

November 3, 2010

To: Board of Directors

From: Sally Lyon, CFO

Re: June 30, 2010 Financial Statements and Independent Auditors' Report

Background

Bobbie Hales, CPA and Matthew Krehe, CPA of Gilbert Associates, Inc., will present their report on NLTRA's Financial Statements for the year ending June 30, 2010 to the Finance Committee on November 2, 2010. At that meeting, the Finance Committee will be reviewing and recommending to the Board of Directors approval of these Financial Statements. In addition, the committee will be reviewing the Management Letter and the Communications with Those Charged with Governance.

Requested Action

Staff recommends approval of the June 30, 2010 Financial Statements and Independent Auditors' Report.

**NORTH LAKE TAHOE RESORT
ASSOCIATION**

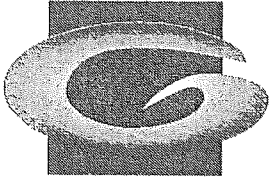
**FINANCIAL STATEMENTS
AND SUPPLEMENTARY INFORMATION**

JUNE 30, 2010

NORTH LAKE TAHOE RESORT ASSOCIATION

TABLE OF CONTENTS JUNE 30, 2010

	<u>PAGE</u>
INDEPENDENT AUDITOR'S REPORT	1
FINANCIAL STATEMENTS	
Statement of Financial Position	2
Statement of Activities	3
Statement of Cash Flows	4
Notes to Financial Statements	5
SUPPLEMENTARY INFORMATION	
Schedule of Departmental Detail Activity	10



Gilbert Associates, Inc.
CPAs and Advisors

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors of
North Lake Tahoe Resort Association

We have audited the accompanying statement of financial position of North Lake Tahoe Resort Association (Association) as of June 30, 2010, and the related statements of activities and of cash flows for the year then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of North Lake Tahoe Resort Association as of June 30, 2010, and the changes in its net assets and its cash flows for the year then ended, in conformity with accounting principles generally accepted in the United States of America.

The supplemental schedules on pages 10 through 11 are presented for the purpose of additional analysis and are not a required part of the basic financial statements. Such information has been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, is fairly stated in all material respects in relation to those statements taken as a whole.

Gilbert Associates, Inc.

GILBERT ASSOCIATES, INC.
Sacramento, California

October 27, 2010

NORTH LAKE TAHOE RESORT ASSOCIATION

STATEMENT OF FINANCIAL POSITION JUNE 30, 2010

ASSETS

CURRENT ASSETS:

Cash and equivalents	\$	710,603
Cash held on behalf of marketing cooperative		188,695
Accounts receivable		86,996
Prepaid expenses and other		15,021
Inventories		928
Placer County receivable		430,587
Infrastructure funds held by Placer County		<u>5,440,204</u>
Total current assets		6,873,034

NONCURRENT ASSETS:

Investments		211,007
Property and equipment, net		<u>43,203</u>

TOTAL ASSETS \$ 7,127,244

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES:

Accounts payable	\$	152,035
Accrued liabilities		123,705
Cash held on behalf of marketing cooperative		188,695
Deferred revenue - chamber dues		79,703
Deferred revenue - infrastructure funds		5,888,737
Deferred revenue - other		<u>26,428</u>
Total liabilities		<u>6,459,303</u>

NET ASSETS:

Unrestricted:		
Invested in property and equipment		43,203
Designated marketing reserve		243,110
Undesignated		<u>381,628</u>
Total net assets		<u>667,941</u>

TOTAL LIABILITIES AND NET ASSETS \$ 7,127,244

The accompanying notes are an integral part of these financial statements.

NORTH LAKE TAHOE RESORT ASSOCIATION

STATEMENT OF ACTIVITIES YEAR ENDED JUNE 30, 2010

REVENUES:

Placer County:	
Operations funding	\$ 3,183,455
Infrastructure	1,003,098
Member dues	134,417
Member services and special events	122,107
Commission and booking fees	118,198
Advertising and retail sales	9,103
Interest and investment income	4,474
Miscellaneous	<u>185</u>
Total revenues	<u>4,575,037</u>

EXPENSES:

Program services:	
Marketing (tourism promotion)	1,463,998
Group sales and conferences	385,964
Visitor information	127,254
Visitor support and transportaion	1,067,316
North Lake Tahoe Chamber of Commerce	137,670
Infrastructure	<u>956,547</u>
Total program services	4,138,749
Supporting services:	
General and administrative	<u>450,759</u>
Total expenses	<u>4,589,508</u>

DECREASE IN UNRESTRICTED NET ASSETS (14,471)

NET ASSETS, Beginning of Year 682,412

NET ASSETS, End of Year \$ 667,941

NORTH LAKE TAHOE RESORT ASSOCIATION

STATEMENT OF CASH FLOWS YEAR ENDED JUNE 30, 2010

CASH FLOWS FROM OPERATING ACTIVITIES:

Decrease in net assets	\$ (14,471)
Reconciliation to net cash and equivalents provided by operating activities:	
Depreciation	19,068
Net realized and unrealized gain on investments	(1,905)
Changes in:	
Accounts receivable	34,158
Prepaid expenses and other	14,610
Inventories	(37)
Placer County receivable	106,555
Infrastructure funds held by Placer County	91,490
Accounts payable	(184,606)
Accrued liabilities	(13,434)
Deferred revenue - chamber dues	(10,824)
Deferred revenue - infrastructure funds	97,615
Deferred revenue - other	(1,177)
Net cash and equivalents provided by operating activities	<u>137,042</u>

CASH FLOWS FROM INVESTING ACTIVITIES:

Purchases of investments	(202,132)
Proceeds from sale of investments	401,303
Purchases of property and equipment	<u>(4,165)</u>
Net cash and equivalents provided by investing activities	<u>195,006</u>

NET INCREASE IN CASH AND EQUIVALENTS 332,048

CASH AND EQUIVALENTS, Beginning of Year 378,555

CASH AND EQUIVALENTS, End of Year \$ 710,603

NORTH LAKE TAHOE RESORT ASSOCIATION

NOTES TO FINANCIAL STATEMENTS JUNE 30, 2010

1. ORGANIZATION AND SIGNIFICANT ACCOUNTING POLICIES

The North Lake Tahoe Resort Association (Association) was incorporated in February 1996, upon consolidation of the Tahoe North Visitors and Convention Bureau and the North Lake Tahoe Chamber of Commerce. The Association is organized under Section 501(c)(4) of the Internal Revenue Code as a non-profit public benefit corporation.

The primary function of the Association is to promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the North Lake Tahoe, California area.

The majority of the Association's revenue is derived from grants from Placer County to administer and invest portions of transient occupancy taxes collected in the North Lake Tahoe area. For the year ended June 30, 2010, 92% of total revenues were derived from Placer County funding. Additional sources of funding are received from Chamber membership fees, commissions and booking fees, retail sales, sales of advertising in Association publications, and revenue from special events.

The Association also serves as a partner with Placer County in the development and funding of infrastructure and transportation projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region.

Basis of presentation – The financial statements are presented in conformity with Accounting Standards Codification (ASC) 958-205, *Not-For-Profit Entities – Presentation of Financial Statements*.

Placer County contract – The Association's contract with Placer County is considered to be an exchange transaction. Accordingly, revenue earned from this contract is reported as unrestricted support. Funds received from this contract for infrastructure are recognized as revenue when the related expenditures are made. All other Placer County contract revenue is recognized as revenue during the contract year, unless specifically restricted by the contract.

