



north lake tahoe

Chamber | CVB | Resort Association

**NORTH LAKE TAHOE RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING
November 2, 2011
Tahoe City Public Utility District Board Room
MINUTES**

ATTENDANCE: Ron McIntyre, Ron Parson, Phil GilanFarr, Kali Kopley, Alex Mourelatos, and Wally Auerbach. Jennifer Merchant arrived at 8:40AM. Julie Regan arrived at 9:15 AM.

NOT PRESENT: Deanna Gescheider, Andy Wirth, Roger Beck, and Allen Highfield

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Kym Fabel, Andy Chapman, Deanna Frumenti, Kim Lambert, and Lisa deRoulet

OTHERS IN ATTENDANCE: Steve Kastan and Cindy Gustafson

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:33 AM by Chairman Ron McIntyre and a quorum was not established. A quorum was established at 8:40 AM.

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions

It was agreed that items may be taken out of order.

2. Approval of Agenda

M/S/C (Parson/GilanFarr) (6-0-0) to approve the agenda as presented.

C. PUBLIC FORUM

Ron Parson announced Boy Scout Troop 266 will present a Veteran's Day ceremony at Trails End Cemetery on November 11 at 11:00 AM.

Ron Parson announced Granlibakken is hosting Women's Wellness Weekend on November 12 and 13.

Sandy Evans Hall introduced new staff members Lisa deRoulet, Finance and Human Resources Director and Deanna Frumenti, Administrative Assistant to Sandy Evans Hall, the Chamber, and the Infrastructure and Transportation Committee.

Andy Chapman reported the November issue of *Sprint*, Southwest Airline's in-flight magazine, has a feature on the Reno/Tahoe area.

D. REPORTS & ACTION ITEMS

3. Marketing Cooperative: Budget, Agreement Renewal Timeline and Issues – Andy Chapman

Andy Chapman presented the information provided the Board packets. He noted the current Cooperative contract ends June 30, 2012 and suggested discussions begin with both this Board and the Incline Village

Crystal Bay Visitors Bureau Board regarding revisions. Discussion followed regarding how to determine if the original intent of the Co-op has been achieved, strategies for measuring equity, and Placer County's concerns.

Ron Parson suggested that current and past members of the NLTRA Board, Marketing Committee members, and general constituents be surveyed and any additional data be carefully evaluated to see if the value expected has been produced. Ron McIntyre stated that if agreement can be reached on how to measure equity, that language should be inserted into the contract. Discussion continued regarding the issues raised in Andy Chapman's report and the process for decision making in the Co-op. There was consensus that such an assessment will create a redesigned Co-op moving forward. **ACTION: Staff will get input from Board members not here today on suggested revisions to the contract.**

Andy recapped the Board's direction: **ACTION:**

- 1) Measurements of the original intent of the agreement will be evaluated, including consumer research**
- 2) Interviews of past and current Marketing Committee members, Board members, and constituents will be conducted**
- 3) Past and future goals of the agreement will be discussed at the November Marketing Committee Meeting**
- 4) Results of the Co-op marketing agreement will be assessed to determine if the results are consistent with the contributions and what percentage of marketing funds are allocated**
- 5) Equity issues between partners will be reviewed**

This item will be on the January 2012 NLTRA Board agenda.

4. Revised Budget to include full 2010/11 carryover – Ron Parson/Lisa de Roulet

Ron Parson reported the Finance Committee met yesterday and recommends approval of the revised budget presented in the Board packets. He stated there is an approved contract with Placer County, which includes 100% of the carryover in the current budget. Specific line items were reviewed.

M/S/C (Parson/Kopley) (6-0-0) to adopt the 2010/11 Revised Budget as presented.

5. Presentation and approval of the 2010/11 audited financial statements - Ron Parson/Lisa de Roulet

Ron Parson reported the Finance Committee has reviewed the draft audited financial statements. There were no changes recommended by the Committee. Ron Parson said the Auditor's Report was very good, although there were some recommendations regarding journal entries and approval of staff expenditures, both of which will be addressed. **ACTION: Any comments regarding the draft report should be submitted to staff by Monday November 7, 2011.** This item will be on the December NLTRA Board agenda for approval.

