



AGENDA AND MEETING NOTICE

**The North Lake Tahoe Resort Association Board of Directors
Wednesday, October 13, 2010 – 8:30 am**

North Tahoe Event Center

NLTRA Mission

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

Meeting Ground Rules

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

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

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM

B. AGENDA AMENDMENTS AND APPROVAL

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

C. PUBLIC FORUM

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

D. CONSENT CALENDAR – MOTIONS (5 minutes)

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

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

E. REPORTS & ACTION ITEMS

1. Presentation and Possible Action to Approve an Infrastructure Allocation of up to \$44,000 to North Tahoe Public Utility District for Partial Funding of North Tahoe Regional Park Playground Renovation
2. Discussion and Action to Select Election Committee and Outline Process to be Followed
3. Discussion and Possible Action to Approve 2009/10 Year End Unaudited Financial Statements
4. Update on Approved TOT Budget & Request for Approval of Revised FY 2010/11 NLTRA Budget
5. Discussion and Possible Action on Creation of NLTRA Lodging Sub-committee
6. Presentation, Discussion and Possible Action on FY2010/11 Annual Marketing Strategy (Andy Chapman) *(20 minutes)*
7. Marketing Report (Andy Chapman) *(15 minutes)*
 - Amgen Tour of California Update
 - Small Lodging Marketing Effort Update
 - CTTC Sustainable Tourism Symposium – October 2014/15
8. Update from Organization/Search Sub-Committee
 - North Lake Tahoe Chamber of Commerce Roles and Responsibilities
 - Discussion on NLTRA/Chamber Event Policy
 - Update on CEO Search Process
9. Status Report on TOT Renewal Committee (verbal by Ron Treabess)
10. Board/Staff Follow-up on Previous Action Items (Ron Treabess) *(5 minutes)*

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

F. CHAMBER OF COMMERCE REPORTS

1. Clarification of Profit/Non-profit Status of Chamber of Commerce Registration in California and Nevada (Sally Lyon)
2. Chamber Planning Efforts (Andy Chapman) *(10 minutes)*
3. Report on Chamber of Commerce Advisory Committee meeting and ROI Report (Kym Fabel)
4. Discussion and Possible Action to Appoint a New Representative to the Chamber of Commerce Advisory Committee
5. Chamber Manager Report (verbal report by Kym Fabel) *(10 minutes)*

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

G. DIRECTORS' COMMENTS

H. MEETING REVIEW AND STAFF DIRECTION

I. CLOSED SESSION

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

J. RECONVENE TO OPEN SESSION

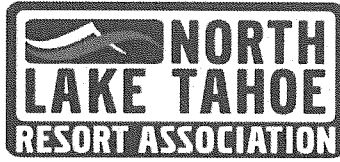
1. Closed session report

**K. CONTINUE MEETING TO THE ANNUAL CHAMBER OF COMMERCE MEMBERSHIP
LUNCHEON**

L. ADJOURNMENT AT CONCLUSION OF LUNCHEON

This meeting site is wheelchair accessible.

Posted and e-mailed, October 7, 2010



BOARD MEETING MINUTES
Wednesday, September 1, 2010 – 8:30 am
Tahoe City Public Utility District

PRELIMINARY MINUTES

ATTENDANCE: Alex Mourelatos, Tom Murphy, Allen Highfield, Ron Parson, Phil GilanFarr, Deb Dudley, Jennifer Merchant, Kaliope Kopley, Deanna Gescheider, Julie Regan, Roger Beck

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

OTHERS IN ATTENDANCE: Steve Kastan, Mike Staudenmayer, Wally Auerbach, Craig Trumbull, Martini Morris

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 8:38 by Board Chair Alex Mourelatos and a quorum was established.

2.0 AGENDA AMENDMENTS AND APPROVAL

2.1 **M/S/C (Parson/GilanFarr) (8/0) to approve the agenda as presented**

3.0 PUBLIC FORUM

3.1 Alex Mourelatos reminded the Board that it had directed staff to dissolve the North Lake Tahoe Chamber of Commerce corporation at a previous meeting. However, Alex has put this action on hold until the Organization/Search Committee determines organizational structure. Therefore, it is necessary to file a "Nonprofit Annual List of Officers, Directors and Resident Agent of" form for the North Lake Tahoe Chamber of Commerce with the State of Nevada.

Sally Lyon explained further that the State of California converted the status of the Chamber of Commerce to a for-profit corporation over ten years ago when it ceased having activity. That is why \$800 is paid to the California Franchise Tax Board every year.

Action: Clarify status of our corporations in California and Nevada

4.0 CONSENT CALENDAR

4.1 **M/S/C (Mourelatos/Merchant) (10/0) to approve the consent calendar with item #5 removed for further discussion**

Jennifer asked about Return on Investment presentations for special events grants. She wants grantees to come back to the Chamber of Commerce Advisory Committee with

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more information such as a comparison of expected and actual ROI. In regards to money granted to the Sierra State Parks Foundation, she was concerned that they only held one of five planned events. Alex Mourelatos commented that even though only one event occurred, it brought in a lot of money from high net worth individuals. Ron Treabess clarified that he is no longer with the Sierra State Parks Foundation. Kym Fabel explained that Sierra State Parks Foundation used the funds for marketing efforts for two events, but only held one due to lack of reservations for the other. They are returning unused funds of \$23.76.

M/S/C (Parson/Merchant) (10/0) to approve item #5

Action: Direct the Chamber of Commerce Advisory Committee to have grantees report expected versus actual ROI and have them notify the committee if any material changes are made in the grantees use of funds

5.0 REPORTS & ACTION ITEMS

- 5.1 Ron Treabess reviewed the status of the Northstar/Martis Valley Community Multi-purpose Trail. In 2005, NLTRA granted \$500,000 to Northstar Community Services District that was used for a community study, a study of where the trail should go, environmental assessments, and to determine what easements were needed.

Mike Staudenmayer, General Manager of the Northstar Community Services District, further stated that the initial funding was used for: aerial mapping, aerial photography, topography, mapping property lines, a biological opportunities and constraints survey, a public opinion survey through Godbe Research, economic feasibility analysis, an archeological study, beginning the CEQA and NEPA process, an EIR, and performing NEPA scope with the Army Corp of Engineers.

Mike stated that the alignment of the trail has shifted from along the highway to a straighter route between Town of Truckee and Northstar Village. This route will have less environmental impact and be more aesthetically pleasing. However, there is an issue with the federal land in Martis Valley. Currently, according to the Army Corps of Engineers, use for a trail is not consistent with the 1977 Master Plan. NCS D has asked for a master plan supplement to clarify this issue. Mike is optimistic that this will happen, but the NEPA process must be done first.

Ron Treabess informed the Board that Joint Infrastructure/Transportation Committee voted to approve the allocation. Ron Parson suggested that a cover letter be written to the Board of Supervisors explaining how this is appropriate use of TOT funds for our core mission. Jennifer Merchant clarified that when she takes a recommendation to the Board of Supervisors, she includes a memo discussing how the recommendation is consistent with the Tourism and Community Investment Master Plan.

M/S/C (Parson/Dudley) (9/0, 1 abstention - Merchant) to approve and recommend to the Placer County Board of Supervisors an Infrastructure Allocation of up to \$500,000 to Northstar Community Services District for Portion of Necessary Funding for Finishing the CEQA/NEPA Process, Developing the Detailed Design Documents, and Initiating Construction of the Northstar/Martis Valley Community Multi-purpose Trail

Action: Present the overall bike trail plan to the Board.

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- 5.2 Alex Mourelatos reported that the process of finalizing the County Agreement went very well. Ron Treabess gave highlights:
- Schedule C has a conservative estimate of TOT.
 - Overhead is based on actual costs incurred.
 - \$40,000 is allocated for community survey/education for TOT renewal in 2012.
 - \$50,000 is allocated for special events marketing.
 - \$50,000 is allocated for community marketing grants.
 - \$100,000 for snow removal has been moved from infrastructure to visitor support services.
 - \$667,000 is allocated for capital improvements that require the Board of Supervisors' approval.
 - Beach maintenance funding to Special Districts will be "trued up."
 - Washoe County Conference Equity is still being worked out with Placer County.
 - 50% of the 2009-10 Fund Balance is in this year's initial budget with the balance to be considered later.
 - \$150,000 is reserved for heavy maintenance (catastrophic or one-time).
 - \$40,000 has been added to the marketing budget for the purpose of funding the Placer County Welcome Center (Auburn) to better promote the North Lake Tahoe area.

Discussion followed. The payment schedule will be adjusted so that there are two payments in October 2010 and the last one in August 2011. Jennifer Merchant explained that the threshold for competitive bids is \$25,000 to align with Placer County. She also clarified that the heavy maintenance reserve is not in the budget because it will come from equity the NLTRA already has. Also, the NLTRA bylaws will be revised to include codification of all permanent NLTRA committees.

Tom Murphy expressed his frustration with the timeliness of the TOT Budget. He also thinks it would be helpful to have last year's TOT Budget for comparison. He questioned the scope of work and the amount of marketing overhead. Ron Treabess stated that approval of the County Agreement and TOT Budget did not have to be approved today; it could be done later. Jennifer Merchant further clarified that approval of the TOT Budget and County Agreement are on the Board of Supervisors agenda for September 14, 2010. It can be moved if the NLTRA Board wants to have further discussion and/or a special Board meeting.

Regarding marketing overhead, Andy Chapman reminded the Board that most of the organization's employees are in the Marketing Department (Marketing, Conference Sales, Leisure Sales, Special Events and Visitor Information Services).

In the future, a budget with a fourth column for County Services may be decided upon to make the budget easier to read and understand. It was noted that the dates on Attachment E, (Performance Measurement Document) are wrong. They will be corrected. More discussion followed regarding the scope of work. Staff was directed to begin revising the scope of work for next year.

M/S/C (Parson/Murphy) (10/0, 1 abstention - Merchant) to approve the Placer County/NLTRA FY 2010/11 Agreement with correction of administrative errors

Action: Begin the revised Scope of Work**Action: Redline a comparison between the 2009/10 TOT Budget and the 2010/11 TOT Budget**

- 5.3 Andy Chapman reported that the Amgen Tour of California site inspection went exceptionally well. The race organizers looked at locations, possible routes, services, and hospitality. They were especially impressed with Emerald Bay. Official announcement of the locations will be in October.

The 25th Annual Autumn Food and Wine Festival is September 10 – 12. Invitations for the Board have been sent. Ticket sales are down slightly from last year, but are improving each week. Advertising was placed in Sunset Magazine, the San Francisco Bay Area, Sacramento, Reno and South Lake Tahoe. There were suggestions for cross-promotion with the Alpen wine event at the Village at Squaw Valley. Ron Parson added that he thought the event could be made broader.

The High Notes campaign is wrapping up and has been very successful.

Roger Beck commented that he thinks our billboards in San Francisco are poorly located. Andy Chapman replied that a better location will be sought after the current agreement is up in March 2011.

- 5.4 Ron Treabess reported that The Houston Group has submitted a Draft Scope of Services and a Legislative Activity Report in paragraph form for review. They are included in the packet. Also included, is the "State and Federal Legislative Watch List & Initiatives in Circulation and Approved" in chart form that is done for the California Parks and Recreation Society. It is included as a comparison of the paragraph and chart formats. Jennifer Merchant suggested that the Board of Directors give Doug Houston a top three list of objectives it is interested in trying to achieve. Alex Mourelatos commented that advocacy was discussed at an Executive Committee meeting and decided that the Board as a whole should look at issues; there should not be a separate committee. Ron Parson suggested that the Chamber of Commerce could provide distribution of legislative information as a membership benefit. Additionally, Jennifer reported that Placer County is in the process of working on a legislative platform. Alex suggested that Doug check the NLTRA's position against that of Placer County.

Action: Have Placer County present its legislative advocacy platform when appropriate.

- 5.5 Ron Treabess introduced the Granicus Streaming Media System that is currently in place in the Tahoe City Public Utility District Board Room. Use of the system will reduce subjective interpretation of discussions in meetings and promote transparency. It will also cut down on minute preparation time. Craig Trumball, Information Technology Manager for the TCPUD, gave a brief demonstration of the system. Jennifer Merchant stated that Placer County uses Granicus and she finds it useful as a user from a remote location. Discussion followed and no action was taken at this time.
- 5.6 The Board Follow-up on Previous Action Items chart is in the packet. Discussion ensued regarding Marketing Conference Equity. Andy Chapman stated that he, Ron Treabess, Jennifer Merchant, and Mark Giocomini met and the issue is that Placer County is not accepting the \$96,000 amount that the Incline Village Crystal Bay Visitors and Convention Bureau is showing as operational overhead. Ron Parson suggested putting together a formal letter to Placer County. It was decided that Roger Beck and/or the

Executive Committee would speak to Tom Miller about this issue before preparing the formal letter.

Action: Document Chronology of the Marketing Conference Equity Committee negotiations and present it to the Executive Committee and Director Beck for resolution direction.

