



October 31, 2008

To: Board of Directors

Fr: Management Team
Chamber Staff

Re: Informational Presentation - Overview of Outcomes and Results
FY-2007/08 Community Marketing Grant Program

Background

Begun as a pilot program in FY-2005/06, FY-2007/08 marked the second full year of the Community Marketing Grant Program. There are two components to the program - one for the five organizations specifically named in the Placer County/NLTRA Agreement and one for events. The responsibility for considering and developing grant recommendations has been delegated by the NLTRA Board to the Chamber of Commerce Advisory Committee.

Each year, under the Committee's leadership, in collaboration with grant recipients, the program has evolved to become more effective and coordinated. Committee Chair Cheri Sprenger will provide the Board with an overview of program outcomes and results, focusing on the FY-2007/08 program.

This is an informational item only. No Board action is requested or required. NLTRA and Chamber staff join with the Committee in desiring to convey the value of this program to the Board and others in the community.



October 31, 2008

To: Board of Directors

Fr: Chamber Staff

Re: Discussion and Possible Action to Approve Community Marketing Program
Event Grants, as Recommended by the Chamber of Commerce Advisory
Committee

Background

In August of this year, the Chamber of Commerce Advisory Committee completed work and approved a set of revisions to the Community Marketing Grant Program. One key outcome of the revisions was to formally announce and open up the event component of the grant program so that more organizations within the community were aware of the opportunity to apply.

A total of seven organizations submitted a timely and complete application and presented their requests to the Chamber Committee's Community Marketing Program Grant Subcommittee on September 30th. The Subcommittee is scheduled to complete work on its grant recommendations November 4th, followed immediately by action on the part of the full Chamber of Commerce Advisory Committee to consider and approve the Subcommittee's recommendations. Normally, the approved grants would be on the Board's consent calendar as part of the minutes of the Chamber Committee. However, since Committee Chair Cheri Sprenger will be at the Board's November 5th meeting, staff felt it was an opportune time for Ms. Sprenger to present the Committee's grant recommendations for Board consideration and action.

Requested Action

Following a presentation on the Committee's grant recommendations, that the Board approve the recommendations.



October 31, 2008

To: Board of Directors

Fr: Ron Treabess, Director of Community Partnerships & Planning

Re: Status Report - Truckee-North Lake Tahoe Plan for Arts and Culture
Presented by Duncan Webb, Webb Management Services, Inc.

Background

Duncan Webb is in town for other meetings related to this study. I have asked him to provide the Board with a status report on the project.

This is an informational item only. No Board action is requested.



October 20, 2008

To: Board of Directors

Fr: Management Team

Re: Discussion and Possible Action to Approve Policy related to External Jurisdiction Marketing (Truckee), Consistent with Section 2.H of the FY-2008/09 Placer County/NLTRA Agreement, as this Policy Relates to Truckee

Background

The full text of Section 2.H of the Agreement is attached for Board reference. The Board is requested to establish a clear written policy consistent with Section 2.H and with the steps outlined in the NLTRA's letter to Tahoe CEO Manager Jennifer Merchant dated September 4, 2008. These steps are consistent with previous Board direction.

The following proposed policy statement has been drafted for Board review and consideration:

Policy - External Jurisdiction Marketing

It is the policy of the North Lake Tahoe Resort Association that the NLTRA shall not subsidize business development in non-Placer County jurisdictions, either through marketing, sales or other business activity promotion. The intent of this policy is to maintain and promote cooperative marketing and other business development activities, but in a manner that does not result in an inequitable funding allocation to businesses not located within Placer County.

Policy as Applied to the Town of Truckee

Specifically, with respect to the Town of Truckee, the NLTRA adopts the following Action Steps, consistent with its External Jurisdiction Marketing Policy.

Step 1. Implement "Click Through Charges" on Truckee lodging properties, effective August 1, 2008. The individual property charge was established at a flat rate of \$2,000.00 annually.

Benefit: Each lodging property that pays the Click Through Charge will maintain the benefits of a listing on the GoTahoeNorth.com Web site and a Click Through link from GoTahoeNorth.com to their property Web site as a source for booking reservations.

Consequence: Any individual Truckee lodging property that chooses not to pay its Click Through Charge billing shall be removed from the GoTahoeNorth.com Web site and lose the benefits of their Website presence and link.

Step 2. Secure funds to match the total Truckee property Click Through revenues from the Truckee Donner Chamber of Commerce and/or Town of Truckee by no later than January 1, 2009.