Infrastructure funds held by Placer County represent contract amounts awarded for infrastructure projects that are held by Placer County for the Association. These funds are disbursed to the Association as requested to reimburse approved infrastructure expenditures incurred.

Deferred revenue represents infrastructure funds held by Placer County and the Association that has not yet been expended. Interest earned on infrastructure funds held by the Association is reflected as deferred income until expended. During the year ended June 30, 2010, the Association deferred \$3,282 of investment income.

Cash and equivalents – For financial statement purposes, the Association considers all investments with a maturity at purchase of three months or less to be cash equivalents.

NORTH LAKE TAHOE RESORT ASSOCIATION

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2010

Cash held on behalf of marketing cooperative – The Association receives and distributes funds on behalf of North Lake Tahoe Marketing Cooperative, a joint marketing effort between the Association and Lake Tahoe Incline Village Crystal Bay Visitors and Convention Bureau. See note 6 for additional information.

Investments are stated at fair value.

Accounts receivable consist of amounts due from members for annual dues, cooperative advertising costs, commissions from group conference sales, and other miscellaneous receivables for services provided. The Association does not charge interest on delinquent receivables. Accounts are written off directly to bad debt expense when all attempts of collection are exhausted. Management estimates uncollectible amounts based on past experience and believes an allowance for doubtful accounts is unnecessary at June 30, 2010.

Inventories consist primarily of retail goods and are stated at the lower of cost or market. Cost is determined by the first-in, first-out method.

Property and equipment are stated at cost and depreciated using the straight-line method over estimated useful lives of three to seven years. The Association's policy is to capitalize assets where costs have exceeded \$1,000.

Designated net assets – The Association has created a marketing reserve, pursuant to the 2003-04 contract with Placer County, to be used for any unforeseen fluctuations in collections of transit occupancy taxes. Use of the reserve is at the discretion of the Association's Board of Directors subject to compliance with an existing policy. The reserve totaled \$243,110 at June 30, 2010.

Income taxes – The Association is exempt from federal income taxes under Internal Revenue Code Section 501 (c)(4) and Section 2370(f) of the California Tax Code. The Association adopted the accounting principles related to accounting for uncertainty in income taxes (as described under ASC 740-10) as of July 1, 2009. With some exceptions, the Association is no longer subject to U.S. federal and California income tax examinations by tax authorities for years prior to 2006.

Functional allocation of expenses – The costs of providing the various programs and other activities have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among the program and supporting services benefited.

Advertising costs are expensed as incurred.

Concentrations – The Association maintains its cash in bank deposit accounts that, at times, may exceed federally insured limits. The Association has not experienced any losses in such accounts. Management believes the Association is not exposed to any significant credit risk related to cash.

NORTH LAKE TAHOE RESORT ASSOCIATION

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2010

Use of estimates – The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Subsequent events have been reviewed through the issuance date of the audit report.

Recent accounting pronouncements – The Financial Accounting Standards Board (FASB) issued FASB Accounting Standards Codification effective for financial statements issued for interim and annual periods ending after September 15, 2009. The ASC is an aggregation of previously issued authoritative U.S. generally accepted accounting principles (GAAP) in one comprehensive set of guidance organized by subject area. In accordance with the ASC, references to previously issued accounting standards have been replaced by ASC references. Subsequent revisions to GAAP will be incorporated into the ASC through Accounting Standards Updates.

2. INVESTMENTS

Investments consist of the following:

Certificates of deposit	\$ 204,685
Fixed income securities	<u>6,322</u>
Total	<u>\$ 211,007</u>

Assets and liabilities measured at fair value are recorded in accordance with ASC 820, which clarifies that fair value is an exit price, representing the amount that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants. As such, fair value is a market-based measurement that should be determined based on assumptions that market participants would use in pricing an asset or liability. As a basis for considering such assumptions, ASC establishes a three-tier value hierarchy, which prioritizes the inputs used in measuring fair value as follows:

Level 1 Inputs	Unadjusted quoted prices in active markets that are accessible at the measurement date for identical assets or liabilities.
Level 2 Inputs	Inputs other than quoted prices in active markets that are observable either directly or indirectly.
Level 3 Inputs	Unobservable inputs in which there is little or no market data, which require us to develop our own assumptions.

NORTH LAKE TAHOE RESORT ASSOCIATION

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2010

The Association's investments are classified within Level 2 of the hierarchy because they are valued using alternative pricing methods using observable inputs, such as current interest rates.

Interest and investment income consists of the following:

Interest and dividends	\$ 2,569
Net realized and unrealized gain	<u>1,905</u>
Total	<u>\$ 4,474</u>

3. PROPERTY AND EQUIPMENT

Property and equipment consist of the following:

Furniture and fixtures	\$ 64,991
Computer equipment	63,178
Software	54,619
Leasehold improvements	<u>23,284</u>
Total	206,072
Less accumulated depreciation	<u>(162,869)</u>
Total	<u>\$ 43,203</u>

4. OPERATING LEASE OBLIGATION

The Association leases office space and copiers at various locations under operating leases expiring through 2014. Total expense under the operating leases was \$81,011 for the year ended June 30, 2010.

Future minimum lease payments are as follows:

Year ending June 30:

2011	\$ 89,268
2012	89,268
2013	12,492
2014	<u>9,427</u>
Total	<u>\$ 200,455</u>

NORTH LAKE TAHOE RESORT ASSOCIATION

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2010

5. PROFIT SHARING PLAN

The Association sponsors a retirement plan under the provisions of IRC Section 401(k). The plan covers substantially all full-time employees that have completed three months of service with the Association. Contributions to the plan by the Association equal the salary reduction elected by the employee up to a maximum of 6% of annual salary. The amount the Association contributed for the year ended June 30, 2010 was \$49,330.

6. MARKETING COOPERATIVE AGREEMENT

During the year ended June 30, 2007, the Association established the North Lake Tahoe Marketing Cooperative (NLTMC) with Lake Tahoe Incline Village Crystal Bay Visitors and Convention Bureau (Bureau) to cooperatively promote tourism based on shared objectives which are more effectively and efficiently accomplished collectively rather than independently. Under the terms of the NLTMC, the Association and Bureau are required to make annual contributions to fund its marketing efforts. The NLTMC remains in effect unless canceled by the Association or Bureau with a minimum of 12 months notice. In the event the NLTMC is dissolved, any deficiency of funds to cover expenses will be funded by the Association and Bureau on a pro rata share in accordance with their annual contributions to the NLTMC. At June 30, 2010, the NLTMC had a net deficit balance of \$1,018. During the year ended June 30, 2010, the Association contributed \$961,596 in connection with this marketing effort, which is included in marketing (tourism promotion) and group sales and conference expense in the statement of activities.

SUPPLEMENTARY INFORMATION

NORTH LAKE TAHOE RESORT ASSOCIATION

SUPPLEMENTARY SCHEDULE OF DEPARTMENTAL DETAIL ACTIVITY (Page 1 of 2) YEAR ENDED JUNE 30, 2010

	Program Services					Supporting Service
	Marketing (tourism promotion)	Group sales and conferences	Visitor information	Visitor support and transportation	North Lake Tahoe Chamber of Commerce Infrastructure	
Placer County:						
Operations funding	\$1,642,111	\$ 310,000	\$ 154,000	\$ 1,077,344		\$ 3,183,455
Infrastructure					\$ 1,003,098	1,003,098
Member dues		8,504			\$ 125,913	134,417
Member services and special events	75,353				46,754	122,107
Commission and booking fees	33,129	83,134	1,935			118,198
Advertising and retail sales			9,103			9,103
Interest and investment income						4,474
Miscellaneous		185				185
Total revenues	<u>1,750,593</u>	<u>401,823</u>	<u>165,038</u>	<u>1,077,344</u>	<u>172,667</u>	<u>4,474</u>
				<u>1,003,098</u>		<u>4,575,037</u>
EXPENSES:						
Project costs				993,716		1,829,881
Salaries and benefits	285,196	141,719	101,240	56,703	836,165	1,127,970
Marketing cooperative and media	762,000	199,596			76,402	961,596
Programs	139,092	15,000				154,092
Rent and utilities	24,600	12,523	5,398	8,819	8,853	93,611
Autumn food and wine costs	75,795					75,795
Marketing other	65,165					65,165
Special events	42,894					42,894
Membership events and newsletter					38,649	38,649
Telephone	9,173	3,761	1,905	1,748	2,480	26,293
Professional fees					1,748	23,280
Market study reports research	22,125					22,125
Depreciation	5,058	2,553	2,553	1,282	1,282	19,068
Equipment supplies and maintenance	2,454	1,025	2,974	767	1,213	13,964
					767	4,764
						10

NORTH LAKE TAHOE RESORT ASSOCIATION

SUPPLEMENTARY SCHEDULE OF DEPARTMENTAL DETAIL ACTIVITY (Page 2 of 2) YEAR ENDED JUNE 30, 2010

	Program Services					Supporting Service	Total
	Marketing (tourism promotion)	Group sales and conferences	Visitor information	Visitor support and transportation	North Lake Tahoe Chamber of Commerce		
EXPENSES (Cont'd):							
Equipment rental and leasing	1,661	1,441	3,643	1,200	2,411	1,200	13,531
Supplies	3,274	1,713	1,409	1,042	1,305	1,042	12,318
Credit card fees	6,764		397		830		7,991
Board functions							7,875
Associate relations	1,804	922	922	418	520	418	6,808
Local meals and entertainment	2,742	141	184	167	643	139	6,350
Automobile expense	1,659	183	107	812	1,399	812	6,325
Travel	6,219						6,219
Insurance and bonding	1,339	697	697	429	429	429	5,359
Cost of goods sold			5,358				5,358
Dues and subscriptions	1,469	1,335		90	180	90	4,988
Mail expenses	479	946	188	6	927	34	3,190
Training and seminars	1,639	27	107	17	17	17	2,932
Taxes licenses and fees	311	162	172	100	130	100	2,575
Bad debt		2,220					2,220
Promotional giveaways	651						651
Internet	435						435
Total functional expenses before general and administrative allocation	<u>1,463,998</u>	<u>385,964</u>	<u>127,254</u>	<u>1,067,316</u>	<u>137,670</u>	<u>956,547</u>	<u>4,589,508</u>
General and administrative allocation	<u>230,400</u>	<u>67,200</u>	<u>26,076</u>	<u>25,152</u>	<u>26,772</u>	<u>37,332</u>	<u>(412,932)</u>
Total expenses	<u>1,694,398</u>	<u>453,164</u>	<u>153,330</u>	<u>1,092,468</u>	<u>164,442</u>	<u>993,879</u>	<u>4,589,508</u>
INCREASE (DECREASE) IN NET ASSETS	<u>\$ 56,195</u>	<u>\$ (51,341)</u>	<u>\$ 11,708</u>	<u>\$ (15,124)</u>	<u>\$ 8,225</u>	<u>\$ 9,219</u>	<u>\$ (33,353)</u>

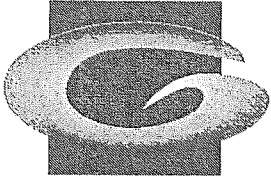
COMMUNICATIONS WITH THOSE CHARGED WITH GOVERNANCE

In accordance with Statement of Auditing Standards Codification 380, we are providing the North Lake Tahoe Resort Association (Association) Finance Committee with information regarding the scope and results of the audit to assist the Finance Committee in overseeing management's financial reporting and disclosure process. Below we summarize these required communications.

Area	Comments	Area	Comments
<p>Auditors' Responsibilities under Generally Accepted Auditing Standards (GAAS)</p> <p>As stated in our engagement letter dated May 3, 2010, our responsibility, as described by professional standards, is to express an opinion about whether the financial statements prepared by management with your oversight are fairly presented, in all material respects, in conformity with U.S. generally accepted accounting principles. Our audit of the financial statements does not relieve you or management of your responsibilities.</p>	<p>We issued an unqualified opinion on the financial statements of the Association for the year ended June 30, 2010.</p>	<p>Disagreements with Management</p> <p>For purposes of this letter, professional standards define a disagreement with management as a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report.</p>	<p>We are pleased to report that no such disagreements arose during the course of our audit.</p>
<p>Planned Scope and Timing of the Audit</p>	<p>We performed the audit according to the planned scope and timing previously communicated to you in our engagement letter.</p>	<p>Management Representations</p>	<p>We will request certain representations from management that will be included in their letter to us at the conclusion of the audit.</p>
<p>Significant Accounting Policies</p> <p>Management is responsible for the selection and use of appropriate accounting policies. In accordance with the terms of our engagement letter, we will advise management about the appropriateness of accounting policies and their application.</p>	<p>The significant accounting policies used by Association are described in notes to the financial statements. No significant new accounting policies were adopted and the application of existing policies was not changed during 2010. We noted no transactions entered into by Association during the year for which there is a lack of authoritative guidance or consensus. We are not aware of any significant transactions that have been recognized in the financial statements in a different period than when the transaction occurred.</p>	<p>Management Consultations with Other Independent Accountants</p> <p>In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Association's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts.</p>	<p>To our knowledge, there were no such consultations with other accountants.</p>
		<p>Serious Difficulties Encountered in Performing the Audit</p>	<p>We encountered no significant difficulties in dealing with management in performing and completing our audit. Management and staff were well prepared and very cooperative.</p>

Area	Comments
<p>Management Judgments and Accounting Estimates</p> <p>Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected.</p>	<p>We considered the methodologies and judgments used in assessing the collectability of accounts receivable and selection of useful lives of property and equipment. We found the judgments used to be appropriate.</p>

Area	Comments
<p>Other Audit Findings or Issues</p>	<p>We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management prior to being selected as the Association's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to us being selected as the auditors.</p>
<p>Significant Adjustments or Disclosures Not Reflected in the Financial Statements</p> <p>Professional standards require us to accumulate all known and likely misstatements identified during the audit, other than those that are trivial, and communicate them to the appropriate level of management.</p>	<p>Adjustments detected as a result of audit procedures corrected by management are summarized as follows: Decrease cash held for marketing cooperative asset and liability accounts of \$44,303.</p> <p>Adjustments detected as a result of audit procedures not corrected by management are summarized as follows: Decrease in membership dues receivable and deferred membership dues of \$12,853. Management, with our concurrence has determined the impact is immaterial to the financial statements taken as a whole.</p>



Gilbert Associates, Inc.
CPAs and Advisors

To the Board of Directors
and Management of
North Lake Tahoe Resort Association

In planning and performing our audit of the financial statements of North Lake Tahoe Resort Association (Association) as of and for the year ended June 30, 2010 in accordance with auditing standards generally accepted in the United States of America, we considered the Association's internal control over financial reporting as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the internal controls. Accordingly, we do not express an opinion on the effectiveness of the Association's internal controls.

A control deficiency exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect misstatements on a timely basis. A material weakness is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented or detected and corrected on a timely basis.

A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph and would not necessarily identify all deficiencies in internal control that might be significant deficiencies or material weaknesses and therefore, there can be no assurance that all deficiencies, significant deficiencies, or material weaknesses have been identified. As part of our audit, we generated the following recommendations that we consider to represent "best practices" and do not consider the absence of these safeguards to indicate a reportable control deficiency.

REVIEW PROCESS

The Association closes its books and reconciles the accounting records on a regular and timely basis. The Executive Director receives and reviews the bank statements before providing them to the Chief Financial Officer (CFO). Supporting documentation for journal entries and account reconciliations is filed and maintained in an orderly fashion. However, due to the small size of the accounting department, the majority of journal entries are prepared by the CFO and are not subject to a subsequent review by a person other than the preparer. Lack of review over journal entries can create the risk that errors and irregularities won't be detected in a timely manner.

We recommend the Association consider strengthening their review process by ensuring journal entries are reviewed and approved by the Executive Director.

To the Board of Directors
and Management of
North Lake Tahoe Resort Association
Page 2 of 2

CONTROLS OVER CREDIT CARD AND EMPLOYEE REIMBURSEMENT TRANSACTIONS

The Association has strong controls over obtaining supporting information for credit card charges and employee reimbursement requests (such as receipts); however, we identified several areas where the review process could be strengthened:

- The CFO is responsible for the review of all corporate credit card holders' charges including the Executive Director's.
- Although employee reimbursements are reviewed and approved by each employee's supervisor, directors review and approve their own requests for reimbursement.

We recommend that the Association consider assigning the review of the Executive Director's credit card charges and reimbursement requests to a member of the Board of Directors or Finance Committee. Although we found no instances of abuse in our testing, we believe that this review is most appropriately performed by someone who is not in a subordinate position to the Executive Director. To make the review more convenient and eliminate urgency, documents could be provided to the Board or Finance Committee member quarterly, after the credit card balances and reimbursements have been paid. We also recommend that the review of the directors' and CFO's credit card charges and reimbursement request be performed by the Executive Director. We believe that implementation of this level of review represents best practices.

This communication is intended solely for the information and use of management, the Board of Directors and others within the organization and is not intended to be and should not be used by anyone other than these specified parties.

Gilbert Associates, Inc.

GILBERT ASSOCIATES, INC.
Sacramento, California

October 27, 2010

EH-19



North Lake Tahoe Resort Association
November 3, 2010

BACKGROUND

The NLTRA has been in discussion over the last year regarding the role of Special Events within our marketing and chamber efforts. As an outcome of last year's joint Marketing/Chamber meeting and community meetings, it was determined that a concise policy regarding events was needed.

At the September Marketing Committee meeting staff was directed to work with a taskforce to determine the ongoing and future roles of the NLTRA and Chamber of Commerce in the special events development and promotion. This taskforce included Deb Dudley and Alex Mourelatos from the NLTRA Board, Christine Horvath from the Marketing Committee, and Justin Broglio and Cheri Springer from the Business Community groups. This group conducted an initial meeting to discuss possible scenarios for the Marketing Committee to consider as a recommendation to the NLTRA Board of Directors.

A draft recommendation was developed by board members Dudley and Mourelatos and was further discussed at the Marketing Committee meeting held on October 28th. During this meeting, Alex Mourelatos led a discussion regarding the various roles and levels of events and the related resource support that may be available in each category. Discussion followed.

MARKETING COMMITTEE ACTION

M/S/C (Parson/Williams) (8/0) to approve the NLTRA Special Event Policy as presented.

SITUATION

Board member Mourelatos, with staff support, will review the recommended direction from the Marketing Committee to the NLTRA Board of Directors. Attached to this staff report is an overview of the possible direction for future special event support and the related recommended policy.

BOARD ACTION REQUESTED

Pending presentation and discussion by the board, that the NLTRA Board of Directors approve the Marketing Committee recommendation regarding the policy direction for future special event resource support.

NLTRA Event Policy Discussion

Introduction:

There has been regular discussion at the Marketing Committee, Chamber Committee and the NLTRA Board level regarding the importance of Events to achieving our marketing goals. The lack of clarity regarding the role the NLTRA, the types of events the organization should support and the amount and type of support that should be provided have been debated without a clear understanding being reached. There has been broad acceptance that attracting and retaining events to our area can significantly impact the organizations ability to put heads in beds and the need for a policy to support the organization's efforts in this area. The NLTRA Marketing and Chamber roles should be clarified and made applicable to all events that receive investment. This discussion document provides a framework for further discussion and a draft policy for consideration by the Marketing Committee and NLTRA Board of Directors.

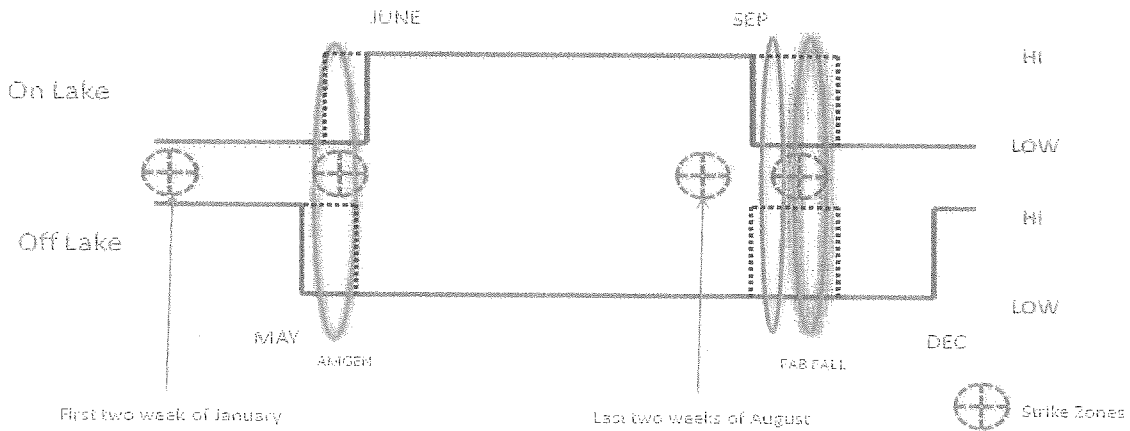
Significant successes have been made in the area of Events, in fact spurring the on-going debate. There is a well developed Community Marketing Program in place to determine the allocation of NLTRA Marketing resources. This year will be a record year for applications to this program putting more pressure to effectively utilize a limited set of resources. Autumn Food and Wine has been a successfully produced NLTRA Event for a number of years helping build the reputation of quality events in the area but consuming NLTRA marketing resources for the production of an event. Business development for regional/basin-wide events recently succeeded in winning the Start host for the California AMGEN Tour. Collectively, the organization has proven the value of supporting events. What is needed is a strategy to address future needs and a definition on how we will move forward. The organization policy will define the NLTRA role in executing that strategy.

Event Strategy:

The following diagrams present a framework that may help clarify roles and assist the organization to better manage the investment of scarce marketing resources across event types. It intends to present a high level marketing strategy that illustrates how events are to be utilized to impact "strike zones" that impacts define funding allocation. The resource sections illustrates the type resources required and the allocation that resource across event types. The organization will actively manage the event relationship to achieve the desired outcomes of heads in beds (either new incremental, extended stay, or return) and capture the lessons learned by tracking results. Marquee events provide the largest impact on image and awareness in the market place and will generate the largest economic impact on the region. Business Development around a "Brand" promoting our world class Bicycle destination, or Frizbee Golf, Stand-up Paddle Board, Health and Wellness, Autumn Food and Wine, or Summer. NLTRA Event Marketing works to develop the image or BRAND as a destination location for that activity

NLTRA EVENT STRATEGY FRAMEWORK

Event Impact on Lodging Demand



NLTRA EVENT MARKETING RESOURCES (SPECIFIC EVENT BUDGET)	RESOURCES					
	Strategic Planning					
	Performance Measurement	Marquee Support	BD: Marquee AND Brand	Sponsorship	Marketing Funds	In-Kind Services
Marquee or Premier Events 75% of Budget	Assessment Feeds Annual Planning	Specific Budget	Committed Investment to Next AMGEN	When Exposure Beneficial	As needed to support BD	As needed to support BD
Community Fabric Events 25% of Budget	Assessment Feeds Annual Planning	N/A	N/A	N/A	Determined by CMGP	Determined by CMGP

Possible Policy Regarding Events currently being proposed:

It will be the policy of the NLTRA to expend its marketing resources as event promoters and supporters, not producers. Marketing resources will be provided by Event Type as described below.

Event Type – Premier or Marque Events - these are regional or basin-wide events. Those that fall into this category include - Snowfest - Autumn Food and Wine - Big Blue - Amgen –These are events that should be included in the marketing budget as either a Sponsor or receiving Marquee Support.

These events provide a significant amount of visitors stays during off peak periods and/or a 100-1 ROI or greater with regard to media coverage.

NLTRA Role - to include these events in our media plans by doing the following:

- 1- Developing advertising, marketing and PR plans and using our resources to implement these plans in coordination with organizers.
- 2- Developing room packages and promoting these packages using a coordinated marketing plan.
- 3- Payment of site fees or coordination of site needs and expenses related to site needs as in the case of Amgen.
- 4- Provide funding as a “Sponsor” in order to gain brand exposure and promote demand fulfillment.

Event Type – Community Fabric or Start up - these are events that are reviewed and funded by the Chamber Advisory committee via the Community Marketing Grant program and have the ability to grow into stand alone or self supporting events in the future.

Grant Program Selection criteria are solid and should remain the same, with all events being enhanced with the assistance of our staff expertise and small grants of funds for marketing or regional promotion.

NLTRA Role – provide marketing funds and in-kind services to event organizers we believe will achieve the marketing goal of heads on beds. To receive funds or in-kind services, applicant will

- 1- Work with NLTRA Event Manager to agree on performance measures, track and assess results. NLTRA Event staff should play an active role in measurement and analysis of results.
- 2- Provide event pricing for lodging packages
- 3- Agree to NLTRA Logo placement

Funding for any particular Community Fabric event will be limited of 5 years unless an exception is agreed to by the Board of Directors.



North Lake Tahoe Resort Association
November 3, 2010

BACKGROUND

At its September Marketing Committee meeting, SnowFest presented a draft proposal to the Marketing Committee for financial support for the 2011 event. Ruth Schnabel explained that in the past she has requested funds from the North Lake Tahoe Chamber of Commerce Special Events Grant Program. After much discussion (please refer to the September 28th Committee Meeting Minutes) it was requested that a taskforce be established to determine the role of the NLTRA and the Chamber of Commerce in the production of and promotion of special events throughout the North Lake Tahoe community. The committee discussed the need for a clear policy regarding event funding that both the Marketing and Chamber committees could utilize.

SITUATION

This taskforce included Deb Dudley and Alex Mourelatos from the NLTRA Board, Christine Horvath from the Marketing Committee, and Justin Broglio and Cheri Springer from the Business Community groups. This group conducted an initial meeting to discuss possible scenarios for the Marketing Committee to consider as a recommendation to the NLTRA Board of Directors.

Staff worked with the SnowFest event producers to develop a comprehensive sponsorship package that would identify North Lake Tahoe Resort Association as the presenting sponsor of the 2011 event. This was presented to the Marketing Committee for discussion and possible action. It was discussed that this sponsorship funding fit precisely into the new special events policy discussion.

COMMITTEE ACTION REQUESTED

M/S/C (Parson/Dudley) (8/0) to recommend to the NLTRA Board up to \$25k in cash and in kind services with the consideration of hiring a consultant to review the event and that NLTRA, with the event producers assistance, be responsible for measuring SnowFest's results.

BOARD ACTION REQUESTED

Pending presentation and discussion by the board, that the NLTRA Board of Directors approve the Marketing Committee recommendation regarding sponsorship support of the 2011 North Lake Tahoe SnowFest event.



North Lake Tahoe Resort Association Sponsorship Proposal
SnowFest! 2011
March 4-13: The 30th Celebration of SnowFest!

Benefits to North Lake Tahoe Resort Association

- Named as presenting sponsor of SnowFest
- Featured placement in the Tahoe City SnowFest Parade and Kings Beach Celebration Parade*
- Highlighted, as presenting sponsor, during Opening Ceremonies Laser Show with logo on the mountain and during announcements
- Introduction of NLTRA dignitaries at Opening Ceremonies
- Logo on 50,000+ rack cards/check presenters *
- Listing, as presenting sponsor, in all SnowFest press releases
- Logo and listing, as presenting sponsor, in all paid print advertising
- Logo and announcement of presenting sponsorship on all television commercials*
- Mention, as presenting sponsor, during all television interviews
- Mention of presenting sponsorship in all radio advertising and during all radio interviews
- Listed, as presenting sponsor, and logo placement in SnowFest Program produced by *Tahoe World**
- Listed as presenting sponsor in *Official* SnowFest Program produced by *The Weekly*.
Listed as presenting sponsor and logo on six ads in *The Weekly* leading up to and during SnowFest*
- Listed as presenting sponsor and logo on SnowFest posters (500 produced)
- Listed as presenting sponsor and logo on SnowFest Pocket Calendars (10,000+ produced)
- Listed as presenting sponsor and logo on SnowFest website
- Rights to use "Presenting Sponsor of Tahoe SnowFest!" on corporate promotional materials
- Link to sponsor's website from Tahoe SnowFest! website www.tahoessnowfestival.com
- Invitation to Sponsors/VIP Party on Opening Night
- First right of refusal for equal or greater sponsorship for 2012 SnowFest!

Sponsorship Fee: \$25,000/Cash & In-kind



SnowFest Rack Cards

For SnowFest 2011, 50,000+ rack cards will be produced. The initial printing will be distributed at the SnowBomb Ski & Snowboard Festivals—November 6 & 7, 2010 at the Ft. Mason Center in San Francisco and November 13 & 14, 2010 at the Santa Clara Convention Center. 25,000 attendees are anticipated.

Approximately 7,500 rack cards are distributed beginning at Thanksgiving to all of the local Tahoe lodging properties and restaurants to encourage visitors to make the decision to return for SnowFest in March.

The remaining rack cards are distributed by Certified Folder Display to lodging properties throughout the Reno/Tahoe area, the corporate program in the Silicon Valley (HP, Intel, Apple, etc.) and the sporting goods stores throughout Northern California.

TV Commercials

Television spots are purchased on Charter Cable in the Reno/Tahoe/Carson City/Fallon markets and on Comcast in the Bay Area from Santa Rosa to Santa Barbara including the Monterey Peninsula and East Bay. The commercials run during the months of January and February. The .30 spots direct viewers to a 2-minute Video on Demand – an infomercial about SnowFest and Tahoe. Last year over 4,900 viewers watched the VOD for an average of 1.97 minutes. The VOD includes footage of the North Lake Tahoe area, ski areas and the beauty of Tahoe.

SnowFest Printed Programs

SnowFest now has two “official” programs—printed by the *Tahoe World* and *The Weekly*. Both publications will produce a 30th Anniversary Commemorative issue this year and print the full SnowFest program.

The *Sierra Sun* is currently running a SnowFest ad once a week asking readers to share SnowFest stories and photos. The NLTRA logo and mention of the presenting sponsorship can be added to the ads as soon as the sponsorship agreement is signed.

The Weekly runs six SnowFest ½ page to full page ads running up to SnowFest on which the NLTRA logo will be included. Readership for *The Weekly* is approximately 19,000 per issue in the winter months.

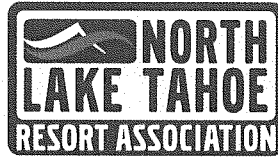
Banners

A new lead banner will be created to be used at both SnowFest parades in Tahoe City and Kings Beach--and the new potential torchlight parade in Incline Village. Verbiage on the banner will include announcement of SnowFest's 30th Anniversary and the presenting sponsorship of the North Lake Tahoe Resort Association

Board/Staff Follow-up on Previous Action Items

Assigned	Date	Action	Status	Date Completed
Ron Treabess	5/5/10	The Board directed staff to take Board concerns including the location for the Performing Arts Center, transportation funding, and the method used to approve Infrastructure projects to the Joint Infrastructure/Transportation Committee for review, discussion and recommendation.	To be discussed at Nov Committee Meeting	Performing Arts discussed 7/28 & 9/27; others continued
Alex/Staff	6/1/10	The Board Chair will work with staff to determine Chamber specific roles versus those of the NLTRA to further refine discussion as it relates to organizational concepts.	On-going	
Search Committee	6/1/10	Develop different organizational concepts and continue CEO search.	On-going	
Andy	7/7/10	Marketing Committee to work on quantifying Key Performance Objectives.	On-going	
TOT Committee	7/7/10	Develop a proposal for initiating survey/factfinding information for TOT renewal.	To be completed in Nov/Dec	
Search Committee	8/4/10	Explore the topic of the Human Resources/Board relationship.	On-going	
Andy	8/4/10	Determine the structure of the Lodging Sub-committee.	October 13th Board meeting	10/13/2010
Andy	8/4/10	Bring the 2010/11 Marketing Strategy to the Board.	October 13th Board meeting	10/13/2010
Staff	8/4/10	Investigate ways to distribute information from Chamber events to people who cannot attend them, but who may be interested in the content.	November Board meeting	
Staff	9/1/10	Agendize the clarification of profit/non-profit status of the Chamber of Commerce in California & Nevada.	November Board meeting	
Kym	9/1/10	Include in Grant Funding Application the proposed ROI for the grant, have grantees report the proposed versus actual ROI and have grantees notify the committee if any material changes are made in the grantees use of funds.	November Chamber Advisory Committee meeting	
Ron	9/1/10	Present the overall bike trail plan to the Board.	January 2011 Board meeting	
Staff	9/1/10	Take the codification of the Chamber of Commerce Advisory Committee & structure to the Chamber of Commerce Committee for discussion and recommendation.	November Chamber Advisory Committee meeting	
Ron/Placer County	9/1/10	Have Placer County present its legislative advocacy platform when appropriate.	On-going	
Ron/Andy	9/1/10	Document the chronology of the Marketing Conference Equity Committee negotiations and present to the Board Executive Committee and Director Beck for resolution direction.	On-going	

Assigned	Date	Action	Status	Date Completed
Kim	10/13/10	Add the phrase "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 minutes.	Complete	10/18/2010
Sally	10/13/10	Present the 2009/10 Audited Financial Statements to the Board in November.	November Board meeting	
Andy	10/13/10	Brief the Directors on the Sustainable Tourism Summit.	November Board meeting	
Staff	10/13/10	Present a draft policy for events.	November Board meeting	
Staff	10/13/10	Agendize a discussion of SnowFest.	November Board meeting	



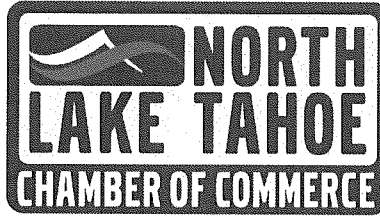
November 3, 2010

To: Board of Directors

From: Ron Treabess, Interim Executive Director

Re: Executive Director Search Process Update: Progress to Date and Next Steps

Board Member Gescheider and Searchwide Consultant Jim Carra will provide a 15 minute update on the progress of the Executive Director search and what the next steps are. Staff is expecting to receive written material from the presenters and will immediately distribute it to the Board.



October 28, 2010

To: Board of Directors
Fr: Chamber Staff
Re: Discussion and Possible Action to Approve the Chamber of Commerce Advisory Committee Recommendation on Community Marketing Grant Funding.

Background

The Community Grant Funds has been a joint NLTRA/North Lake Tahoe Chamber program since 2007. The program has grown every year and has become an integral part of the mechanism for the community to seed new programs and events and also to market established events. In '07/'08 the funds available were \$15,000, in '08/09 funds were at \$20,000, '09/10 funds available was increased to \$30,000 and now in '10/11 the funds available are \$50,000.

The process included an application and ROI report at the end of each event. In '09/10 there was an addition to the process that included the applicant to meet with NLTRA staff about their marketing strategies and event programming. This addition to the funding process was very well received by our applicants and is becoming a tool for both funding and in lieu of grant funds that will enable the event producers to reach the next level with their event and program marketing.

October 8, 2010 was the grant application deadline and 29 applications totaling \$105,135 were turned in to staff. On October 27, 2010 the Chamber Advisory Committee reviewed, scored and discussed each grant application. At the end of the meeting, the Chamber Advisory Committee produced a recommendation of grant fund distribution to the NLTRA Board.

Committee Action

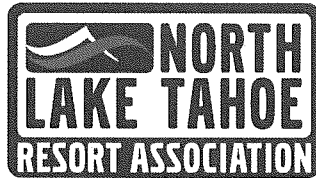
M/S/C (Broglie/GilanFarr) (10/0) to approve the total amount of \$49,133 in Grant Marketing Funds to designated grantees as presented and finalized by Committee (see attached documentation for distribution of funds)

Requested Action

Pending presentation and discussion, that the Board approve the committee recommendation for the FY 2010/11 Community Grant Program

2010-2011 Community Grant Applications

Event Name	Organization Name	\$ Request	Recommend	Stipulations
1 Ski Dazzle Sacramento	Tahoe X-C Ski Area	\$509	\$509	logo placement on marketing materials
2 Lake Tahoe Open Water Swim & Triathlon	Big Blue Adventure	\$1,000	\$500	logo placement
3 Ability Celebration	Disabled Sports USA Far West	\$1,000	\$864	advertising
4 Lunafest	Girls on the Run Sierras	\$1,000	\$750	ROI to include Rm Night counts
5 Joe King Poker Tournament	NTBA	\$1,000	\$0	Event pulled from list by organizer
6 Pacific Coast Trial Runs (Tahoe Ultra Running Series)	Alpenglow Sports	\$1,500	\$1,500	logo placement, marketing for next level
7 Tahoe Truckee Earth Day	Tahoe Earth Day Foundation	\$1,500	\$0	In Kind with NLTRA
8 Annual Pro/Am Disc Golf Tournament	Tahoe Mountain Sports	\$1,500	\$1,500	GTN lodging page placement on online web reg forms
9 Tahoe Maritime Museum Postcards	Tahoe Maritime Museum	\$1,560	\$1,560	Help with brochure design to attract overnights
10 Holiday Shopping Program	Kings Beach Downtown Assoc	\$2,000	\$0	Duplicate event
11 Tahoe City Wine Walk	Tahoe City Wine Walk	\$2,500	\$0	In Kind with NLTRA
12 Messiah & Red Violin	TOCCATA	\$2,500	\$0	In Kind with NLTRA, marketing placement coaching
13 The Great Ski Race	Tahoe Nordic Search & Rescue Team	\$2,500	\$1,000	GTN lodging page placement on online web reg forms
14 Peaks & Paws Festival	Squaw Village Neighbourhood Co	\$2,500	\$2,500	logo placement, marketing for next level
15 Tails in Tahoe	Granite Chief Communications	\$2,500	\$0	Did not meet past grant requirements
16 Opening Day at the Lake	West Shore Association	\$3,000	\$0	In Kind with NLTRA
17 SMSC 3rd Annual "Fire in the Sky"	Sierra Mountain Soccer Club	\$3,400	\$2,400	GTN lodging page placement on online web reg forms
18 Tahoe Sierra Century	Tahoe Sierra Century	\$4,500	\$2,500	funds in combo with NLTRA in-kind sponsorship
19 Sick & Twisted Freestyle Tour	SnowBomb.com	\$4,500	\$3,050	on hill banner/school letter poster & distr
20 Lake Tahoe Music Festival	LTMF	\$5,000	\$0	requested funds not enough to make a difference
21 LodgingNorthTahoe.com	LodgingNorthTahoe.com	\$5,000	\$0	duplicate program
22 Adventure Sports Week	Big Blue Adventure	\$5,000	\$2,500	logo placement
23 Annual Ta-Hoe Nalu Stand Up Paddle Festival	Ta-Hoe Nalu, LLC	\$5,000	\$2,500	tied to ROI
24 Tour de Nez	Tour de Nez	\$5,000	\$0	in kind
25 Take the Lake	Alpine Meadows Ski Resort	\$6,000	\$3,000	signs & rack cards
26 Telluride Film Festival	Squaw Valley Institute	\$6,166	\$5,000	in kind
27 Village Oktoberfest	Squaw Village Neighbourhood Co	\$7,500	\$2,500	Bay area advertising guidance, lodging packages
28 Wanderlust Festival	Wanderlust Festival LLC	\$10,000	\$5,000	funds in combo with NLTRA in-kind sponsorship
29 Chamber	NLT Chamber of Commerce	\$10,000	\$10,000	in committee
	TOTAL	\$105,135	\$49,133	



November 3, 2010

To: Board of Directors

From: Staff

Re: North Lake Tahoe Chamber of Commerce and Tahoe North Visitors and Convention Bureau Corporate Status

Background

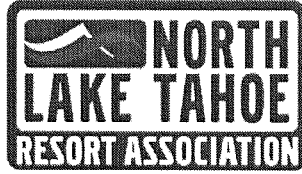
The North Lake Tahoe Chamber of Commerce (NLTC) and Tahoe North Visitors and Convention Bureau (TNVCB) were merged into the North Lake Tahoe Resort Association when it was formally established in 1996. However, the NLTC and TNVCB have been and are currently registered as separate non-profit corporations by the California Secretary of State.

However, for tax purposes, the California Franchise Tax Board treats the NLTC and the TNVCB as for-profit corporate entities. This change occurred when both were merged into the NLTRA in 1996 and there ceased to be any financial activity for either one. The NLTC and TNVCB have filed corporate tax returns (IRS form 1120 and California state form 100) and have each paid \$800 per year to the Franchise Tax Board.

At the January 20, 2010 Board meeting, the Directors unanimously voted to dissolve the NLTC and TNVCB corporations. Staff began this process and a final tax return for both the NLTC and TNVCB was filed for the year ended June 30, 2009. Then, the Board Chair directed staff to stop the process and wait until further notice. The need for the separate NLTC and TNVCB corporations was questioned and discussed briefly at the October 13, 2010 Board meeting and staff was directed to present a recommendation to the Board at its November meeting. If the Board approves the staff recommendation, the next step in the dissolution process is to obtain a clearance letter from the California Attorney General's office.

Recommendation

Staff recommends resuming the dissolution process for the North Lake Tahoe Chamber of Commerce and Tahoe North Visitors and Convention Bureau corporations as their functions have been merged into the North Lake Tahoe Resort Association.



October 13, 2010

To: Board of Directors

Fr: Chamber Staff

Re: Discussion and Possible Action to Appoint a New Representative to the Chamber of Commerce Advisory Committee.

Background

Staff has been advised that Ryan Slabaugh of the Sierra Sun/North Tahoe Bonanza will not be able to continue his committee seat obligations due to the fact that he is no longer in the area. He has been re-located to Aspen and will continue his employment with the same company. He would like to nominate Michael Gelbman from the Sierra Sun/North Tahoe Bonanza for the seat.

On September 20, 2010, Ryan tendered his resignation and nominated Michael Gelbman from the Sierra Sun/North Lake Tahoe Bonanza to take his place. He felt that his replacement has marketing and publishing background that will be advantageous to the committee.

At the Chamber Advisory Committee meeting on October 6, 2010, the Chamber Advisory Committee accepted the nomination.

Requested Action

That the Board take action to appoint Michael Gelbman, the replacement named by Ryan Slabaugh, as a representative to the Chamber of Commerce Advisory Committee, as recommended by the Chamber of Commerce Advisory Committee.

Activity Report -- October 2010

<i>Objec</i>	<i>Description</i>	<i>Staff Involved</i>	<i>Date</i>
1.1	On-going General Chamber Staff Activities		
	<ul style="list-style-type: none"> Attended weekly Tahoe Bonanza Community Meetings 	Kym	October
1.2	Provide staff support for the Chamber of Commerce Advisory Committee and the Community Marketing Grant Program, including the Community Marketing Grant Program Subcommittee, and any related Chamber ad hoc or other committees that may be established.		
	<ul style="list-style-type: none"> Provided ongoing staff support for Committee meetings Planning for ROI Selection Process 	Staff Kym	October October
1.3	Grow and expand the duties of the Chamber Ambassador Program, consistent with the needs of Chamber programs for volunteer support, including, but not limited to, staffing support for an expanded network of NLT Visitor Centers.		
	<ul style="list-style-type: none"> Maintaining membership services in Incline Village Visitors Center 	Kym	October
2.1	Promote business and tourism, with an emphasis on promoting and supporting Chamber members.		
	<ul style="list-style-type: none"> Attended Incline Community Business Association Meeting Attended Small Lodging Meeting Attended Truckee Community Awards Dinner Commons Beach Concerts Committee Attended TCDA Meeting Attended Joint Chamber Mixer-Sierra Sun 	Kym Kym Kym/Emily Ron Kym Kym/Emily	7-Oct 19-Oct 26-Oct 27-Oct 28-Oct 28-Oct
2.3	Continuously work to improve the value, marketing and delivery of Chamber member services		
	<ul style="list-style-type: none"> Continued updates of the online Business Membership Directory Updated Community Calendar with mixers and meetings Planning Winter Recreation Luncheon Annual Chamber Membership Luncheon 	Kym Staff Kym Staff	October October October 13-Oct
3.1	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community... (2. Workforce Development and Training)		
	<ul style="list-style-type: none"> ChamberEducation- Planning for SHRA upcoming workshops Planning for the ChamberEd Calendar for Next Year 	Kym Kym	October October

(3. Enhanced Transit and Improved Community Mobility)		
• Continued to help market and promote North Lake Tahoe Express and other local/regional transit services (on-going)	Staff	October
(5. Economic Development, Redevelopment, Diversification & Sustainability)		
• Planning for the Board Elections	Kym	October
• Continued work on Regional Plan Initiative with TRPA	Ron	October
• IVGID Forum-TERC Partnering with the Bonanza	Kym	7-Oct
• Placer County Candidate Public Forum	Kym/Emily	12-Oct
• Attended NLTRA Board Meeting	Staff	13-Oct
• Attended Lake Tahoe Sustainability Conference	Staff	14-Oct
• Meeting with Assemblyman Roger Niello	Ron	14-Oct
• Annual Report to Placer County Board of Supervisors	Ron	18-Oct
• Attended Groundbreaking for Domus Housing Project	Ron	18-Oct
• Attended Reception for the Placer Board of Supervisors	Ron	18-Oct
• Lake Tahoe Basin Prosperity Plan Review Meeting	Ron/Andy	26-Oct
• Meeting with Assemblyman Ted Gaines	Ron	22-Oct
Total new members for the month of October		5
Total renewed members for the month of October		3
Total number of members		641

Percentage of Membership by Location							
	April '10	May '10	June '10	July '10	Aug '10	Sept '10	Oct '10
Incline/Crystal Bay	28%	28%	28%	28%	28%	28%	26%
Tahoe City	26%	26%	26%	26%	26%	26%	27%
Truckee	13%	13%	13%	13%	13%	13%	14%
KB/CB/ Tahoe Vista	11%	11%	11%	11%	11%	11%	12%
Reno/Sparks/Carson	7%	7%	7%	7%	7%	7%	6%
South Shore	5%	5%	5%	5%	5%	5%	5%
Squaw Valley	3%	3%	3%	3%	3%	3%	3%
Other	5%	5%	5%	5%	5%	5%	5%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	631	631	640	640	628	628	641



www.NorthLakeTahoeChamber.com

North Lake Tahoe's #1 Resource for Business & Community Information

Event Schedule

OCTOBER

- 28** Mixer – Sierra Sun Haunted House
Truckee 5-7pm

NOVEMBER

- 2** ChamberEDucation – Websites
North Tahoe Event Center 6-8pm
- 3** Mixer – Pullen Realty
Truckee 5-7pm
- 5** ChamberEDucation – Train the Trainer
Teach it quick – and make it stick! 8am-12pm
- 9** ChamberEDucation – Websites
North Tahoe Event Center 6-8pm
- 10** Winter Recreation Luncheon
Olympic Village Lodge, Squaw Valley Noon
- 11** Mixer – Gatekeepers Museum
Tahoe City 5-7pm
- 16** ChamberEDucation – Websites
North Tahoe Event Center 6-8pm



Tricks for Trainers "How to Give it So They Get It"

When: Friday, November 5, 2010
8:00 am – 12:30 pm
Registration & Snack 7:45 a.m.

Where: Resort at Squaw Creek
400 Squaw Creek Road
Olympic Valley, CA
530 583 6300

Learn to Design and Deliver your next training session or presentation in a low-pressure, encouraging and comfortable environment. Take away accelerated learning techniques that are easy to incorporate and improve the structure of your next workshop. "Give it so they Get It" with dozens of tips used by professional trainers.

"Please, not another lecture!" ... Not in this workshop. How attentive were you in the classroom? Do you remember tuning out for certain subjects primarily due to the teacher's style? In this interactive workshop, you'll learn the four styles of learning, and how to design and facilitate a high impact training session, Whether you are a 1st time trainer or a seasoned veteran, you're sure to pick up tips and a variety of presentation strategies so that everyone "gets it" the first time we "give it" with tricks to add pizzazz to any presentation.

Design

Accelerated Learning means learning faster and remembering more. Learn to use the components of the training map and compass to reach all four primary learning styles.

Delivery

Use appropriate gestures and body language, voice clarity & tone, movement, enthusiasm, positive feeling tone and improve your ability to involve participants in their own learning.

Tricks for Trainers

Using 60-Second interactive activities

Even though you may have a large amount of material to cover in a short amount of time, you can sprinkle one-minute activities throughout your training to engage and inculcate the learning. Short enough to hold your learners' attention, yet long enough to provide a quick review of a segment.



Laura Moriarty, SPHR and Melinda Stearns are the founders Tahoe Training Partners. With extensive backgrounds in learning management and knowledge transfer, Laura and Melinda have been architects of innovative training environments at several organizations, including the resorts and hotels of Booth Creek and the Harvey's Hotel Casino portfolio, (now Harrah's Entertainment Inc.). Audience evaluations note the rapid development of

useful skills, the take-away of practical tools and the frequent participant comment "Time Well Spent".



Early Bird and volume discounts apply until October 29th

Registration Fees: Early Bird registration (before 10/29): \$59 Chamber & SHRA members, \$69 for non members
Last Minute registration (after 10/29): \$69 Chamber & SHRA members, \$79 for non members

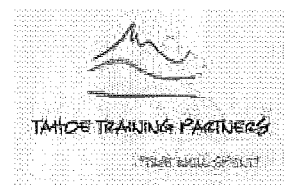
Easy Online Registration at www.sierrahra.com at the Online Store. Seating is limited for this popular event.

No refunds; substitutions welcome.

For more information call Laura Moriarty, SHRA President-Elect 530 573 0224 or write to Laura@tahoetrainingpartners.com.

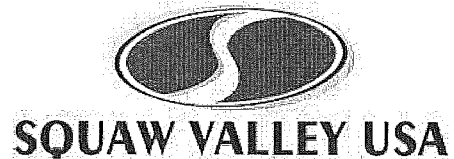
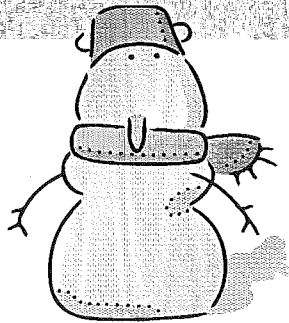


Co-sponsored by the North Lake Tahoe Chamber of Commerce and the Truckee Donner Chamber of Commerce in partnership with the Sierra Human Resources Association (SHRA) and Tahoe Training Partners. Hosted by:



NORTH LAKE TAHOE CHAMBER
WINTER RECREATION LUNCH

Wednesday, November 10th, 2010
Olympic Village Lodge, Squaw Valley (*formally OVI*)
Lunch at Noon Followed by Presentations
Registration Begins at 11:30 a.m.
\$28 Members/\$35 Non-members
Learn About What's Happening
This Winter!



This event sells out, so sign up now! **Deadline: Friday, Nov 5,**

Name(s) _____	
Company _____	
Billing Address _____	City _____ Zip _____
Phone _____	E-mail _____
CC# _____	Exp. Date _____ Sec. code _____
<input type="checkbox"/> Check Enclosed	<u>Will you be giving a short presentation?</u>
Send to: PO Box 884	<input type="checkbox"/> YES!
Tahoe City, CA 96145	<u>Want your brochures included in folders?</u>
	Drop them to the Visitors Center by NOV 8

Contact Chamber Manager Kym Fabel at kym@puretahoenorth.com

Phone: 530.581.8764 Fax: 530.581.1686