6.0 CHAMBER OF COMMERCE REPORTS

- 6.1 Kym Fabel introduced Martini Morris from the Sierra Business Council. The SBC has partnered with National Geographic for a geotourism project. Martini reported that geotourism encourages sustainable tourism and promotes local services. This geotourism project has three elements: a website (SierraNevadaGeotourism.org), a printed map guide and the Geocoucil. Locals can make nominations for inclusion on the website. The North Lake Tahoe Chamber of Commerce has agreed to help with outreach efforts such as nominations of attractions and notification of the launch of the website. As the deadline for inclusion on the website has passed, Martini clarified that nominations can be made after the deadline; approval will just be delayed. Alex Mourletatos suggested that everyone nominate their properties and attractions.
- 6.2 Andy Chapman attended the Lake Tahoe Forum. The Prosperity Plan was presented. It was well received and the press was good. There was also an initial meeting of the Tahoe Fund. This fund will bring in private funds as state money is drying up.
- 6.3 Kym Fabel gave the Chamber Manager report:
- A Certificate of Appreciation from the Census Bureau was issued to the Chamber of Commerce for its help with the 2010 Census.
 - There is a mixer at the Resort at Squaw Creek on Wednesday, September 8th at 5:00 pm.
 - On Tuesday, September 14th, Chamber Education is presenting the “Art of Public Speaking” at The Chateau, Incline Village from 8:00 am to noon.
 - On Tuesday, September 21st, Chamber Education is presenting “Windows 7 and Office 2010” at Granlibakken from 8:30 – 10:30 am.
 - The Chamber is partnering with the Bonanza and Sierra Sun for three candidate forums.
- 6.4 The next Board of Directors meeting is Wednesday, October 13th at the North Tahoe Event Center at 8:30 am. It will be followed by the Annual Membership Luncheon at noon. Joanne Marchetta, Executive Director of the Tahoe Regional Planning Agency, will be the featured speaker.

7.0 DIRECTORS' COMMENTS

- 7.1 Deb Dudley commented that the search document was comprehensive and well written.

8.0 MEETING REVIEW AND STAFF DIRECTION

- 8.1 Staff will:
- Clarify status of our corporations in California and Nevada.
 - Direct the Chamber of Commerce Advisory Committee to have grantees report expected versus actual ROI and have them notify the committee if any material changes are made in the grantees' use of funds.
 - Present the overall bike trail plan to the Board.

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- Begin a revised Scope of Work for next year.
- Redline a comparison between the 2009/10 TOT Budget and the 2010/11 TOT Budget.
- Have Placer County present its legislative advocacy platform when appropriate.
- Document Chronology of the Marketing Conference Equity Committee negotiations and present it to the Executive Committee and Director Beck for resolution direction.

9.0 CLOSED SESSION

9.1 The meeting adjourned to closed session at 12:10 pm.

10.0 RECONVENE TO OPEN SESSION

10.1 There is no closed session report at this time.

11.0 ADJOURNMENT

11.1 The meeting adjourned.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant



FINANCE COMMITTEE MINUTES
Tuesday, September 28, 2010 – 9:00 am

NLTRA Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Ron Parson, Ron McIntyre, Kimberly Frushon, Mike Salmon, Jennifer Merchant

STAFF IN ATTENDANCE: Ron Treabess, Sally Lyon, Andy Chapman, Kim Lambert

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 9:07 am by Chairman Ron Parson and a quorum was established.

2.0 PUBLIC FORUM

2.1 There were no public comments.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 The committee decided to address item F first to accommodate some committee members' schedules.

M/S/C (Parson/Frushon) (5/0) to approve the agenda as presented and discuss item F first

4.0 APPROVAL OF MINUTES

4.1 **M/S/C (Salmon/Merchant) (5/0) to approve the Finance Committee minutes of Monday, August 3, 2010 with a change in the spelling of Kimberly's name**

5.0 REPORT ON THE COUNTY'S PROPOSED FY- 2010/11 TOT BUDGET

5.1 Sally Lyon reported that there is now an approved contract with the County. She highlighted some changes from the proposed contract:

- \$475,607 has been added (from carryover, adjustments to county services, interest, and other sources).
- \$40,000 has been added to the marketing budget for the purpose of funding the Placer County Welcome Center (Auburn) to better promote the North Lake Tahoe area.
- \$464,000 of TART baseline services has been moved to the County Services section of Visitor Support Services.
- The snow removal budget item has been moved from Infrastructure to Visitor Support Services.
- \$40,000 is allocated for Community Survey/Education for 2010 TOT Renewal.

- 5.2 Discussion followed regarding funding the Marketing Co-op. Andy stated that we have an agreement that spells out who contributes how much money. Ron McIntyre is concerned about the parity of the funding. Ron Parson wants an on-going tracking mechanism. He is also questioned the flex-funding of the Welcome Center. Ron Treabess replied that the Welcome Center is in flex-funding because Tom Miller did not want its funding to affect other marketing projects. Ron Parson is concerned that \$40,000 is going out of infrastructure and how it will affect the upcoming election.

M/S/C (McIntyre/Merchant) (5/0) to have staff revise the NLTRA Budget to reconcile with the approved TOT Budget and bring the revised NLTRA Budget to the October 13, 2010 Board of Directors meeting for approval

Action: Ron Treabess will send Ron McIntyre a breakdown of the \$475,607 addition to the budget.

Action: The Finance Committee will periodically review the Co-op funding for parity.

Action: The NLTRA Budget will be revised and brought to the October 13, 2010 Board meeting for approval.

6.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE JUNE 30, 2010 FINANCIAL STATEMENTS

- 6.1 Sally Lyon reviewed the Financial Analysis for the twelve months ending June 30, 2010:
- Operating cash is \$515,000.
 - Marketing Cooperative cash is \$233,000.
 - Infrastructure cash is \$449,000.
 - The receivable from the County for Marketing, Transportation, and G & A is \$431,000.
 - Infrastructure funds that Placer County is holding are booked as a separate receivable in the amount of \$5,440,000.
 - Unearned revenue and deferred support related to Infrastructure is \$5.9 million.
 - Change in net assets is 97,000 for the month of June and (\$14,000) year-to-date.
 - The Statement of Cash Flows shows that cash and cash equivalents, including Infrastructure Investments, is up \$120,000 from the same month a year ago.
- 6.2 There was discussion regarding the figures for Infrastructure funds held by Placer County. Jennifer Merchant stated that she is not sure if the figure on the financial statements is correct. Sally Lyon said that the figures came from the Placer County Controller's office. The figures will be checked with the CEO's office and corrected if necessary.

Sally went over some of the variances:

- Marketing received carry-over funds.
- Group commissions came in less than budgeted.
- The salary variance is due to severance to Steve Teshara.
- Chamber of Commerce special event revenue and expense were both under budget.

Sally also clarified that a portion of uncollectable Chamber of Commerce dues are written off every month through the unearned revenue account.

M/S/C (McIntyre/Salmon) (4/0, 1 abstention – Merchant) to recommend to the NLTRA Board of Directors the approval of the unaudited June 30, 2010 Financial Statements pending determination of the amount of Infrastructure funds held by Placer County

7.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE JULY 31, 2010 FINANCIAL STATEMENTS

7.1 Highlights of the Financial Analysis for the month ending July 31, 2010 are:

- Operating cash is \$500,000
- Marketing Cooperative cash is \$223,000
- Infrastructure cash is \$449,000
- The receivable from the County for Marketing, Transportation, and G & A is \$3,570,000.
- Infrastructure funds that Placer County is holding are booked as a separate receivable in the amount of \$6.1 million.
- Unearned revenue and deferred support related to Infrastructure is \$6.5 million.
- Change in net assets is (\$70,000) for the month of July and (\$70,000) year-to-date.
- The Statement of Cash Flows shows that cash and cash equivalents, including Infrastructure Investments, is up \$21,000 from the same month a year ago.

M/S/C (McIntyre/Salmon) (5/0) to recommend to the NLTRA Board of Directors the approval of the July 31, 2010 Financial Statements

8.0 REPORT ON FOLLOW-UP ITEMS FROM PREVIOUS MEETINGS

8.1 The check boxes on the 990 tax form were discussed. Ron Parson asked how the Community Fund of North Lake Tahoe fits into the NLTRA. Staff was directed to clarify its status. Ron Parson would also like to see comparability data on officers' (management staff) compensation. In response to a question about Schedule L, Sally distributed copies of it to the committee.

8.2 Ron Treabess informed the committee that the heavy maintenance reserve amount will be initially established at \$150,000 and monitored during 2010/11.

Action: Clarify the status of the Community Fund of North Lake Tahoe.

Action: Agendize a discussion for determining a process for approving requests to utilize the heavy maintenance reserve.

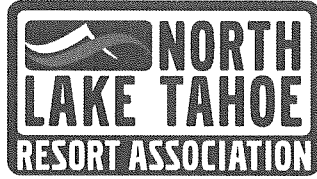
9.0 COMMITTEE MEMBER COMMENTS

9.1 The next Finance Committee meeting is November 2, 2010 at 9:00 am.

10.0 ADJOURNMENT

10.1 The Finance Committee meeting adjourned at 10:20 am.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant



October 13, 2010

To: Board of Directors

From: Sally Lyon, CFO

Re: July 31, 2010 Financial Statements

Background

Attached are the unaudited July 31, 2010 Financial Statements. On September 28, 2010, the Finance Committee reviewed and unanimously recommended to the Board of Directors approval of the Financial Statements.

Requested Action

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

**North Lake Tahoe Resort Association
Financial Statements
For the One Month Ending July 31, 2010**

**North Lake Tahoe Resort Association
Financial Analysis
For the One Month Ending July 31, 2010**

Consolidated

Statement of Financial Position

- Operating Cash is \$500,000, Marketing Cooperative Cash is \$223,000 and Infrastructure Cash is \$449,000.
- The Receivable from the County is \$3,570,000. This includes one payment for the 09/10 contract and the current year contract. The current year payment schedule starts in October 2010 and runs through August 2011.
- Infrastructure funds that Placer County is holding for 2005-2010 are booked as a separate receivable (AR – Infrastructure County) in the amount of \$323,000 for 05/06, \$1,665,000 for 06/07, \$1,835,000 for 07/08, \$827,000 for 08/09, \$790,000 for 09/10 and \$657,000 for 10/11 (collected throughout the year) with the total receivable at \$6,097,000.
- Unearned Revenue & Deferred Support in the amount of \$6,545,000 is the offsetting liability for the Infrastructure funds held by NLTRA and Placer County.
- Accounts Receivable is up \$32,000 from the previous month with strong billings for group sales.
- Advance Ticket Sales (STN) is the same as the prior month as the season winds down.
- Other Liabilities and Unearned Revenue are down \$18,000 from a month ago and reflects the change in Marketing Cooperative cash and the corresponding liability.
- Change in Net Assets is \$70,000 for the month of July and \$70,000 year to date.

Statement of Cash Flows

Year to date, Cash and Cash Equivalents, including Infrastructure Investments is down \$120,000 from the same month a year ago. For the year, Tourism and Administration has provided \$25,000, Infrastructure has used \$2,000 and equipment purchase has used \$2,000 for a total increase in cash of \$21,000 for the one month ending July 31, 2010.

North Lake Tahoe Resort Association
 Financial Variance Report
 For the Month Ended July 31, 2010

	Dept	Support	Salaries & Benefits	Operating Expenses	Depreciation, Reserves, Non Cash	Change in Net Assets
Month-Budget		283,327	117,587	169,746	2,500	(6,506)
Key Variances						
Placer County Funding-Actual to Budget	Marketing	29,403				29,403
Commissions-Group sales up	Conference	49,520				49,520
Placer County Funding-Actual to Budget	VST	(29,058)				(29,058)
Retail Sales-strong sales	VIC	4,692				4,692
Miscellaneous-Settlement for merchant fees	G & A	4,079				4,079
TOT funding-Reduction of personnel/administration funding	Infrastructure	(4,292)				(4,292)
Salaries-Timing	VIC		(3,746)			(3,746)
Salaries-Salary savings	G & A		3,189			3,189
Special Events-Timing High Notes Campaign	Marketing			(9,736)		(9,736)
Marketing Cooperative/Media-Adjusted amount to the Co-op	Marketing			(5,107)		(5,107)
Transportation Projects-Timing	VST			31,879		31,879
All Other Smaller Variances	Various	(1,027)	726	5,528	933	6,160
Variance Total		53,317	169	22,564	933	76,983
Month-Actual		336,644	117,418	147,182	1,567	70,477

Positive variance is positive to the Budget.

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

	Current Year		Prior Year		Month Change		12 Month Change		1 Month Change	
	31-Jul-10	Last Month 30-Jun-10	31-Jul-09	Year End 30-Jun-10	Amount	Pctg	Amount	Pctg	Amount	Pctg
ASSETS										
Cash and cash equivalents										
Operating	\$ 499,751	\$ 468,391	\$ 824,883	\$ 468,391	\$ 31,360	7%	\$ (325,132)	-39%	\$ 31,360	7%
Marketing Cooperative	222,666	232,998	87,186	232,998	(10,332)	-4%	135,480	155%	(10,332)	-4%
Infrastructure	448,533	448,533	166,404	448,533	0	0%	282,129	170%	-	0%
Other Restricted	0	0	0	0	0	-	-	-	-	-
Total Cash & cash equiv	1,170,950	1,149,922	1,078,473	1,149,922	21,028	2%	92,477	9%	21,028	2%
Receivables										
AR - Membership Services	23,119	24,678	25,530	24,678	(1,559)	-6%	(2,411)	-9%	(1,559)	-6%
AR - Group Commissions	17,399	19,553	53,789	19,553	(2,154)	-11%	(36,390)	-68%	(2,154)	-11%
AR - Other	62,382	9,709	21,286	9,709	52,673	543%	41,096	193%	52,673	543%
AR - Co-op/STN/Shared	20,980	37,741	20,248	37,741	(16,761)	-44%	732	4%	(16,761)	-44%
AR - Inntopia	0	0	1,002	0	0	-	(1,002)	-100%	-	-
AR - Allowance for Doubtful Accounts	0	0	(14,973)	0	0	-	14,973	0%	-	-
AR - Infrastructure County	6,096,755	5,440,204	6,056,170	5,440,204	656,551	12%	40,585	1%	656,551	12%
AR - County TOT Funding	3,569,958	430,587	3,344,095	430,587	3,139,371	729%	225,863	2%	3,139,371	729%
Total Receivables	9,790,593	5,962,472	9,507,147	5,982,472	3,828,121	64%	283,446	-	3,828,121	64%
Long Term Assets										
Prepaid expenses	15,966	15,021	17,256	15,021	945	6%	(1,290)	-145%	945	6%
Inventory	928	928	891	928	0	0%	37	0%	-	0%
Furniture, Fixtures & Other	28,823	29,313	37,125	29,313	(490)	-2%	(8,302)	-102%	(490)	-2%
Computer Software/Equipment	8,162	6,906	8,172	6,906	1,256	18%	(10)	0%	1,256	18%
Leasehold Improvements	6,585	6,985	11,242	6,985	(400)	-6%	(4,657)	-	(400)	-6%
Total Long Term Assets	60,464	59,153	74,686	59,153	1,311	2%	(14,222)	-	1,311	2%
TOTAL ASSETS	\$ 11,022,007	\$ 7,171,547	\$ 10,660,306	\$ 7,171,547	\$ 3,850,460	54%	\$ 361,701	-	\$ 3,850,460	54%
LIABILITIES & NET ASSETS										
Liabilities										
Accounts Payable	\$ 318,649	\$ 277,169	\$ 659,966	\$ 277,169	\$ 41,480	15%	(341,317)	-	\$ 41,480	15%
Advance Ticket Sales	(1,272)	(1,272)	-	(1,272)	0	0%	(1,272)	-1%	-	0%
Other Liabilities and Unearned	321,389	338,971	205,536	338,971	(17,582)	-5%	115,853	4%	(17,582)	-5%
Deferred Support	3,099,534	-	2,860,230	-	3,099,534	-	239,304	4%	3,099,534	-
Deferred Infra	6,545,288	5,888,737	6,265,824	5,888,737	656,551	11%	279,464	-	656,551	11%
Total Liabilities	10,283,588	6,503,605	9,991,566	6,503,605	3,779,983	58%	292,032	-	3,779,983	58%
Net Assets										
Fund Balance Designated	243,110	243,110	243,110	243,110	0	0%	-	0%	-	0%
Beginning Net Assets	424,832	439,302	439,302	439,302	(14,470)	-3%	(14,470)	106%	(14,470)	-3%
Net Change in Net Assets	70,477	(14,470)	(13,662)	(14,470)	84,947	-587%	84,139	13%	84,947	-587%
Total Net Assets	738,419	667,942	668,750	667,942	70,477	11%	69,669	-	70,477	11%
TOTAL LIABILITIES & NET ASSETS	\$ 11,022,007	\$ 7,171,547	\$ 10,660,306	\$ 7,171,547	\$ 3,850,460	54%	\$ 361,701	-	\$ 3,850,460	54%

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

DESCRIPTION	CURRENT MONTH			YEAR-TO-DATE		
	Actual	Budget	% Chg	Actual	Budget	% Chg
Revenue and Other Support						
Member Dues	10,487	11,900	(12%)	10,487	11,900	(12%)
Special Events & Functions	1,280	360	256%	1,280	360	256%
Miscellaneous	4,079	0	0%	4,079	0	0%
Commissions & Booking Fees	59,940	10,420	475%	59,940	10,420	475%
Retail Sales & Other	5,612	920	510%	5,612	920	510%
Interest & Investment Income	116	650	(82%)	116	650	(82%)
Placer County Funding	255,130	259,077	(2%)	255,130	259,077	(2%)
Total Revenue and Other Support	336,644	283,327	19%	336,644	283,327	19%
Expenses						
Salaries and benefits	117,418	117,587	0%	117,418	117,587	0%
Rent & Utilities	8,046	7,733	4%	8,046	7,733	4%
Telephone Services	2,008	2,440	(18%)	2,008	2,440	(18%)
Internet Access	0	120	(100%)	0	120	(100%)
Mail Expenses	366	285	29%	366	285	29%
Insurance & Bonding	419	612	(32%)	419	612	(32%)
Supplies	753	1,240	(39%)	753	1,240	(39%)
Equipment Sup. & Maint.	1,787	1,510	18%	1,787	1,510	18%
Taxes, Licenses & Fees	0	1,871	(100%)	0	1,871	(100%)
Equip. Rental / Leasing	1,554	1,458	7%	1,554	1,458	7%
Training & Seminars	0	300	(100%)	0	300	(100%)
Project Costs	44,079	79,900	(45%)	44,079	79,900	(45%)
Professional Fees Legal/Accounting	420	500	(16%)	420	500	(16%)
Special Events	9,736	0	0%	9,736	0	0%
Autumn Food & Wine Costs	70	70	0%	70	70	0%
Membership Events/Newsletter	398	970	(59%)	398	970	(59%)
Cost of Goods Sold	627	667	(6%)	627	667	(6%)
Marketing Cooperative/Media	75,476	68,633	10%	75,476	68,633	10%
Associate Relations	103	70	47%	103	70	47%
Board Functions	407	400	2%	407	400	2%
Credit Card Fees	161	90	79%	161	90	79%
Automobile Expenses	0	455	(100%)	0	455	(100%)
Local Meals & Entertainment	37	482	(92%)	37	482	(92%)
Dues & Subscriptions	860	10	*****	860	10	*****
Travel	(125)	0	0%	(125)	0	0%
Total Expense Before Depreciation/Re	264,600	287,333	(8%)	264,600	287,333	(8%)
Depreciation	1,567	2,500	(37%)	1,567	2,500	(37%)
Total Expense	266,167	289,833	(8%)	266,167	289,833	(8%)
Changes in Unrestricted Net Assets	70,477	(6,506)	*****	70,477	(6,506)	*****

North Lake Tahoe Resort Association
Statement of Activities
Summary
For the Month Ending July 31, 2010

Date 09/23/10 01:37 PM

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
REVENUE AND OTHER SUPPORT										
Marketing	149,163	119,310	29,853	119,665	25%	149,163	119,310	29,853	119,665	25%
Conferences	86,415	36,953	49,462	54,750	134%	86,415	36,953	49,462	54,750	134%
Visitor Support & Transportation	54,750	83,808	(29,058)	39,670	(35%)	54,750	83,808	(29,058)	39,670	(35%)
Visitor Information	18,445	13,754	4,691	15,370	34%	18,445	13,754	4,691	15,370	34%
Member Services	10,676	11,560	(884)	12,492	(8%)	10,676	11,560	(884)	12,492	(8%)
Management & General	4,182	500	3,682	92	736%	4,182	500	3,682	92	736%
Total Revenue and Other Supp	323,632	265,885	57,747	242,038	22%	323,632	265,885	57,747	242,038	22%
EXPENSES										
Marketing	121,470	106,837	14,633	106,152	14%	121,470	106,837	14,633	106,152	14%
Conferences	41,876	40,287	1,589	43,219	4%	41,876	40,287	1,589	43,219	4%
Visitor Support & Transportation	53,427	85,675	(32,248)	71,637	(38%)	53,427	85,675	(32,248)	71,637	(38%)
Visitor Information	19,795	16,246	3,548	16,270	22%	19,795	16,246	3,548	16,270	22%
Member Services	12,606	13,999	(1,394)	13,870	(10%)	12,606	13,999	(1,394)	13,870	(10%)
Management & General	2,163	7,123	(4,961)	7,410	(70%)	2,163	7,123	(4,961)	7,410	(70%)
Total Expenses	251,335	270,167	(18,832)	258,557	(7%)	251,335	270,167	(18,832)	258,557	(7%)
Net Change in Unrestricted Net Assets										
Marketing	27,693	12,473	15,220	13,513	122%	27,693	12,473	15,220	13,513	122%
Conferences	44,540	(3,334)	47,873	11,531	*****	44,540	(3,334)	47,873	11,531	*****
Visitor Support & Transportation	1,323	(1,867)	3,190	(31,967)	(171%)	1,323	(1,867)	3,190	(31,967)	(171%)
Visitor Information	(1,349)	(2,492)	1,143	(900)	(46%)	(1,349)	(2,492)	1,143	(900)	(46%)
Member Services	(1,930)	(2,439)	509	(1,378)	(21%)	(1,930)	(2,439)	509	(1,378)	(21%)
Management & General	2,019	(6,623)	8,643	(7,319)	(130%)	2,019	(6,623)	8,643	(7,319)	(130%)
Net Change in Assets Before In	72,296	(4,282)	76,579	(16,519)	*****	72,296	(4,282)	76,579	(16,519)	*****
Infrastructure										
Infrastructure Support	13,013	17,442	(4,429)	67,918	(25%)	13,013	17,442	(4,429)	67,918	(25%)
Infrastructure Expense	14,832	19,666	(4,834)	65,061	(25%)	14,832	19,666	(4,834)	65,061	(25%)
Infrastructure Net Change in Assets	(1,819)	(2,224)	405	2,857	(18%)	(1,819)	(2,224)	405	2,857	(18%)
Change in Net Assets	70,477	(6,506)	76,983	(13,662)	*****	70,477	(6,506)	76,983	(13,662)	*****

North Lake Tahoe Resort Association
 Department Detail Activity Report
 For the One Month Ending July 31, 2010

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
REVENUE AND OTHER SUPPORT										
Member Dues	\$ 450	\$ 642		\$ 642		\$ 9,846		\$ 10,487		\$ 10,487
Special Events & Functions				450		830		1,280		1,280
Miscellaneous							4,079			59,940
Commissions & Booking Fees		59,940		59,940				5,612		5,612
Retail Sales & Other			5,612	5,612				103	13	116
Interest & Investment Income		25,834	12,833	187,380	54,750			242,130	13,000	255,130
Placer County Funding	148,713									
Total Revenue and Other Support	\$ 149,163	\$ 86,415	\$ 18,445	\$ 254,024	\$ 54,750	\$ 10,676	\$ 4,182	\$ 323,632	\$ 13,013	\$ 336,644
EXPENSES										
Salaries and benefits	\$ 30,282	\$ 15,521	\$ 14,959	\$ 60,765	\$ 6,372	\$ 8,353	\$ 31,840	\$ 107,327	\$ 10,090	\$ 117,418
Rent & Utilities	2,120	1,081	447	3,647	759	762	2,120	7,288	759	8,046
Telephone Services	837	270	126	1,233	130	179	335	1,878	130	2,008
Mail Expenses	314	30	5	350		3	13	365	1	366
Insurance & Bonding	105	54	54	214	34	34	105	385	34	419
Supplies	124	94	258	476	50	54	124	704	50	753
Equipment Sup. & Maint.	113	459	459	1,030	36	186	499	1,751	36	1,787
Equip. Rental / Leasing	249	174	360	783	134	236	268	1,420	134	1,554
Project Costs					43,704			43,704	375	44,079
Professional Fees Legal/Accounting	9,736			9,736	420			9,736	420	9,736
Special Events	70			70				70	70	70
Autumn Food & Wine Costs						398		398		398
Membership Events/Newsletter			627	627				627		627
Cost of Goods Sold	57,107	18,369		75,476	8	8	26	75,476	8	75,476
Marketing Cooperative/Media	26	13	13	53			407	95		103
Associate Relations			104	104		58		407		407
Board Functions								161		161
Credit Card Fees	37			37				37		37
Local Meals & Entertainment	860			860				860		860
Dues & Subscriptions	(125)			(125)				(125)		(125)
Travel	19,200	5,600	2,173	26,973	2,096	2,231	(34,411)	(3,111)	3,111	-
Allocated	\$ 121,054	\$ 41,566	\$ 19,585	\$ 182,304	\$ 53,322	\$ 12,501	\$ 1,747	\$ 249,873	\$ 14,727	\$ 264,600
Total Functional Exp. Before Depreciation	\$ 416	\$ 210	\$ 210	\$ 836	\$ 105	\$ 105	\$ 416	\$ 1,462	\$ 105	\$ 1,567
Depreciation										
Total Functional Expense and Depreciation	\$ 121,470	\$ 41,876	\$ 19,795	\$ 183,140	\$ 53,427	\$ 12,606	\$ 2,163	\$ 251,335	\$ 14,832	\$ 266,167
Change in Net Assets	\$ 27,693	\$ 44,540	\$ (1,349)	\$ 70,883	\$ 1,323	\$ (1,930)	\$ 2,019	\$ 72,296	\$ (1,819)	\$ 70,477

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North Lake Tahoe Resort Association
 Consolidation of Departments Excluding Infrastructure
 For the Month Ending July 31, 2010

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE			% Chg.
	Actual	Budget	\$ Variance	Prior YR	Budget	Variance	
Revenue and Other Support							
Member Dues	10,487	11,900	(1,413)	12,200	11,900	(1,413)	12,200
Special Events & Functions	1,280	360	920	1,095	360	720	1,095
Miscellaneous	4,079	0	4,079	0	0	4,079	0
Commissions & Booking Fees	59,940	10,420	49,520	28,548	10,420	18,128	28,548
Retail Sales & Other	5,612	920	4,692	2,102	920	1,182	2,102
Interest & Investment Income	103	500	(397)	92	500	(408)	92
Placer County Funding	242,130	241,785	345	198,002	241,785	(51,783)	198,002
Total Revenue and Other Support	323,632	265,885	57,747	242,038	265,885	(23,847)	242,038
Expenses							
Salaries and benefits	107,327	106,997	330	109,726	106,997	330	109,726
Rent & Utilities	7,288	7,017	271	6,991	7,017	(226)	6,991
Telephone Services	1,878	2,280	(402)	2,255	2,280	(225)	2,255
Internet Access	0	120	(120)	0	120	(120)	0
Mail Expenses	365	275	90	463	275	188	463
Insurance & Bonding	385	566	(181)	530	566	(336)	530
Supplies	704	1,140	(436)	1,103	1,140	(337)	1,103
Equipment Sup. & Maint.	1,751	1,420	331	1,516	1,420	96	1,516
Taxes, Licenses & Fees	0	1,770	(1,770)	300	1,770	(1,470)	300
Equip. Rental / Leasing	1,420	1,328	92	1,533	1,328	205	1,533
Training & Seminars	0	300	(300)	0	300	(300)	0
Project Costs	43,704	75,583	(31,879)	61,713	75,583	(13,870)	61,713
Professional Fees Legal/Accounting	420	500	(80)	1,080	500	580	1,080
Special Events	9,736	0	9,736	222	0	222	222
Autumn Food & Wine Costs	70	0	70	0	0	70	0
Membership Events/Newsletter	398	970	(572)	520	970	(450)	520
Cost of Goods Sold	627	667	(40)	1,769	667	1,102	1,769
Marketing Cooperative/Media	75,476	68,633	6,843	68,633	68,633	0	68,633
Associate Relations	95	65	30	0	65	(65)	0
Board Functions	407	400	7	16	400	(384)	16
Credit Card Fees	161	90	71	266	90	176	266
Automobile Expenses	0	385	(385)	218	385	(167)	218
Local Meals & Entertainment	37	462	(425)	388	462	(74)	388
Dues & Subscriptions	860	10	850	964	10	854	964
Travel	(125)	0	(125)	0	0	0	0
Allocated	(3,111)	(3,111)	0	(3,111)	(3,111)	0	(3,111)
Total Expense Before Depreciation/Re	249,873	267,867	(17,994)	257,095	267,867	(10,772)	257,095
Depreciation	1,462	2,300	(838)	1,462	2,300	(838)	1,462
Total Expense	251,335	270,167	(18,832)	258,557	270,167	(11,610)	258,557
Changes in Unrestricted Net Assets	72,296	(4,282)	76,579	(16,519)	(4,282)	(12,295)	(16,519)

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

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Special Events & Functions	450	0	450	0	0%	450	0	450	0	0%
Placer County Funding	148,713	119,310	29,403	119,665	25%	148,713	119,310	29,403	119,665	25%
Total Revenue and Other Support	149,163	119,310	29,853	119,665	25%	149,163	119,310	29,853	119,665	25%
Expenses										
Salaries and benefits	30,282	30,232	50	28,981	0%	30,282	30,232	50	28,981	0%
Rent & Utilities	2,120	1,983	137	2,032	7%	2,120	1,983	137	2,032	7%
Telephone Services	837	770	67	656	9%	837	770	67	656	9%
Internet Access	0	120	(120)	0	(100%)	0	120	(120)	0	(100%)
Mail Expenses	314	125	189	309	151%	314	125	189	309	151%
Insurance & Bonding	105	144	(39)	144	(27%)	105	144	(39)	144	(27%)
Supplies	124	360	(236)	278	(66%)	124	360	(236)	278	(66%)
Equipment Sup. & Maint.	113	390	(278)	463	(71%)	113	390	(278)	463	(71%)
Taxes, Licenses & Fees	0	315	(315)	0	(100%)	0	315	(315)	0	(100%)
Equip. Rental / Leasing	249	243	6	262	3%	249	243	6	262	3%
Special Events	9,736	0	9,736	222	0%	9,736	0	9,736	222	0%
Autumn Food & Wine Costs	70	0	70	0	0%	70	0	70	0	0%
Marketing Cooperative/Media	57,107	52,000	5,107	52,000	10%	57,107	52,000	5,107	52,000	10%
Associate Relations	26	50	(24)	0	(48%)	26	50	(24)	0	(48%)
Credit Card Fees	0	0	0	209	0%	0	0	0	209	0%
Automobile Expenses	0	50	(50)	35	(100%)	0	50	(50)	35	(100%)
Local Meals & Entertainment	37	220	(183)	87	(83%)	37	220	(183)	87	(83%)
Dues & Subscriptions	860	10	850	860	*****	860	10	850	860	*****
Travel	(125)	0	(125)	0	0%	(125)	0	(125)	0	0%
Allocated	19,200	19,200	0	19,200	0%	19,200	19,200	0	19,200	0%
Total Expense Before Depreciation/Re	121,054	106,212	14,842	105,736	14%	121,054	106,212	14,842	105,736	14%
Depreciation	416	625	(209)	416	(33%)	416	625	(209)	416	(33%)
Total Expense	121,470	106,837	14,633	106,152	14%	121,470	106,837	14,633	106,152	14%
Changes in Unrestricted Net Assets	27,693	12,473	15,220	13,513	122%	27,693	12,473	15,220	13,513	122%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Month Ending July 31, 2010

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	642	700	(58)	803	(8%)	642	700	(58)	803	(8%)
Commissions & Booking Fees	59,940	10,420	49,520	28,113	475%	59,940	10,420	49,520	28,113	475%
Placer County Funding	25,834	25,833	1	25,834	0%	25,834	25,833	1	25,834	0%
Total Revenue and Other Support	86,415	36,953	49,462	54,750	134%	86,415	36,953	49,462	54,750	134%
Expenses										
Salaries and benefits	15,521	15,481	40	18,588	0%	15,521	15,481	40	18,588	0%
Rent & Utilities	1,081	983	98	1,036	10%	1,081	983	98	1,036	10%
Telephone Services	270	385	(115)	403	(30%)	270	385	(115)	403	(30%)
Mail Expenses	30	40	(10)	97	(24%)	30	40	(10)	97	(24%)
Insurance & Bonding	54	75	(21)	75	(27%)	54	75	(21)	75	(27%)
Supplies	94	200	(106)	202	(53%)	94	200	(106)	202	(53%)
Equipment Sup. & Maint.	459	180	279	133	155%	459	180	279	133	155%
Taxes, Licenses & Fees	0	170	(170)	0	(100%)	0	170	(170)	0	(100%)
Equip. Rental / Leasing	174	170	4	187	2%	174	170	4	187	2%
Marketing Cooperative/Media	18,369	16,633	1,736	16,633	10%	18,369	16,633	1,736	16,633	10%
Associate Relations	13	5	8	0	168%	13	5	8	0	168%
Automobile Expenses	0	30	(30)	57	(100%)	0	30	(30)	57	(100%)
Local Meals & Entertainment	0	10	(10)	0	(100%)	0	10	(10)	0	(100%)
Allocated	5,600	5,600	0	5,600	0%	5,600	5,600	0	5,600	0%
Total Expense Before Depreciation/Re	41,666	39,962	1,704	43,009	4%	41,666	39,962	1,704	43,009	4%
Depreciation	210	325	(115)	210	(35%)	210	325	(115)	210	(35%)
Total Expense	41,876	40,287	1,589	43,219	4%	41,876	40,287	1,589	43,219	4%
Changes in Unrestricted Net Assets	44,540	(3,334)	47,873	11,531	*****	44,540	(3,334)	47,873	11,531	*****

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

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
Revenue and Other Support										
Placer County Funding	54,750	83,808	(29,058)	39,670	(35%)	54,750	83,808	(29,058)	39,670	(35%)
Total Revenue and Other Support	54,750	83,808	(29,058)	39,670	(35%)	54,750	83,808	(29,058)	39,670	(35%)
Expenses										
Salaries and benefits	6,372	6,371	1	6,373	0%	6,372	6,371	1	6,373	0%
Rent & Utilities	759	716	42	729	6%	759	716	42	729	6%
Telephone Services	130	155	(25)	182	(16%)	130	155	(25)	182	(16%)
Insurance & Bonding	34	46	(12)	46	(27%)	34	46	(12)	46	(27%)
Supplies	50	90	(40)	106	(45%)	50	90	(40)	106	(45%)
Equipment Sup. & Maint.	36	90	(54)	70	(60%)	36	90	(54)	70	(60%)
Taxes, Licenses & Fees	0	115	(115)	0	(100%)	0	115	(115)	0	(100%)
Equip. Rental / Leasing	134	130	4	145	3%	134	130	4	145	3%
Project Costs	43,704	75,583	(31,879)	61,713	(42%)	43,704	75,583	(31,879)	61,713	(42%)
Associate Relations	8	0	8	0	0%	8	0	8	0	0%
Automobile Expenses	0	70	(70)	54	(100%)	0	70	(70)	54	(100%)
Local Meals & Entertainment	0	12	(12)	0	(100%)	0	12	(12)	0	(100%)
Dues & Subscriptions	0	0	0	18	0%	0	0	0	18	0%
Allocated	2,096	2,096	0	2,096	0%	2,096	2,096	0	2,096	0%
Total Expense Before Depreciation/Re	53,322	85,475	(32,153)	71,532	(38%)	53,322	85,475	(32,153)	71,532	(38%)
Depreciation	105	200	(95)	105	(48%)	105	200	(95)	105	(48%)
Total Expense	53,427	85,675	(32,248)	71,637	(38%)	53,427	85,675	(32,248)	71,637	(38%)
Changes in Unrestricted Net Assets	1,323	(1,867)	3,190	(31,967)	(171%)	1,323	(1,867)	3,190	(31,967)	(171%)

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

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
Revenue and Other Support	0	0	0	0	0%	0	0	0	0	0%
Commissions & Booking Fees	5,612	920	4,692	2,102	510%	5,612	920	4,692	2,102	510%
Retail Sales & Other	12,833	12,834	(1)	12,833	0%	12,833	12,834	(1)	12,833	0%
Placer County Funding	18,445	13,754	4,691	15,370	34%	18,445	13,754	4,691	15,370	34%
Total Revenue and Other Support	14,959	11,213	3,746	10,761	33%	14,959	11,213	3,746	10,761	33%
Expenses	447	658	(211)	430	(32%)	447	658	(211)	430	(32%)
Salaries and benefits	126	190	(64)	198	(34%)	126	190	(64)	198	(34%)
Rent & Utilities	5	10	(5)	8	(49%)	5	10	(5)	8	(49%)
Telephone Services	54	75	(21)	75	(27%)	54	75	(21)	75	(27%)
Mail Expenses	258	110	148	68	134%	258	110	148	68	134%
Insurance & Bonding	459	210	249	133	118%	459	210	249	133	118%
Supplies	0	255	(255)	0	(100%)	0	255	(255)	0	(100%)
Equipment Sup. & Maint.	360	300	60	397	20%	360	300	60	397	20%
Taxes, Licenses & Fees	627	667	(40)	1,769	(6%)	627	667	(40)	1,769	(6%)
Equip. Rental / Leasing	13	5	8	0	168%	13	5	8	0	168%
Cost of Goods Sold	104	30	74	48	246%	104	30	74	48	246%
Associate Relations	0	5	(5)	0	(100%)	0	5	(5)	0	(100%)
Credit Card Fees	0	20	(20)	0	(100%)	0	20	(20)	0	(100%)
Automobile Expenses	2,173	2,173	0	2,173	0%	2,173	2,173	0	2,173	0%
Local Meals & Entertainment	19,585	15,921	3,663	16,060	23%	19,585	15,921	3,663	16,060	23%
Allocated	210	325	(115)	210	(35%)	210	325	(115)	210	(35%)
Total Expense Before Depreciation/Re	19,795	16,246	3,548	16,270	22%	19,795	16,246	3,548	16,270	22%
Depreciation	(1,349)	(2,492)	1,143	(900)	(46%)	(1,349)	(2,492)	1,143	(900)	(46%)
Total Expense	(1,349)	(2,492)	1,143	(900)	(46%)	(1,349)	(2,492)	1,143	(900)	(46%)
Changes in Unrestricted Net Assets										

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

	CURRENT MONTH			YEAR-TO-DATE		
	Actual	Budget	% Chg	Actual	Budget	% Chg
Revenue and Other Support						
Member Dues	9,846	11,200	(12%)	9,846	11,200	(12%)
Special Events & Functions	830	360	131%	830	360	131%
Total Revenue and Other Support	10,676	11,560	(8%)	10,676	11,560	(8%)
Expenses						
Salaries and benefits	8,353	8,671	(4%)	8,353	8,671	(4%)
Rent & Utilities	762	716	6%	762	716	6%
Telephone Services	179	250	(28%)	179	250	(28%)
Mail Expenses	3	60	(96%)	3	60	(96%)
Insurance & Bonding	34	46	(27%)	34	46	(27%)
Supplies	54	150	(64%)	54	150	(64%)
Equipment Sup. & Maint.	186	90	107%	186	90	107%
Taxes, Licenses & Fees	0	180	(100%)	0	180	(100%)
Equip. Rental / Leasing	236	225	5%	236	225	5%
Membership Events/Newsletter	398	970	(59%)	398	970	(59%)
Associate Relations	8	0	0%	8	0	0%
Credit Card Fees	58	60	(4%)	58	60	(4%)
Automobile Expenses	0	100	(100%)	0	100	(100%)
Local Meals & Entertainment	0	50	(100%)	0	50	(100%)
Allocated	2,231	2,231	0%	2,231	2,231	0%
Total Expense Before Depreciation/Re	12,501	13,799	(9%)	12,501	13,799	(9%)
Depreciation	105	200	(48%)	105	200	(48%)
Total Expense	12,606	13,999	(10%)	12,606	13,999	(10%)
Changes in Unrestricted Net Assets	(1,930)	(2,439)	(21%)	(1,930)	(2,439)	(21%)