Benefits: Contributing this share of matching funds would allow the Town and Chamber to take the first step toward becoming a partner in the North Lake Tahoe Marketing Cooperative and the benefits associated with this comprehensive regional destination marketing program.

Consequence: If the Chamber and/or Town does not match the original amount of Click Through Revenues estimated at \$12,000.00 (based on six properties x \$2,000.00 = \$12,000.00) by January 1, 2009, all Truckee lodging properties shall be removed from the GoTahoeNorth.com Web site, even if they are paying their assessed Click Through Charge. Additionally, no new Truckee lodging properties shall be permitted to have a listing on the GoTahoeNorth.com Web site.

Step 3. Secure a signed agreement from the Town of Truckee by no later than January 1, 2009 that the Town will contribute an equitable share of funding to participate in the North Lake Tahoe Marketing Cooperative, as of July 1, 2009.

Benefits: The benefits of this commitment and coop participation are described in the package of materials attached to this staff report.

Consequence: If a signed agreement is not secured by January 1, 2009, no Truckee lodging property shall be listed on the GoTahoeNorth.com Web site. Truckee will receive none of the benefits associated with being a funding partner of the North Lake Tahoe Marketing Cooperative. However, the door will remain open should the Town or the Truckee Donner Chamber choose to join the Cooperative at a future date.

Based on previous Board discussions, an "equitable share" of funding to participate in the North Lake Tahoe Marketing Cooperative for FY-2009/2010 is proposed to be defined as follows:

| | | <u>% of Total</u> |
|--------------------------|-------------|-------------------|
| Placer County Total TOT* | \$7,333,333 | 100.00% |
| Total NLTRA TOT Budget | \$4,400,000 | 60.00% |
| Marketing Budget** | \$1,821,000 | 24.83% |
| Marketing Coop Budget | \$831,996 | 11.35% |

| | |
|------------------------------------|------------------|
| Total Truckee TOT*** | \$1,295,908 |
| Equitable Coop Contribution | \$147,026 |

* Based on FY-2008/09 Budget

** Minus \$27,000 for County Services

*** Projected Year End 2007/08

**** Based on 11.35% of Total TOT

Status Report – Truckee Action Steps

The NLTRA has implemented Action Step 1. At this time, only one Truckee lodging property is paying its Click Through Charge (Cedar House Sports Hotel). All other Truckee lodging properties have been removed from the GoTahoeNorth.com Web site.

Making a Formal Request for Coop Participation to the Town of Truckee

Staff has prepared a proposed cover letter and package of materials to be provided to the Town of Truckee so that the NLTRA's request for an equitable contribution and participation in the North Lake Tahoe Marketing Cooperative can be formally reviewed and considered by the Town Manager and Town Council.

External Jurisdiction Marketing Policy as Applied to Other Non-Coop Jurisdictions

Staff has not been given direction by the Board as to how to apply the External Jurisdiction Marketing Policy to other non-Placer, non-Marketing Coop jurisdictions – Nevada County (outside of the Town boundaries) and El Dorado County (in Tahoma and Meeks Bay, south of Placer County). Accordingly, this staff report does not address those jurisdictions, pending further direction from the Board.

Requested Action

- 1) Following review, questions and discussion, that the Board formally adopt an External Jurisdiction Marketing Policy and adopt the three Action Steps consistent with this policy as specifically related to the Town of Truckee.
- 2) Board review and direction regarding the proposed package of materials to be submitted to the Town of Truckee in support of the NLTRA's request that Truckee contribute an "equitable" share of funding to the North Lake Tahoe Marketing Cooperative.

**Excerpt from FY-2008/09 Placer County/NLTRA Agreement
Section 2.H**

External Jurisdiction Marketing – The RESORT ASSOCIATION shall not subsidize business development in non-Placer County jurisdictions, either through marketing, sales or other business activity promotion. No later than September 8, 2008, the BOARD OF DIRECTORS shall develop a policy for review and approval by the County Executive Office that maintains and promotes cooperative marketing and other business development activities, but that does not result in an inequitable funding allocation to businesses not located within Placer County. The RESORT ASSOCIATION shall also obtain a signed agreement no later than January 1, 2009 that illustrates a plan for equitable funding share participation within one year from the date of the letter for any marketing or business development subsidy within non-Placer County jurisdictions. If an acceptable policy is not developed and signed written agreement not obtained by the above deadline, and the RESORT ASSOCIATION does not cease providing said marketing and business development services, the COUNTY will withhold funding equal to the COUNTY-determined fair share subsidy for the service being provided from the related activity account providing the service.



October 17, 2008

To: Board of Directors

Fr: Management Team

Re: Discussion and Possible Action to Appoint a Subcommittee for the Purpose of Defining Washoe County Conference Marketing and Booking "Improvements," Consistent with Section 2.G of the FY-2008/09 Placer County/NLTRA Agreement

Background

The full text of Section 2.G of the Agreement is attached for Board reference. Based on previous Board direction, the NLTRA's conference booking commission structure for properties outside of Placer and Washoe counties was increased from 12% to 15%, effective September 1st.

The purpose of the subcommittee is to review and define "commission structure equitability improvements for Washoe County that are acceptable to Placer County." Section 2.G requires that the improvements "shall be defined by January 1, 2009 and implemented no later than June 30, 2009."

Consistent with direction from the NLTRA Executive Committee, the membership of the subcommittee is proposed as follows:

Debbie Casey, Chair

Alex Mourelatos, Vice-Chair

Ron McIntyre, Treasurer

Dan Tester, Secretary

Jennifer Merchant, Placer County representative

Bill Hoffman, Executive Director, Incline Village Crystal Bay Visitors Bureau

Any other member of the Board interested in serving on the subcommittee may indicate his or her interest to the Board Chair.

Requested Action

Following discussion, that the Board appoint a Subcommittee for the purpose stated above, consistent with Section 2.G of the FY-2008/09 Placer County/NLTRA agreement, and provide any direction to the subcommittee as the Board may deem appropriate to guide subcommittee members in the timely discharge of their task.

**Excerpt from FY-2008/09 Placer County/NLTRA Agreement
Section 2.G**

Conference Marketing and Booking – June 30, 2009 deadline – the RESORT ASSOCIATION shall not subsidize business development in non-Placer County jurisdictions, either through marketing, sales or other business activity promotion. The RESORT ASSOCIATION shall eliminate any and all Placer County fund allocation to Conference sales and marketing in external jurisdictions and maximize self-sustainability of the Conference Department by setting a 15 percent commission on leads generated for Douglas, El Dorado and Nevada counties no later than September 8, 2008. The RESORT ASSOCIATION shall appoint a subcommittee to review commission structure equitability improvements for Washoe County that are acceptable to Placer County. The Washoe County improvements shall be defined by January 1, 2009 and implemented no later than June 30, 2009. In the case that the timeline is not adhered to or an acceptable method of attaining equitability is not defined and implemented, the COUNTY shall impose a penalty equal to the amount of subsidy as determined by the COUNTY. Methods that should be considered include multi-level commission and fee structures.



October 31, 2008

To: Board of Directors

Fr: Management Team

Re: Discussion - Request for Board Direction - Status of \$15,000 in "Annual Conference Marketing Support" for the North Tahoe Community Conference Center

Background

At last month's Board meeting, staff was requested to provide information about the development of the NLTRA's FY-2008/09 Marketing Budget as related to the "annual" Conference Marketing contribution to the North Tahoe Community Conference Center, managed and operated by the North Tahoe Public Utility District (NTPUD).

As you will recall, the total NLTRA marketing budget for FY-2007/08 was \$2,380,757 (including 06/07 carryover). The total marketing budget available for 08/09 was \$2,103,766 (a difference of -\$276,991). Accordingly, some cuts had to be made. To achieve the needed level of reduction, cuts were made across the board to direct media, collateral production, public relations, leisure sales, conference sales, the Community Market Program, and the category of "other programs."

At the same time the NLTRA budget was being prepared, the NTPUD was preparing its FY-2008/09 budget. One central issue of NTPUD discussion was the future of the North Lake Tahoe Conference Center. While no official outcome of these discussions had been finalized at the time the NLTRA was completing its proposed budget, there were some indications at that time that the Conference Center would likely be operated as a community center instead. Given the uncertain future of the Conference Center, the \$15,000 Conference Marketing contribution was eliminated as part of the reductions described above.

The NLTRA Board adopted its FY-2008/09 Budget on June 4th. The NTPUD Board adopted its FY-2008/09 Budget on June 22nd. As part of this budget, three conference center staff positions were eliminated. At the same time, the NTPUD Board was engaged in a policy discussion about the future of the Conference Center. As indicated to the NLTRA Board October 1st, when the NTPUD reaffirmed its request for the "Special" Marketing Grant of \$15,000, the direction of the "Conference Center" is now more clear.

Staff has reviewed this sequence of events with Curtis Aaron, NTPUD General Manager/CEO. Mr. Aaron has indicated the District is still interested in requesting and securing the \$15,000 in "annual marketing support."

Possible Board Action

Following discussion, the Board may wish to direct staff regarding this matter.



M E M O R A N D U M

DATE: November 5, 2008

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
And Planning

SUBJ: October 1-31, 2008
Activity Report

A. Integrated Infrastructure and Transportation Work Plan—Update

1. Reno/North Lake Tahoe Airport Shuttle (B-5)

As of July 2008, the North Lake Tahoe Express started its third fiscal year of operation. The June, July, August first quarter totals show total revenue of \$114,987 with a ridership of 4264 passengers. This continues to compare very favorably to revenue totaling \$88,930 and 3215 passengers for the same period last year. There will be a final accounting of the FY-2007/08 figures presented at the November 18th Infrastructure/Transportation Joint Committee.

2. Summer Transportation Programs (B-3, B-7, B-8)

The summer services all concluded as of Labor Day weekend. All ridership figures show increases over the previous summer. Final figures were presented at the September Joint Committee meeting and in the October Board packet. The effectiveness of the various summer services and evaluation for possible changes will be an agenda item at the November Joint Committee meeting.

3. Winter Traffic Management (B-1)

The Placer County Department of Public Works Tahoe Design Division is now soliciting bids for traffic control services in Tahoe City for the upcoming ski season.

4. Regional Wayfinding Signage (A-18)

The most recent review meeting with the Wayfinding Advisory Committee was held September 23rd. At that meeting the developing signage standards package presented alternatives for color and material exploration, and design for various types of wayfinding signage. These included vehicular directional, area identification, destination arrival, vehicular/pedestrian combination, pedestrian wayfinding, and trail/mile markers. As a result of that meeting and continued research, consultant, Carrier-Johnson has prepared the 1st draft of the front-end content for the standards manual and sent it to staff for a progress review on format/organization. The project is on schedule so that further funds can be requested this winter. These funds will be used to design demonstration signage for implementation next construction season.

5. Squaw Valley Transit/Bus Stops (A-8)

The NLTRA has taken the lead on this project and is partnering with Placer County's Tahoe Design Division (TDD) and TART to locate, design, and construct bus stops and shelters in the Valley. Presently, TDD has designed an appropriate shelter that can be used as a template for the individual shelters needed in Squaw Valley, and has prepared a site plan for the first two locations. These shelters are still scheduled to be constructed during the 2008 building season. The Contractors Association of Truckee Tahoe, which has expressed an interest in donating services providing materials at cost to this and other bus shelter projects, has provided very favorable estimates to construct the two shelters. Staff intends to sign an agreement with CATT which provides funds for services and materials to construct the shelters one at a time, in case weather becomes a factor. TDD has excavated the footings in which the foundations will be poured by CATT. TDD will provide construction oversight for the NLTRA.

6. North Lake Tahoe Performing Arts Center (A-10)

The consulting firm selected to prepare this Arts and Culture Feasibility Study is the very experienced Webb Management Services from New York City. This Feasibility Study will be completed in approximately six months from the signing of the contract which occurred on May 21st. An initial series of interviews and an inventory of existing programs and facilities took place during the week of June 16th. Members of the Joint Committee and NLTRA Board have been involved in this process. An informational update on this study was presented at the August 25th Joint Committee meeting. In addition to the Joint Committee, the NLTRA Board, as well as the Boards of other funding partners, were encouraged to attend this meeting. The update was also presented to the study's steering committee in the morning and to the general public in the evening. The powerpoint prepared for the Phase 1 presentation is available at www.nltra.org. The project team is now reviewing Phase 2 (Site Analysis and Business Planning). Consultant Duncan Webb will present a status report at the November 5th Board meeting.

7. North Tahoe Conference Center Renovation (D-21)

The North Tahoe Public Utility District presented a request for Infrastructure funds at the March Joint Committee meeting. The Committee recommended the request of an amount up to \$20,000 to serve and implement new technology and computerization to better manage the Conference Center. The request was approved by the Board at the April meeting and by the Placer County Board of Supervisors at their April 14th meeting. Subsequent to this decision, the NTPUD Board has reassessed their vision for this facility and has decided that it would be more beneficial to be operated as the Tahoe Beach and Event Center. At the NLTRA's request, NTPUD General Manager Curtis Aaron reapplied for the grant to demonstrate the grant request still fits the NLTRA's criteria within the context of a different facility business model. The Joint Committee and the Board of Directors each reaffirmed the appropriateness of the grant. The Infrastructure funds are now available upon invoicing from the NTPUD.

8. Olympic Heritage Museum and Celebration (A-21)

Members of the Olympic Western Ski Heritage Museum Committee (Squaw Valley Olympic Museum Committee-SVOM), and the Olympic Heritage Celebration Committee (subcommittee of SVOM) attended the September Board meeting to present the economic impact and value of implementing a celebration of the 50th anniversary of the 1960 Winter Olympic Games and the important linkage to the development and construction of the planned Olympic and Western Ski Heritage Museum. As was indicated when the NLTRA Board approved its original grant for the Museum, additional funding requests for the continuing development of this project would be submitted when timely. At the suggestion of Placer County, the NLTRA funded the preparation of an economic impact analysis report to quantify the potential benefits of the Olympic Museum and the 2010 Olympic Heritage Celebration project to help evaluate the additional funding requests. The now completed report, titled *Investing in Heritage Tourism: Ensuring*

Placer County's place in Olympic History, details the importance of supporting Olympic heritage in the North Lake Tahoe region.

The SVOM presented the Phase II Infrastructure Request to the Joint Committee on September 22nd. While everyone was very favorably toward the continuation of the project, it was recommended that additional detail be provided to the Board for the specific financial request. At the October 1st meeting, the Board of Directors voted to recommend to the Board of Supervisors an infrastructure allocation of up to \$50,000 for a consultant to manage the Squaw Valley Olympic and Western Ski Heritage Museum project (within a one year period of time) and up to \$50,000 to study the scope of the museum including site locations and design and finally, to earmark another \$100,000 contingent upon review of the Board after the first of the year. The Board of Supervisors then, at their October 21st meeting, approved the proposed expenditure of budgeted Infrastructure funds in the amount of \$100,000 toward planning efforts to establish the Squaw Valley Olympic Museum and Western Winter Sports Heritage Center.

B. Other Meetings and Activities Attended

- Tuesday Morning Breakfast Club
- Olympic Museum and Celebration Committee
- NLTRA Board of Directors Meeting
- TCDA Events
- Winter Transportation Meeting
- TCPUD Board
- Highway 267 Transportation Meeting
- Meeting with Senator Cox
- Meeting with California State Parks Director Coleman
- TCNS Celebrity Waiter Fund Raiser
- Boulder Bay/Transportation Options
- Board of Directors Executive Committee
- Board of Supervisors Reception
- Board of Supervisors Meeting
- Tahoe Vista Recreation Area Ribbon Cutting
- West Shore Summer Transportation
- CEO/Area Managers



November 5, 2008

To: Board of Directors

Fr: Steve Teshara, President & CEO

Re: President & CEO's Report – November 2008

The following items will be addressed in this report:

- Status Report – 2008 NLTRA Board Election Process
- Review Timeline and Process for 2009 NLTRA Committee Member Solicitation

There may be other items on which to report at the meeting.



October 29, 2008

To: Board of Directors

Fr: Management Team

Re: Timeline and Process - 2009 NLTRA Committee Member Solicitation

Background

Consistent with the NLTRA's adopted Supplemental Operating Procedures and Policies (July 2007), this memorandum shall serve as notice and formal initiation of the Resort Association's process to formally solicit "lay member" applicants for the following committees:

- Marketing
- Chamber of Commerce Advisory Committee
- Finance

Note: Members of the Infrastructure and Transportation committees serve two-year terms. Current terms run through 2009. Placer County appoints six of the 12 members of the Infrastructure Committee, the NLTRA Board appoints the other six. Also note: Board members will be asked to identify their preferred 2009 committee assignments at the January 7th Board meeting.

Timeline

| | |
|--|-------------------|
| Notice of Initiation of Solicitation Process | November 5, 2008 |
| Application Period Opens | November 28, 2008 |
| Application Period Closes | December 29, 2008 |
| Board Appoints Lay and Board Members to Committees | January 7, 2009 |

Note: New Committees assignments are effective immediately thereafter