of February:

Number of Groups:	8
Revenue Arrived:	\$515,461
Projected Commission:	\$15,247
Number of Room Nights:	2245
Number of Delegates:	687
Arrived Group Type:	1 Corp., 3 Assoc., 1 Society, 1 Film Crew and 2 DMC

Monthly Detail/Activity for January:

<u>Number of Groups Booked:</u>	7
Revenue Booked:	\$398,163
Projected Commission:	\$19,433
Room Nights:	1424
Number of Delegates:	865
Booked Group Types:	1 Assoc, 1 Smerf, 3 TA's, 1 Govt. and 1 Production Com.
Lost Business, # of Groups:	11

Arrived in the month of January:

Number of Groups: 5
Revenue Arrived: \$367,311
Projected Commission: \$28,765
Number of Room Nights: 1621
Number of Delegates: 467
Arrived Group Type: 3 Corp. and 2 Assoc.

Monthly Detail/Activity for December:

Number of Groups Booked: 4
Revenue Booked: \$ 102,184
Projected Commission: \$ 7,372
Room Nights: 611
Number of Delegates: 273
Booked Group Types: 2 Corp and 2 TA's
Lost Business, # of Groups: 4

Arrived in the month of December:

Number of Groups: 0
Revenue Arrived: \$
Projected Commission: \$
Number of Room Nights:
Number of Delegates:
Arrived Group Type:

Monthly Detail/Activity for November:

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

Arrived in the month of November:

Number of Groups: 1
Revenue Arrived: \$ 7,480
Projected Commission: \$ 748
Number of Room Nights: 68
Number of Delegates: 45
Arrived Group Type: 1 Corp.

Monthly Detail/Activity for October:

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

Arrived in the month of October:

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

Monthly Detail/Activity for September:

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

Arrived in the month of September:

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

Monthly Detail/Activity for August:

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

Arrived in the month of August:

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

Monthly Detail/Activity for July

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

Arrived in the month of July:

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

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2009/10:	\$992,475	\$750,000
For 2010/11:	\$1,014,259	\$200,000

NUMBER OF LEADS Generated as of 3/31/09: 121

Total Number of Leads Generated in Previous Years:

2007/2008: 209
2006/2007: 205
2005/2006: 240
2004/2005: 211
2003/2004: 218
2002/2003: 247
2001/2002: 293
2000/2001: 343
1999/2000: 415
1998/1999: 456
1997/1998: 571
1996/1997: 484
1995/1996: 379
1994/1995: 450
1993/1994: 374

Monthly Report March 2009
CONFERENCE REVENUE STATISTICS
South Shore Properties

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

Prepared By: Anna Atwood, Sales & Marketing Coordinator

Total Revenue Booked for FY 08/09 as of 3/31/09:	\$602,796
Forecasted Commission for this Revenue:	\$35,484
Number of Room Nights:	4403
Number of Delegates:	2955
Annual Revenue Goal for FY 08/09:	\$600,000
Annual Commission Goal for FY 08/09:	\$42,000
Number of Tentative Bookings as of 3/31/09:	44

Monthly Detail/Activity for March:

<u>Number of Groups Booked:</u>	0
Revenue Booked:	\$0
Projected Commission:	\$0
Room Nights:	0
Number of Delegates:	0
Booked Group Types:	0
Lost Business, # of Groups:	10

Arrived in the month of March:

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

Monthly Detail/Activity for February:

<u>Number of Groups Booked:</u>	0
Revenue Booked:	\$0
Projected Commission:	\$0
Room Nights:	0
Number of Delegates:	0
Booked Group Types:	0
Lost Business, # of Groups:	7

Arrived in the month of February:

Number of Groups:	3
Revenue Arrived:	\$369,501
Projected Commission:	\$16,335
Number of Room Nights:	2476
Number of Delegates:	910
Booked Group Type:	1 Corp., 1 Assoc. and 1 University

Monthly Detail/Activity for January:

<u>Number of Groups Booked:</u>	1
Revenue Booked:	\$52,785
Projected Commission:	\$6,335
Room Nights:	433
Number of Delegates:	180
Booked Group Types:	1 Assoc.
Lost Business, # of Groups:	8

Arrived in the month of January:

Number of Groups: 1
Revenue Arrived: \$6816
Projected Commission: \$817
Number of Room Nights: 60
Number of Delegates: 40
Booked Group Type: 1 Corp.

