



**NORTH LAKE TAHOE RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING
September 7, 2011
Tahoe City Public Utility District Board Room
MINUTES**

ATTENDANCE: Ron McIntyre, Wally Auerbach, Allen Highfield, Kali Kopley, Andy Wirth, Barb Cohen, Roger Beck, Ron Parson, and Phil GilanFarr. Alex Mourelatos and Jennifer Merchant arrived at 8:37 AM.

Andy Wirth left the meeting at 10:00 AM. Ron Parson left the meeting at 12:15 PM. Barbara Cohen and Wally Auerbach left the meeting at 12:35 PM.

NOT PRESENT: Deanna Gescheider

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Kym Fabel, and Andy Chapman

OTHERS IN ATTENDANCE: Steve Kastan, Mike Geary, Paul Schultz, Mike Sodergren, Bev Ducey, Cindy Gustafson, and Kelli Twomy

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:33 AM by Chairman Ron McIntyre and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions

There were no additions or deletions to today's agenda. It was agreed that items may be taken out of order.

2. Approval of Agenda

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

C. PUBLIC FORUM

There were no comments on items not on the agenda.

D. REPORTS & ACTION ITEMS

3. Special Event Task Force Appointment – Phil GilanFarr/Alex Mourelatos

Alex Mourelatos explained the proposed Task Force will serve as an adjunct to the Chamber Advisory Committee, for the purpose of reviewing special event grant applications. The Task Force will make recommendations for approval by the NLTRA Board. The Chamber Advisory Committee will still grant Business Association funds. The recommended makeup of the Task Force is 2 members from the Chamber Advisory Committee, 1 member from the NLTRA Lodging Committee, 2 from the Marketing Committee, and 1 NLTRA Board member. Alex Mourelatos recommended Kay Williams be appointed as one of the representatives from the Chamber Advisory Committee and Kali Copley be appointed as NLTRA Board representative.

M/S/C (Parson/Mourelatos) (10-0-0) to appoint Kay Williams as the Chamber Advisory representative to the Special Event Task Force, and Kali Kopley as the NLTRA Board representative.

4. Organization Structure, Organization Flow Chart, Committee Structure Recommendations Sandy Evans Hall/Ron McIntyre

Sandy Evans Hall presented the proposed organization structure, including the Identity Concept and flow chart, as provided the Board packets.

Sandy Evans Hall suggested that by presenting a more cohesive identity of NLTRA, including the Chamber, Convention & Visitor Bureau, and Resort Association functions, the voice of the business community can be leveraged and a clearer identity will help visitors understand the functions of NLTRA. The second component of the proposal, the Organization Flow Chart, is designed to streamline staff operations. Jennifer Merchant asked that any changes be made methodically and carefully, with consideration given to the requirements of the contract with Placer County.

Discussion followed regarding proposed changes to the organizational structure. Some Board members questioned the proposed compensation packages for the new positions on the Flow Chart. Sandy Evans Hall assured the Board that the recommended changes are within the current budget parameters. Discussion continued regarding outsourcing tasks versus the cost of hiring employees and specific tasks for the new positions.

Sandy Evans Hall presented the proposed Committee Reorganization and change to Article VII, Sections 1 and 2 of the Bylaws. She suggests increasing committee size to up to 15 people in order to engage more community members and that a quorum can be established with 51% of committee members present, instead of the current requirement that 2 NLTRA Board members be in attendance. Discussion followed as the proposed changes were clarified.

ACTION: Staff was asked to clarify the “singular identity” concept and to provide more detail regarding tasks and costs for the Visitor Information Services Manager and Online/Social Communications Manager.

M/S/C (Cohen/Kopley) (10-0-0) to develop a unified concept for organizational identity.

M/S/C (Auerbach/Cohen) (9-0-1 abstention from Merchant) to approve the Organization Flow Chart without specificity regarding Visitor Information Manager and more detail being provided regarding the Online/Social Communications Manager position. Further, there will be no net budget changes. All staffing changes will be achieved within current budget.

M/S/C (Beck/Kopley) (10-0-0) to amend Article VII, Section 1 and 2 of the Bylaws so that Committees shall include 1 or more NLTRA Board members. The size of Committees shall be capped at 15 members. A quorum will be established with 51% of all Committee members being present.

5. RTIA Welcome Center, West Commons Alternatives, Tahoe City Golf Course Update – Ron Treabess

Ron Treabess reported the Welcome Center at the Reno Tahoe International Airport opened. The permanent design is moving forward.

Ron Treabess reminded the Board that NLTRA funded an analysis of the options for West Commons Beach. The Steering Committee has met and a four person consulting team has presented a broad range of alternatives for the site. Ron Treabess proposed the alternatives be presented to a joint NLTRA/Tahoe City Public Utility District (TCPUD) Board meeting on Monday, September 26 from 5:00 PM to 7:00 PM at Granlibakken. There will also be an opportunity for public input. If the approved use is along the lines of a visitor information center, NLTRA and Placer County could take the lead on design and development.

Ron Treabess reported the Tahoe City Golf Course has been listed for sale at \$4.5 million. Discussions with various agencies, including TCPUD, Placer County, Placer County Redevelopment (RDA), and the California

Tahoe Conservancy (CTC), led to efforts to pursue the property for the community, since it is the largest single-owner parcel in Tahoe City. It was determined that TCPUD could act quickly to submit an offer to purchase, which they have done. Another private offer has also been submitted and both offers have been countered by the property owners. If the TCPUD offer is accepted, there will be much due diligence required before escrow closes, including site assessments, coverage verification, Stream Environment Zone (SEZ) determinations, and land use. The title holder, preliminary uses for the property, and partners in the project will also be identified during that period. Research and planning costs are estimated to be \$35,000. The Placer County CEO has suggested NLTRA would be able to cover those costs through TOT funds that have already been approved in the County budget. Discussion followed regarding this request for funding.

