



**BOARD MEETING MINUTES**  
**Wednesday, October 1, 2008 – 8:30 a.m.**

**North Tahoe Community Conference Center**

**FINAL MINUTES**

**BOARD MEMBER ATTENDANCE:** Dave Wilderotter, Julie Regan, Tom Murphy, Ron McIntyre, Adam Wilson, Alex Mourelatos, Jennifer Merchant, Deb Dudley, Debbie Casey, and Roger Beck

**STAFF IN ATTENDANCE:** Steve Teshara, Ron Treabess, Andy Chapman, Sally Lyon, Kym Fabel, and Sarah Holster

**OTHERS IN ATTENDANCE:** Jan Colyer, Jamie Wright, Rob Weston, George Koster, Curtis Aaron, Bill Clark and Pettit Gilwee

**1.0 CALL TO ORDER – ESTABLISH A QUORUM**

1.1 The NLTRA Board meeting was called to order at 8:38 a.m. by Chair Debbie Casey and a quorum was established.

**2.0 PUBLIC FORUM**

2.1 There were no public comments.

**3.0 AGENDA AMENDMENTS AND APPROVAL**

3.1 **M/S/C (Wilson/Murphy) (8/0) to approve the agenda as presented.**

**4.0 CONSENT CALENDAR - MOTIONS**

4.1 **M/S/C (Merchant/McIntyre) (8/0) to approve the consent calendar as presented.**

**5.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE AN INFRASTRUCTURE GRANT TO ACCELERATE PLANNING AND DEVELOPMENT OF THE OLYMPICS AND WESTERN SKI HERITAGE MUSEUM**

5.1 Ron Treabess reviewed the evolution of this project application. Earlier this year, the NLTRA and Placer County approved an infrastructure grant to the Squaw Valley Olympic Museum Committee to begin planning and development of a new Squaw Valley Olympic Museum, to be combined with the Western Ski Heritage Museum operated by the Auburn Ski Club, which desired to move its facility to Squaw Valley. Funding in the amount of \$12,000 for Phase I of this project was approved; specifically, funding for establishment of a 501(c)(3) non profit organization and to initiate development of a project business plan. Also included was the preparation of a Request for Proposals to solicit a consultant

necessary to move ahead with Phase II of the project. Subsequently, the NLTRA and Placer County were approached by a committee interested in planning a festival to celebrate the 50<sup>th</sup> Anniversary (2010) of the 1960 Winter Olympic Games held in Squaw Valley/North Lake Tahoe. The two groups, which shared common members, decided to merge their efforts and the Olympic Heritage Celebration Committee became an official subcommittee of the Squaw Valley Olympic Museum Committee. Placer County suggested that an economic impact analysis be prepared to help justify the allocation of TOT funds to support the development of North Lake Tahoe's Olympic Heritage. Ron reported that phase I of the museum project has been completed. The Committee's phase II request includes funding designed to use the planned Olympic Heritage Festival as an opportunity to aid in the capital campaign necessary to raise awareness and funds to complete planning and construction of the Olympic Museum. Ron reported that the members of the Squaw Valley Olympic Museum (SVOM) are well established in the community and have volunteered their time in an effort to bring economic vitality to the North Lake Tahoe area through the preservation of our Olympic heritage. He said that the committee approached the Joint Infrastructure/Transportation Committee at its September 22<sup>nd</sup> meeting with a funding request for Phase II. The committee recommended moving the allocation request forward to the Board for consideration with a more detailed description of the budget, enabling separate review and approval of each phase, if necessary. The SVOM committee has prepared a detailed description of phase II expenditures for the Board. He explained that funding disbursement for this project would be similar to the new NLTRA infrastructure funding process with Placer County. He recommended that the Board fund the entire request so the committee can come to the NLTRA with periodic funding requests as needed with a justification of the requested expenditures as well as documentation of previously expended funds. He expressed that the timing of the project allocation is important. The celebration portion of the project is scheduled for early 2010 and planning needs to be underway now. Ron noted that the SVOM committee has reported that the Placer County Supervisors and the community support the project.