Monthly Detail/Activity for December:

Number of Groups Booked: 0
Revenue Booked: \$ 0
Projected Commission: \$ 0
Room Nights: 0
Number of Delegates: 0
Booked Group Types:
Lost Business, # of Groups: 4

Arrived in the month of December:

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

Monthly Detail/Activity for November:

Number of Groups Booked: 2
Revenue Booked: \$ 24,669
Projected Commission: \$ 0
Room Nights: 193
Number of Delegates: 140
Booked Group Types: 1 TA and 1 Corp.
Lost Business, # of Groups: 10

Arrived in the month of November:

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

Monthly Detail/Activity for October:

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

Arrived in the month of October:

Number of Groups: 1
Revenue Arrived: \$ 19,620
Projected Commission: \$ 0
Number of Room Nights: 50
Number of Delegates: 200
Booked Group Type: 1 TA

Monthly Detail/Activity for September:

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

Arrived in the month of September:

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

Monthly Detail/Activity for August:

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

Arrived in the month of August:

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

Monthly Detail/Activity for July

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

Arrived in the month of July:

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

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2009/10:	\$ 355,917	\$200,000
For 2010/11:	\$ 84,177	\$100,000

NUMBER OF LEADS Generated as of 3/31/09: 89

Total Number of Leads Generated in Previous Years:

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

NLTRA MARKETING/ CONFERENCE

ACTIVITY REPORT FOR APRIL 2009

KEY MEETINGS/LUNCHEONS/RECEPTIONS ATTENDED BY STAFF

- Attended SJ Marketing Meeting: Andy
- Attended NLTRA Board Meeting: Andy
- Attended Marketing Committee Meeting: Judy, Jeremy, Jason, Andy
- Attended Community Special Events Workshop: Judy, Andy
- Attended Community Marketing Workshop: Judy, Jeremy, Jason, Andy
- Attended CTTC Conference Call: Andy
- Attended Joint Marketing/Chamber Meeting: Judy
- Attended Mountain Travel Symposium: Jeremy
- Attended CA Cup planning meeting: Jeremy
- Attended Reno-Tahoe Meetings Marketing coop: Jason
- Attended RSCVA Director's of Sales Meeting: Jason
- Attended West Shore Association Meeting: Andy
- Attended OHCC Meeting: Andy

SPECIAL PROJECTS

- Attended CTTC Rural Tourism Meeting: Andy
- Attended CTTC Marketing and Commission Meetings: Andy
- Attended AFW logistics meeting with Northstar: Judy, Andy
- Ongoing development of AFW program & sponsor development, Judy
- Developed conference lead for International Culinary Tourism Assoc. Conference: Judy
- Met with Christine Karnofsky on Kings Beach Community Garden, Judy
- Hosted Ski Dream sales agent fam (UK): Jeremy
- Hosted Billie Jean Larsen from Mountain Reservations (Domestic): Jeremy
- Hosted SkiACTIV and SkiEXCLUSIV magazines from Germany: Jeremy
- Passed on all travel trade and ski club leads to partners from MTS: Jeremy
- Organized Mountain Reservations sales agent fam to take place in May: Jeremy
- Ongoing maintenance and content management of GoTahoeNorth and Chamber Websites, Judy
- Attended final Meetings Industry Ladies Open Golf Tournament meeting: Jason
- Attended CalSAE Annual Meeting
- Hosted site inspection for California Association of Clerks & Election Officials
- Met with new Cal Neva management team: Steve, Andy, Jason