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

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE			
	Actual	Budget	\$ Variance	% Chg	Actual	Budget	Variance	% Chg
Revenue and Other Support								
Miscellaneous	4,079	0	4,079	0%	4,079	0	4,079	0%
Interest & Investment Income	103	500	(397)	(79%)	103	500	(397)	(79%)
Total Revenue and Other Support	4,182	500	3,682	736%	4,182	500	3,682	736%
Expenses								
Salaries and benefits	31,840	35,030	(3,189)	(9%)	31,840	35,030	(3,189)	(9%)
Rent & Utilities	2,120	1,960	160	8%	2,120	1,960	160	8%
Telephone Services	335	530	(195)	(37%)	335	530	(195)	(37%)
Mail Expenses	13	40	(27)	(67%)	13	40	(27)	(67%)
Insurance & Bonding	105	180	(75)	(42%)	105	180	(75)	(42%)
Supplies	124	230	(106)	(46%)	124	230	(106)	(46%)
Equipment Sup. & Maint.	499	460	39	9%	499	460	39	9%
Taxes, Licenses & Fees	0	735	(735)	(100%)	0	735	(735)	(100%)
Equip. Rental / Leasing	268	260	8	3%	268	260	8	3%
Training & Seminars	0	300	(300)	(100%)	0	300	(300)	(100%)
Professional Fees Legal/Accounting	420	500	(80)	(16%)	420	500	(80)	(16%)
Associate Relations	26	5	21	416%	26	5	21	416%
Board Functions	407	400	7	2%	407	400	7	2%
Automobile Expenses	0	130	(130)	(100%)	0	130	(130)	(100%)
Local Meals & Entertainment	0	150	(150)	(100%)	0	150	(150)	(100%)
Dues & Subscriptions	0	0	0	0%	0	0	0	0%
Allocated	(34,411)	(34,411)	0	0%	(34,411)	(34,411)	0	0%
Total Expense Before Depreciation/Re	1,747	6,498	(4,752)	(73%)	1,747	6,498	(4,752)	(73%)
Depreciation	416	625	(209)	(33%)	416	625	(209)	(33%)
Total Expense	2,163	7,123	(4,961)	(70%)	2,163	7,123	(4,961)	(70%)
Changes in Unrestricted Net Assets	2,019	(6,623)	8,643	(130%)	2,019	(6,623)	8,643	(130%)

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

	CURRENT MONTH				YEAR-TO-DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
	13	150	(137)	852	(91%)	13	150	(137)	852	(91%)
Revenue and Other Support	13,000	17,292	(4,292)	67,066	(25%)	13,000	17,292	(4,292)	67,066	(25%)
Interest & Investment Income	13,013	17,442	(4,429)	67,918	(25%)	13,013	17,442	(4,429)	67,918	(25%)
Placer County Funding										
Total Revenue and Other Support	10,090	10,590	(499)	10,133	(5%)	10,090	10,590	(499)	10,133	(5%)
Expenses	759	716	42	729	6%	759	716	42	729	6%
Salaries and benefits	130	160	(30)	182	(19%)	130	160	(30)	182	(19%)
Rent & Utilities	1	10	(9)	1	(91%)	1	10	(9)	1	(91%)
Telephone Services	34	46	(12)	46	(27%)	34	46	(12)	46	(27%)
Mail Expenses	50	100	(50)	106	(50%)	50	100	(50)	106	(50%)
Insurance & Bonding	36	90	(54)	70	(60%)	36	90	(54)	70	(60%)
Supplies	0	101	(101)	0	(100%)	0	101	(101)	0	(100%)
Equipment Sup. & Maint.	134	130	4	145	3%	134	130	4	145	3%
Taxes, Licenses & Fees	375	4,317	(3,942)	50,362	(91%)	375	4,317	(3,942)	50,362	(91%)
Equip. Rental / Leasing	8	5	3	0	65%	8	5	3	0	65%
Project Costs	0	70	(70)	54	(100%)	0	70	(70)	54	(100%)
Associate Relations	0	20	(20)	0	(100%)	0	20	(20)	0	(100%)
Automobile Expenses	0	0	0	18	0%	0	0	0	18	0%
Local Meals & Entertainment	0	0	0	0	0%	0	0	0	0	0%
Dues & Subscriptions	3,111	3,111	0	3,111	0%	3,111	3,111	0	3,111	0%
Allocated	14,727	19,466	(4,739)	64,956	(24%)	14,727	19,466	(4,739)	64,956	(24%)
Total Expense Before Depreciation/Re	105	200	(95)	105	(48%)	105	200	(95)	105	(48%)
Depreciation	14,832	19,666	(4,834)	65,061	(25%)	14,832	19,666	(4,834)	65,061	(25%)
Total Expense	(1,819)	(2,224)	405	2,857	(18%)	(1,819)	(2,224)	405	2,857	(18%)
Changes in Unrestricted Net Assets										

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North Lake Tahoe Resort Association
Statement of Cash Flows
For the One Month Ending July 31, 2010 and 2009

for internal use only, unaudited

	July 31, 2010	July 31, 2009
CASH FLOWS FROM OPERATING ACTIVITIES		
Tourism and Administration		
Cash Received from Customers Operations	\$ 49,199	\$ 47,247
Cash Received from Interest Operations	103	92
Cash Received from Placer County TOT Operations	202,293	251,279
Cash Used for Operations	<u>(226,920)</u>	<u>(202,841)</u>
	24,675	95,776
Infrastructure		
Cash Received from Grants and Reimbursements		-
Cash Received from Interest Infrastructure	13	852
Cash Received from TOT Revenue Recognized Infrastructure	13,000	17,292
Cash Used for Infrastructure Overhead	(14,352)	(14,594)
Cash Used for Infrastructure Projects	<u>(375)</u>	<u>(50,362)</u>
	(1,714)	(46,812)
	-	-
Net Cash Provided (Used) by Operating Activities	<u>22,961</u>	<u>48,964</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
	-	-
Net Cash Provided (used) by Financing Activities	-	-
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of Equipment and Leasehold Improvements	(1,933)	-
Disposition of Assets	-	-
	-	-
Net Cash Provided (Used) by Investing	<u>(1,933)</u>	<u>-</u>
Net Increase (Decrease) in Cash and Cash Equivalents	21,028	48,964
Cash and Cash Equivalents, July 1, 2010, 2009	<u>1,149,922</u>	<u>1,029,508</u>
Cash and Cash Equivalents, July 31, 2010, 2009	<u>\$ 1,170,950</u>	<u>1,078,473</u>

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July Accounts Receivable

Customer Account	ID	Customer/Busir	Chamber/Conf		Membership Functions		Group		STN		Misc.
			age	amount	age	amount	age	amount	age	amount	
750.00	ALP02	Alpine Meadows Ski Resort	90	750.00							2/16/10 (07985) Comm Awards
500.00	BOU02	Boulder Bay	new	500.00							7/12/10 (08244) Suppl. service
677.01	CAE01	Mont Bleu			90	677.01					6/30/08 (06320)
60.00	CED03	Cedar House	new	60.00							7/28/10 (08247) Email blast
13,000.00	COU01	County of Placer								new	Balance due
60.00	CRE03	Creative Concepts	60	60.00							5/20/10 (08160) Email blast
60.00	CRE03	Creative Concepts	30	60.00							6/22/10 (08203) Email blast
60.00	CRE03	Creative Concepts	30	60.00							6/22/10 (08204) Email blast
60.00	CRE03	Creative Concepts	30	60.00							6/30/10 (08231) Email blast
60.00	CRE03	Creative Concepts	30	60.00							6/30/10 (08232) Email blast
60.00	CRE03	Creative Concepts	new	60.00							7/28/10 (08248) Email blast
60.00	CRE03	Creative Concepts	new	60.00							7/30/10 (08270) Email blast
100.00	DEA02	Dead Sea Warehouse	30	100.00							6/30/10 (08233) Newsletter inserts
694.40	DER01	Dertour						90	694.40		3/29/10 (08066) STN vouchers
1,190.40	DER01	Dertour						60	1190.40		5/20/10 (08153) STN vouchers
122.50	ECO01	Eco Print	30	122.50							6/4/10 (08187) Email blast
60.00	EVE02	Evergreen Restaurant	90	60.00							4/15/10 (08105) Email blast
60.00	EXL01	EXL Media	30	60.00							6/4/10 (08188) Email blast
60.00	GIR01	Girls on the Run	60	60.00							5/31/10 (08182) Email blast
3,540.10	GRA02	Granibakken			new	3540.1					7/30/10 (08281) Consultive Group
60.00	GUT01	Elyse Gut	new	60.00							7/28/10 (08249) Email blast
60.00	HD901	HD96	30	60.00							6/30/10 (08234) Email blast
44.77	HIG01	High Sierra Visitors Council									6/30/10 (08253) Reimbursement
90.00	HIG01	High Sierra Visitors Council									6/30/10 (08254) Reimbursement
500.00	HOM07	Homewood Village	new	500.00							7/12/10 (08245) Suppl. service
297.60	KNE	Knecht Reisen						60	297.60		5/20/10 STN Vouchers
62.50	NOR04	North Tahoe Bus Assoc	30	62.50							6/4/10 (08189) Bus expo booth
60.00	NOR08	Northstar	90	60.00							3/30/10 (08118) Email blast
60.00	NOR08	Northstar	new	60.00							7/28/10 (08250) Email blast
60.00	NOR08	Northstar	new	60.00							7/28/10 (08251) Email blast
236.60	NOR08	Northstar	new	236.60							7/30/10 (08282) Calif State Sheriffs
1,244.26	NOR30	NLT Marketing Co-op								30	1244.26
3,553.29	NOR30	NLT Marketing Co-op								new	3553.29
60.00	NOR47	NT Lions	60	60.00							7/31/10 July cc expenses
											5/20/10 Email blast

North Lake Tahoe Resort Association
Key Performance Indicators
July 2010

	<i>For the Month</i>				
	Actual	Budget	Last Year	Actual % Budget	Var to Last Yr
Statistics					
Web Site Traffic-Unique Visitor	99,350		90,903	na	9.3%
Web Site Traffic-Lodging Referrals	27,451		27,188	na	1.0%
% Lodging Referral/Unique Visitor	27.6%		29.9%	na	-7.6%
# STN tickets sold	-		-	na	na
# Conference Groups Booked	7	6	2	16.7%	250.0%
# Conference Group Rm Nights Booked	914	650	575	40.6%	59.0%
# Press Releases Issued	9		6	na	50.0%
# Leisure Sales Site Inspections	-		-	na	na
VIC walk-ins	2,826		2,537	na	11.4%
VIC Phone Calls	519		580	na	-10.5%
Membership, # New Members	2		4	na	-50.0%
Financials (\$ in Thousands)					
Total Payroll, incld Benefits	\$ 117	\$ 118	\$ 120	0.8%	2.5%
Total Payroll, excluding Infra, incld Benefits	\$ 107	\$ 107	\$ 110	0.0%	2.7%
Total Revenue, excluding Infra	\$ 324	\$ 266	\$ 242	21.8%	33.9%
Website Revenue earned	\$ -	\$ -	\$ -	na	na
Conference Revenue earned, non-TOT	\$ 61	\$ 11	\$ 29	454.5%	110.3%
Conference Sales Booked	\$ 90	\$ 125	\$ 213	-28.0%	-57.7%
Conference Payroll, incld Benefits	\$ 16	\$ 15	\$ 19	6.7%	15.8%
Infrastructure Project Funds spent	\$ -	\$ 4	\$ 50	100.0%	100.0%
PC TOT Funding Support, all	\$ 255	\$ 259	\$ 264	-1.5%	-3.4%
PC TOT Funding Support, excluding Infra	\$ 242	\$ 242	\$ 198	0.0%	22.2%
Modified Functional Expenses (A)	\$ 96	\$ 81	\$ 82	-18.5%	-17.1%
NetChg in Assets, before Infrastructure	\$ 70	\$ (6)	\$ (14)	1266.7%	600.0%
Financial Ratios					
Conference Payroll % Sales	17.8%	12.0%	8.9%	48.1%	99.3%
Conference Payroll \$ per RB	\$ 17.51	\$ 23.08	\$ 33.04	-24.1%	-47.0%
Conference Sales \$ per RB	\$ 98.47	\$ 192.31	\$ 370.43	-48.8%	-73.4%

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

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North Lake Tahoe Resort Association
Statement of Activities
Infrastructure
For the One Month Ending July 31, 2010

Current Month	Project Costs:	Year to Date
Actual		Actual
375.00	Research/Planning/Infrastructure	375.00
0.00	Tahoe City Transit Center	0.00
0.00	Squaw Valley Bus Stops	0.00
0.00	Regional Wayfinding Signage	0.00
0.00	Traffic Calming	0.00
0.00	Heritage Plaza	0.00
0.00	Signage Project-Mile Markers	0.00
----- 375.00	Total Project Costs	----- 375.00
-----		-----

North Lake Tahoe Resort Association
Statement of Activities
Transportation
For the One Month Ending July 31, 2010

Current Month	Project Costs:	Year to Date
Actual		Actual
375.00	Research/Planning/Transportation	375.00
3,000.00	Membership Transportation	3,000.00
329.00	Summer Traffic Management	329.00
40,000.00	Hwy 267 Summer Bus Service	40,000.00
----- 43,704.00	Total Project Costs	----- 43,704.00
-----		-----



**JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE
MEETING MINUTES
Monday, September 27, 2010 – 1:30 p.m.**

Tahoe City Public Utility District

PRELIMINARY MINUTES

ATTENDANCE: Ron McIntyre, Cheri Sprenger, Keith Vogt, Jan Colyer, Debbie Casey, Guy Perman, Tom Murphy, Jennifer Merchant, Roger Beck

STAFF IN ATTENDANCE: Ron Treabess and Kim Lambert

OTHERS IN ATTENDANCE: Kathy Long, Lydia Carter, Bob Hartsfield, Peter Kraatz

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The meeting was called to order at 1:41pm by Chairman Ron McIntyre and a quorum was established.

2.0 PUBLIC FORUM

2.1 There was no public comment.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Vogt/Colyer) (7/0) to approve the agenda as presented**

4.0 APPROVAL OF JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE MEETING MINUTES

4.1 **M/S/C (Colyer/Murphy) (5/0, 2 abstentions - Vogt, Casey) to approve the Joint Infrastructure/Transportation Committee meeting minutes of August 16, 2010 as presented**

5.0 STATUS REPORT: TRANSPORTATION SERVICES

5.1 Ron Treabess gave the TART report sent by Will Garner. TART baseline summer ridership was down 2% this summer. This decrease is partially due to the fact that more people rode the free trolley last year than rode the fare bus this year. Summer enhanced service was up 11%. Northstar/Stateline evening ridership was about 7 per hour, which is good for the first year of service.

5.2 Jan Colyer reported that there has been one Winter Transportation Planning meeting with the Donner Summit stakeholders and one with the Squaw Valley/North Tahoe stakeholders. The start date for winter service, is December 11th and goes through the first Sunday in April. The TART service will primarily be the same as the same as summer. Night Rider also begins on December 11th. Additionally, the ski areas are getting their schedules into Jan.

D-4/1

Jan also reported that there is a deficit of \$27,000 from Town of Truckee. This potentially could cause the loss of 2 runs from Truckee to Squaw Valley and 2 runs from Truckee to Northstar. Jennifer Merchant said that there may be a public hearing on this topic at the October 19th Board of Supervisors meeting.

In regards to traffic management, Ron Treabess stated that we are working with Town of Truckee about management of the West River Road/89 intersection. We are also considering trying to streamline consultants and contracts for areas needing traffic management.

Ron McIntyre asked about the status of the mousehole pedestrian tunnel. Ron Treabess replied that it is slowly moving forward. A separate pedestrian tunnel is being reviewed for approval and additional sources for funding are being pursued.

- 5.3 Ron Treabess presented the Letter of Agreement with TMA for the North Lake Tahoe Express Airport Shuttle for fiscal year 2010-11. He added that he is working with Will Garner and Gordon Shaw to provide an analysis of the operations of the shuttle. Guy Perman noted that web reservations maintenance was higher last year; Jan Colyer clarified that last year was higher than normal and that \$4,000 is a normal amount.

Jennifer Merchant asked if the Board of Directors is going to approve the Letter of Agreement. Ron Treabess replied that previous Letters of Agreement have not been brought to the Board. Jennifer thinks there should be a budget for the North Lake Tahoe Express. Ron McIntyre agreed and suggested preparation of a sources and uses budget in addition to the current reports provided.

Jan Colyer reviewed the financial statements; she noted that the subsidy has decreased every year. In response to questions regarding costs of runs, she clarified that she can estimate what the runs cost North Lake Tahoe Express, but cannot delve into what the runs cost the private contractor (Airport Mini Bus). Jan reported that revenue for the 1st quarter of 2010/11 is 15% ahead from 1st quarter of last year.

6.0 PRESENTATION AND POSSIBLE ACTION TO RECOMMEND AN INFRASTRUCTURE ALLOCATION OF UP TO \$44,000 TO NORTH TAHOE PUBLIC UTILITY DISTRICT FOR PARTIAL FUNDING OF NORTH TAHOE REGIONAL PARK PLAYGROUND RENOVATION

- 6.1 Kathy Long from the NTPUD appeared before the committee to request infrastructure funds to continue the development of the North Tahoe Regional Park. She stated that three years ago the playground was assessed and many pieces of equipment were deemed unsafe and removed. The NTPUD has begun the process of replacing the playground equipment. Roger Beck asked how this project fits into our capital plan. Ron Treabess said that park improvements are included in long-range funding; other projects are not adversely affected.

Tom Murphy commented that the map of the regional park is great and asked if it is in the lodging properties. It is in many. Tom and Debbie Casey questioned the \$3 fee for parking. Kathy stated that it is to offset maintenance; property owners contribute through their property taxes. Also, highway signage is being worked on and will be consistent with the regional wayfinding signage.

M/S/C (Vogt/Colyer) (8/0, 1 abstention - Merchant) to approve the allocation of up to \$44,000 to North Tahoe Public Utility District for Partial Funding of North Tahoe Regional Park Playground Renovation

7.0 STATUS REPORT: REDIRECTION OF THE UP TO \$200,000 APPROVED INFRASTRUCTURE PLANNING GRANT FOR DOLLAR HILL/TAHOE VISTA CLASS 1 BICYCLE TRAIL (NORTH TAHOE REGIONAL BIKE TRAIL) FROM NORTH TAHOE PUBLIC UTILITY DISTRICT TO PLACER COUNTY DEPARTMENT OF PUBLIC WORKS

- 7.1 Ron Treabess provided some background on this project. The NTPUD has been the lead on this project; however, the California Tahoe Conservancy has recently taken over that role and has granted \$435,000 to Placer County Department of Public Works to complete the assessment and evaluation of the project, the environmental analysis and preliminary engineering phases of the project. Therefore, the NLTRA previously allocated \$200,000 infrastructure planning grant to the NTPUD has been redirected to the Placer County Department of Public Works as the necessary matching funds.

Peter Kraatz, Deputy Director of the Tahoe Engineering Center, reported that a detailed work plan with the conservancy should be done by the end of November. During 2012, review of existing information and environmental analysis will be done. Peter feels that the 2 ½ mile section of the trail on conservancy and NTPUD land will be straightforward; however, the section farther north will be more difficult.

Ron McIntyre suggested a fresh look at tie-ins to subdivisions. Roger Beck asked about the \$435,000 granted by the California Tahoe Conservancy. Ron Treabess replied that the CTC will grant more money; \$435,000 is what is needed now. Guy Perman asked if Placer County has eminent domain power. Ron Treabess clarified that it does, but that it has never been exercised.

No action on this item is required at this time.

8.0 ACTIVITY REPORT

- 8.1 The FY 2010/11 Placer County/NLTRA Agreement has been formally approved. Ron Treabess noted that starting this year, \$150,000 will be reserved for heavy maintenance.
- 8.2 The Tahoe Transportation District received federal funds for its Water Taxi study; therefore, the NLTRA did not need to grant any money for the study. Ron Treabess reported that LSC Transportation Consultants have received 8 submissions from boat manufacturers for boats and are also having discussions with pier owners.
- 8.3 Roger Beck wanted to know what is happening at the mousehole. Ron Treabess explained that CalTrans, NLTRA, Town of Truckee, and Placer County decided to do a temporary fix. New pavement, changed guardrails, and pedestrian actuated yellow blinking lights will be done this fall.
- 8.4 Roger Beck asked about the status of the Performing Arts Center. As Tahoe Mountain Foundation was requested to provide an update at the end of September, there will be a status report at the October 25th Joint Committee meeting.

9.0 COMMITTEE MEMBERS' COMMENTS

- 9.1 Jan Colyer has posters of the fall TART schedule.
- 9.2 The next meeting is scheduled for October 25, 2010 at 1:30 pm.

10.0 ADJOURNMENT

- 10.1 The meeting adjourned at 3:35 p.m.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant

D-4/3



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**MARKETING COMMITTEE MEETING MINUTES
September 28, 2010 – 1 pm**

TAHOE CITY PUBLIC UTILITIES DISTRICT CONFERENCE ROOM

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Deb Dudley, Les Pederson, Bret Williams, Becky (?), Ron Parson, Christine Horvath, John Monson, Julie Maurer, and Alex Mourelatos

RESORT ASSOCIATION STAFF: Andy Chapman, Jeremy Jacobson, Jason Neary Judy Laverty, and Emily Sullivan

OTHERS IN ATTENDANCE: Shelley Fallon, Pettit Gilwee, Ruth Schnabel, Jan Colyer, Justin Broglio, Mike Williams, Bev Bedard, Wendy Hummer, Lisa Smith and Cathy Davis (**Andy Anyone Else you Remember?**)

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 1:03 pm by Chair Deb Dudley and a quorum was established.

2.0 PUBLIC FORUM

2.1 Pettit gave a quick report on the outcomes of Restaurant Week. She said that there was a 23% increase in the number of guests and revenue compared to the same time last year and 24% of the guests ordered the Restaurant Week Menu. There were 29 participating restaurants and her goal for next year is 50. The PR value generated from Restaurant Week was \$93,200. Pettit spoke to all the Restaurants and they asked her to move the date to a slower time of year. She has tentatively scheduled Restaurant Week for the week of October 2-9, 2011.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Andy said two items were left out of the packet but they have been passed out to the Committee.

3.2 **M/S/C (Parson/Pederson) (7/0) to approve the Marketing Committee agenda as amended with the addition of the items distributed to the Committee**

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON July 27, 2010

4.1 **M/S/C (Parson/Pederson) (7/0) to approve the Marketing Committee minutes from July 27, 2010 minutes as presented**

5.0 PRESENTATION , DISCUSSION AND POSSIBLE DIRECTION ON NORTH LAKE TAHOE SNOWFEST SUPPORT

5.1 Ruth Schnabel is here to ask the Marketing Committee for funds to market SnowFest. She said recently she has requested funds for SnowFest through the Community Marketing Event Grant Program organized by the NLT Chamber of Commerce. Ruth stated that the event has been around for 30 years and if they don't increase funding, the event will go away. Andy asked Ruth how Snowfest was funded in the past. Ruth said that in the past SnowFest was funded through major sponsorships from all of the local ski areas through the SnowFest Gold Pass, there were also sponsorships from Ford Motor Company, Coors, AT&T, Jack Daniels, Nestle Alpine White, Visa and much more. More recently SnowFest has been funded by a sponsorship from DBI, Placer County gives them \$5,000, Tom Turner with Garwood's has a fundraising party and donates the proceeds to SnowFest (\$3,000) and they receive \$1,600 from another fundraising party. They also have a donation program and sell raffle tickets for the SnowFest Queen competition where they received around \$2,000. Ruth said that she is excited to say they are working with Ford for sponsorship dollars for 2011. Ruth is requesting funds from Marketing so she is able to Market SnowFest more. Brett asked if they are implementing any new programs this year. Ruth replied that they are thinking about the addition of a gala or comedy night. The TCDA is no longer in charge of the parade in Tahoe City so SnowFest will now be responsible for the event. Deb asked Ruth who designates the events allowed to participant in SnowFest. Ruth replied that they have a board of directors who decide which events are allowed to participate. Ruth reported that they currently have 50 to 60 events on the calendar which are produced by local businesses and non-profits. Brett asked if there is any way to schedule events to get more mid-week visitors and not just weekenders. Ruth said that SnowFest is an excuse for people to take a vacation; people plan trips around events. Deb said if SnowFest is important to the community then the Committee need to find a way to fund or support it. Les stated that focus should be on events and SnowFest is generic enough where events from all over North Lake Tahoe could be SnowFest's Umbrella. Ruth reviewed the economic impact that SnowFest has on North Lake Tahoe. Andy stated that there is a question concerning the roll of the NLTRA when it comes to events. He said there needs to be a discussion about building an event strategy for the NLTRA. Ruth asked if there was any way the Resort Association could help with putting together rooming packages when Snowfest is in town. Judy said that we do have cool deals in place for that purpose. Deb asked Alex if we need to put this on the Board Agenda. Alex replied that the Board is looking to the Marketing Committee for direction. Becky said maybe a new event could be created to assist funding Snowfest. Brett believes that event planners are more adapt at producing events than the NLTRA as long as they are in line with the general goal, which is broadening our strike-zone for visitors. Deb said that SnowFest should be treated like the Summerlong Music Series. Alex believes the Committee and Staff need to assist in the event to ensure its success. He said staff needs to be actively engaged with event producers for marketing, and PR. Alex stated when there are events occurring in our community it enhances visitor's experience. Ruth said SnowFest brings visitors back and creates loyal fans. Brett agreed that SnowFest brings people back but people need to know that SnowFest in ongoing. Andy asked if funds should be specifically earmarked towards SnowFest. Julie said that in the past Northstar has conducted surveys and tracking and they were unable to link visitors directly with SnowFest, but there are PR benefits from SnowFest. Alex asked what the role of the Resort Association is when it comes to events; is it funding or offering support. Brett sees this as an opportunity if Ruth is open to input from the NLTRA. He says if the NLTRA is going to designate funds for SnowFest then staff needs to have more say on what events are occurring and the Resort Association needs to tap

into resources to ensure that the event is more successful. Christine asked if Ruth gets money back from the 50 to 60 small events. Ruth replied that any event listed on the calendar pays. Justin Broglio stated that the TCDA needs SnowFest for their downtown businesses. He said that the reason the Chamber forwarded this request to the Marketing Committee is because Snowfest needs the expertise of the Resort Association. He believes that Ruth needs help reaching out to the community to find out what SnowFest can do for them and the NLTRA has the means to help her. Jan stated that she has been involved in SnowFest for 27 years and now her family is involved in SnowFest. She said that this event has been around for 30 years and they shouldn't have to come and ask for funds every year.