Jennifer Merchant asked about the undesignated fund balance shown from the prior fiscal year. If it is from Transportation or Infrastructure, it should be shown as such. **ACTION: Lisa deRoulet will review and advise**

6. Fire District Commercial Property Assessment – Duane Whitelaw

Ron McIntyre and Wally Auerbach announced they were both under contract to North Tahoe Fire District (NTFD). It was agreed that neither has a conflict of interest for this item.

Sandy Evans Hall stated there have been meetings with local businesses about how the proposed Assessment District may affect them. She invited NTFD Fire Chief Duane Whitelaw to address the Board on the proposed Aerial Ladder Truck Community Facilities District (CFD).

Chief Whitelaw explained an aerial ladder truck is necessary because of the proposed and approved new development in the area. Trained staff is necessary to operate it, as well as serve the increased needs, and the truck needs to be housed and maintained. Currently, neighboring jurisdictions with appropriate equipment respond to high-rise fires in the area. However, response time and personnel are issues. The proposed program would establish a dedicated fund paid by new development specific to this purpose.

Chief Whitelaw explained that in addition to fire services, NTFD offers paramedic and ambulance services, hazardous fuels reduction, chipping, home inspections, and public outreach programs to an area that includes the north and west shores of Lake Tahoe, Alpine Meadows, and ambulance service to Squaw Valley. In addition, NTFD does Plan Review, assessing new projects from the point of view of meeting fire codes and ordinances, and the impact to current services. If a will-serve letter is issued, the District can insure the new project will receive as good or better service than current customers and is issued on projects that tend to be taller, more complex, or of a nature to require increases in fire flow.

The NTFD Board is concerned that there are not adequate resources to serve the projected mixed-use development over the next 10 years and so are considering forming an Aerial Ladder Truck Community Facilities District with an annual fee of \$.10 to \$.49 per square foot of new development. The project qualifications and fees are still being explored. Discussion followed regarding the proposal. A concern voiced by the Board was whether or not the option of assessing all NTFD customers has been considered, noting it would require approval by the voters. Discussion continued regarding the proposal, impacts to developers, equipment available from other jurisdictions, and other funding options.

Chief Whitelaw reported a Notice of Intent to form the CFD has been adopted by the NTFD Board. A public meeting will be held on the topic on November 16 at 5:00 PM, after which the Board has six months to decide whether or not to move forward. **ACTION: NLTRA staff will encourage public attendance at this meeting.**

7. Infrastructure/Transportation Project Update – Ron Treabess

Ron Treabess presented status reports on Regional Wayfinding Signage, the proposed Water Shuttle, and the North Lake Tahoe Bike Trail, from Dollar Point to Tahoe Vista and answered clarifying questions about each project. **ACTION: A letter of support will be submitted for the North Lake Tahoe Bike Trail.**

8. West Commons Alternatives – Feedback process – Ron Treabess

Ron Treabess reported on the joint Tahoe City Public Utility District (TCPUD) and NLTRA Board meeting where alternatives for the current Fire Station site were presented at a public meeting. A presentation was also made to the Placer County Board of Supervisors. The feedback received is being compiled and will be considered by the West Commons Beach Steering Committee at a meeting on November 17. Next steps will be considered at that meeting. TCPUD General Manager Cindy Gustafson added that TCPUD's role was to move the process through the conceptual stages of what could be done on the site, which should be done by the end of the year.

9. RTIA Welcome Center Scope of Service – Ron Treabess

Ron Treabess presented the information included in the Board packets. There was concern voiced about the proposed contract with BANG! Creative, Inc., a company from the San Diego area, for planning and design of Phase One improvements. Jennifer Merchant voiced disappointment that this proposal was submitted to the Placer County CEO, Tom Miller, before it was submitted to her, given it is her role to manage the NLTRA contract for Placer County. She is concerned that the proposal is broken into pieces in order to more easily comply with stipulations in the County contract.