- 5.2 Rob Weston, SVOM and Olympic Heritage Committee member, reported on the importance of this project. The goal of the project is to have a museum in place to draw both national and international visitors. The committee feels the timing is very important to leverage our dollars with the 50<sup>th</sup> Anniversary of the Squaw Valley Winter Olympics being held in concert with the Olympics planned to be held in Vancouver, Canada in the winter of 2010. This opportunity will include increased visitation to our area (TOT and sales tax revenue), memorabilia sales, and travel and tourism (cultural heritage tourism) programs. The Anniversary Olympic Heritage celebration will help accelerate the capital campaign for the museum. There will be events including fundraisers, public awareness, articles in magazines and national media. The economic analysis suggested by Placer County and funded by the NLTRA, entitled *Investing in Heritage Tourism-Ensuring Placer County's Place in Olympic History*, has been completed. It shows that 4% of our current percentage total visitation is from international visitors. It is anticipated this project will increase that significantly. The report also documents the economic benefit of other locations that have highlighted, preserved, and interpreted their Olympic heritage. Rob emphasized that all events, as part of the celebration, will be funded by each specific hosting venue and not with funds from this grant request. Rob reviewed project contributions to date (see spreadsheet attached). Among those contributions, the current museum collection is worth \$2.5 million.
- 5.3 Discussion followed in regards to the Olympic Museum project.
- 5.3.1 Bill Clark, SVOM Committee member, reviewed the projected funding needs for all phases of the project. He said the grant expenditures will be spread over an 18 month time period. Bill emphasized the need to hire a project manager to clearly identify costs for each component of the plan. Ron McIntyre suggested

phasing the approval of the project. Ron Treabess said the amount of detail is adequate for the request. He said some tasks from each phase A-E may need to be performed and funded concurrently and not in chronological order. Ron McIntyre reported that he thought the Joint Committee request was for a projection of cash flow. Bill said part of the process is to secure the services of a planning team to prepare the total project budget.

- 5.3.2 Roger Beck said he is in support of the project, but not the full \$200,000 allocation. He suggested the Board allocate \$50,000 for a site analysis to be completed. In addition, the analysis should include design of the museum. Bill clarified that the site analysis will be part of phase II. Rob Weston reported that the budget information requested is time consuming for a volunteer staff. He added that the request is not for one lump sum, but an approval of money over the next 18 months with a justification of expenditures. He said it is important to put a team together to manage the project.
- 5.3.3 Jennifer Merchant said the original application request was for \$100,000 and did not include hiring an Executive Director. She said hiring a staff person may not be suitable for infrastructure funds and suggested using existing NLTRA staff. She also questioned whether phase I is complete. Jennifer expressed concern about using infrastructure funds to market a special event. She said if the Board feels this is a priority project, we need to reprioritize marketing funds for the project. It was suggested that if the request involved marketing funds, then marketing could be back billed to reimburse infrastructure funding. Jennifer said she supports phase A to hire the museum consultant. Bill confirmed that phase I has been completed. He reported that negotiations with the International Olympic Committee (IOC) for use of the Olympic rings logo are still underway. Bill said the application request has evolved from a year ago which is the reason for the funding request increase. He feels that in order to accomplish the project in 18 months, it is not realistic to continue using only volunteers. Jennifer said she would like to see other organizations contribute funding towards the project. Bill said the right staff person can help identify other funding sources. George Koster, SVOM Committee member, said the NLTRA has offered office space and administrative staff to assist in these efforts. Steve Teshara confirmed that the NLTRA staff does not have the expertise or capacity to run a project of this magnitude, but has agreed to provide office space and some support staff, if formally requested.
- 5.3.4 Tom Murphy expressed concern about the time frame. He said this is a priority project for the NLTRA and \$50,000 is not enough to “jump start” the project. Ron McIntyre said we should allocate funds for a project manager to help justify the continued expenditure of funds. He recognizes the work that has been completed to date. He suggested earmarking a portion of the request to be released when a more detailed budget is completed.
- 5.3.5 Alex Mourelatos asked about the RFP process. Ron Treabess said the RFP has been prepared and several letters of interest from qualified consultants have been received. Alex reminded the Board that the SVOM Committee has to secure bids for services (to be received by one entity) over \$50,000. He requested that the committee clearly show the total expectation of NLTRA investments. He said it would also be helpful to see what components of the project will be funded by the capital campaign. Jennifer suggested allocating \$50,000 for the project and ask the SVOM Committee to identify other funding for an Executive Director and work to find marketing funds for the event portion of the project.

- 5.3.6 Bill anticipates the capital campaign to allow the museum to be self sustaining. He said the committee does not anticipate coming back for additional monies. Tom is concerned about a potential missed opportunity if we don't move forward today. Ron McIntyre said it is not fiscally responsible to allocate funds without a budget. Rob Weston asked that money be set aside to be used for tasks from various phases of the project, and that the committee be required to report back on expenditures. He suggested implementing a funding cap for the first three months until the RFP process is completed and a project manager is hired. Rob confirmed the committee will target national, international, and local funding sources for the museum.
- 5.3.7 Roger Beck doesn't feel all \$50,000 is needed for a museum consultant. He suggested the group use a portion of funds to develop the scope for the museum. Rob feels a \$50,000 allocation is a short term fix. Bill said that it would carry the committee through the spring. Ron Treabess clarified that an additional \$50,000 allocation would be necessary to help fund an Executive Director to plan the capital campaign and the first scheduled fundraisers for development of the SVOM.
- 5.3.8 Dave Wilderotter said he doesn't want the Board to "micro manage" the committee and suggested the Board approve the staff recommendation. He feels that if we do not move forward on this, it will give the community another reason to "go around" the NLTRA. Deb Dudley agreed and said she has no doubt that the SVOM Committee will make the museum self sustaining. Jennifer Merchant clarified that the NLTRA has never funded hiring an Executive Director for an organization and feels this approval would set a dangerous precedence. She confirmed the CEO's office will not support the allocation. Jennifer feels the NLTRA is not acknowledging that the marketing component needs to come from the marketing budget. She believes the Board is being asked to spend infrastructure funds on a staff person, the marketing of an event and fundraising efforts. Debbie Casey said that she did not fully agree, and that due to the time frame and the importance of the project for the area, the CEO's office may accept the hiring of an Executive Director to bring the project to fruition. Deb added that she does not see marketing in the proposal, but synergies with other efforts. Roger feels his proposal is not micro managing, but being fiscally responsible. He said there should be some checks in place for the funding.
- 5.3.9 Ron McIntyre said a business plan with a cash flow analysis will allow the NLTRA and Placer County to determine if there is marketing in the plan, and if so, that could be addressed at a later time. He said they need to hire a consultant to identify expenditures. Debbie Casey agreed with Roger's earlier allocation suggestion, but recommended the Board allocate \$100,000, with a check back point, and without micro managing. She understands the County's concerns, but feels the committee needs to hire a project manager. Alex Mourelatos asked the committee to bring back the total amount expected from the NLTRA. Bill said that by December, the committee will have a staff person in place to coordinate a master plan for the project. Debbie suggested \$100,000 allocation with the goal to have a broader master plan brought back after the first of the year with any other funds contingent upon the review of the Board. Alex said the committee should bring a regular report to the Infrastructure Committee on a monthly basis and quarterly reports to the Board.
- 5.3.10 Jennifer said the Board should consider the staffing and marketing portions of the plan on a "loan basis" from the NLTRA until funding is in place so we are not permanently allocating infrastructure money to non-capital components of the project.