Phil GilanFarr felt \$35,000 was a lot of money to approve without having a plan on the table for use of the land. He suggested the group of agencies considering the purchase should do feasibility studies and present an overall vision with projected uses and costs. He asked the downside of a private party purchasing the property. Sandy Evans Hall explained the land could be suitable for a variety of uses that could benefit the Tahoe City business community. Wally Auerbach added that the partnership of public agencies is just being determined and seed money needs to be available to determine what can be done. Neither CTC nor Placer County has funds available to get the studies started, given the timing of a sales purchase offer, escrow requirements, and the need to assess the property before winter.

Jennifer Merchant asked if purchase of this property is in any way linked to the Master Plan or NLTRA mission. She said a more specific link to the Master Plan would be helpful and asked if TCPUD had a quote on getting the studies done. Ron Treabess explained the TCPUD made the offer because the opportunity came up quickly and they could act the fastest. There are no specific quotes on the studies because what studies need to be done are still being determined. At this point, there is only an offer on the table. If it is accepted, we need to be prepared to move forward quickly during the escrow period.

Sandy Evans Hall said this opportunity came up fast and she has spoken with Tom Miller (Placer County CEO) and Jim Lobue (Placer County RDA). The NLTRA Strategic Plan does address lodging improvements and this property may present a way to achieve that goal. NLTRA does have the funds in the budget and could help get the due diligence done to see if this property presents opportunities that fit within NLTRA goals. Ron McIntyre added that if the opportunity to purchase this large piece of property is lost, the community loses the ability to solve some problems, including parking and traffic circulation issues.

Discussion continued. There was feeling from some Board members that there was not enough information to approve \$35,000 for the due diligence studies. There was also acknowledgement that if the property is purchased by a private entity, the opportunity to assess community benefit uses would be lost. Phil GilanFarr suggested that a meeting of interested agencies, including TRPA, be convened to consider available data, possible uses, and what strategic goals could be addressed before NLTRA allocates any funding. Roger Beck agreed. Sandy Evans Hall will research the idea.

Ron Parson, Barbara Cohen and Wally Auerbach left the meeting prior to a motion being made.

M/S/C (Beck/Kopley)(5-1 no from GilanFarr-1 abstention from Merchant) that in order to determine whether or not this land will assist NLTRA in achieving the goals identified in the Strategic Plan, NLTRA will match funds from other agencies up to \$10,000 to perform studies before it snows.

6. Autumn Food and Wine Update – Judy Laverty, Andy Chapman

The schedule of events was included in the Board packet.

7. TOT Renewal Survey Results – Bev Ducey and consultants

Sandy Evans Hall introduced Jennifer Rindahl of Lew Edwards Group and Shakari Byerly of FM 3 Research, the firms that conducted the public option survey regarding voter sentiment to renew the 2% Transient Occupancy Tax (TOT) earmarked for North Lake Tahoe projects. Narrating a Power Point presentation, Shakari

Byerly and Jennifer Rindahl presented the survey results and their conclusion that a positive vote to renew TOT is feasible as long as the tax is not increased. Their report indicated 84% of likely voters support the proposed ballot measure.

Discussion followed regarding details of the report. Ron Treabess said questions and comments regarding the report will be submitted to the Steering Committee. The ballot language will then be crafted and submitted to Placer County. **ACTION: The complete survey results will be provided to the Board.**

Jennifer Rindahl said the next steps include determining the voter education campaign. Ron Treabess added that an advocacy group will be formed to present the proposed ballot to the public. Options for funding the voter education campaign are being explored. It is anticipated this measure will be on the June 2012 ballot.

E. CONSENT CALENDAR

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

- 8. Board Meeting Minutes – August 3, 2011**
- 9. Joint Infrastructure/Transportation Committee – August 29, 2011**
- 10. Marketing Committee – August 30, 2011**
- 11. Conference Sales Reports**
- 12. Infrastructure/Transportation Activity Report – August 2011**
- 13. Chamber of Commerce Committee – August 17, 2011**
- 14. August Chamber of Commerce Business Plan Progress Report**
- 15. Group Sales Director Sub Committee – August 4 and 23, 2011**
- 16. Approval of Group Sales Sub Committee Members**
- 17. Lodging Committee – August 4, 2011**
- 18. Finance Committee – July 5, 2011**

F. CHAMBER OF COMMERCE REPORTS

19. Chamber Activities and Events

Kym Fabel presented the report included in the Board packets.

G. DIRECTORS' COMMENTS

There were no additional comments.

H. MEETING REVIEW AND STAFF DIRECTION

Sandy Evans Hall recapped direction given to staff.

I. CLOSED SESSION

20. Placer County Contract

Closed Session was convened at 8:36 AM to consider contractual issues.

J. RECONVENE TO OPEN SESSION

21. Closed Session Report

Open Session was reconvened at 9:50 AM. Direction was given to staff to meet with County CEO to resolve issues of conflict.

K. ADJOURNMENT

The meeting adjourned at 12:45 PM

Submitted by

Judy Friedman, Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