- 5.2 M/S/C (Mourelatos/Parson) (9/0) Deb would like to create a Snowfest Subcommittee consisting of a property owner (Alex Mourelatos), a Ski Resort representative (Christine Horvath), a Business Community Member (Justin Broglio) and an NLTRA Staff member who will discuss this issue and assemble a recommendation to present to the NLTRA Board.**

6.0 REVIEW AND DISCUSSION ON FINAL FY 2010/11 MARKETING STRATEGY

- 6.1 Andy explained that staff constructed the final FY 2010/11 Annual Marketing Strategy by department. He reported that they have added more detail and diagrams to the marketing strategy. Andy stated that a couple of changes have been made to the inputs and outputs requested by the Committee at the last meeting.

- 6.2 M/S/C (Parson/Dudley) (10/0) to approve Final FY 2010/11 Marketing Strategy**

7.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FY 2009/10 FUND BALANCE CARRYOVER

- 7.1 Andy reported that through the negotiations with Placer County there is a carryover funds in the amount of \$199,755. He said staff recommends the following breakdown of the funds from the carryover; \$60,000 for the Amgen Tour of California, \$30,000 for the Small Lodging Campaign, \$100,000 to the Marketing Co-op and \$10,000 towards miscellaneous promotional opportunities. Ron asked if any carryover funds will be designated towards adding additional staff to the Conference Sales Department. Jason reported that they are down an average of 5% from last year. Les believes that funding additional staff for the Conference Sales Department needs to be a priority and doesn't agree with setting aside \$30,000 for a Small Lodging campaign. Andy replied that the direction from the last Marketing meeting was to come up with a campaign for the small lodging properties and that is where the dollar amount of \$30,000 originated and this amount is not finalized. Andy said that additional staff for Conference Sales will be funded out of the Marketing Co-op which is designated to receive \$100,000. Ron said that he prefers 'Small Lodging' just be explained as 'Lodging.' Deb said she would like to see the breakdown of funds that are designated towards the Marketing Co-op and the Small Lodging campaign.

- 7.2 M/S/C (Mourelatos/Parson) (10/0) to approve the allocation of \$60,000 of carryover funds for the Amgen Tour and up to 45% of the \$199,755 allocated towards the Marketing Co-op and would like to table the allocation of the rest of the carryover funds to the next meeting.**

8.0 DISCUSSION AND DIRECTION ON FY 2010/11 NORTH LAKE TAHOE MARKETING COOP BUDGET

- 8.1 Andy said the Marketing Cooperative Budget Draft was approved by the Marketing Committee at the last meeting. Andy reviewed the Final Marketing Cooperative Budget and asked the Committee if they had any feedback before it is presented at the Marketing Cooperative meeting. The Committee agreed that they would like more detail on the line items after the Marketing Cooperative meeting. Ron would like to use the CTCC website as a model to create the budget.
- 8.2 **M/S/C (Parson/Dudley) (10/0) to give direction to the NLTRA Board to accept the FY 2010/11 North Lake Tahoe Marketing Co-op Budget with the addition of a greater emphasis on conference sales.**

9.0 DISCUSSION AND POSSIBLE ACTION ON WINTER MEDIA PLAN

- 9.1 Jennifer, Wendy and Mike described the Winter Media plan included in the packet. Alex asked if the magazines that we advertise in include any online marketing such as e-blasts and e-newsletters. Jennifer replied yes some of them do include an added value of online marketing. Wendy then gave an update concerning the outdoor billboard located in the Bay Area. She said that every time she finds a good billboard location the city decides to take the board down. The new board location is a 20 x 50 foot board (which is large). The buy goes through March and it is \$9,250 per month. She will have to find a new location after of March. Brett would like a report concerning the value of having boards in other locations like LA and San Diego. Deb asked about advertising with magazine online subscriptions. Wendy replied that at this time the advertising it is only for international subscriptions.

10.0 REVIEW AND DISCUSSION ON SMALL LODGING MARKETING EFFORT AND COMMITTEE STRUCTURE

- 10.1 Andy reviewed the 'Small Lodging' marketing efforts. He asked if the Committee if they had any feedback. Andy then discussed the history of the Lodging Committee. He said that the creation of a new Lodging Committee would be a Sub-committee of the Marketing Committee. Ron wants to reiterate that it is the creation of a Lodging Sub-committee, not a 'Small Lodging' Sub-committee. Becky recommended the addition of another large lodging representative. Wendy gave a presentation to the Committee on the advertising efforts towards the 'Small Lodging' properties. Alex stated that these efforts are due to small lodges in our community who felt the current media buys were not benefitting them. He stated that this is an attempt to put together a Lodging Sub-committee and a media plan. Becky said that she is concerned about setting aside such a large sum of money to create a whole new program for small lodging. Brett believes it is important that the small lodging community is recognized. After discussion the Committee agreed to create the Lodging Committee and then go over the advertising needs. Alex said the lodging properties need to be heard and staff needs to take time to educate them on opportunities available through the Resort Association. Andy said that we need to get the Lodging Committee in place and utilize the Small Lodging advertising campaign as a draft.
- 10.2 **M/S/C (Parson/Williams) (10/0) with the knowledge that it is a 'Lodging Sub-Committee' and the recommendation of the addition of another large lodging representative**

11.0 PRESENTATION AND DISCUSSION ON WWW.GOTAHOENORTH.COM WEBSITE REVISION

11.1 Mike Williams gave a presentation on the www.gotahoenorth.com website. He reviewed the goals of the sites' revamp. The committee professed some concern about the snowflake and sunshine pictures that represent summer and winter. They also felt that the sun+snow representing the weather/snow-report and road conditions is confusing. The committee thought that 'connect' would be better than 'social' for the social media link. Brett stated that he would like lodging to be a part of the quick link. Les asked about the quick links bar and professed concern that it covers most of the imagery. Ron asked how the site will work on an I-phone. Mike replied that it should work fine on an I-phone. Andy stated that when we switch over to the winter portion of the site the new site will be launched. After the site is launched feedback will be well received.

12.0 DEPARTMENTAL REPORTS- The following reports were posted on www.nltra.org a

13.0 COMMITTEE MEMBER COMMENTS

13.1 None at this time

14.0 STANDING REPORTS

The following reports were posted on www.nltra.org:

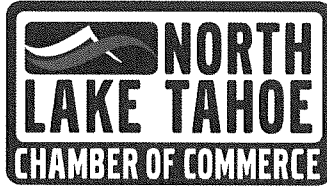
- AUGUST MTRiP REPORT
- JULY RENO TAHOE AIRPORT REPORT
- AUGUST SEARCH ENGINE OPTIMIZATION REPORT
- AUGUST WEB/GEO TRACKING REPORT
- AUGUST LODGING REFERRAL REPORT
- FY 2009/10 YEAR END CLICK THRU REPORT

15.0 ADJOURNMENT

15.1 The Marketing Committee meeting adjourned at 4:05 pm.

Submitted By:

Emily Sullivan, Program Assistant
North Lake Tahoe Resort Association



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CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

October 6, 2010 – 9:00 am

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Joy Doyle, Jan Colyer, Justin Broglio, Cheri Sprenger, Ron Yglesias, Kali Kopley, Mike Young and Kay Williams

RESORT ASSOCIATION STAFF: Kym Fabel and Emily Sullivan

OTHERS IN ATTENDANCE: Heather Segale

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:08 a.m. by Chair Cheri Sprenger, however a quorum was not established, due to the lack of two NLTRA Board members.

2.0 PUBLIC FORUM

2.1 Kym said that Pettit sent an informational update via email on Restaurant Week. Pettit reported that there was a 23% increase in the number of guests and revenue compared to the same time last year and 24% of the guests ordered the Restaurant Week Menu. There were 29 participating restaurants and her goal for next year is 50. The PR value generated from Restaurant Week was \$93,200. Pettit spoke to all the Restaurants and they asked her to move the date to a slower time of year. She has tentatively scheduled Restaurant Week for the week of October 2-9, 2011.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Due to the lack of a quorum the Committee accepted the agenda by acclamation.

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

4.1 The minutes from August 25, 2010 were tabled until next month.

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

Kym Fabel reported on the Chamber Program and Project Updates. Kym reported that there was a Holiday Mixer at the Resort at Squaw Creek on September 8th which was very successful. On September 14th the Chamber co-sponsored a ChamberEd class with SHRA on the 'Art of Public Speaking.' Another ChamberEd class 'Windows 7 and Office 2010' was held on September 21st. The Membership Luncheon is scheduled for October 13th at the North Tahoe Event Center and Joanne Marchetta from the TRPA will be the keynote speaker. There will be an NLTRA end of the year report by Ron Treabess. The Chamber along with the Sierra Sun and the Lake Tahoe Bonanza will be conducting the Washoe and Placer County Candidate Forums this week and next week. There are two Candidate Forums occurring this week; the NLTFPD is scheduled for tonight, IVGID is

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scheduled for tomorrow night and Placer County is scheduled for October 12th. Kym reported that she has started planning the NLTRA Board Elections and the Small Lodging, Recreation and a General Seats are open for a 3 year term. The filing deadline is Friday November 5, 2010.

6.0 REVIEW DISCUSSION AND POSSIBLE ACTION ON MICHAEL GLEBMAN NOMINATION TO THE COMMITTEE REPLACING RYAN SLAUBAUGH

- 6.1 Kym said that Ryan Slaubaugh is departing the area and Ryan recommended that Michael Gelbman replace him on the Chamber Advisory Committee. Cheri said that she supports Michael Gelbman replacing Ryan Slaubaugh on the Chamber Advisory Committee. The committee recommends to the NLTRA Board that Michael Gelbman would be a good replacement for Ryan Slaubaugh.

7.0 PRESENTATION ROI REPORT-2009 COMMUNITY MARKETING PROGRAM GRANT TO UC DAVIS TAHOE ENVIRONMENTAL RESEARCH

- 7.1 The TERC Historic Fish Hatchery Open House and Education Center Grand Opening was granted \$2,500 to market the event. Heather reported that they had over 660 people attend the Grand opening of the Fish Hatchery which exceeded their expectations. They used \$2,500 to advertise the event in the following ways: created 500 flyers in-house and distributed them to the local schools and throughout the Lake Basin, had the NLT Chamber of Commerce produce three Chamber Blasts for \$280, advertised in 101 Fun Things for \$250 and the Tahoe Quarterly for \$250, advertised on Tahoe TV for \$900, printed and mailed postcards and invitations for \$500 and created sponsor posters and banners which they posted at the event and around town for \$320. They judged their success by the number of attendees which was 660 and the number of annual visitors to the Fish Hatchery which is an estimated 1,188 visitors to date. They also conducted a survey to see where their participants came from and 16.7% were part time residents, 83.3 were visitors and 33.3% owned a home in the Lake Tahoe Basin. They did a survey to see how people felt about the center and the exhibits and the exhibit ratings were 4.17-5 (out of 5) and the effectiveness ratings were 4.5-4.83 (out of 5). The Return on Investment was out of 660 attendees an average of 25% were out-of-town visitors and 8 out-of-town volunteers totaling 37 overnight stays. The estimated local spending on food, activities and rentals was \$2,484. Kym asked Heather what the hours of operation are in the winter for the center. Heather replied that they are open by appointment and have docents available for tours.

8.0 OCTOBER MEETING SCHEDULED ON REGULAR DATE

- 8.1 Kym stated that the October meeting is scheduled for October 27, 2010 and the Community Marketing Grant applicants will be presenting at the meeting. Kali asked if it would be possible to just have a meeting concerning the Community Marketing Grant applicants so another special meeting does not need to be scheduled. Cheri said that the Committee needs to limit the presentation time for each applicant. She said that the next meeting should consist of one and half hours designated for presentations and a half hour for the Committee to evaluate the applicants' requests. The Committee discussed the ROI due dates and Cheri said that staff needs to be responsible for ensuring that grantees do the ROI report within 90 days and they use the money appropriately. She also said that staff needs to remind the grantees when their event is completed that their ROI report is due in 90 days. Kym said that at this time the Granite Chief Communications is the only ROI report that is late. The Committee wants to know what the exact grant dollar amount is. Kym will check with Andy and get back to the Committee with the breakdown of the Community Marketing Grant funds. She said on October 15th she will send all of the Grant Applications to the Committee and inform the applicants that they need to be at the October 27th meeting to present. Kym asked the Committee if they would like to start the meeting at 8:30 instead of 9 am. The Committee agreed to start the meeting a half hour early. She also said the Ambassador Program was scheduled for completion in October and will be moved to the November meeting.

After discussion the Committee agreed to move the November meeting to November 17th. Kym reviewed the applications with the Committee that she has received at this time. The Committee discussed the past applications and the new applications and the benefits they bring to the community. If applicants are re-applying they must use part of their presentation time to do their ROI. The Committee directed staff to schedule each presentation for 5 to 7 minutes. Cheri is concerned about the amount of money that applicants are requesting. Some applicants are asking for too much money. Kay said that she feels that we can go back to the applicants and discuss the amount of money that they are asking for. The Committee discussed using the funds to get events started not keep them going.

9.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

9.1 **ICBA**- Mike Young reported that they are celebrating their one year anniversary.

West Shore Association-Kay reported that the West Shore Association is looking at the status of the West Shore. They have lost some businesses on the West Shore and are looking at restructuring.

NTBA-Cheri said Passport to Dining is tomorrow. You can buy tickets on their website, the tickets are \$25. There will be a California Gold Pass up for grabs at the Passport to Dining auction. The Board of Supervisors meeting is scheduled at Lake Tahoe at Granlibakken on October 19th.

NORTHSTAR-Joy reported that Mountain Biking in the Park and Golf are still open.

TMA-Jan reported that Tart starts winter services including the Night Rider on December 11th. They will be doing all of their collateral in the near future and distributing it in the community. They will have the TMA meeting tomorrow at Granlibakken at 8 am.

TCDA-Justin reported that the Tahoe City Harvest Fest starts this Saturday October 9th with the Cobblestone Octoberfest. There is a list of the Harvest Fest events on the website visittahoe.com

10.0 ADJOURNMENT

10.1 The meeting was adjourned at 10:38 a.m.

Submitted by,
Emily Sullivan
Program Assistant

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

Total Revenue Booked for FY 10/11 as of 8/31/10	\$1,571,124 * Estimated
Forecasted Commission for this Revenue:	\$129,034
Number of Room Nights:	10148
Number of Delegates:	5058
Annual Revenue Goal for FY 10/11:	\$2,200,000
Annual Commission Goal for FY 10/11:	\$140,000
Number of Tentative Bookings as of 8/31/10:	41

Monthly Detail/Activity for August:

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

Arrived in the month of August:

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

Monthly Detail/Activity for July:

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

Arrived in the month of July:

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

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2011/12:	\$507,915	\$650,000
For 2012/13:	\$151,132	\$250,000

NUMBER OF LEADS Generated as of 8/31/10: 27

Total Number of Leads Generated in Previous Years:

2008/2009: 151
2007/2008: 209
2006/2007: 205
2005/2006: 240
2004/2005: 211
2003/2004: 218
2002/2003: 247
2001/2002: 293
2000/2001: 343
1999/2000: 415
1998/1999: 456
1997/1998: 571
1996/1997: 484
1995/1996: 379
1994/1995: 450

Monthly Report August 2010
CONFERENCE REVENUE STATISTICS

South Shore Properties

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

Prepared By: Anna Atwood, Sales & Marketing Coordinator

Total Revenue Booked for FY 10/11 as of 8/31/10:	\$248,973	* Estimated
Forecasted Commission for this Revenue:	\$26,320	
Number of Room Nights:	2699	
Number of Delegates:	1518	
Annual Revenue Goal for FY 10/11:	\$300,000	
Annual Commission Goal for FY 10/11:	\$15,000	
Number of Tentative Bookings as of 8/31/10:	47	

Monthly Detail/Activity for August:

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

Arrived in the month of August:

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

Monthly Detail/Activity for July

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

Arrived in the month of July:

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

Future Year Bookings, booked in this fiscal year:

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

NUMBER OF LEADS Generated as of 8/31/10: 21

Total Number of Leads Generated in Previous Years:

2008/2009: 113
2007/2008: 203
2006/2007: 155
2005/2006: 213
2004/2005: 183
2003/2004: 194
2002/2003: 233
2001/2002: 257
2000/2001: 248
1999/2000: 323
1998/1999: 366

NLTRA MARKETING/ CONFERENCE ACTIVITY REPORT FOR SEPTEMBER 2010

KEY MEETINGS/LUNCHEONS/RECEPTIONS ATTENDED BY STAFF

- Attended SJ Marketing Meeting: Andy
- Attended NLTRA Board Meeting: Andy
- Attended Chamber Advisory Committee Meeting: Judy, Andy
- Attended NLTRA Marketing Committee Meeting: Andy, Jason, Judy, Jeremy
- Attended Finance Committee Meeting: Andy
- Attended AFW Planning Meetings: Andy, Judy
- Attended and Presented LTPBB at TCDA Meeting: Andy
- Attended Breakfast Club: Andy
- Attended Placer County Board of Supervisors Meeting: Andy
- Attended CTTC Advertising Meeting: Andy
- Attended CTTC Rural Tourism Meeting: Andy
- Attended 2 day site visit with Amgen Tour Producers: Andy, Judy
- Met with HotelBeds Product Manager: Jeremy
- Met with IVGID sales and marketing team: Jeremy

SPECIAL PROJECTS

- Proceeding on bid process for the 2011 Amgen Tour of California: Andy, Judy
- Continued process on 2010/11 Ski Cooperative Program: Andy
- Began Learn to Ski outreach: Judy
- Launched Fabulous Fall campaign: Judy, Andy
- Met with Barb Cohen and Alex Mourelatos on Small Lodging effort: Andy
- Conducted 25th Anniversary Autumn Food and Wine Festival: Andy, Judy, Jeremy, Jason, and NLTRA staff
- Attended M&C Interact client event in Miami: Jason
- Attended HSMAI Affordable Meetings trade show in DC: Jason
- Hosted site visit for NASRA: Jason
- Consulted with Gilwee PR on Lake Tahoe Restaurant Week
- Met with 2010 Tahoe Stand Up Paddleboard Race director for updates: Judy
- Managed daily updates and copy for www.TahoeFoodandWine.com: Judy
- Trained 35 top-selling ski agents from the Lodging Company: Jeremy
- Hosted new market manager from Vacation Roost and conducted 15 hotel and resort site inspections: Jeremy
- Finalizing Ski Lake Tahoe (SSMC) ski show tour working with Southwest Airlines Vacations in order to track ski show success with early booking offers: Jeremy
- Finalized itinerary for the CA Tourism UK/Irish SuperFAM consisting of 14 top-selling travel agents and wholesale call center staff: Jeremy
- Organized annual CO sales mission in which 7 different lodging partners are attending: Jeremy



MEMORANDUM

DATE: October 13, 2010

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
And Planning

SUBJ: September 1-30, 2010
Activity Report

Integrated Infrastructure and Transportation Work Plan Projects—Update

1. F.Y. 2010/11 Placer County/NLTRA Agreement

The F.Y. 2010/11 Annual Agreement was formally approved by the Placer County Board of Supervisors at its September 14th meeting. The agreement is substantially the same as has been discussed at the various NLTRA committee and board meetings. Any minor changes that were made have provided for a better overall agreement. Transportation, Infrastructure, and Marketing funding are somewhat higher than that the NLTRA had proposed as the County included a portion of previous year's funding balance in the initial agreement instead of waiting until mid-year.

2. North Lake Tahoe Express (B-7)

NLTRA staff, in concert with Tahoe Transportation District and the TNT/TMA, is proposing to conduct a performance review of the North Lake Tahoe Express airport shuttle program. The purpose of this study will be to assess how well the NLTE is doing in meeting the goals of the program, review current contracting and management, and make recommendations as to the level of NLTRA support that should continue and strategies that can be implemented to improve the program. The intent is to be able to make adjustments, if necessary, during the current year, and do appropriate planning for future years' service. Pending further discussions with partners, the scope of work will be presented at an upcoming Joint Committee meeting. The FY 2010/11 NLTE Financials through September 26th are attached to this Monthly Activity Report. It shows that both ridership and fare box revenue have increased this year compared to the same time period during FY 2009/10.

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

The planning for phases 5, 6, and 7, along the commercial lake frontage east to the Tahoe State Recreation Area campground and connection to the North Shore trail, is nearing completion. According to current schedules, the entire project is scheduled for completion in 2011-12, pending availability of previous funding commitments. At its July meeting, the TCPUD Board approved the bid from Aspen Construction to move ahead with the construction of Phase 7 of the project. Work started September 7th, with a completion date of June 30th, 2011. The accepted bid is for \$865,422, well under the budgeted \$1.18 million.

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

The NLTRA Board of Directors and the Placer County Board of Supervisors approved, as of February 23, 2010, the TCPUD request of \$29,260 to assist with the design, production, construction, and installation of 24 wayfinding informational map signs to be strategically located along the District's 19 miles of multi-purpose trails. While adding to the overall consistent theme of the North Lake Tahoe Wayfinding Signage Program, this signage will provide accurate trail mapping including a "you are here" feature. Additionally, the signs will identify the location of public services such as restrooms, transit stops, recreation areas, and business districts, as well as defining trail etiquette for those using the trails. The TCPUD presented the draft design and site determination criteria at the April 26th meeting. The Committee requested that the TCPUD return when the final graphic design could be presented. The TCPUD presented the final design at the August 16th Joint Committee meeting, and production of the signs has begun, allowing for some installation this fall. The required funding agreement has been signed by the TCPUD.

5. Water Taxi Proposal

A proposal is being developed to initiate a water taxi service that would start on a small scale along the north and west shores of Lake Tahoe. The Tahoe Transportation District (TTD) is looking at this potential project as a possible component in the overall lake shuttle program that they have taken the lead to develop. The TNT/TMA, Placer County, and the NLTRA have been included in the planning discussions. TTD has prepared a scope of work to engage a consultant to prepare data on the proposal, including specific routes, possible docking sites, number of vessels, etc. This study has been initiated this fall with funding provided by TTD. At this time, submissions have been received from 8 boat manufacturers proposing 12 or 13 boat designs. Discussions are also being held with possible existing pier owners/operators. The consultants are encouraged with the information being received and are proceeding with evaluation to be able to make recommendations to the TTD. The scheduled completion date for this scope is early winter.

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

This trail project, under the leadership of Northstar Community Services District, is nearing completion of the first 2 phases for which TOT funds were granted to conduct planning and environmental work necessary in advance of detailed project design. NCSA has prepared the anticipated next request for funding up to \$500,000 to continue the work on this trail which will provide a key link in the Resort Triangle Trail connecting Lake Tahoe with the Martis Valley and Truckee. The request was approved by the Joint Committee on August 16th. The Board of

Directors approved and recommended the request to the Placer County Board of Supervisors at the September 1st Board meeting. This request should be on the Board of Supervisor's Tahoe agenda scheduled at Granlibakken on October 18th and 19th.

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

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

8. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, October 25, 2010.

B. Other Meetings and Activities Attended

- Tuesday Morning Breakfast Club/Program Planning
- NLTRA Board of Directors Meeting
- TNT/TMA Board/NLTRA Representative
- Resort Triangle Transportation Planning Coalition/Area Transportation Discussion
- Bicycle Friendly Community Meeting/NLTRA Input to Application Improvements
- Squaw Valley/Chamber Mixer
- Autumn Food and Wine Festival
- Placer County Board of Supervisors/FY 2010/11 Agreement
- Winter Summit Transportation Planning
- Winter Traffic Management
- Winter System-wide Transportation Planning

North Lake Tahoe Express Financials

FY 2010-11

Operations															
Green Line Results			Red Line Results			Blue Line Results			FY						
Placer County	Placer County	Washoe County	Placer County	Washoe County	Washoe County	Placer County	Washoe County	Placer County	Washoe County						
Mo. Rev.	%	Pax	Mo. Rev.	%	Pax	Mo. Rev.	%	Pax	Mo. Rev.						
July	\$6,448	12%	190	\$21,000	39%	676	\$26,346	49%	816	\$54,214	1695	\$43,438	1618	\$32,220	1187
Aug	\$4,663	10%	129	\$18,448	38%	601	\$25,132	52%	796	\$48,243	1526	\$41,564	1538	\$28,427	1001
Sep	\$4,043		125	\$15,757		582	\$15,260		475	\$35,060	1182	\$29,982	1108	\$28,383	1009
Oct										\$25,515	853	\$31,756	1196	\$26,803	884
Nov										\$15,706	546	\$17,836	623	\$20,294	640
Dec										\$51,200	1924	\$68,123	2527	\$57,943	2446
Jan										\$64,889	2461	\$50,905	1955	\$65,700	2685
Feb										\$72,647	2699	\$75,355	2668	\$65,583	2506
Mar										\$75,514	3059	\$81,088	2953	\$59,871	2384
Apr										\$37,230	1361	\$23,882	840	\$20,536	756
May										\$23,158	730	\$18,016	605	\$17,175	632
June										\$40,196	954	\$33,214	1152	\$28,212	1064
Total	\$15,154		444	\$55,205		1859	\$66,738		2087	\$137,517	4403	\$515,159	18,783	\$451,147	17,194

Paid to Airport MiniBus for Operations									
Month	Subsidy	Subsidy	Subsidy	Subsidy	Subsidy	Subsidy	Subsidy	Subsidy	Subsidy
	2006-07	2007-08	2008-09	2009-10	2008-09	2009-10	2009-10	2008-09	2010-11
July	\$0	\$0	\$10,352	\$15,363	\$22,200				
Aug	\$0	\$0	\$13,426	\$10,372	\$5,475				
Sept	\$0	\$0	\$18,287	\$31,278	\$13,196				
Oct	\$0	\$0	\$18,380	\$14,155	\$21,225				
Nov	\$6,790	\$16,316	\$22,419	\$13,273					
Dec	\$15,548	\$2,750	\$0	\$0					
Jan	\$21,289	\$1,294	\$1,916	\$0					
Feb	\$17,896	\$3,946	\$0	\$0					
Mar	\$15,629	\$12,315	\$0	\$0					
Apr	\$26,379	\$24,964	\$21,890	\$8,570					
May	\$18,738	\$7,918	\$15,483	\$9,417					
June	\$10,012	\$15,379	\$5,778	\$1,290					
	\$121,945	\$145,327	\$138,654	\$94,646					

Funding Opportunities									
1.) NLTRA	\$115,000								
2.) Washoe Pub/Pvt	\$13,764	July 1-June 30, 2010							
3.) Washoe Pub/Pvt	\$31,500	July 1-June 30, 2011							
4.) Trk Tahoe Airport	\$2,500								
5.) Best Western	\$1,000								
6.) Cedar Hse	\$1,000								
TOTAL INCOME:	\$164,764								

2010-11 TMA Expense Budget	
Mkt	\$45,000
Adm	\$15,000
IT	\$4,000
Total:	\$64,000