5.3.11 Dave said he would abstain from the vote because he supports funding the full \$200,000 for the project.

**5.4 M/S/C (Beck/McIntyre) (6/1 No-Merchant/1 Abstention-Wilderotter) to recommend to the Board of Supervisors an infrastructure allocation of up to \$50,000 for a consultant to manage the Squaw Valley Olympic and Western Ski Heritage Museum project (within a one year period of time) and up to \$50,000 to study the scope of the museum including site locations and design and to earmark another \$100,000 contingent upon review of the Board after the first of the year.**

**6.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE (REAFFIRM) THE NORTH TAHOE PUBLIC UTILITY DISTRICT REQUEST FOR INFRASTRUCTURE FUNDS IN THE AMOUNT OF \$20,000 FOR THE TAHOE BEACH AND EVENTS CENTER FACILITY MANAGEMENT SOFTWARE PACKAGE**

6.1 Ron Treabess reported that on March 24<sup>th</sup>, the Joint Infrastructure/Transportation Committee approved an infrastructure allocation in the amount of \$20,000 for software package acquisition, installation, and training. The Board of Directors made the same recommendation at the April 2008 Board meeting. Ron reported the NTPUD recently reorganized the former North Tahoe Community Conference Center into a more efficiently operated Tahoe Beach and Events Center (tentative new name for the facility). Ron said staff feels the original infrastructure request remains valid for the new center and should be reaffirmed. He reported that the Joint Committee voted unanimously to reaffirm the original allocation.

6.2 Curtis Aaron, General Manager of the North Tahoe Public Utility District, confirmed that the NTPUD is asking the NLTRA to reaffirm the \$20,000 infrastructure allocation. The facility has been restructured to run more efficiently. Roger Beck said he does not see the need for a \$20,000 software upgrade for a facility with seven meeting rooms.

**6.3 M/S/C (Beck/McIntyre) (8/0/1 Abstention-Mourelatos) to reaffirm the North Tahoe Public Utility District request for infrastructure funds in the amount of \$20,000 for the Tahoe Beach and Events Center Facility Management Software Package.**

**7.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE (REAFFIRM) THE NORTH TAHOE PUBLIC UTILITY DISTRICT REQUEST FOR A SPECIAL MARKETING GRANT IN THE AMOUNT OF \$15,000 FOR THE TAHOE BEACH AND EVENTS CENTER**

7.1 Andy Chapman reported that the Marketing Committee voted unanimously to reaffirm the special marketing grant in the amount of \$15,000 for the Tahoe Beach and Events Center. Alex Mourelatos expressed concern that the annual \$15,000 marketing allocation to the North Tahoe Conference Center was removed from the budget. He said he was not aware of the removal of that budget item. He would like to discuss this issue further at next month's Board meeting.

**7.2 M/S/C (Dudley/Merchant) (8/0/1 Abstention-Mourelatos) to reaffirm the North Tahoe Public Utility District request for a special marketing grant in the amount of \$15,000 for the Tahoe Beach and Events Center.**

**8.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE JULY 31, 2008 FINANCIAL STATEMENTS**

8.1 Sally Lyon reported that the Finance Committee recommended the Board of Directors approve the July 31, 2008 Financial Statements.

**8.2 M/S/C (McIntyre/Murphy) (9/0) to approve the July 31, 2008 Financial Statements.****9.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE AUGUST 31, 2008 FINANCIAL STATEMENTS**

9.1 Sally Lyon reported that the Finance Committee recommended the Board of Directors approve the August 31, 2008 Financial Statements.