Jennifer Merchant said she would expect more due diligence to be used to secure local businesses to do this work. Sandy Evans Hall said the actual fabrication and installation can go out to bid locally. Ron

Treabess said he considered local options, but did not feel there was a local firm that could take this project through the entire process, given the scope and tight time frame for completion. Discussion continued regarding the components of the proposal from BANG! and other work they have done in the area, including a project for UC Davis and the Donner Lake State Park Museum, and the desire to use local providers as much as possible. **ACTION: Local bids will be solicited for fabrication and construction of this project.**

M/S/C (GilanFarr/Kopley) (4-2 noes from Parson and Merchant -0) to approve the Scope of Service authorizing BANG! Creative, Inc. to proceed with planning and design of the Reno Tahoe International Airport Welcome center within the cost of \$14,652 and schedule proposed.

10. Proposed Membership Programs – Sandy Evans Hall/Kym Fabel

Sandy Evans Hall referred to the proposed programs in the Board packets as a means of increasing Chamber and Resort Association membership. The Board thought it was a great list.

11. Election –proposed slate and process – Sandy Evans Hall

Sandy Evans Hall reviewed the proposal from McClintock Accountancy to oversee the Board elections and reviewed the changes in process made this year. She reviewed the slate of candidates. Phil GilanFarr stated the Election Committee contacted a number of prospective candidates and would like to see more small lodging and lake-side business representation on the Board.

E. CONSENT CALENDAR

M/S/C (Parson/GilanFarr) (6-0-0) to approve the Consent Calendar as presented:

- 12. Board Meeting Minutes – October 5, 2011**
- 13. Financial Statements – July 31, 2011; August 31, 2011**
- 14. Board Approval to add Finance and HR Director, Lisa de Roulet, as a signatory on all bank accounts**
- 15. Joint Infrastructure/Transportation Committee – NO OCTOBER MEETING**
- 16. Marketing Committee – October 25, 2011**
- 17. Conference Sales Reports**
- 18. Infrastructure/Transportation Activity Report – October 2011**
- 19. Membership Advisory Committee – October 19, 2011**
- 20. Approval of 2010 Squaw Valley Business Association marketing grant**
- 21. Chamber of Commerce Business Plan Progress Report**
- 22. Group Sales Director Sub Committee – October 28, 2011**
- 23. Lodging Committee – NO OCTOBER MEETING**
- 24. Finance Committee – October 4, 2011**

F. CHAMBER OF COMMERCE REPORTS

25. Chamber Activities and Events

Kym Fabel thanked everyone who attended the Annual Membership Luncheon last week. The event was sold out and had great speakers. There were more Tahoe people than Truckee people at the recent Halloween Mixer in Truckee. Kym Fabel reviewed the upcoming events.

G. DIRECTORS' COMMENTS

Ron Parson suggested the Board set a policy that when staff is considering awarding contracts, the opportunities are sent to the community through the Chamber.

Julie Regan reported the Tahoe Regional Planning Agency (TRPA) Board and Regional Plan Update Committee are meeting today. The Regional Plan is on track to be completed by 2012. The Nevada Legislative Oversight Committee is meeting next week in Incline Village.

Jennifer Merchant reported the Placer County Board of Supervisors is hearing the Homewood Mountain Resort project on November 15 at Granlibakken.

Alex Mourelatos reported the TRPA Governing Board approved the project at 6731 North Lake Blvd. in Tahoe Vista, which includes affordable housing.

Ron Parson reported there have been meetings regarding the Conference Equity issue and there should be something for the Finance Committee and Board to consider next month.

H. MEETING REVIEW AND STAFF DIRECTION

Sandy Evans Hall reviewed direction given to staff.

I. CLOSED SESSION

There was no Closed Session.

J. RECONVENE TO OPEN SESSION

K. ADJOURNMENT

The meeting adjourned at 11:13 AM.

Submitted by

Judy Friedman, Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS