



AGENDA AND MEETING NOTICE

**The North Lake Tahoe Resort Association Board of Directors
Wednesday, November 3, 2010 – 8:30 am**

Tahoe City Public Utility District

NLTRA Mission

“to promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

Meeting Ground Rules

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

The NLTRA Board has also adopted the Nine Tools of Civility of the Speak Your Peace Civility Project: *Pay Attention, Listen, Be Inclusive, Not Gossip, Show Respect, Be Agreeable, Apologize, Give Constructive Criticism, Take Responsibility.*

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions
2. Approval of Agenda

C. PUBLIC FORUM

Public Forum: Any person wishing to address the Board of Directors on items of interest to the Resort Association not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Board on items addressed under Public Forum.

D. CONSENT CALENDAR – MOTIONS (5 minutes)

All items listed under the consent calendar-motions are considered to be routine and/or have been or will be reviewed by committee, and will be approved by one motion. There will be no separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar-motions. All committee meeting minutes are provided for informational purposes only.

1. Board Meeting Minutes – October 13, 2010
2. Financial Statements – August 2010
3. Financial Statements – September 2010
4. Chamber of Commerce Advisory Committee Minutes – October 27, 2010
5. Marketing Committee Minutes – October 28, 2010
6. Conference Revenue Statistics – September 2010
7. Conference/Marketing Activity Report – October 2010
8. Infrastructure/Transportation Activity Report

E. REPORTS & ACTION ITEMS

1. Presentation and Possible Action to Approve the 2009/10 Audited Financial Statements (Ron Treabess/Sally Lyon) *(15 minutes)*
 2. Presentation, Discussion and Possible Action to Approve a Draft Policy for Events (Alex Mourelatos/Deb Dudley) *(20 minutes)*
 3. Discussion of NLTRA and/or Chamber of Commerce Level of Involvement in SnowFest (Staff/Board of Directors)
 4. Marketing Report (Andy Chapman) *(15 minutes)*
 5. Board/Staff Follow-up on Previous Action Items (Ron Treabess) *(5 minutes)*
- 8:45a 6. Executive Director Search Progress Update: Progress and Next Steps (Deanna Gescheider/Jim Carra) *(15 minutes)*

ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE RESORT ASSOCIATION AND CONVENE AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE

F. CHAMBER OF COMMERCE REPORTS

1. Presentation, Discussion and Possible Action on Chamber of Commerce Recommendation for Community Marketing Grants (Cheri Sprenger/Kym Fabel) *(20 minutes)*
2. Clarification of Corporate Status of the North Lake Tahoe Chamber of Commerce and Tahoe North Visitors and Convention Bureau and Recommendation for the Future (Sally Lyon) *(10 minutes)*
3. Lake Tahoe Basin Prosperity Plan Update (Andy Chapman) *(10 minutes)*
4. Discussion and Possible Action to Appoint a New Representative to the Chamber of Commerce Advisory Committee (Kym Fabel) *(5 minutes)*
5. Chamber Manager Report (Kym Fabel) *(10 minutes)*

ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE AND RECONVENE AS THE BOARD OF THE NORTH LAKE TAHOE RESORT ASSOCIATION

G. INTERIM EXECUTIVE DIRECTOR REPORT (verbal by Ron Treabess) (5 minutes)

H. DIRECTORS' COMMENTS

I. MEETING REVIEW AND STAFF DIRECTION

J. CLOSED SESSION

1. Personnel Matters – Executive Director
2. Status report and direction to Organization/Search Committee

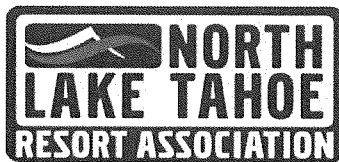
K. RECONVENE TO OPEN SESSION

1. Closed session report

L. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, October 27, 2010



BOARD MEETING MINUTES
Wednesday, October 13, 2010 – 8:30 am
North Tahoe Event Center

PRELIMINARY MINUTES

ATTENDANCE: Alex Mourelatos, Ron McIntyre, Allen Highfield, Tom Murphy, Ron Parson, Deb Dudley, Deanna Gescheider, Kaliopé Kopley

STAFF IN ATTENDANCE: Andy Chapman, Sally Lyon, Kym Fabel, Ron Treabess, Kim Lambert, Judy Laverty

OTHERS IN ATTENDANCE: Kathy Long, Cheri Sprenger, Justin Broglio, Ruth Schnabel, Heather Segale

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 8:45 am by Board Chair Alex Mourelatos and a quorum was established.

2.0 AGENDA AMENDMENTS AND APPROVAL

2.1 **M/S/C (Murphy/McIntyre) (6/0) to approve the agenda as presented**

3.0 PUBLIC FORUM

3.1 Alex Mourelatos commented that the road between Tahoe City and Kings Beach is becoming very scenic.

4.0 CONSENT CALENDAR

4.1 **M/S/C (Dudley/McIntyre) (6/0) to approve the consent calendar with item #1 pulled for edits**

Alex Mourelatos asked Sally Lyon about the status of the North Lake Tahoe Chamber of Commerce corporation. Sally stated that we filed a list of officers in both Nevada and California. Deb Dudley clarified that the Chamber of Commerce does not meet the criteria for a non-profit corporation for California. Kim Lambert stated that there is a staff report in the Board packet that addresses the North Lake Tahoe Chamber of Commerce's corporate status.

Alex Mourelatos wants to add "evaluation of an event's ROI with the event coordinator to assess the results of the marketing" to the action in item 4.1 of the September 1st Board meeting minutes.

M/S/C (Gescheider/Murphy) (5/0, 1 abstention – McIntyre) to approve item #1 of the consent calendar with an edit of the action in item 4.1

Action: “Evaluation of an event’s ROI with the event coordinator to assess the results of the marketing” will be added to the action in item 4.1 of the September Board meeting minutes.

5.0 REPORTS & ACTION ITEMS

- 5.1 Ron Treabess introduced Kathy Long from the North Tahoe Public Utility District. Kathy appeared before the Board to request an infrastructure allocation of up to \$44,000 for new playground equipment for the North Tahoe Regional Park. Kathy stated that unsafe and non ADA compliant equipment was removed and new equipment is needed to enhance the park facilities. The NTPUD has allocated \$50,000 for the project. The NTPUD sent out an RFP and received very competitive proposals that are good value for the money. The equipment will be delivered soon and installed by the end of October. Ron Treabess added that any received park dedication fees will be used to offset the infrastructure allocation.

Discussion followed regarding the parking fee for the park. Kathy explained that the \$3 parking fee is voluntary for visitors and that residents pay for the park through their property tax. Deanna Gescheider suggested that our brand be included on wayfinding signage and the park map. Alex Mourelatos commented that infrastructure grants at Board level need a promotion plan. Our logo will be included on future printings of the map.

M/S/C (McIntyre/Highfield) (8/0) to approve an Infrastructure allocation of up to \$44,000 to North Tahoe Public Utility District for partial funding of North Tahoe Regional Park playground renovation

- 5.2 Ron Treabess gave background on Board elections. An Election Committee is required by our bylaws; it will have three meetings. The purpose of the committee is to encourage participation from the community; it is an outreach exercise. The Board needs to authorize the Chair to appoint the Election Committee.

M/S/C (McIntyre/Dudley) (8/0) to authorize the Chair to appoint the Election Committee

- 5.3 Sally Lyon reported that the Finance Committee met and approved the 2009/10 Year End Unaudited Financial Statements. Audited statements will be presented at the November Board meeting.

M/S/C (Parson/McIntyre) (8/0) to approve 2009/10 Year End Unaudited Financial Statements

Action: Present the 2009/10 Audited Financial Statements to the Board in November.

- 5.4 An update on the approved TOT Budget was given. Staff has prepared a revised NLTRA Budget that reconciles with the approved TOT Budget. Ron McIntyre noted that the NLTRA Budget increased by \$475,607. This amount will be paid to the NLTRA in two installments. Ron Treabess stated that there will be a contract amendment for the second installment and any carryover would probably be included in it. Tom Murphy asked about the \$40,000 for the Welcome Center. Andy Chapman explained that the

Welcome Center currently does a decent job of promoting North Tahoe, but the \$40,000 expenditure will improve the promotion.

M/S/C (Parson/Dudley) (8/0) to approve the revised FY 2010/11 NLTRA Budget

- 5.5 The formation of a Lodging subcommittee was discussed. Ron Parson commented that the committee should stand alone and not be filtered through the Marketing Committee. Alex Mourelatos wants to ensure that the marketing strategy reflects the input of the lodging community. Tom Murphy commented that a Lodging Committee seems redundant and without a purpose, as there are already Lodging seats on the Board of Directors. Alex stated that the committee needs a purpose and that his perspective is that Small Lodging, Bed and Breakfasts, and Vacation Rentals have a hard time seeing direct benefit from the NLTRA. They need to be educated on how to utilize the NLTRA's marketing programs better. Deb Dudley suggested that the committee be made up of properties/members suggested in the staff report and then have it tell the Board how it wants to be involved. Ron Parson reiterated that the Lodging Committee should report to the Board of Directors, not to the Marketing Committee.

M/S/C (Parson/Dudley) (8/0) to approve the formation of an NLTRA Lodging Committee, allow its members to determine how they want to be involved, and to have the committee report to the Board of Directors

- 5.5 Andy Chapman presented the FY 2010/11 Annual Marketing Strategy. The strategy was unanimously approved by the Marketing Committee at its September 28th meeting. The plan is similar in format to the past, has some flexibility, and contains no radical changes. Ron Treabess commented that "heads on beds" can encompass new visitor room nights, additional room nights of visitors already here, or room nights of return visitors. In response to Allen Highfield's question about social media, Andy stated that it is contracted to RKPR through the North Lake Tahoe Marketing Cooperative. Deanna Gescheider asked about quantifiables. Andy said that metrics are sent out every six months (winter and summer). Alex made two suggestions regarding next year's Annual Marketing Strategy. First, he would like to see a forward-look element in the plan. Second, he wants an "and consequently" response to the indicators in the plan. For example, how does the information specified by the indicators impact the plan. Also, staff needs to educate the Board on the meaning of the dashboard indicators.

M/S/C (Parson/Gescheider) (8/0) to approve the final FY 2010/11 Marketing Strategy

- 5.7 Andy Chapman reported that the first two stages of the Amgen Tour of California will take place in Lake Tahoe. A promotional video was shown to the Board. The first stage starts on May 15th at Stateline, goes clockwise one-and-one-half times around the lake, and ends at Northstar-at-Tahoe. Stage two begins at Squaw Valley USA and ends in Sacramento. Information is going out about how people can get involved. Ron McIntyre suggested direct mail to the community; Amgen is a huge production and everyone needs to be prepared.

The Small Lodging marketing effort was discussed at the September 28th Marketing Committee meeting. It will be discussed further at the next Marketing Committee meeting. Alex Mourelatos reiterated that Small Lodging is a segment of Lodging; it is not separate. Therefore it is important to develop a program for Small Lodging that is within our brand alignment.

The California Travel and Tourism Commission will hold the 2nd Annual California Sustainable Tourism Summit on October 14th and 15th at the Ritz-Carlton. It begins at 2:30 pm on Thursday; participants can sign up at the event. On Friday afternoon, there are seven experiential tours of Tahoe that one can choose from to attend.

Action: Staff will brief the directors on the Sustainable Tourism Summit at the November Board meeting.

- 5.8 Alex Mourelatos updated the Board on the activities of the Organization/Search Subcommittee. He reported that a rough framework regarding the clarification of roles of the Chamber of Commerce and NLTRA has been completed. The differences will be presented at the next Board meeting. Also, the committee has determined that a survey of Chamber of Commerce members is needed.

The Board of Directors discussed the need to establish a clear policy regarding events. Alex Mourelatos said that how success is measured and how the NLTRA works with events needs to be determined. Cheri Spenger, the chair of the Chamber of Commerce Advisory Committee, stated that the committee has \$150,000 of grant requests and needs policy direction in order to act.

Then SnowFest was brought up. There is a question whether SnowFest should be given a Community Marketing Grant through the Chamber of Commerce or a sponsorship through the NLTRA. Deb Dudley thinks that Snowfest has huge potential and should be sponsored like the Big Blue Adventure Race. Kaliope Kopley supports sponsorship if SnowFest has a business plan and is willing to collaborate with partners. Alex Mourelatos stated that a draft policy for events will be discussed at the November Board meeting. This policy needs to be in place; then SnowFest can be addressed. Tom Murphy's opinion is that SnowFest brings money to local businesses (a Chamber of Commerce role), but does not put "heads in beds" (an NLTRA role).

The CEO search is continuing. Searchwide, the firm hired to conduct the search, is currently screening applicants. Their goal is to have six candidates screened and qualified, with two or three ready for interviews in December.

Action: Present a draft policy for events for the November Board meeting.

Action: Agendize a discussion of SnowFest for the November Board meeting.

- 5.9 Ron Treabess reported that there is a six person committee for TOT Renewal. Two NLTRA Board members are needed. TOT Renewal may be on the ballot in spring 2010 or fall 2011. The committee will work with consultants to determine what factual information needs to be gathered and what methodology will be used to gather it. This information will then be handed off to an advocacy entity. Deb Dudley is concerned about the language on the ballot and wants to be involved in that part. Ron McIntyre and Kaliope Kopley also want to be involved. Additionally, Ron Treabess stated that general managers of area special districts have been both soliciting funds and asking their board members for participation.
- 5.10 Agenda item 5.10 is moved to the November Board meeting.

6.0 CHAMBER OF COMMERCE REPORTS

- 6.1 Agenda items 6.1, 6.2, 6.4, and 6.5 are moved to the November Board meeting.
- 6.2 Heather Segale from the UC Davis Tahoe Environmental Research Center presented a slideshow about their grand opening of the Eriksson Education Center in July 2010, for which they received a \$2,500 Community Marketing Grant. The event was very successful with approximately 660 attendees.

7.0 DIRECTORS' COMMENTS

- 7.1 There were no directors' comments.

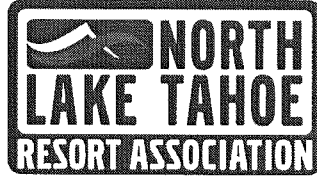
8.0 MEETING REVIEW AND STAFF DIRECTION

- 8.1 Add "Evaluation of an event's ROI with the event coordinator to assess the results of the marketing" to the action in item 4.1 of the September Board meeting minutes.
- 8.2 Present the 2009/10 Audited Financial Statements to the Board in November.
- 8.3 Brief the directors on the Sustainable Tourism Summit at the November Board meeting.
- 8.4 Present a draft policy for events for the November Board meeting.
- 8.5 Agendize a discussion of SnowFest for the November Board meeting.

9.0 ADJOURNMENT

- 9.1 The meeting adjourned at 12:10 pm.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant



November 3, 2010

To: Board of Directors

From: Sally Lyon, CFO

Re: August 31, 2010 Financial Statements

Background

Attached are the unaudited August 31, 2010 Financial Statements. On November 2, 2010, the Finance Committee will be reviewing and recommending to the Board of Directors approval of the Financial Statements.

Requested Action

Staff recommends approval of the unaudited August 31, 2010 Financial Statements.

**North Lake Tahoe Resort Association
Financial Statements
For the Two Months Ending August 31, 2010**

**North Lake Tahoe Resort Association
Financial Analysis
For the Two Months Ending August 31, 2010**

Consolidated

Statement of Financial Position

- Operating Cash is \$510,000, Marketing Cooperative Cash is \$158,000 and Infrastructure Cash is \$449,000.
- The Receivable from the County is \$3,355,000. This includes twelve payments for the 10/11 contract. The current year payment schedule starts in October 2010 and runs through August 2011.
- Infrastructure funds that Placer County is holding for 2005-2010 are booked as a separate receivable (AR – Infrastructure County) in the amount of \$323,000 for 05/06, \$1,665,000 for 06/07, \$1,835,000 for 07/08, \$827,000 for 08/09, \$790,000 for 09/10 and \$657,000 for 10/11 (collected throughout the year) with the total receivable at \$6,097,000.
- Unearned Revenue & Deferred Support in the amount of \$6,545,000 is the offsetting liability for the Infrastructure funds held by NLTRA and Placer County.
- Accounts Receivable is up \$8,000 from the previous month with strong billings for group sales.
- Advance Ticket Sales (STN) has a zero balance.
- Other Liabilities and Unearned Revenue are down \$44,000 from a month ago and reflects the change in Marketing Cooperative cash and the corresponding liability.
- Change in Net Assets is \$105,000 for the month of August and \$175,000 year to date.

Statement of Cash Flows

Year to date, Cash and Cash Equivalents, including Infrastructure Investments is down \$21,000 from the same month a year ago. For the year, Tourism and Administration has used \$28,000, Infrastructure has used \$3,000 and equipment purchase has used \$2,000 for a total decrease in cash of \$34,000 for the two months ending August 31, 2010.

North Lake Tahoe Resort Association
Statement of Financial Position
August 31, 2010
(unaudited)

	Current Year		Prior Year		Month Change		12 Month Change		2 Month Change	
	31-Aug-10	31-Jul-10	31-Aug-09	30-Jun-10	Amount	Pctg	Amount	Pctg	Amount	Pctg
ASSETS										
Cash and cash equivalents										
Operating	\$ 509,772	\$ 499,751	\$ 588,413	\$ 468,391	\$ 10,021	2%	\$ (78,641)	-13%	\$ 41,381	9%
Marketing Cooperative	157,776	222,666	162,077	232,998	(64,890)	-29%	(4,301)	-3%	(75,222)	-32%
Infrastructure	448,533	448,533	386,764	448,533	0	0%	61,769	16%	-	0%
Other Restricted	0	0	0	0	0	-	-	-	-	-
Total Cash & cash equiv	1,116,081	1,170,950	1,137,254	1,149,922	(54,869)	-5%	(21,173)	-2%	(33,841)	-3%
Receivables										
AR - Membership Services	23,244	23,119	23,425	24,678	125	1%	(181)	-1%	(1,434)	-6%
AR - Group Commissions	62,729	17,399	43,457	19,553	45,330	261%	19,272	44%	43,176	221%
AR - Other	21,080	62,382	13,685	9,709	(41,302)	-66%	7,395	54%	11,371	117%
AR - Co-op/STN/Shared	25,049	20,980	15,908	37,741	4,069	19%	9,141	57%	(12,692)	-34%
AR - Inntopia	0	0	1,002	0	0	-	(1,002)	-100%	-	-
AR - Allowance for Doubtful Accounts	0	0	(14,973)	0	0	-	14,973	0%	-	-
AR - Infrastructure County	6,096,755	6,096,755	5,737,455	5,440,204	(215,294)	-6%	359,300	11%	656,551	12%
AR - County TOT Funding	3,354,664	3,569,958	3,174,117	430,587	(207,072)	-2%	180,547	2%	2,924,077	679%
Total Receivables	9,583,521	9,790,593	8,994,076	5,962,472	(207,072)	-2%	589,445	-	3,621,049	61%
Long Term Assets										
Prepaid expenses	15,876	15,966	14,646	15,021	(90)	-1%	1,230	138%	855	6%
Inventory	928	928	891	928	0	0%	37	0%	-	0%
Furniture, Fixtures & Other	28,106	28,823	36,408	29,313	(717)	-2%	(8,302)	-108%	(1,207)	-4%
Computer Software/Equipment	7,712	8,162	7,722	6,906	(450)	-6%	(10)	0%	806	12%
Leasehold Improvements	6,185	6,585	10,842	6,985	(400)	-6%	(4,657)	-	(800)	-11%
Total Long Term Assets	58,807	60,464	70,509	59,153	(1,657)	-3%	(11,702)	-	(346)	-1%
TOTAL ASSETS	\$ 10,758,409	\$ 11,022,007	\$ 10,201,839	\$ 7,171,547	\$ (263,598)	-2%	556,570	-	\$ 3,586,862	50%
LIABILITIES & NET ASSETS										
Liabilities										
Accounts Payable	\$ 247,969	\$ 318,649	\$ 456,676	\$ 277,169	\$ (70,680)	-22%	(208,707)	-	\$ (29,200)	-11%
Advance Ticket Sales	-	(1,272)	-	(1,272)	1,272	-100%	-	0%	1,272	-100%
Other Liabilities and Unearned	277,549	321,389	279,999	338,971	(43,840)	-14%	(2,450)	0%	(61,422)	-18%
Deferred Support	2,844,404	3,099,534	2,644,936	-	(255,130)	-8%	199,468	3%	2,844,404	-
Deferred Infra	6,545,288	6,545,288	6,124,223	5,888,737	(421,065)	-	421,065	-	656,551	11%
Total Liabilities	9,915,210	10,283,588	9,505,834	6,503,605	(368,378)	-4%	409,376	-	3,411,605	52%
Net Assets										
Fund Balance Designated	243,110	243,110	243,110	243,110	0	0%	-	0%	-	0%
Beginning Net Assets	424,832	424,832	439,302	439,302	0	0%	(14,470)	-106%	(14,470)	-3%
Net Change in Net Assets	175,257	70,477	13,593	(14,470)	104,780	149%	161,664	23%	189,727	-1311%
Total Net Assets	843,199	738,419	696,005	667,942	104,780	14%	147,194	-	175,257	26%
TOTAL LIABILITIES & NET ASSETS	\$ 10,758,409	\$ 11,022,007	\$ 10,201,839	\$ 7,171,547	\$ (263,598)	-2%	556,570	-	\$ 3,586,862	50%

D2-4

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Consolidation of Departments
For the Two Months Ending August 31, 2010

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	% Chg	Prior YR	% Chg	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	9,929	9,929	0	0%	12,228	0%	20,417	(1)	24,427	0%
Special Events & Functions	905	1,005	(100)	(10%)	895	(10%)	2,285	(100)	1,990	(4%)
Miscellaneous	0	0	0	0%	0	0%	4,079	0	0	0%
Commissions & Booking Fees	13,142	13,142	0	0%	4,562	0%	73,082	0	33,110	0%
Retail Sales & Other	4,036	4,036	0	0%	1,815	0%	9,648	0	3,917	0%
Interest & Investment Income	223	223	0	0%	309	0%	339	0	1,252	0%
Placer County Funding	255,130	255,130	0	0%	356,895	0%	510,262	(2)	621,963	0%
Total Revenue and Other Support	283,365	283,465	(100)	0%	376,703	0%	620,112	(102)	686,658	0%
Expenses										
Salaries and benefits	61,057	61,057	(2)	0%	78,468	0%	178,479	(6)	198,326	0%
Rent & Utilities	7,953	7,953	0	0%	8,007	0%	16,001	(2)	15,728	0%
Telephone Services	1,911	1,912	(1)	0%	2,123	0%	3,919	0	4,560	0%
Internet Access	145	0	145	0%	0	0%	0	145	0	0%
Mail Expenses	18	18	0	3%	300	3%	384	1	764	0%
Insurance & Bonding	419	420	(1)	0%	534	0%	840	(2)	1,109	0%
Supplies	591	591	0	0%	462	0%	1,345	(1)	1,671	0%
Equipment Sup. & Maint.	1,037	1,037	0	0%	1,384	0%	2,824	(1)	2,970	0%
Taxes, Licenses & Fees	1,015	1,015	0	0%	601	0%	1,015	0	901	0%
Equip. Rental / Leasing	928	929	(1)	0%	866	0%	2,482	(2)	2,543	0%
Project Costs	6,665	6,665	0	0%	176,023	0%	50,744	0	288,098	0%
Professional Fees Legal/Accounting	0	0	0	0%	8,800	0%	420	0	9,880	0%
Special Events	2,007	2,007	0	0%	37	0%	2,395	0	259	0%
Autumn Food & Wine Costs	438	438	0	0%	652	0%	508	0	652	0%
Membership Events/Newsletter	1,195	1,195	0	0%	(716)	0%	1,593	0	(196)	0%
Cost of Goods Sold	3,672	3,672	0	0%	1,485	0%	4,299	0	3,254	0%
Marketing Cooperative/Media	75,476	75,476	0	0%	68,633	0%	150,952	0	137,266	0%
Marketing Other	445	88	357	406%	0	0%	9,436	357	0	4%
Programs	(24)	(24)	0	(1%)	130	(1%)	(24)	0	130	(1%)
Associate Relations	0	0	0	0%	92	0%	102	1	92	1%
Board Functions	11,292	11,260	32	0%	32	0%	11,667	32	48	0%
Credit Card Fees	65	65	0	1%	85	1%	227	0	351	0%
Automobile Expenses	442	442	0	0%	314	0%	442	0	586	0%
Local Meals & Entertainment	272	272	0	0%	80	0%	309	0	468	0%
Dues & Subscriptions	0	0	0	0%	0	0%	860	0	982	0%
Travel	0	0	0	0%	0	0%	(125)	0	0	0%
Total Expense Before Depreciation/Re	177,018	176,488	530	0%	348,390	0%	441,619	522	670,441	0%
Depreciation	1,567	1,567	0	0%	1,567	0%	3,134	0	3,134	0%
Total Expense	178,585	178,055	530	0%	349,957	0%	444,753	522	673,575	0%
Changes in Unrestricted Net Assets	104,780	105,410	(630)	(1%)	26,746	(1%)	175,257	(624)	13,083	0%

North Lake Tahoe Resort Association
Statement of Activities
Departmental Summary
For the Two Months Ending August 31, 2010

Date 10/18/10 12:55 PM

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	CURRENT MONTH				YEAR - TO - DATE			
	Actual	Budget	\$ Variance	% Chng	Actual	Budget	Variance	% Chng
REVENUE AND OTHER SUPPORT								
Marketing	148,713	148,713	0	0%	297,876	297,876	0	0%
Conferences	39,618	39,618	0	0%	126,033	126,036	(3)	0%
Visitor Support & Transportation	54,750	54,750	0	0%	109,500	109,500	0	0%
Visitor Information	16,870	16,869	1	0%	35,315	35,314	1	0%
Member Services	10,192	10,292	(100)	(1%)	20,868	20,968	(100)	0%
Management & General	103	103	0	0%	4,285	4,285	0	0%
Total Revenue and Other Supp	270,245	270,345	(100)	0%	593,877	593,979	(102)	0%
EXPENSES								
Marketing	105,268	104,767	501	0%	226,739	226,238	501	0%
Conferences	36,213	36,213	0	0%	78,089	78,088	1	0%
Visitor Support & Transportation	16,124	16,125	(2)	0%	69,550	69,553	(3)	0%
Visitor Information	17,210	17,210	0	0%	37,005	37,007	(2)	0%
Member Services	11,252	11,250	2	0%	23,857	23,857	0	0%
Management & General	(22,462)	(22,493)	31	0%	(20,300)	(20,329)	29	0%
Total Expenses	163,604	163,072	532	0%	414,939	414,414	525	0%
Net Change in Unrestricted Net Assets								
Marketing	43,445	43,946	(501)	(1%)	71,137	71,638	(501)	(1%)
Conferences	3,404	3,405	(1)	0%	47,944	47,948	(4)	0%
Visitor Support & Transportation	38,627	38,625	2	0%	39,950	39,947	3	0%
Visitor Information	(340)	(341)	1	0%	(1,689)	(1,693)	4	0%
Member Services	(1,059)	(958)	(101)	11%	(2,989)	(2,889)	(100)	3%
Management & General	22,566	22,596	(30)	0%	24,585	24,614	(29)	0%
Net Change in Assets Before In	106,641	107,273	(632)	(1%)	178,937	179,565	(627)	0%
Infrastructure								
Infrastructure Support	13,120	13,120	0	0%	26,133	26,133	0	0%
Infrastructure Expense	14,981	14,983	(2)	0%	29,813	29,817	(4)	0%
Infrastructure Net Change in Assets	(1,861)	(1,863)	2	0%	(3,681)	(3,684)	3	0%
Change in Net Assets	104,780	105,410	(630)	(1%)	175,257	175,881	(624)	0%

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North Lake Tahoe Resort Association
Department Detail Activity Report
For the Two Months Ending August 31, 2010

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
REVENUE AND OTHER SUPPORT										
Member Dues	\$ 450	\$ 1,283		\$ 1,283		\$ 19,133		\$ 20,416		\$ 20,416
Special Events & Functions				450		1,735		2,185		2,185
Miscellaneous							4,079			
Commissions & Booking Fees		73,082		73,082				73,082		73,082
Retail Sales & Other			9,648	9,648				9,648		9,648
Interest & Investment Income							\$ 206	206	133	339
Placer County Funding	297,426	51,667	25,667	374,760	\$ 109,500			484,260	26,000	510,260
Total Revenue and Other Support	\$ 297,876	\$ 126,033	\$ 35,315	\$ 459,224	\$ 109,500	\$ 20,868	\$ 4,285	\$ 593,877	\$ 26,133	\$ 620,010
EXPENSES										
Salaries and benefits	\$ 52,118	\$ 25,743	\$ 24,784	\$ 102,645	\$ 12,822	\$ 14,186	\$ 28,679	\$ 158,332	\$ 20,141	\$ 178,473
Rent & Utilities	4,211	2,156	881	7,249	1,511	1,518	4,211	14,489	1,511	15,999
Telephone Services	1,514	530	248	2,292	308	352	660	3,611	308	3,919
Internet Access	145									
Mail Expenses	314	30	24	368		3	13	384	1	385
Insurance & Bonding	209	109	109	427	67	67	209	771	67	838
Supplies	229	174	337	741	92	191	229	1,253	92	1,344
Equipment Sup. & Maint.	363	587	537	1,486	134	234	836	2,690	134	2,824
Taxes, Licenses & Fees	233	121	206	560	74	74	233	908	74	982
Equip. Rental / Leasing	342	267	638	1,247	217	421	379	2,265	217	2,482
Project Costs					49,915			49,915	829	50,744
Professional Fees Legal/Accounting							420	420		420
Special Events	2,395			2,395				2,395		2,395
Autumn Food & Wine Costs	508			508				508		508
Membership Events/Newsletter						1,593		1,593		1,593
Cost of Goods Sold			4,299	4,299				4,299		4,299
Marketing Cooperative/Media	114,214	36,738		150,952				150,952		150,952
Marketing Other	9,793									
Programs	(24)									
Associate Relations	26	13	13	53	8	8	26	95	8	103
Board Functions							11,699	11,699		11,699
Credit Card Fees			163	163		64		227		227
Automobile Expense	145					202	95	309		309
Local Meals & Entertainment	37			37		272		860		860
Dues & Subscriptions	860			860						
Travel	(125)			(125)				(125)		(125)
Allocated	38,400	11,200	4,346	53,946	4,192	4,462	(68,822)	(6,222)	6,222	
Total Functional Exp. Before Depreciation	\$ 225,907	\$ 77,669	\$ 36,585	\$ 340,160	\$ 69,340	\$ 23,647	\$ (21,132)	\$ 412,015	\$ 29,603	\$ 441,619
Depreciation	\$ 832	\$ 420	\$ 420	\$ 1,672	\$ 210	\$ 210	\$ 832	\$ 2,924	\$ 210	\$ 3,134
Total Functional Expense and Depreciation	\$ 226,739	\$ 78,089	\$ 37,005	\$ 341,832	\$ 69,550	\$ 23,857	\$ (20,300)	\$ 414,939	\$ 29,813	\$ 444,753
Change in Net Assets	\$ 71,137	\$ 47,944	\$ (1,689)	\$ 117,392	\$ 39,950	\$ (2,989)	\$ 24,585	\$ 178,937	\$ (3,681)	\$ 175,257

North Lake Tahoe Resort Association
 Consolidation of Departments Excluding Infrastructure
 For the Two Months Ending August 31, 2010

DESCRIPTION	CURRENT MONTH				YEAR-TO-DATE						
	Actual	Budget	\$ Variance	% Chg	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support											
Member Dues	9,929	9,929	0	0%	12,228	0%	20,416	20,417	(1)	24,427	0%
Special Events & Functions	905	1,005	(100)	(10%)	895	(10%)	2,185	2,285	(100)	1,990	(4%)
Miscellaneous	0	0	0	0%	0	0%	4,079	4,079	0	0	0%
Commissions & Booking Fees	13,142	13,142	0	0%	4,562	0%	73,082	73,082	0	33,110	0%
Retail Sales & Other	4,036	4,036	0	0%	1,815	0%	9,648	9,648	0	3,917	0%
Interest & Investment Income	103	103	0	0%	128	0%	206	206	0	219	0%
Placer County Funding	242,130	242,130	0	0%	198,002	0%	484,260	484,262	(2)	396,004	0%
Total Revenue and Other Support	270,245	270,345	(100)	0%	217,629	0%	593,877	593,979	(102)	459,667	0%
Expenses											
Salaries and benefits	51,005	51,006	(1)	0%	72,025	0%	158,332	158,337	(5)	181,751	0%
Rent & Utilities	7,201	7,201	0	0%	7,250	0%	14,489	14,490	(1)	14,241	0%
Telephone Services	1,734	1,734	0	0%	1,972	0%	3,611	3,611	0	4,227	0%
Internet Access	145	0	145	0%	0	0%	145	0	145	0	0%
Mail Expenses	18	18	0	3%	298	3%	384	383	1	761	0%
Insurance & Bonding	385	386	(1)	0%	491	0%	771	772	(1)	1,021	0%
Supplies	549	549	0	0%	433	0%	1,253	1,253	0	1,536	0%
Equipment Sup. & Maint.	939	939	0	0%	1,335	0%	2,690	2,691	(1)	2,851	0%
Taxes, Licenses & Fees	941	941	0	0%	501	0%	941	941	0	801	0%
Equip. Rental / Leasing	845	845	(1)	0%	788	0%	2,265	2,266	(1)	2,320	0%
Project Costs	6,211	6,211	0	0%	32,644	0%	49,915	49,915	0	94,357	0%
Professional Fees Legal/Accounting	0	0	0	0%	8,800	0%	420	420	0	9,880	0%
Special Events	2,007	2,007	0	0%	37	0%	2,395	2,395	0	259	0%
Autumn Food & Wine Costs	438	438	0	0%	652	0%	508	508	0	652	0%
Membership Events/Newsletter	1,195	1,195	0	0%	(716)	0%	1,593	1,593	0	(196)	0%
Cost of Goods Sold	3,672	3,672	0	0%	1,485	0%	4,299	4,299	0	3,254	0%
Marketing Cooperative/Media	75,476	75,476	0	0%	68,633	0%	150,952	150,952	0	137,266	0%
Marketing Other	445	88	357	406%	0	406%	9,793	9,436	357	0	4%
Programs	(24)	(24)	0	(1%)	130	(1%)	(24)	(24)	0	130	(1%)
Associate Relations	0	0	0	0%	85	0%	95	94	1	85	1%
Board Functions	11,260	11,260	32	0%	32	0%	11,699	11,667	32	48	0%
Credit Card Fees	65	65	0	1%	85	1%	227	227	0	351	0%
Automobile Expenses	442	442	0	0%	283	0%	442	442	0	501	0%
Local Meals & Entertainment	272	272	0	0%	80	0%	309	309	0	468	0%
Dues & Subscriptions	0	0	0	0%	0	0%	860	860	0	964	0%
Travel	0	0	0	0%	0	0%	(125)	(125)	0	0	0%
Allocated	(3,111)	(3,111)	0	0%	(3,111)	0%	(6,222)	(6,222)	0	(6,222)	0%
Total Expense Before Depreciation/Re	162,142	161,610	532	0%	194,210	0%	412,015	411,490	525	451,305	0%
Depreciation	1,462	1,462	0	0%	1,462	0%	2,924	2,924	0	2,924	0%
Total Expense	163,604	163,072	532	0%	195,672	0%	414,939	414,414	525	454,229	0%
Changes in Unrestricted Net Assets	106,641	107,273	(632)	(1%)	21,957	(1%)	178,937	179,565	(627)	5,438	0%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Marketing
For the Two Months Ending August 31, 2010

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Special Events & Functions	0	0	0	0	0%	450	450	0	0	0%
Placer County Funding	148,713	148,713	0	119,665	0%	297,426	297,426	0	239,330	0%
Total Revenue and Other Support	148,713	148,713	0	119,665	0%	297,876	297,876	0	239,330	0%
Expenses										
Salaries and benefits	21,836	21,836	0	19,570	0%	52,118	52,118	0	48,550	0%
Rent & Utilities	2,091	2,091	0	2,109	0%	4,211	4,211	0	4,141	0%
Telephone Services	677	677	0	676	0%	1,514	1,514	0	1,332	0%
Internet Access	145	0	145	0	0%	145	0	145	0	0%
Mail Expenses	0	0	0	124	0%	314	314	0	433	0%
Insurance & Bonding	105	105	0	133	0%	209	210	(1)	277	0%
Supplies	105	105	0	72	0%	229	229	0	350	0%
Equipment Sup. & Maint.	250	250	0	75	0%	363	363	(1)	538	0%
Taxes, Licenses & Fees	233	233	0	311	0%	233	233	0	311	0%
Equip. Rental / Leasing	93	93	0	87	0%	342	342	0	348	0%
Special Events	2,007	2,007	0	37	0%	2,395	2,395	0	259	0%
Autumn Food & Wine Costs	438	438	0	652	0%	508	508	0	652	0%
Marketing Cooperative/Media	57,107	57,107	0	52,000	0%	114,214	114,214	0	104,000	0%
Marketing Other	445	88	357	0	406%	9,793	9,436	357	0	4%
Programs	(24)	(24)	0	130	(1%)	(24)	(24)	0	130	(1%)
Associate Relations	0	0	0	23	0%	26	26	0	23	(1%)
Credit Card Fees	0	0	0	0	0%	0	0	0	209	0%
Automobile Expenses	145	145	0	134	0%	145	145	0	169	0%
Local Meals & Entertainment	0	0	0	0	0%	37	37	0	87	1%
Dues & Subscriptions	0	0	0	0	0%	860	860	0	860	0%
Travel	0	0	0	0	0%	(125)	(125)	0	0	0%
Allocated	19,200	19,200	0	19,200	0%	38,400	38,400	0	38,400	0%
Total Expense Before Depreciation/Re	104,852	104,351	501	95,333	0%	225,907	225,406	501	201,069	0%
Depreciation	416	416	0	416	0%	832	832	0	832	0%
Total Expense	105,268	104,767	501	95,749	0%	226,739	226,238	501	201,901	0%
Changes in Unrestricted Net Assets	43,445	43,946	(501)	23,916	(1%)	71,137	71,638	(501)	37,429	(1%)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Transportation
For the Two Months Ending August 31, 2010

DESCRIPTION	CURRENT MONTH			YEAR-TO-DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support	54,750	54,750	0	39,670	0%	109,500	109,500	0	79,340	0%
Placer County Funding	54,750	54,750	0	39,670	0%	109,500	109,500	0	79,340	0%
Total Revenue and Other Support	54,750	54,750	0	39,670	0%	109,500	109,500	0	79,340	0%
Expenses	6,450	6,451	(1)	6,237	0%	12,822	12,823	(1)	12,610	0%
Salaries and benefits	752	752	0	758	0%	1,511	1,511	0	1,487	0%
Rent & Utilities	178	178	0	151	0%	308	308	0	333	0%
Telephone Services	34	34	0	43	(1%)	67	68	(1)	89	(1%)
Insurance & Bonding	42	42	0	29	0%	92	92	0	135	0%
Supplies	98	98	0	49	0%	134	134	0	119	0%
Equipment Sup. & Maint.	74	74	0	100	1%	74	74	0	100	1%
Taxes, Licenses & Fees	84	84	0	78	(1%)	217	218	(1)	223	0%
Equip. Rental / Leasing	6,211	6,211	0	32,644	0%	49,915	49,915	0	94,357	0%
Project Costs	0	0	0	7	0%	8	8	0	7	3%
Associate Relations	0	0	0	31	0%	0	0	0	85	0%
Automobile Expenses	0	0	0	0	0%	0	0	0	18	0%
Dues & Subscriptions	0	0	0	0	0%	0	0	0	4,192	0%
Alllocated	2,096	2,096	0	2,096	0%	4,192	4,192	0	4,192	0%
Total Expense Before Depreciation/Re	16,019	16,020	(2)	42,222	0%	69,340	69,343	(3)	113,754	0%
Depreciation	105	105	0	105	0%	210	210	0	210	0%
Total Expense	16,124	16,125	(2)	42,327	0%	69,550	69,553	(3)	113,964	0%
Changes in Unrestricted Net Assets	38,627	38,625	2	(2,657)	0%	39,950	39,947	3	(34,624)	0%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Two Months Ending August 31, 2010

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Commissions & Booking Fees	0	0	0	465	0%	0	0	0	900	0%
Retail Sales & Other	4,036	4,036	0	1,815	0%	9,648	9,648	0	3,917	0%
Placer County Funding	12,833	12,833	0	12,833	0%	25,666	25,666	1	25,666	0%
Total Revenue and Other Support	16,870	16,869	1	15,113	0%	35,314	35,314	1	30,483	0%
Expenses										
Salaries and benefits	9,825	9,825	0	7,157	0%	24,784	24,786	(2)	17,919	0%
Rent & Utilities	435	435	0	428	0%	881	882	(1)	858	0%
Telephone Services	122	122	0	155	0%	248	248	0	353	0%
Mail Expenses	18	18	0	13	3%	24	23	1	21	2%
Insurance & Bonding	54	54	0	69	1%	109	108	1	144	1%
Supplies	80	80	0	45	0%	337	338	(1)	113	0%
Equipment Sup. & Maint.	78	78	0	937	0%	537	537	(1)	1,069	0%
Taxes, Licenses & Fees	206	206	0	204	0%	206	206	0	204	0%
Equip. Rental / Leasing	278	278	0	260	0%	638	638	0	657	0%
Cost of Goods Sold	3,672	3,672	0	1,485	0%	4,299	4,299	0	3,254	0%
Associate Relations	0	0	0	12	0%	13	13	0	12	3%
Credit Card Fees	59	59	0	62	0%	163	163	0	110	0%
Allocated	2,173	2,173	0	2,173	0%	4,346	4,346	0	4,346	0%
Total Expense Before Depreciation/Re	17,000	17,000	0	13,001	0%	36,585	36,587	(2)	29,061	0%
Depreciation	210	210	0	210	0%	420	420	0	420	0%
Total Expense	17,210	17,210	0	13,211	0%	37,005	37,007	(2)	29,481	0%
Changes in Unrestricted Net Assets	(340)	(341)	1	1,902	0%	(1,689)	(1,693)	4	1,002	0%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Chamber of Commerce
For the Two Months Ending August 31, 2010

	CURRENT MONTH				YEAR-TO-DATE			
	Actual	Budget	\$ Variance	% Chg	Actual	Budget	Variance	% Chg
Revenue and Other Support								
Member Dues	9,287	9,287	0	0%	19,133	19,133	0	0%
Special Events & Functions	905	1,005	(100)	(10%)	1,735	1,835	(100)	(5%)
Total Revenue and Other Support	<u>10,192</u>	<u>10,292</u>	<u>(100)</u>	<u>(1%)</u>	<u>20,868</u>	<u>20,968</u>	<u>(100)</u>	<u>0%</u>
Expenses								
Salaries and benefits	5,833	5,832	1	0%	14,186	14,185	1	0%
Rent & Utilities	756	756	0	0%	1,518	1,518	0	0%
Telephone Services	172	172	0	0%	352	351	1	0%
Mail Expenses	0	0	0	0%	3	3	0	(12%)
Insurance & Bonding	34	34	0	0%	67	68	(1)	(1%)
Supplies	137	137	0	0%	191	191	0	0%
Equipment Sup. & Maint.	48	48	0	0%	234	234	0	0%
Taxes, Licenses & Fees	74	74	0	0%	74	74	0	0%
Equip. Rental / Leasing	186	186	0	0%	421	422	(1)	(1%)
Membership Events/Newsletter	1,195	1,195	0	0%	1,593	1,593	0	0%
Associate Relations	0	0	0	0%	8	8	0	3%
Credit Card Fees	6	6	0	5%	64	64	0	0%
Automobile Expenses	202	202	0	0%	202	202	0	0%
Local Meals & Entertainment	272	272	0	0%	272	272	0	0%
Allocated	2,231	2,231	0	0%	4,462	4,462	0	0%
Total Expense Before Depreciation/Re	<u>11,147</u>	<u>11,145</u>	<u>2</u>	<u>0%</u>	<u>23,647</u>	<u>23,647</u>	<u>0</u>	<u>0%</u>
Depreciation	105	105	0	0%	210	210	0	0%
Total Expense	<u>11,252</u>	<u>11,250</u>	<u>2</u>	<u>0%</u>	<u>23,857</u>	<u>23,857</u>	<u>0</u>	<u>0%</u>
Changes in Unrestricted Net Assets	<u>(1,059)</u>	<u>(958)</u>	<u>(101)</u>	<u>11%</u>	<u>(2,989)</u>	<u>(2,889)</u>	<u>(100)</u>	<u>3%</u>

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Management & Administration
For the Two Months Ending August 31, 2010

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Miscellaneous	0	0	0	0	0%	4,079	4,079	0	0	0%
Interest & Investment Income	103	103	0	128	0%	206	206	0	219	0%
Total Revenue and Other Support	103	103	0	128	0%	4,285	4,285	0	219	0%
Expenses										
Salaries and benefits	(3,161)	(3,160)	(1)	21,890	0%	28,679	28,682	(3)	57,610	0%
Rent & Utilities	2,091	2,091	0	2,109	0%	4,211	4,211	0	4,141	0%
Telephone Services	325	325	0	456	0%	660	660	0	1,006	0%
Mail Expenses	0	0	0	59	0%	13	13	0	89	1%
Insurance & Bonding	105	105	0	133	0%	209	210	(1)	277	0%
Supplies	105	105	0	71	0%	229	229	0	337	0%
Equipment Sup. & Maint.	337	337	0	211	0%	836	836	0	810	0%
Taxes, Licenses & Fees	233	233	0	(417)	0%	233	233	0	(117)	0%
Equip. Rental / Leasing	111	111	0	104	0%	379	379	0	386	0%
Professional Fees Legal/Accounting	0	0	0	8,800	0%	420	420	0	9,880	0%
Associate Relations	0	0	0	23	0%	26	26	0	23	(1%)
Board Functions	11,292	11,260	32	32	0%	11,667	11,667	32	48	0%
Automobile Expenses	95	95	0	0	0%	95	95	0	0	0%
Local Meals & Entertainment	0	0	0	80	0%	0	0	0	381	0%
Dues & Subscriptions	0	0	0	0	0%	0	0	0	86	0%
Allocated	(34,411)	(34,411)	0	(34,411)	0%	(68,822)	(68,822)	0	(68,822)	0%
Total Expense Before Depreciation/Re	(22,878)	(22,909)	31	(858)	0%	(21,132)	(21,161)	29	6,136	0%
Depreciation	416	416	0	416	0%	832	832	0	832	0%
Total Expense	(22,462)	(22,493)	31	(442)	0%	(20,300)	(20,329)	29	6,968	0%
Changes in Unrestricted Net Assets	22,566	22,596	(30)	570	0%	24,585	24,614	(29)	(6,749)	0%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Infrastructure
For the Two Months Ending August 31, 2010

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support	120	120	0	181	0%	133	133	0	1,033	0%
Interest & Investment Income	13,000	13,000	0	158,893	0%	26,000	26,000	0	225,959	0%
Placer County Funding	13,120	13,120	0	159,074	0%	26,133	26,133	0	226,992	0%
Total Revenue and Other Support	10,050	10,051	(1)	6,443	0%	20,141	20,142	(1)	16,575	0%
Expenses	752	752	0	758	0%	1,511	1,511	0	1,487	0%
Salaries and benefits	178	178	0	151	0%	308	308	0	333	0%
Rent & Utilities	0	0	0	1	0%	1	1	0	2	(12%)
Telephone Services	34	34	0	43	(1%)	67	68	(1)	89	(1%)
Mail Expenses	42	42	0	29	0%	92	92	0	135	0%
Insurance & Bonding	98	98	0	49	0%	134	134	0	119	0%
Supplies	74	74	0	100	1%	74	74	0	100	1%
Equipment Sup. & Maint.	84	84	0	78	(1%)	217	218	(1)	223	0%
Taxes, Licenses & Fees	454	454	0	143,379	0%	829	829	0	193,742	0%
Equip. Rental / Leasing	0	0	0	7	0%	8	8	0	7	3%
Project Costs	0	0	0	31	0%	0	0	0	85	0%
Associate Relations	0	0	0	0	0%	0	0	0	18	0%
Automobile Expenses	0	0	0	0	0%	0	0	0	0	0%
Dues & Subscriptions	3,111	3,111	0	3,111	0%	6,222	6,222	0	6,222	0%
Allocated	14,876	14,878	(2)	154,180	0%	29,603	29,607	(4)	219,136	0%
Total Expense Before Depreciation/Re	105	105	0	105	0%	210	210	0	210	0%
Depreciation	14,981	14,983	(2)	154,285	0%	29,813	29,817	(4)	219,346	0%
Total Expense	(1,861)	(1,863)	2	4,789	0%	(3,681)	(3,684)	3	7,646	0%
Changes in Unrestricted Net Assets										

North Lake Tahoe Resort Association
Statement of Cash Flows
For the Two Months Ending August 31, 2010 and 2009
for internal use only, unaudited

	August 31, 2010	August 31, 2009
CASH FLOWS FROM OPERATING ACTIVITIES		
Tourism and Administration		
Cash Received from Customers Operations	\$ 68,990	\$ 91,124
Cash Received from Interest Operations	206	219
Cash Received from Placer County TOT Operations	404,587	403,965
Cash Used for Operations	(502,220)	(522,913)
	(28,438)	(27,605)
 Infrastructure		
Cash Received from Grants and Reimbursements		-
Cash Received from Interest Infrastructure	133	1,033
Cash Received from TOT Revenue Recognized Infrastructure	26,000	353,299
Cash Used for Infrastructure Overhead	(28,774)	(25,394)
Cash Used for Infrastructure Projects	(829)	(193,587)
	(3,471)	135,351
	-	-
Net Cash Provided (Used) by Operating Activities	(31,908)	107,746
CASH FLOWS FROM FINANCING ACTIVITIES		
	-	-
Net Cash Provided (used) by Financing Activities	-	-
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of Equipment and Leasehold Improvements	(1,933)	-
Disposition of Assets	-	-
	-	-
Net Cash Provided (Used) by Investing	(1,933)	-
Net Increase (Decrease) in Cash and Cash Equivalents	(33,841)	107,746
Cash and Cash Equivalents, July 1, 2010, 2009	1,149,922	1,029,508
Cash and Cash Equivalents, August 31, 2010, 2009	\$ 1,116,081	1,137,254

August Accounts Receivable

Customer Account	Chamber/Conf		Membership Functions		Group Commissions		AFW		STN Vouchers		Misc.	
	Customer/Business Name	Member Dues amount	age	amount	age	amount	age	amt	age	amount	age	amount
Total												
750.00	Alpine Meadows Ski Resort		90	750.00								2/16/10 (07985) Comm Awards dinner
500.00	Boulder Bay		new	500.00								Supplemental service
677.01	Mont Bleu				90	677.01						6/30/08 (06320)
434.70	Mont Bleu				new	434.7						8/31/10 (08332) Groups
13000.00	County of Placer									new	13000.00	Balance due
60.00	Creative Concepts		90	60.00								5/20/10 (08160) Email blast
60.00	Creative Concepts		60	60.00								6/22/10 (08203) Email blast
60.00	Creative Concepts		60	60.00								6/22/10 (08204) Email blast
60.00	Creative Concepts		60	60.00								6/30/10 (08231) Email blast
60.00	Creative Concepts		60	60.00								6/30/10 (08232) Email blast
60.00	Creative Concepts		30	60.00								7/28/10 (08248) Email blast
60.00	Creative Concepts		30	60.00								7/30/10 (08270) Email blast
60.00	Creative Concepts		new	60.00								8/15/10 (08271) Email blast
60.00	Creative Concepts		new	60.00								8/15/10 (08272) Email blast
60.00	Creative Concepts		new	60.00								8/15/10 (08273) Email blast
100.00	Dead Sea Warehouse		new	100.00								6/30/10 (08233) Newsletter inserts
694.40	Dertour						90	694.40				3/29/10 (08066) STN vouchers
122.50	Eco Print		60	122.50								6/4/10 (08187) Email blast
60.00	Evergreen Restaurant			60.00								Email blast
60.00	EXL Media		new	60.00								8/15/10 (08274) Email blast
790.50	Forest Inn Suites						new	790.5				8/13/10 (08331) Groups
60.00	Girls on the Run		90	60.00								5/31/10 (08182) Email blast
3540.10	Granlibakken						30	3540.10				7/30/10 (08281) Consultative Group
60.00	HD96											6/30/10 (08234) Email blast
500.00	Homewood Village		60	60.00								7/12/10 (08245) Supplemental service
500.00	Homewood Village		30	500.00								Supplemental service
1140.90	Hyatt		new	500.00								Supplemental service
15111.60	Hyatt						new	1140.90				8/31/10 (08322) IGA/Conf Direcct
17010.40	Hyatt						new	15111.60				8/31/10 (08323) IGA/Conf Direcct
5533.60	Hyatt						new	17010.40				8/31/10 (08324) Money Concepts Int'l
2776.40	Hyatt						new	5533.60				8/31/10 (08325) MAPPS/Helms Brisco
297.60	Knecht Reisen						new	2776.40				8/31/10 (08326) Assoc of School Admin
60.00	Moonshine Ink		new	60.00					90	297.60		5/20/10 STN Vouchers
60.00	Tahoe TV		new	60.00								8/15/10 (08275) Email blast
62.50	North Tahoe Bus Assoc		60	62.50								8/15/10 (08276) Email blast
60.00	Northstar		90	60.00								6/4/10 (08189) Bus expo booth
60.00	Northstar		30	60.00								4/30/10 (08118) Email blast
236.60	Northstar		30	60.00								7/28/10 (08251) Email blast
3553.29	NLT Marketing Co-op		30	236.60								7/30/10 (08282) Calif State Sheriffs
									30	3553.29		7/31/10 July cc expenses

North Lake Tahoe Resort Association
Statement of Activities
Infrastructure
For the Two Months Ending August 31, 2010

Current Month Actual	Project Costs:	Year to Date Actual
453.92	Research/Planning/Infrastructure	828.92
453.92	Total Project Costs	828.92

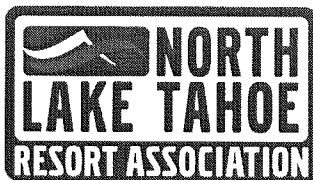
North Lake Tahoe Resort Association
Statement of Activities
Transportation
For the Two Months Ending August 31, 2010

Current Month Actual	Project Costs:	Year to Date Actual
375.00	Research/Planning/Transportation	750.00
0.00	Membership Transportation	3,000.00
5,836.30	Summer Traffic Management	6,165.30
0.00	Hwy 267 Summer Bus Service	40,000.00
6,211.30	Total Project Costs	49,915.30

North Lake Tahoe Resort Association
Key Performance Indicators
August 2010

	<i>For the Month</i>				
	Actual	Budget	Last Year	Actual % Budget	% Var to Last Yr
Statistics					
Web Site Traffic-Unique Visitor	85,278		67,271	na	26.8%
Web Site Traffic-Lodging Referrals	22,522		26,316	na	-14.4%
% Lodging Referral/Unique Visitor	26.4%		39.1%	na	-32.5%
# STN tickets sold	-		-	na	na
# Conference Groups Booked	7	6	4	16.7%	75.0%
# Conference Group Rm Nights Booked	914	650	989	40.6%	-7.6%
# Press Releases Issued	5		8	na	-37.5%
# Leisure Sales Site Inspections	3		-	na	na
VIC walk-ins	2,247		2,344	na	-4.1%
VIC Phone Calls	415		465	na	-10.8%
Membership, # New Members	1		3	na	-66.7%
Financials (\$ in Thousands)					
Total Payroll, incld Benefits	\$ 61	\$ 61	\$ 78	0.0%	21.8%
Total Payroll, excluding Infra, incld Benefits	\$ 51	\$ 51	\$ 72	0.0%	29.2%
Total Revenue, excluding Infra	\$ 283	\$ 283	\$ 377	0.0%	-24.9%
Website Revenue earned	\$ -	\$ -	\$ -	na	na
Conference Revenue earned, non-TOT	\$ 14	\$ 14	\$ 5	0.0%	180.0%
Conference Sales Booked	\$ 90	\$ 125	\$ 121	-28.0%	-25.6%
Conference Payroll, incld Benefits	\$ 10	\$ 10	\$ 11	0.0%	9.1%
Infrastructure Project Funds spent	\$ -	\$ -	\$ 143	na	100.0%
PC TOT Funding Support, all	\$ 255	\$ 255	\$ 357	0.0%	-28.6%
PC TOT Funding Support, excluding Infra	\$ 61	\$ 242	\$ 198	-74.8%	-69.2%
Modified Functional Expenses (A)	\$ 101	\$ 100	\$ 86	-1.0%	-17.4%
NetChg in Assets, before Infrastructure	\$ 105	\$ 105	\$ 27	0.0%	-288.9%
Financial Ratios					
Conference Payroll % Sales	11.1%	8.0%	9.1%	38.9%	22.2%
Conference Payroll \$ per RB	\$ 10.94	\$ 15.38	\$ 11.12	-28.9%	-1.6%
Conference Sales \$ per RB	\$ 98.47	\$ 192.31	\$ 122.35	-48.8%	-19.5%

(A) Modified Functional Expenses = Functional Expenses, excluding Infrastructure/Transportation projects, all Payroll/Benefits, all Rent/Utilities, all Reserves, all Allocated, & all Depreciation



November 3, 2010

To: Board of Directors

From: Sally Lyon, CFO

Re: September 31, 2010 Financial Statements

Background

Attached are the unaudited September 30, 2010 Financial Statements. On November 2, 2010, the Finance Committee will be reviewing and recommending to the Board of Directors approval of the Financial Statements.

Requested Action

Staff recommends approval of the unaudited September 30, 2010 Financial Statements.

**North Lake Tahoe Resort Association
Financial Statements
For the Three Months Ending September 30, 2010**

North Lake Tahoe Resort Association
Financial Analysis
For the Three Months Ending September 30, 2010

Consolidated

Statement of Financial Position

- Operating Cash is \$339,000, Marketing Cooperative Cash is \$124,000 and Infrastructure Cash is \$449,000.
- The Receivable from the County is \$3,355,000. This includes twelve payments for the 10/11 contract. The current year payment schedule starts in October 2010 and runs through August 2011.
- Infrastructure funds that Placer County is holding for 2005-2010 are booked as a separate receivable (AR – Infrastructure County) in the amount of \$323,000 for 05/06, \$1,665,000 for 06/07, \$1,835,000 for 07/08, \$827,000 for 08/09, \$790,000 for 09/10 and \$657,000 for 10/11 (collected throughout the year) with the total receivable at \$6,097,000.
- Unearned Revenue & Deferred Support in the amount of \$6,545,000 is the offsetting liability for the Infrastructure funds held by NLTRA and Placer County.
- Accounts Receivable is up \$15,000 from the previous month with billings for group sales and AFW.
- Advance Ticket Sales (STN) has a zero balance.
- Other Liabilities and Unearned Revenue are down \$70,000 from a month ago and reflects the change in Marketing Cooperative cash and the corresponding liability.
- Change in Net Assets is \$91,000 for the month of September and \$266,000 year to date.

Statement of Cash Flows

Year to date, Cash and Cash Equivalents, including Infrastructure Investments is down \$2,000 from the same month a year ago. For the year, Tourism and Administration has used \$237,000, Infrastructure has provided \$1,000 and equipment purchase has used \$2,000 for a total decrease in cash of \$238,000 for the three months ending September 30, 2010.

North Lake Tahoe Resort Association
 Financial Variance Report
 For the Month Ended September 30, 2010

	Dept	Support	Salaries & Benefits	Operating Expenses	Depreciation, Reserves, Non Cash	Change in Net Assets
Month-Budget		580,794	73,899	639,848	3,571	(136,524)
Key Variances						
Special Events AFW-Revenue over budget	Marketing	5,013				5,013
Commissions-Group sales down from budget	Conference	(7,622)				(7,622)
TOT funding-Reduction of personnel/administration funding	Infrastructure	(214,100)				(214,100)
Marketing Other-Timing	Marketing			23,000		23,000
Community Marketing Programs-Timing	Marketing			10,024		10,024
Transportation Projects-Timing	VST			183,750		183,750
Cost of Goods-timing of purchases	VIC			(4,582)		(4,582)
Professional Fees-Audit-timing	G & A			10,500		10,500
Infrastructure Projects-No expenditures for the month	Infrastructure			214,100		214,100
All Other Smaller Variances	Various	(919)	515	7,700	4	7,300
Variance Total		(217,628)	515	444,492	4	227,383
Month-Actual		363,166	73,384	195,356	3,567	90,859

Positive variance is positive to the Budget.

North Lake Tahoe Resort Association
 Financial Variance Report
 For the Three Months Ended September 30, 2010

YTD-Budget	Dept	Support	Salaries & Benefits	Operating Expenses	Depreciation, Reserves, Non Cash	Change in Net Assets
		1,200,906	252,378	902,466	6,705	39,357
Key Variances						
Commissions-Groups coming in less than projected	Conference	(7,622)				(7,622)
TOT funding-Revenue recognition to match spending projects	Infrastructure	(214,130)				(214,130)
Marketing-Other-Timing	Marketing			22,643		22,643
Community Marketing Programs-Timing	Marketing			10,024		10,024
Transportation Projects-Timing	VST			183,750		183,750
Professional Fees-Timing on audit	G & A			10,500		10,500
Infrastructure Projects-Various, corresponds to TOT funding	Infrastructure			214,130		214,130
All Other Smaller Variances	Various	4,021	347	2,918	4	7,290
Variance Total		(217,731)	347	443,965	4	226,585
Month-Actual		983,175	252,031	458,501	6,701	265,942

Positive variance is positive to the Budget.

North Lake Tahoe Resort Association
Statement of Financial Position
September 30, 2010
(unaudited)

	Current Year		Prior Year		Month Change		12 Month Change		3 Month Change	
	31-Aug-10	31-Aug-10	30-Sep-09	Year End 30-Jun-10	Amount	Pctg	Amount	Pctg	Amount	Pctg
ASSETS										
Cash and cash equivalents										
Operating	\$ 339,410	\$ 509,772	\$ 273,323	\$ 468,391	\$ (170,362)	-33%	\$ 66,087	24%	\$ (128,981)	-28%
Marketing Cooperative	123,855	157,776	262,527	232,998	(33,921)	-21%	(138,672)	-53%	(109,143)	-47%
Infrastructure	448,533	448,533	378,120	448,533	0	0%	70,413	19%	-	0%
Other Restricted	0	0	0	0	0	-	-	-	-	-
Total Cash & cash equiv	911,798	1,116,081	913,970	1,149,922	(204,283)	-18%	(2,172)	0%	(238,124)	-21%
Receivables										
AR - Membership Services	19,328	23,244	20,425	24,678	(3,916)	-17%	(1,097)	-5%	(5,350)	-22%
AR - Group Commissions	69,902	62,729	30,102	19,553	7,173	11%	39,800	132%	50,349	258%
AR - Other	25,243	21,080	33,840	9,709	4,163	20%	(8,597)	-25%	15,534	160%
AR - Co-op/STN/Shared	32,873	25,049	30,700	37,741	7,824	31%	2,173	7%	(4,868)	-13%
AR - Inntopia	0	0	1,002	0	0	-	(1,002)	-100%	-	-
AR - Allowance for Doubtful Accounts	0	0	(14,973)	0	0	-	14,973	0%	-	-
AR - Infrastructure County	6,096,755	6,096,755	5,737,455	5,440,204	0	0%	359,300	12%	656,551	12%
AR - County TOT Funding	3,354,664	3,354,664	3,075,527	430,587	0	0%	279,137	3%	2,924,077	679%
Total Receivables	9,598,765	9,583,521	8,914,078	5,962,472	15,244	0%	684,687	-	3,636,293	61%
Long Term Assets										
Prepaid expenses	11,906	15,876	12,585	15,021	(3,970)	-25%	(679)	-76%	(3,115)	-21%
Inventory	928	928	891	928	0	0%	37	0%	-	0%
Furniture, Fixtures & Other	27,389	28,106	35,691	29,313	(717)	-3%	(8,302)	-114%	(1,924)	-7%
Computer Software/Equipment	9,262	7,712	7,272	6,906	1,550	20%	1,990	19%	2,356	34%
Leasehold Improvements	5,785	6,185	10,442	6,985	(400)	-6%	(4,657)	-	(1,200)	-17%
Total Long Term Assets	55,270	58,807	66,881	59,153	(3,537)	-6%	(11,611)	-	(3,883)	-7%
TOTAL ASSETS	\$ 10,565,833	\$ 10,758,409	\$ 9,894,929	\$ 7,171,547	\$ (192,576)	-2%	670,904	-	\$ 3,394,286	47%
LIABILITIES & NET ASSETS										
Liabilities										
Accounts Payable	\$ 286,113	\$ 247,969	\$ 305,287	\$ 277,169	\$ 38,144	15%	(19,174)	-	\$ 8,944	3%
Advance Ticket Sales	-	-	-	(1,272)	0	-	-	0%	1,272	-100%
Other Liabilities and Unearned	207,274	277,549	343,189	338,971	(70,275)	-25%	(135,915)	-6%	(131,697)	-39%
Deferred Support	2,589,274	2,844,404	2,429,642	-	(255,130)	-9%	159,632	3%	2,589,274	-
Deferred Infra	6,545,288	6,545,288	6,115,575	5,888,737	0	0%	429,713	-	656,551	11%
Total Liabilities	9,627,949	9,915,210	9,193,693	6,503,605	(287,261)	-3%	434,256	-	3,124,344	48%
Net Assets										
Fund Balance Designated	245,110	243,110	243,110	243,110	2,000	1%	2,000	0%	2,000	1%
Beginning Net Assets	424,832	424,832	439,302	439,302	0	0%	(14,470)	-77%	(14,470)	-3%
Net Change in Net Assets	265,942	175,257	18,824	(14,470)	90,685	52%	247,118	35%	280,412	-1938%
Total Net Assets	935,884	843,199	701,236	667,942	92,685	11%	234,648	-	267,942	40%
TOTAL LIABILITIES & NET ASSETS	\$ 10,563,833	\$ 10,758,409	\$ 9,894,929	\$ 7,171,547	\$ (194,576)	-2%	668,904	-	\$ 3,392,286	47%

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North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Consolidation of Departments
For the Three Months Ending September 30, 2010

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	9,248	10,720	(1,472)	11,796	(14%)	29,664	31,137	(1,473)	36,223	(5%)
Special Events & Functions	81,027	77,565	3,462	78,142	4%	83,212	79,850	3,362	80,132	4%
Miscellaneous	0	0	0	0	0%	4,079	4,079	0	0	0%
Commissions & Booking Fees	14,378	22,000	(7,622)	8,205	(35%)	87,460	95,082	(7,622)	41,315	(8%)
Retail Sales & Other	3,216	820	2,396	1,026	292%	12,864	10,468	2,396	4,942	(23%)
Interest & Investment Income	168	460	(292)	745	(64%)	507	799	(292)	1,997	(37%)
Placer County Funding	255,130	469,229	(214,099)	223,942	(46%)	765,390	979,491	(214,101)	845,904	(22%)
Total Revenue and Other Support	363,166	580,794	(217,628)	323,856	(37%)	983,175	1,200,906	(217,731)	1,010,514	(18%)
Expenses										
Salaries and benefits	73,384	73,899	(515)	77,901	(1%)	252,031	252,378	(347)	276,227	0%
Rent & Utilities	8,694	7,945	749	7,698	9%	24,693	23,946	747	23,426	3%
Telephone Services	1,887	2,115	(228)	2,962	(11%)	5,806	6,034	(228)	7,522	(4%)
Internet Access	0	0	0	0	0%	145	0	145	0	0%
Mail Expenses	211	340	(129)	255	(38%)	596	724	(128)	1,019	(18%)
Insurance & Bonding	374	425	(51)	425	(12%)	1,212	1,265	(53)	1,534	(4%)
Supplies	227	1,085	(858)	399	(79%)	1,571	2,430	(859)	2,070	(35%)
Equipment Sup. & Maint.	137	1,200	(1,063)	1,268	(89%)	2,961	4,025	(1,064)	4,238	(26%)
Taxes, Licenses & Fees	0	0	0	(64)	0%	1,015	1,015	0	837	0%
Equip. Rental / Leasing	928	880	48	866	5%	3,410	3,364	46	3,409	1%
Training & Seminars	198	1,000	(802)	408	(80%)	198	1,000	(802)	408	(80%)
Project Costs	776	401,742	(400,966)	59,242	(100%)	51,520	452,486	(400,966)	347,340	(89%)
Professional Fees Legal/Accounting	0	10,500	(10,500)	4,480	(100%)	420	10,920	(10,500)	14,360	(96%)
Special Events	6,157	5,000	1,157	5,489	23%	8,552	7,395	1,157	5,748	16%
Autumn Food & Wine Costs	74,258	75,000	(742)	74,148	(1%)	74,766	75,508	(742)	74,800	(1%)
Membership Events/Newsletter	605	1,310	(705)	2,538	(54%)	2,199	2,903	(704)	2,343	(24%)
Cost of Goods Sold	5,222	640	4,582	875	716%	9,521	4,939	4,582	4,129	93%
Promotional/ Giveaways	84,476	500	(500)	651	(100%)	0	500	(500)	651	(100%)
Marketing Cooperative/Media	0	84,476	(84,476)	68,633	0%	235,428	235,428	0	205,899	0%
Marketing Other	0	23,000	(23,000)	0	(100%)	9,793	32,436	(22,643)	0	(70%)
Programs	80	10,024	(10,024)	5,782	(100%)	(24)	10,000	(10,024)	5,912	(100%)
Associate Relations	10,140	570	(490)	582	(86%)	183	672	(489)	674	(73%)
Board Functions	58	95	(37)	(147)	(39%)	21,839	22,367	(528)	114	(2%)
Credit Card Fees	784	490	294	917	60%	285	322	(37)	203	(12%)
Automobile Expenses	72	493	(421)	822	(85%)	1,226	932	294	1,503	32%
Local Meals & Entertainment	72	118	(46)	158	(39%)	932	802	(420)	1,290	(52%)
Dues & Subscriptions	0	200	(200)	194	(100%)	(125)	978	(46)	1,140	(5%)
Travel	268,740	713,747	(445,007)	316,548	(62%)	710,532	1,154,844	(444,312)	986,989	(38%)
Total Expense Before Depreciation/Re	1,567	1,571	(4)	1,567	0%	4,701	4,705	(4)	4,701	0%
Depreciation	2,000	2,000	0	0	0%	2,000	2,000	0	0	0%
Reserves	272,307	717,318	(445,011)	318,115	(62%)	717,233	1,161,549	(444,316)	991,690	(38%)
Total Expense	90,859	(136,524)	227,382	5,741	(167%)	265,942	39,357	226,585	18,824	576%
Changes in Unrestricted Net Assets										

North Lake Tahoe Resort Association
Department Detail Activity Report
For the Three Months Ending September 30, 2010

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
REVENUE AND OTHER SUPPORT										
Member Dues	\$ 80,463	\$ 1,925		\$ 1,925		\$ 27,739		\$ 29,664		\$ 29,664
Special Events & Functions				80,463		2,749		83,212		83,212
Miscellaneous							4,079	4,079		4,079
Commissions & Booking Fees		87,460		87,460				87,460		87,460
Retail Sales & Other			12,864	12,864				12,864		12,864
Interest & Investment Income							\$ 304	304	203	507
Placer County Funding	447,139	77,501	37,500	562,140	\$ 164,250			726,390	39,000	765,390
Total Revenue and Other Support	\$ 527,602	\$ 166,886	\$ 50,364	\$ 744,852	\$ 164,250	\$ 30,488	\$ 4,383	\$ 943,973	\$ 39,203	\$ 983,176
EXPENSES										
Salaries and benefits	\$ 74,376	\$ 34,958	\$ 34,390	\$ 143,725	\$ 17,012	\$ 19,950	\$ 47,313	\$ 228,000	\$ 24,030	\$ 252,031
Rent & Utilities	6,444	3,295	1,590	11,329	2,303	2,314	6,444	22,390	2,303	24,693
Telephone Services	2,110	805	381	3,296	485	533	1,008	5,322	485	5,806
Internet Access	145			145				145		145
Mail Expenses	364	134	35	533		15	47	595	1	596
Insurance & Bonding	303	158	158	618	97	97	303	1,115	97	1,212
Supplies	257	195	414	867	103	241	257	1,468	103	1,571
Equipment Sup. & Maint.	363	587	537	1,486	134	234	973	2,827	134	2,961
Taxes, Licenses & Fees	233	121	206	559	74	74	233	941	74	1,015
Equip. Rental / Leasing	435	360	917	1,711	301	607	491	3,109	301	3,410
Training & Seminars							198	198		198
Project Costs					50,290			50,290	1,230	51,520
Professional Fees Legal/Accounting						420		420		420
Special Events	8,552			8,552				8,552		8,552
Autumn Food & Wine Costs	74,766			74,766				74,766		74,766
Membership Events/Newsletter						2,199		2,199		2,199
Cost of Goods Sold	179,521	55,907	9,521	235,428				235,428		235,428
Marketing Cooperative/Media	9,793			9,793				9,793		9,793
Marketing Other	(24)			(24)				(24)		(24)
Programs	46	24	24	93	15	15	46	168	15	183
Associate Relations							21,839	21,839		21,839
Board Functions						85	95	285		285
Credit Card Fees						202	976	1,226	249	1,226
Automobile Expense	281	106	43	430	249	272		382	18	382
Local Meals & Entertainment	110			110		36		914		932
Dues & Subscriptions	860			860				(125)		(125)
Travel	(125)			(125)				(125)		(125)
Allocated	57,238	15,672	5,933	78,843	7,276	6,261	(101,737)	(9,357)	9,357	-
Total Functional Exp. Before Depreciation	\$ 416,047	\$ 112,321	\$ 54,348	\$ 582,715	\$ 78,356	\$ 33,135	\$ (22,071)	\$ 672,135	\$ 38,397	\$ 710,532
Depreciation	\$ 1,248	\$ 630	\$ 630	\$ 2,508	\$ 315	\$ 315	\$ 1,248	\$ 4,386	\$ 315	\$ 4,701
Reserves	\$ 2,000			\$ 2,000				\$ 2,000		\$ 2,000
Total Functional Expense and Depreciation	\$ 419,295	\$ 112,951	\$ 54,978	\$ 587,223	\$ 78,671	\$ 33,450	\$ (20,823)	\$ 678,521	\$ 38,712	\$ 717,233
Change in Net Assets	\$ 108,307	\$ 53,935	\$ (4,614)	\$ 157,629	\$ 85,579	\$ (2,962)	\$ 25,207	\$ 265,452	\$ 490	\$ 265,942

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Marketing
For the Three Months Ending September 30, 2010

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
	80,013	75,000	5,013	75,928	7%	80,463	75,450	5,013	75,928	7%
	149,713	149,713	0	119,665	0%	447,139	447,139	0	358,995	0%
	229,726	224,713	5,013	195,593	2%	527,602	522,589	5,013	434,923	1%
Revenue and Other Support										
Special Events & Functions										
Placer County Funding										
Total Revenue and Other Support										
Expenses										
Salaries and benefits	22,258	21,709	549	19,958	3%	74,376	73,827	549	68,508	1%
Rent & Utilities	2,233	2,050	183	2,030	9%	6,444	6,261	183	6,172	3%
Telephone Services	596	720	(124)	870	(17%)	2,110	2,234	(124)	2,202	(6%)
Internet Access	0	0	0	0	0%	145	0	145	0	0%
Mail Expenses	50	110	(60)	53	(55%)	364	424	(60)	487	(14%)
Insurance & Bonding	94	106	(12)	106	(12%)	303	316	(13)	384	(4%)
Supplies	28	300	(272)	100	(91%)	257	529	(272)	449	(51%)
Equipment Sup. & Maint.	0	200	(200)	56	(100%)	363	563	(201)	593	(36%)
Taxes, Licenses & Fees	0	0	0	0	0%	233	233	0	311	0%
Equip. Rental / Leasing	93	90	3	87	3%	435	432	3	435	1%
Training & Seminars	0	1,000	(1,000)	53	(100%)	0	1,000	(1,000)	53	(100%)
Special Events	6,157	5,000	1,157	5,489	23%	8,552	7,395	1,157	5,748	16%
Autumn Food & Wine Costs	74,258	75,000	(742)	74,148	(1%)	74,766	75,508	(742)	74,800	(1%)
Promotional/ Giveaways	0	500	(500)	651	(100%)	0	500	(500)	651	(100%)
Marketing Cooperative/Media	65,307	65,307	0	52,000	0%	179,521	179,521	0	156,000	0%
Marketing Other	0	23,000	(23,000)	0	(100%)	9,793	32,436	(22,643)	0	(70%)
Programs	0	10,024	(10,024)	5,782	(100%)	(24)	10,000	(10,024)	5,912	(100%)
Associate Relations	20	140	(120)	146	(86%)	46	166	(120)	169	(72%)
Credit Card Fees	0	0	0	(209)	0%	0	0	0	0	0%
Automobile Expenses	136	135	1	498	1%	281	280	1	667	0%
Local Meals & Entertainment	72	216	(144)	392	(67%)	110	253	(143)	478	(57%)
Dues & Subscriptions	0	10	(10)	14	(100%)	860	870	(10)	874	(1%)
Travel	0	200	(200)	194	(100%)	(125)	75	(200)	194	(267%)
Allocated	18,838	18,838	0	19,200	0%	57,238	57,238	0	57,600	0%
Total Expense Before Depreciation/Re	190,140	224,655	(34,515)	181,616	(15%)	416,047	450,061	(34,014)	382,685	(8%)
Depreciation Reserves	416	416	0	416	0%	1,248	1,248	0	1,248	0%
Total Expense	2,000	2,000	0	0	0%	2,000	2,000	0	0	0%
Changes in Unrestricted Net Assets	192,556	227,071	(34,515)	182,032	(15%)	419,295	453,309	(34,014)	383,933	(8%)
	37,170	(2,358)	39,528	13,561	*****	108,307	69,280	39,027	50,990	56%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Three Months Ending September 30, 2010

	CURRENT MONTH			YEAR - TO - DATE				
	Actual	Budget	\$ Variance	Prior YR	Budget	Variance	Prior YR	% Chg
	642	720	(78)	762	2,004	(79)	2,369	(4%)
	14,378	22,000	(7,622)	7,920	95,082	(7,622)	40,130	(8%)
	25,834	25,833	1	25,834	77,503	(2)	77,502	0%
	40,853	48,553	(7,700)	34,516	174,589	(7,703)	120,001	(4%)
Revenue and Other Support								
Member Dues	9,215	11,933	(2,718)	11,253	37,676	(2,717)	41,339	(7%)
Commissions & Booking Fees	1,138	1,050	88	1,034	3,207	88	3,152	3%
Placer County Funding	275	330	(55)	502	860	(55)	1,226	(6%)
Total Revenue and Other Support	104	75	29	79	105	29	250	28%
	49	55	(6)	55	163	(5)	199	(3%)
	21	160	(139)	76	334	(139)	332	(42%)
	0	100	(100)	41	687	(101)	212	(15%)
	0	0	0	0	0	0	162	0%
	93	90	3	87	357	3	360	1%
	0	0	0	27	0	0	27	0%
	19,169	19,169	0	16,633	55,907	0	49,899	0%
	10	75	(65)	76	88	(64)	88	(73%)
	106	15	91	0	15	91	57	607%
	0	5	(5)	0	5	(5)	0	(100%)
	4,472	4,472	0	5,600	15,672	0	16,800	0%
	34,652	37,529	(2,877)	35,463	115,197	(2,876)	114,104	(2%)
Total Expense Before Depreciation/Re								
Depreciation	210	210	0	210	630	0	630	0%
Total Expense	34,862	37,739	(2,877)	35,673	115,827	(2,876)	114,734	(2%)
Changes in Unrestricted Net Assets	5,991	10,814	(4,823)	(1,157)	58,762	(4,827)	5,266	(8%)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Transportation
For the Three Months Ending September 30, 2010

	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Placer County Funding	54,750	54,750	0	39,670	0%	164,250	164,250	0	119,010	0%
Total Revenue and Other Support	54,750	54,750	0	39,670	0%	164,250	164,250	0	119,010	0%
Expenses										
Salaries and benefits	4,190	4,144	46	4,235	1%	17,012	16,967	45	16,845	0%
Rent & Utilities	793	755	38	728	5%	2,303	2,266	37	2,215	2%
Telephone Services	177	150	27	181	18%	485	458	27	514	6%
Insurance & Bonding	30	34	(4)	34	(12%)	97	102	(5)	123	(5%)
Supplies	11	75	(64)	40	(85%)	103	167	(64)	175	(38%)
Equipment Sup. & Maint.	0	70	(70)	10	(100%)	134	204	(70)	129	(34%)
Taxes, Licenses & Fees	0	0	0	0	0%	74	74	0	100	1%
Equip. Rental / Leasing	84	80	4	78	4%	301	298	3	301	1%
Training & Seminars	0	0	0	17	0%	0	0	0	17	0%
Project Costs	375	184,125	(183,750)	44,458	(100%)	50,290	234,040	(183,750)	138,815	(79%)
Associate Relations	6	50	(44)	47	(87%)	15	58	(43)	54	(75%)
Automobile Expenses	249	60	189	110	315%	249	60	189	195	315%
Local Meals & Entertainment	0	7	(7)	0	(100%)	0	7	(7)	0	(100%)
Dues & Subscriptions	18	18	0	18	0%	18	18	0	36	0%
Allocated	3,084	3,084	0	2,096	0%	7,276	7,276	0	6,288	0%
Total Expense Before Depreciation/Re	9,016	192,652	(183,636)	52,052	(95%)	78,356	261,995	(183,639)	165,805	(70%)
Depreciation	105	105	0	105	0%	315	315	0	315	0%
Total Expense	9,121	192,757	(183,636)	52,157	(95%)	78,671	262,310	(183,639)	166,120	(70%)
Changes in Unrestricted Net Assets	45,629	(138,007)	183,636	(12,487)	(133%)	85,579	(98,060)	183,639	(47,110)	(187%)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Three Months Ending September 30, 2010

	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Actual	Budget	Variance	
	0	0	0	0	0	0	0%
	3,216	820	2,396	12,864	10,468	2,396	292%
	11,833	11,833	0	37,500	37,499	1	0%
	15,049	12,653	2,396	50,364	47,967	2,397	5%
Revenue and Other Support							
Commissions & Booking Fees	9,433	8,649	784	34,390	33,435	956	3%
Retail Sales & Other	709	500	209	1,590	1,382	208	15%
Placer County Funding	133	165	(32)	381	413	(32)	(8%)
	11	15	(4)	35	38	(3)	(8%)
	49	55	(6)	158	163	(5)	(3%)
	77	110	(33)	414	448	(34)	(8%)
	0	270	(270)	537	807	(271)	(34%)
	0	0	0	206	206	0	0%
	278	260	18	917	898	19	2%
	0	0	0	0	0	0	0%
	5,222	640	4,582	9,521	4,939	4,582	93%
	10	75	(65)	24	88	(64)	(73%)
	37	35	2	200	198	2	1%
	43	5	38	43	5	38	760%
	0	10	(10)	0	10	(10)	(100%)
	1,587	1,587	0	5,933	5,933	0	0%
	17,590	12,376	5,214	54,348	48,963	5,385	11%
Total Expense Before Depreciation/Re							
Depreciation	210	210	0	630	630	0	0%
Total Expense	17,800	12,586	5,214	54,978	49,593	5,385	11%
Changes in Unrestricted Net Assets	(2,751)	67	(2,818)	(4,614)	(1,626)	(2,988)	184%

North Lake Tahoe Resort Association
Statement of Cash Flows
For the Three Months Ending September 30, 2010 and 2009
for internal use only, unaudited

	September 30, 2010	September 30, 2009
CASH FLOWS FROM OPERATING ACTIVITIES		
Tourism and Administration		
Cash Received from Customers Operations	\$ 160,153	\$ 171,702
Cash Received from Interest Operations	304	819
Cash Received from Placer County TOT Operations	391,587	485,263
Cash Used for Operations	(789,041)	(899,846)
	(236,997)	(242,063)
Infrastructure		
Cash Received from Grants and Reimbursements		-
Cash Received from Interest Infrastructure	203	1,178
Cash Received from TOT Revenue Recognized Infrastructure	39,000	370,590
Cash Used for Infrastructure Overhead	(37,167)	(36,718)
Cash Used for Infrastructure Projects	(1,230)	(208,525)
	805	126,525
	-	-
Net Cash Provided (Used) by Operating Activities	(236,191)	(115,538)
CASH FLOWS FROM FINANCING ACTIVITIES		
	-	-
Net Cash Provided (used) by Financing Activities	-	-
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of Equipment and Leasehold Improvements	(1,933)	-
Disposition of Assets	-	-
	-	-
Net Cash Provided (Used) by Investing	(1,933)	-
Net Increase (Decrease) in Cash and Cash Equivalents	(238,124)	(115,538)
Cash and Cash Equivalents, July 1, 2010, 2009	1,149,922	1,029,508
Cash and Cash Equivalents, September 30, 2010, 2009	\$ 911,798	913,970

September Accounts Receivable

Customer Account	Chamber/Conf		Membership Functions		Group Commissions		AFW		STN Vouchers		Misc.	
	Customer/Bus	Member Dues	age	amount	age	amount	age	amount	age	amount	age	amount
500.00	Boulder Bay		30	500.00								Aug Supplemental service
500.00	Boulder Bay		new	500.00								Sept Supplemental service
677.01	Mont Bleu				90	677.01						6/30/08 (06320)
434.70	Mont Bleu				30	434.7						8/31/10 (08332) Groups
60.00	Cal Neva		new	60.00								9/21/10 (08307) Email blast
60.00	Creative Concepts		90	60.00								6/30/10 (08231) Email blast
60.00	Creative Concepts		90	60.00								6/30/10 (08232) Email blast
60.00	Creative Concepts		60	60.00								7/28/10 (08248) Email blast
60.00	Creative Concepts		60	60.00								7/30/10 (08270) Email blast
60.00	Creative Concepts		30	60.00								8/15/10 (08271) Email blast
60.00	Creative Concepts		30	60.00								8/15/10 (08272) Email blast
60.00	Creative Concepts		30	60.00								8/15/10 (08273) Email blast
60.00	Creative Concepts		new	60.00								9/21/10 (08308) Email blast
120.00	Creative Concepts		new	120.00								9/21/10 (08309) Email blast
60.00	Creative Concepts		new	60.00								9/21/10 (08310) Email blast
694.40	Dertour								90	694.40		3/29/10 (08066) STN vouchers
60.00	EXL Media		30	60.00								8/15/10 (08274) Email blast
60.00	Exl Media		new	60.00								9/21/10 (08306) Email blast
60.00	Exl Media		new	60.00								9/21/10 (08311) Email blast
790.50	Forest Inn Suites				30	790.50						8/13/10 (08331) Groups
60.00	Girls on the Run		90	60.00								5/31/10 (08182) Email blast
60.00	HD96		90	60.00								6/30/10 (08234) Email blast
500.00	Homewood Village				new	500.00						Supplemental service
1140.90	Hyatt				30	1140.90						8/31/10 (08322) IGAVConf Direct
1511.60	Hyatt				30	1511.60						8/31/10 (08323) IGAVConf Direct
17010.40	Hyatt				30	17010.40						8/31/10 (08324) Money Concepts
5533.60	Hyatt				30	5533.60						8/31/10 (08325) MAPPs/Helms
2776.40	Hyatt				30	2776.40						8/31/10 (08326) School Admin
1621.00	Hyatt				new	1621.00						9/30/10 (08356) Wagner Systems
297.60	Knecht Reisen								90	297.60		5/20/10 STN Vouchers
150.00	LTIVCBVCB										new	150.00 AFW
60.00	Moonshine Ink		30	60.00								8/15/10 (08275) Email blast
62.50	North Tahoe Bus Assoc		90	62.50								6/4/10 (08189) Bus expo booth
100.00	NTBA		new	100.00								9/21/10 (08313) Email blast
60.00	Northstar		new	60.00								9/21/10 (08312) Email blast
18799.57	Northstar											9/30/10 AFW credit card sales
520.00	Northstar											9/30/10 (08355) Des Jardins lunch
7151.88	NLT Marketing Co-op										30	7151.88 8/31/10 (08333) August cc
4936.91	NLT Marketing Co-op										new	4936.91 9/30/10 (08354) Sept cc
60.00	Oliver Hill Wines				30	60.00						8/15/10 (08279) AFW

North Lake Tahoe Resort Association
Statement of Activities
Infrastructure
For the Three Months Ending September 30, 2010

Current Month	Project Costs:	Year to Date
Actual		Actual
401.26	Research/Planning/Infrastructure	1,230.18
-----		-----
401.26	Total Project Costs	1,230.18
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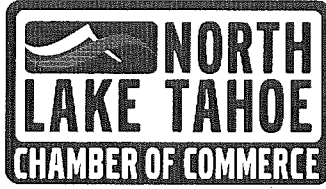
North Lake Tahoe Resort Association
Statement of Activities
Transportation
For the Three Months Ending September 30, 2010

Current Month	Project Costs:	Year to Date
Actual		Actual
375.00	Research/Planning/Transportation	1,125.00
0.00	Membership Transportation	3,000.00
0.00	Summer Traffic Management	6,165.30
0.00	Hwy 267 Summer Bus Service	40,000.00
-----		-----
375.00	Total Project Costs	50,290.30
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North Lake Tahoe Resort Association
Key Performance Indicators
September 2010

	<i>For the Month</i>				
	Actual	Budget	Last Year	Actual % Budget	Var to Last Yr
Statistics					
Web Site Traffic-Unique Visitor	59,575		51,371	na	16.0%
Web Site Traffic-Lodging Referrals	14,245		10,985	na	29.7%
% Lodging Referral/Unique Visitor	23.9%		21.4%	na	11.8%
# STN tickets sold	-		-	na	na
# Conference Groups Booked	1	6	-	-83.3%	na
# Conference Group Rm Nights Booked	150	650	-	-76.9%	na
# Press Releases Issued	9		11	na	-18.2%
# Leisure Sales Site Inspections	21		14	na	50.0%
VIC walk-ins	2,121		1,985	na	6.9%
VIC Phone Calls	388		414	na	-6.3%
Membership, # New Members	4		4	na	0.0%
Financials (\$ in Thousands)					
Total Payroll, incld Benefits	\$ 73	\$ 74	\$ 78	1.4%	6.4%
Total Payroll, excluding Infra, incld Benefits	\$ 69	\$ 70	\$ 71	1.4%	2.8%
Total Revenue, excluding Infra	\$ 349	\$ 354	\$ 298	-1.4%	17.1%
Website Revenue earned	\$ -	\$ -	\$ -	na	na
Conference Revenue earned, non-TOT	\$ 15	\$ 22	\$ 8	-31.8%	87.5%
Conference Sales Booked	\$ 26	\$ 25	\$ -	4.0%	na
Conference Payroll, incld Benefits	\$ 9	\$ 12	\$ 11	-25.0%	18.2%
Infrastructure Project Funds spent	\$ -	\$ 218	\$ 15	100.0%	100.0%
PC TOT Funding Support, all	\$ 255	\$ 469	\$ 224	-45.6%	13.8%
PC TOT Funding Support, excluding Infra	\$ 242	\$ 242	\$ 198	0.0%	22.2%
Modified Functional Expenses (A)	\$ 185	\$ 230	\$ 172	19.6%	-7.6%
NetChg in Assets, before Infrastructure	\$ 92	\$ (137)	\$ 6	167.2%	-1433.3%
Financial Ratios					
Conference Payroll % Sales	34.6%	48.0%	na	-27.9%	na
Conference Payroll \$ per RB	\$ 60.00	\$ 18.46	\$ -	225.0%	na
Conference Sales \$ per RB	\$ 173.33	\$ 38.46	\$ -	350.7%	na

(A) Modified Functional Expenses = Functional Expenses, excluding Infrastructure/Transportation projects, all Payroll/Benefits, all Rent/Utilities, all Reserves, all Allocated, & all Depreciation



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

October 27, 2010 – 8:30 am

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Justin Broglio, Ron Yglesias, Mike Gelbman, Phil GilanFarr, Joy Doyle, Kali Kopley (via Skype), Cheri Sprenger, Caroline Ross, Alex Mourelatos and Bill Edic (for Kay Williams)

RESORT ASSOCIATION STAFF: Kym Fabel, Ron Treabess and Emily Sullivan

OTHERS IN ATTENDANCE:

1.0 CALL TO ORDER – ESTABLISH A QUORUM

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 8:40 am. by Chair Cheri Sprenger and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Cheri announced that Robert Frohlich passed last night and she asked the Committee to take a moment of silence in his honor.

3.0 AGENDA AMENDMENTS AND APPROVAL

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

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

- 4.1 **M/S/C (Mourelatos/Young) (10/0) to approve the Chamber of Commerce Advisory Committee Meeting Minutes- October 6.**

Note: Need to approve August Chamber of Commerce Minutes at the next scheduled meeting because they were not approved at the last meeting due the lack of a quorum. The minutes will be included in next month's packet for review

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel reported on the Chamber Program and Project Updates. Kym said that last month was really busy with mixers and Candidate Forums. The Chamber was involved in the NLT Fire Protection District Forum, the IVGID Forum and the Placer County Forum; this was a great way to let everyone get to know their constituents. Ron attended the Placer County Board of Supervisors meeting on October 18th. Kym said that she is still planning for the NLTRA Board elections: there are 3 seats open and you must apply by November 5th. Alex wanted the committee to let everyone know about the open seats available. Kym said that the end of October and November are very busy. There is a mixer for the Sierra Sun tomorrow night in Truckee and another mixer scheduled for

November 3rd with Pullen Realty. Kym also said that there are four ChamberEd Classes scheduled in November; three of those classes are for "Website Development" and there needs to be 12 people signed up for the class to take place. The other ChamberEd Class is "Train the Trainer" scheduled for November 5th. The Winter Recreation luncheon is scheduled for November 10th at the Olympic Village Lodge.

6.0 REVIEW, DISCUSSION AND POSSIBLE ACTION FOR RECOMMENDATION TO NLTRA BOARD OF DIRECTORS FUNDING OF COMMUNITY MARKETING GRANT APPLICATIONS

- 6.1 Cheri discussed the number of grant applications they received this year. She stated that this year there were 29 requests and the time the Committee had to review all 29 grants was not realistic. She suggested a subcommittee should be re-established for next year. Cheri said that there is \$100,000 available for Community Marketing Grants; \$50,000 is earmarked for the five Business Associations with each receiving \$10,000. The other \$50,000 is to be distributed among the grantees that have submitted applications that meet grant specifications. Cheri wanted to remind the Committee to think about legacy events (events that have been in the community for a number of years), look at the longevity of the event (how many times they have held the event) and how many times have they have requested funds from the Community Marketing Grant Program. Phil believes all grant applications need to be submitted 30 days prior to the meeting that decides the grant fund distribution and there should be a cap on the amount grantees are allowed to request. Cheri reminded the Committee that just because there is a grant request, it does not mean that every event can be funded. She said the Committee needs to be responsible in making good decisions while distributing funds to the grantees. Cheri stated that the grant money is to be used only to market events and programs. She suggested the Committee eliminate any grants that do not comply with the grant guidelines.
- 6.2 Joy wanted to have a discussion concerning the distribution of funds to the Community Partners. She was unaware that she could request more funds for specified events other than the \$10,000 designated to Community Partners. Caroline clarified that the Squaw Valley Business Association and the Squaw Village Neighborhood Company are separate entities. She said she didn't realize that the money granted was "seed money" for new events and if that is the case she will pull the Village Oktoberfest application from the program; but, if granted they will use the funds to market in the Bay Area. Justin thinks the event should remain on the list until future discussion. Cheri stated it doesn't have to be a new event but the money should be used to seed new events or bring a current event up to the next level. Justin reminded the Committee that it is possible to give grantees a lesser amount requested and offer them other in-kind services that the NLTRA/Chamber can provide. Kali said that when she reviewed the applications it was stated that it should be seed money and she thinks that should be a priority in the decision making process. There was a conversation regarding the Business Association Grant Funds vs. Community Marketing Special Event/Program funds. Cheri said that she and Justin use their designated \$10,000 for district wide marketing which is not enough funding to additionally market specific events; consequently they have requested additional funds to market specific events.
- 6.3 Alex said that there needs to be a better understanding of the grant criteria prior to the meeting in which the grant applications are reviewed. He said this program has grown into a specific policy recommendation concerning events, which will be presented to the NLTRA Board next week. Caroline asked if grantees that have previously been granted funds and not turned in their ROI should receive funds for 2010/2011. Kym stated that all the grantees except for Granite Chief Communications are within the 90 day time period.
- 6.4 The following is the Chamber Committee's grant amount recommendations to the NLTRA Board:

Ski Dazzle Sacramento-The Committee recommends \$509 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing

materials. They are using the funds to produce marketing materials to be used to market to destination travelers in trade shows.

Lake Tahoe Open Water Swim & Lake Tahoe Triathlon-The Committee recommends \$500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. This is a new event. Big Blue has excellent reputation for producing first class events and it is important for NLTRA/Chamber to be branded as the outdoor adventure capital.

Ability Celebration-The Committee recommends \$864 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. It is important that the NLTRA/Chamber is associated with this type of event.

Luna Fest-The Committee recommends \$750 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. They have shown in past ROI reports that Bay area overnight stays increase every year adding TOT funds.

Pacific Coast Trial Runs-The Committee recommends \$1500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. They also need to meet with staff to go over the ROI and how they can measure results. It is important for NLTRA/Chamber to be branded as the outdoor adventure capital.

Joe King- Cheri is removing the Joe King Poker Tournament from the Grant requests due to strike zone (would like to move event to Presidents Day Weekend in the future) and possible conflict with Business Association Grant Request.

Tahoe Truckee Earth Day-The Committee recommends no funds to be given due to it being a local day trip event that does not produce enough TOT Funds but the recommendation of in kind services from the NLTRA/Chamber. The goal of "Educating the Public" is a great goal but it is not going to produce TOT funds.

Annual Pro/Am Disc Golf Tournament-The Committee recommends \$1500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials and there is a link from their Tournament page to gotahoenorth.com. to increase TOT funds. Influences repeat family overnight stays throughout the summer months.

Tahoe Maritime Events-The Committee recommends \$1560 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. This brochure has a one year shelf life and encourages repeat overnight visitation.

Tahoe City Wine Walk-The Committee recommends no funding due to concern that it is a three-hour one-day event that does not produce TOT funds. The Committee asked why they are requesting funds if the event is already successful and does it fit the strike zone.

The Great Ski Race-The Committee recommends \$1000 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials and the funds are used for flyer printing, linkage with GTN.com lodging page to increase TOT and they need to meet with NLTRA staff. This event has a large potential for an increase in Placer County TOT.

Peaks and Paws Festival-The Committee recommends \$2500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials for out of area marketing to bring this event to the next level. Clarification was made that this is not a SVBA event.

Tails in Tahoe-The Committee recommends no funding due to un-fulfillment of past specifications and requirements. No ROI was submitted for the 2009/10 grant within the 90 day policy.

Opening Day at the Lake-The Committee recommends no funding, but the offer of in kind services from the NLTRA because they didn't explain how the funds would make the event grow. It is an ongoing local event that doesn't produce TOT, but instead, is for locals and second home owners and it is outside of the strike zone. The amount requested is 57% of their entire marketing budget which is a large percentage. There was concern about the Westshore already receiving \$10,000 and this would be another \$3000 on top of that which may become an issue.

SMSC 3rd Annual "Fire in the Sky"- The Committee recommends \$2400 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. The Committee recommends funds are used for printed programs and brochures and they meet with staff and include a GTN.com lodging link on their website and registration forms. This event has a high potential for TOT revenue with over 2000 attendees

Tahoe Sierra Century- The Committee recommends \$2500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials and the assistance with in-kind services from the NLTRA. This a great event with an emphasis on cycling with 600 cyclers which is a good opportunity for TOT

Sick & Twisted Freestyle Tour-The Committee recommends \$3050 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials and the funds are to go towards posters and poster distribution and an on-mountain banner with the NLTRA logo or the NLTRA/Chamber combined logo. Demographics include families of participants which has great TOT potential.

The Music Festival- The Committee recommends no funding due to it being a mature event and funds requested do not add much to their overall marketing budget. The requested \$3000 would not bring the event to the next level.

Lodging North Lake Tahoe-The Committee recommends no funding due to new efforts of the NLTRA Marketing Department with substantial NLTRA funds going towards marketing small lodging and the creation of a marketing proposal created by Smith and Jones. There is also a plan to create a "Lodging Committee"

Adventure Sport Week-The Committee recommends \$2500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. Big Blue has performed well with other events and knows how to produce events that bring in TOT funds.

Ta-Hoe Nalu Stand Up Paddle Festival-The Committee recommends \$2500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. This event has proven a great potential for growth and building NLT as the "Paddle Board" destination.

Tour de Nez-The Committee recommends no funding but the NLTRA can assist with in-kind services. The Committee expressed concerns that there is no guarantee that the event is going to highlight the NLT area. It is also a very successful event on its own. The Committee suggests NLTRA marketing take a look at the event due to Amgen coming to North Lake Tahoe and the possibility of offering in-kind services.

Take the Lake-The Committee recommends \$3000 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing

materials and the funds are used to create signage and rack cards. Meets all grant requirements.

Telluride Film Festival-The Committee recommends \$5000 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials and in-kind services from the NLTRA. This event is in the strike zone with multi-night TOT potential

Village Oktoberfest-The Committee recommends \$2500 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on appropriate marketing materials. SVNC stated that they would like to work with the NLTRA to make this a weeklong North Lake Tahoe Oktoberfest. This would assist in branding NLT as a 'Fall Food and Beverage' destination. Proven successful in producing TOT with lodging package sales (27 sold in 2010).

Wanderlust-The Committee recommends \$5000 is granted on the condition that the NLTRA logo or the NLTRA/Chamber combined logo is included on all marketing materials. The Committee suggests NLTRA create lodging packages as well as offer in-kind services. Wanderlust 2011 is growing to a 7 night festival. They have proven high TOT funds in selling out lodging in Squaw and creating over-flow to other NLT districts. Committee members saw revenue increases in food and beverage, recreation and retail sales during this time. This event has NLTRA/Chamber sponsorship potential in the future.

Holiday Shopping Program-The Committee recommends no funding because of the event does not produce enough TOT funds and this program is a duplication of an already existing program with local businesses and the Chamber.

TOCATA-The Committee recommends no funding but the offer of NLTRA in-kind services. They have been requesting funds for the past 3 years and the Committee is unsure if the event creates enough TOT revenue. Past grants have failed to bring this event to the next level. The events are not in the strike zone (Christmas/February). If the event can create TOT funds in the future then they are welcome to reapply.

Chamber-The Committee recommends \$10,000 is granted on the condition that the money be set aside for one month. During that time the Committee and the Chamber will make a set plan on how the funds will be used to effectively market the entire region of NLT or the funds will be used to fund other grant requests.

Joy asked how the Chamber has funded events in the past. Kym replied that the Chamber has not been able to fund or sponsor events in the past. She said that *The mission of the Chamber is to take specific actions to help improve the opportunity for local businesses to achieve and sustain success; to promote business, tourism, and the economic, cultural, and civic welfare of the greater North Lake Tahoe community.* Kym said that the funds would assist in promoting North Lake Tahoe as a region. One example would be a combined buy with all of the Community Partners with **Tahoe TV**. The Community Partners would contribute \$2000 and the Chamber would contribute \$3000 to create a region wide 30-second spot. Cheri and Justin already use some of their funds to market on Tahoe TV and Cheri believes it would be a good idea to pool together funds and get a proposal from Tahoe TV to gain more exposure. Caroline said that Tahoe TV is already in-market so she would still want to specifically market Squaw Valley. Joy agreed with Caroline. Justin said he would prefer the Chamber not use funds to market the Summer Long Concert Series. Cheri said other Chambers normally sponsor events and the NLT Chamber has not been able to sponsor events in the past. She feels that it would be a good idea if the NLT Chamber had funds and was able to sponsor events. Joy reminded the Committee that the NLTRA supported the concert series through a \$40,000 media buy through marketing funds. Mike expressed concern that the Chamber would be unable to sponsor events in Nevada with the designated funds. Alex said that the whole program is limited regionally. Mike is concerned about what the Chamber does for Incline businesses. Ron stated that this is an opportunity

for the Chamber to support everyone. He suggested that the \$10,000 be set aside for future funding of the Chamber or other grant requests that would come back before the Committee. The Committee agreed that it would be a good idea to set aside \$10,000 to either be granted to the Chamber or another Grantee.

Mike G. asked if receipts are requested to prove that the money is spent on what the application stated. Justin said that the Committee is aware through the ROI reports that the grantees spend the money on what is stated in the application. Alex asked in the past if there is any documentation on what is requested when they are funded. Cheri said yes they do go over what is requested of the grantees to receive funds.

6.5 M/S/NC (Mourelatos/Broglio) (0/10) to approve the discussed amount in Grant Marketing Funds to designated grantees. (The motion was not carried and is formally pulled)

6.6 M/S/C (Broglio/GilanFarr) (10/0) to approve the total amount of \$49,133 in Grant Marketing Funds to designated grantees as presented and finalized by Committee (see attached documentation for distribution of funds)

7.0 ADJOURNMENT

7.1 The meeting was adjourned at 12:30 p.m.

Submitted by,
Emily Sullivan
Programs Assistant

Monthly Report September 2010
CONFERENCE REVENUE STATISTICS
Year to Date Bookings/Monthly Production Detail/FY 10/11
 Prepared By: Anna Atwood, Sales/Marketing Coordinator

Total Revenue Booked for FY 10/11 as of 9/30/10	\$1,502,345 * Estimated
Forecasted Commission for this Revenue:	\$116,103
Number of Room Nights:	8920
Number of Delegates:	4733
Annual Revenue Goal for FY 10/11:	\$2,200,000
Annual Commission Goal for FY 10/11:	\$140,000
Number of Tentative Bookings as of 9/30/10:	42

Monthly Detail/Activity for September:

<u>Number of Groups Booked:</u>	1
Revenue Booked:	\$26,865
Projected Commission:	\$0
Room Nights:	150
Number of Delegates:	50
Booked Group Types:	1 Corp.
Lost Business, # of Groups:	5

Arrived in the month of September:

Number of Groups:	4
Revenue Arrived:	\$119,714
Projected Commission:	\$11,971
Number of Room Nights:	898
Number of Delegates:	317
Arrived Group Type:	4 Corp.

Monthly Detail/Activity for August:

<u>Number of Groups Booked:</u>	4
Revenue Booked:	\$52,758
Projected Commission:	\$5,275
Room Nights:	430
Number of Delegates:	575
Booked Group Types:	1 Corp., 1 Assoc., 1 TA and 1 Foundation
Lost Business, # of Groups:	9

Arrived in the month of August:

Number of Groups:	7
Revenue Arrived:	\$214,528
Projected Commission:	\$15,890
Number of Room Nights:	1797
Number of Delegates:	905
Arrived Group Type:	1 Corp., 5 Assoc. and 1 Society

Monthly Detail/Activity for July:

<u>Number of Groups Booked:</u>	5
Revenue Booked:	\$47,336
Projected Commission:	\$4,733
Room Nights:	484
Number of Delegates:	373
Booked Group Types:	1 Corp., 3 Assoc., 1 Govt.
Lost Business, # of Groups:	8

Arrived in the month of July:

Number of Groups:	8
Revenue Arrived:	\$579,888
Projected Commission:	\$44,258
Number of Room Nights:	2813
Number of Delegates:	1479
Arrived Group Type:	1 Corp., 6 Assoc., 1 Smerf

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2011/12:	\$610,051	\$650,000
For 2012/13:	\$151,132	\$250,000

NUMBER OF LEADS Generated as of 9/30/10: 27

Total Number of Leads Generated in Previous Years:

2009/2010: 107
2008/2009: 151
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

Monthly Report September 2010
CONFERENCE REVENUE STATISTICS

South Shore Properties

Year to Date Bookings/Monthly Production Detail/FY 10/11

Prepared By: Anna Atwood, Sales & Marketing Coordinator

Total Revenue Booked for FY 10/11 as of 9/30/10:	\$248,973	* Estimated
Forecasted Commission for this Revenue:	\$26,320	
Number of Room Nights:	2699	
Number of Delegates:	1518	
Annual Revenue Goal for FY 10/11:	\$300,000	
Annual Commission Goal for FY 10/11:	\$15,000	
<u>Number of Tentative Bookings as of 9/30/10:</u>	46	

Monthly Detail/Activity for September:

<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:	4

Arrived in the month of September:

Number of Groups:	4
Revenue Arrived:	\$78,945
Projected Commission:	\$8,588
Number of Room Nights:	707
Number of Delegates:	326
Booked Group Type:	2 Corp., 1 Assoc. and 1 Smerf

Monthly Detail/Activity for August:

<u>Number of Groups Booked:</u>	3
Revenue Booked:	\$37,580
Projected Commission:	\$3,724
Room Nights:	484
Number of Delegates:	296
Booked Group Types:	1 Corp., 1 Assoc. and 1 Smerf
Lost Business, # of Groups:	8

Arrived in the month of August:

Number of Groups:	2
Revenue Arrived:	\$34,749
Projected Commission:	\$503
Number of Room Nights:	780
Number of Delegates:	387
Booked Group Type:	1 Assoc. and 1 Smerf

Monthly Detail/Activity for July

<u>Number of Groups Booked:</u>	2
Revenue Booked:	\$5,148
Projected Commission:	\$558
Room Nights:	80
Number of Delegates:	30
Booked Group Types:	1 Corp. and 1 TA
Lost Business, # of Groups:	8

Arrived in the month of July:

Number of Groups:	4
Revenue Arrived:	\$98,226
Projected Commission:	\$12,964
Number of Room Nights:	832
Number of Delegates:	495
Booked Group Type:	1 Corp, 2 Smerf and Non-Profit

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2010/11:	\$ 15,093	\$100,000
For 2011/12:	\$	\$ 50,000

NUMBER OF LEADS Generated as of 9/30/10: 22

Total Number of Leads Generated in Previous Years:

2009/2010: 84
2008/2009: 113
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 OCTOBER 2010

KEY MEETINGS/LUNCHEONS/RECEPTIONS ATTENDED BY STAFF

- Attended SJ Marketing Meeting: Andy
- Attended NLTRA Board Meeting & Annual Luncheon: Judy, Andy
- Attended Chamber Advisory Committee Meeting: Judy
- Attended NLTRA Marketing Committee Meeting: Andy, Judy, Jason, Jeremy
- Attended Finance Committee Meeting: Andy
- Attended Placer County Board of Supervisors Meeting: Jeremy, Judy, Andy
- Attended CTTC Rural Tourism Meeting: Andy
- Attended CTTC Sustainable Tourism Conference: Andy, Judy, Jeremy
- Attended CA Tourism UK SuperFAM grand finale night with 56 sales and travel agents: Jeremy
- Attended small lodging breakfast at the Shore House: Andy, Jason, Jeremy
- Met with new sales manager at Mt. Rose: Jeremy
- Met with all 7 Ski Tahoe North resorts in preparations for CO sales mission: Jeremy
- Attended RSCVA Director's of Sales Meeting: Jason
- Attended Reno-Tahoe Meetings Marketing coop meeting: Jason
- Attended NLTRA Directors of Sales Meeting: Jason
- Met with John Leinen the new VP of Sales & Marketing at RSCVA: Jason
- Met with Heather Allison the new DOSM at Ritz-Carlton: Jason
- Attended North Lake Tahoe Marketing Coop Meeting: Andy
- Presented ATOC at IVCBVB Board Meeting: Andy
- Presented ATOC at WSA Board Meeting: Andy
- Attended LTBPP Steering Committee Meeting: Andy

SPECIAL PROJECTS

- Hosted new Vacation Roost market manager with 15 site tours overlapping late Sept. and early Oct.: Jeremy
- Hosted CA Tourism UK SuperFAM with 14 sales and travel agents: Jeremy
- Conducted CO sales mission with 7 NLT partners training agents from Ski.com, Snow Ventures, Vacation Roost, Ski Group.net, Rocky Mountain Getaways and Orbitz: Jeremy
- Conducted online training for 16 Vacation Roost sales agents: Jeremy
- Worked on new conference planning guide and website upgrades with Smith & Jones
- Hosted site inspection for American Bar Association – Law Practice Management: Jason
- Hosted site inspection for NASA Godard Space Flight Center: Jason
- Wrote, produced, cast, filmed and submitted :40 video to AEG sports for Amgen Announcement of winning host cities: Judy, Andy
- Met with Amgen LOC committee x 3, Todd Jackson x 1: Judy, Andy
- Met with Ernie Brassard & Phil Segal for 2011 Paddleboard Festival: Judy
- Met with Ruth from Snowfest to craft sponsorship proposal for 2011: Judy, Andy
- Met with Northstar Event Director for production & direction for AFW 2011: Judy, Andy
- Sent out an RFP for the Primal Challenge 5K & 10K Mudventure Run (new event): Judy
- Started permit application with Placer County for Amgen: Judy
- Prepared for Host City Announcement for ATOC: Andy, Judy
- Participated in Prospectors Cup: Andy, Jason



MEMORANDUM

DATE: November 3, 2010

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
And Planning

SUBJ: October 1-31, 2010
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Express (B-7)

NLTRA staff, in concert with Tahoe Transportation District and the TNT/TMA, is proposing to conduct a performance review of the North Lake Tahoe Express airport shuttle program. The purpose of this study will be to assess how well the NLTE is doing in meeting the goals of the program, review current contracting and management, and make recommendations as to the level of NLTRA support that should continue and strategies that can be implemented to improve the program. The intent is to be able to make adjustments, if necessary, during the current year, and do appropriate planning for future years service. The scope of work will be presented at the November Joint Committee meeting. The FY 2010/11 NLTE Financials continue to show that both ridership and fare box revenue have increased this year compared to the same time period during FY 2009/10. The increase for October is approximately 45%.

2. North Tahoe Regional Park Playground/ADA Renovation (D-16)

The North Tahoe Public Utility District has requested an Infrastructure allocation of up to \$44,000 to replace unsafe playground equipment with new, state of the art playground equipment that is safe and ADA compliant. This represents a portion of the ADA improvements necessary at the regional park to keep the park a key part of the visitor experience, as it is marketed throughout North Lake Tahoe. This request was recommended by the Joint Committee at its September 27th meeting and approved by the Board of Directors on October 13th. This recommendation has been submitted to the County requesting Board of Supervisors approval.

3. Lakeside Multi-purpose Trail (A-2)

Construction of Phase 7 through the State Parks campground started September 7th, and is now being buttoned up for the winter. Progress has been good and the completion date of June 30th, 2011, is still expected. The accepted bid for \$865,422 is well under the budgeted \$1.18 million.

4. Visitor Bike Trail Map Signage (A-13)

The NLTRA Board of Directors and the Placer County Board of Supervisors approved, as of February 23, 2010, the TCPUD request of \$29,260 to assist with the design, production, construction, and installation of 24 wayfinding informational map signs to be strategically located along the District's 19 miles of multi-purpose trails. While adding to the overall consistent theme of the North Lake Tahoe Wayfinding Signage Program, this signage will provide accurate trail mapping including a "you are here" feature. After the TCPUD presented the final design at the August 16th Joint Committee meeting, production of the signs was then undertaken and completed, allowing for some installation to be accomplished this fall. The remainder will be installed in spring, 2011.

5. Water Taxi Proposal

A proposal is being developed to initiate a water taxi service that would start on a small scale along the north and west shores of Lake Tahoe. The Tahoe Transportation District (TTD) is looking at this potential project as a possible component in the overall lake shuttle program that they have taking the lead to develop. The TNT/TMA, Placer County, and the NLTRA have been included in the planning discussions. TTD prepared a scope of work to engage a consultant to prepare data on the proposal, including specific routes, possible docking sites, number of vessels, etc. The consultants have been encouraged with the information received and are submitting their evaluation and recommendations to the TTD. TTD is scheduling a presentation of the study at its November board meeting.

6. Northstar Community Multi-Purpose Trail (A-7)

This trail project, under the leadership of Northstar Community Services District, is nearing completion of the first 2 phases for which TOT funds were granted to conduct planning and environmental work necessary in advance of detailed project design. NCSO has prepared the anticipated next request for funding up to \$500,000 to continue the work on this trail which will provide a key link in the Resort Triangle Trail connecting Lake Tahoe with the Martis Valley and Truckee. The request was approved and recommended by the Joint Committee, and by the NLTRA Board of Directors at the September 1st Board meeting. The Board of Supervisors approved the grant at its Tahoe meeting held at Granlibakken on October 19th.

7. Dollar Hill/Tahoe Vista Class 1 Bike Trail (A-6)

As staff reported last July, this trail project, also known as the North Tahoe Regional Trail, had reverted to the California Tahoe Conservancy from the North Tahoe Public Utility District. The Conservancy staff now has recommended that Placer County Department of Public Works complete the assessment and evaluation of the proposed project, as well as the environmental analyses and preliminary engineering phases of the project. To enable this planning to continue, the Conservancy Board approved a \$435,000 grant request by Placer County DPW as a match to the \$200,000 previously granted by the NLTRA. DPW has now begun this work and expects to have the work plan complete by the end of November.

8. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, November 22, 2010.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Annual Membership Luncheon/Meeting
- Meeting with Assemblyman Roger Niello/North Lake Tahoe Issues
- California Special Districts Association Quarterly Meeting/County Funding
- Domus Workforce Housing Groundbreaking/NLTRA Representative
- Placer County Board of Supervisors/NLTRA Annual Presentation
- Board of Supervisors Reception
- Board of Supervisors/Request for Northstar Trail Funding
- Arts for the Schools/Performing Arts Issues
- Placer County CEO/Area Managers Meeting
- Lake Tahoe Basin Prosperity Plan/Plan Review
- Meeting with Assemblyman Ted Gaines/North Lake Tahoe Issues
- Chamber Advisory Committee/Community Grants Program
- Meeting with NLTRA Executive Committee