**9.2 M/S/C (McIntyre/Dudley) (9/0) to approve the August 31, 2008 Financial Statements.****10.0 STATUS REPORT – 2008 NLTRA BOARD ELECTION PROCESS AND TIMELINE DISCUSSION AND POSSIBLE ACTION TO APPOINT 2008 ELECTION SUBCOMMITTEE**

10.1 Steve Teshara reported that the three seats up for reelection this year are Ski Area, At Large and Property Management/Real Estate. Based on the organization's bylaws, this year's timeline for the Board election is as follows;

- |  |        |
|--|--------|
| • Formally Announce "Notice of Election"                             | Oct 1  |
| • Appointment of Elections Committee*                                | Oct 1  |
| • Deadline for Filing as a Candidate for Election to the NLTRA Board | Nov 3  |
| • Ballots Mailed to Eligible Voters                                  | Nov 10 |
| • Deadline for Ballots to be received for Tabulation                 | Dec 2  |
| • Election Results Announced at the NLTRA December Board Meeting     | Dec 3  |

Steve noted that newly elected Board members take office in January 2009; re-elected Board members continue to serve. The Elections Committee is required to have three members including one member of the Board (not running for election) and one member of the Chamber (not currently serving on the Board). Steve reported that staff has asked Vice Chair Alex Mourelatos to Chair the Election Committee. The duties of the Chair are to work with staff to pick other committee members. The purpose of the committee is to outreach to potential candidates, to approve the slate of candidates, and participate in the counting of the ballots on December 2<sup>nd</sup> beginning at 5:00 p.m.

**10.2 M/S/C (Beck/Murphy) (8/0) to appoint Vice Chair Alex Mourelatos as Chair of the 2008 Election Committee and formally announce this year's election process.****11.0 CHAMBER OF COMMERCE REPORT**

11.1 Kym Fabel reported that the September mixer at the Resort at Squaw Creek was very successful and well attended. She noted that Resort at Squaw Creek staff were very helpful and hospitable.

11.2 There are currently 650 chamber members.

11.3 Kym reported that the Community Marketing Program Grant Subcommittee met yesterday to review seven grant applications. The Subcommittee will make its grant recommendation to the full Chamber Advisory Committee November 4<sup>th</sup>.

11.4 The Annual Membership Luncheon scheduled to be held today following the Board meeting is sold out. On October 9<sup>th</sup>, the Cal Neva, with the Tahoe Player's, will host a mixer in the Frank Sinatra Showroom. In addition, the North Lake Tahoe Chamber and Bonanza newspaper are co-sponsoring a forum on the economy on October 16<sup>th</sup>. The forum will be held at St. Patrick's Episcopal Church in Incline and include representatives from both the McCain and Obama campaigns along with students from Sierra Nevada College.

- 11.5 The Winter Recreation Luncheon will be held on November 6<sup>th</sup> at the Alpine Meadows Main Lodge. Registration for the lunch begins at 11:30 a.m. A flyer will be going out requesting RSVPs.

## **12.0 MARKETING REPORT**

- 12.1 Andy Chapman reported that the final report for this year's Autumn Food and Wine event will be presented to the Marketing Committee later this month and to the Board at next month's meeting. The Friday Grape Stomp event was very successful with 12 teams and 100 people for lunch. The Saturday events had 90% attendance at the seminars. He noted that 600 wine glasses were sold on Saturday. All events, with the exception of wine seminars, were open to the public. Andy reported that the Sunday Grand Tasting event was also very successful. The weather was good and there were over 70 booths. He noted that there were some issues with site locations of some booths, but staff will address that in next year's planning.
- 12.2 The Location Based Map is in its final form and available for review at the NLTRA office. Andy encouraged all project partners to review the map and provide feedback before the document goes to print early next week.
- 12.3 Andy reported that the marketing plan and advertisements will soon be included on the [www.nltra.org](http://www.nltra.org) Web site for information and review. This feature should be online, under a marketing tab, within the next 30 days. The Lodging Subcommittee met yesterday to discuss the planning for a lodging property conference summit to discuss whether to participate in the SMERF (Social, Military, Educational, Religious, and Fraternal) conference markets. More information will be included as part of a ChamberEDucation program and a Leisure Sales trade show.

## **13.0 ACTIVITY REPORT**

- 13.1 Ron Treabess reported that the next two Joint Infrastructure/Transportation Committee meetings scheduled for October 27<sup>th</sup> and November 24<sup>th</sup> have been cancelled and combined into one meeting scheduled for Tuesday, November 18<sup>th</sup>. The meeting will be held at the TCPUD beginning at 1:30 p.m. The committee will discuss the proposed Squaw Valley Visitor Information Center project and the TART cost analysis of the summer transit services. In addition, staff will provide the six month updated Integrated Work Plan. Tom Murphy asked about the status of the Squaw Valley bus shelters. Ron reported that the Placer County DPW still intends to complete the project this year.

## **14.0 PRESIDENT AND CEO'S REPORT**

- 14.1 Steve Teshara reported that the Lake Tahoe Federal Advisory Committee has formally begun the process of developing recommendations for SNPLMA Round 10 funding. Peter Kraatz with the Placer County DPW has also been reappointed to the committee. The committee is still awaiting information in regards to the total funding available. The TRPA has prepared a project initiation report for the Lake Tahoe Waterborne project. He reminded the Board that there is an \$8 million federal authorization that Lake Tahoe can apply for. He said there is a series of planning steps required to request the funds from the Federal Transit Administration. The RFP Review Committee has formed for the Placer County County-wide Economic Development study. The committee is working with the Placer County Procurement Division on the review process proposals submitted. The goal is to have a consultant in place by early November with outcomes to be reported out at the Annual Placer County Economic Development Summit scheduled for March 2009. Finally, Steve reported that he is working with Pettit Gilwee on a press release announcing the completion of the Year End Report.

**15.0 DIRECTORS' COMMENTS**

15.1 Roger Beck expressed concern related to Jennifer Merchant's "no" vote on the infrastructure grant request for the museum project. Jennifer said staff reports requesting Infrastructure allocations always come through the CEO's office. She repeated that the CEO's office does not support the manner in which the funds requested are to be allocated. It's possible that the CEO's office may not take the item as recommended by the NLTRA to the Board of Supervisors. She will follow-up with the County on how to proceed. Steve Teshara confirmed that the museum committee has been active in meeting with each member of the Board of Supervisors and they have received positive feedback. Ron Treabess said he recognized that the CEO's office could leave the item off the agenda. Steve Teshara confirmed that a member of the Board of Supervisors could request that it be included on the agenda. Ron McIntyre expressed concern about a potential delay in project momentum. He suggested that after the business plan is completed, if any marketing funds are involved, we can pay a retroactive charge back to infrastructure from marketing. Roger said in addition to marketing issues in the plan, another CEO concern is whether funding should be used for an Executive Director position. He hopes we can get past that issue. Roger confirmed that his motion did not support funding marketing components of the project with infrastructure funds and suggested members of the Board of Directors meet to "carve out" marketing items, but move forward with project approval process. Debbie Casey said the Executive Committee will meet to discuss these issues further. Jennifer said the CEO staff will meet with the Chair of the Board of Supervisors to discuss how to proceed with this request.

**16.0 MEETING REVIEW AND STAFF DIRECTION**

16.1 Jennifer Merchant asked staff to agendize discussions related to the \$15,000 annual funding to the NTPUD and marketing components related to the museum project funding on next month's Board meeting agenda.

**17.0 ADJOURNMENT TO CLOSED SESSION**

7.1 The Board meeting adjourned to Closed Session at 10:30 a.m.

**18.0 RECONVENE TO OPEN SESSION**

18.1 The Board directed the Executive Committee to finalize the review process for NLTRA President & CEO Steve Teshara and establish his goals and objectives for FY-2008/09.

**19.0 ADJOURNMENT**

19.1 The meeting adjourned at 12:15 p.m.

Submitted by,  
Sarah Holster  
Executive Assistant