



BOARD MEETING MINUTES
Wednesday, September 3, 2008 – 8:30 a.m.

Tahoe City Public Utility District

FINAL MINUTES

BOARD MEMBER ATTENDANCE: Alex Mourelatos, Dan Tester, Dave Wilderotter, Tom Murphy, Graham Rock, Jennifer Merchant, Debbie Casey and Adam Wilson

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

OTHERS IN ATTENDANCE: Eric Brandt, Bill Clark, Jan Colyer, Rob Weston, John Wilcox, Linda Williams, and Rich Colwell

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The NLTRA Board meeting was called to order at 8:37 a.m. by Chair Debbie Casey and a quorum was established.

2.0 PUBLIC FORUM

2.1 John Wilcox announced upcoming events sponsored by the Squaw Valley Institute (SVI). He noted that the November 15th presentation, *A Toast to Tahoe Skiing* is anticipated to sell out. Warren Miller will emcee the event. The presentation will be held at the Resort at Squaw Creek beginning at 6:00 p.m.

3.0 AGENDA AMENDMENTS AND APPROVAL

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

4.0 CONSENT CALENDAR - MOTIONS

4.1 **M/S/C (Wilderotter/Wilson) (8/0) to approve the consent calendar with the addition of Debbie Casey to the list of *Committee Members in Attendance* on the August 25th Joint Infrastructure/Transportation Committee meeting minutes.**

5.0 INFORMATIONAL PRESENTATION – INVESTING IN HERITAGE TOURISM – A PLAN FOR ACCELERATING PLANNING AND DEVELOPMENT OF THE OLYMPIC AND WESTERN SKI HERITAGE MUSEUM

5.1 Ron Treabess reported that earlier this year the NLTRA and Placer County were approached by a committee interested in planning a festival to celebrate the 50th Anniversary of the 1960 Winter Olympic Games in Squaw Valley/North Lake Tahoe. The

County suggested that the NLTRA develop a business plan to determine the economic impact and value of the project. The County also suggested the plan be linked to development of the planned Olympic and Western Heritage Ski Museum. Based on these suggestions, the NLTRA secured the services of Streamline Consulting Group to prepare an Economic Impact Analysis, entitled *Investing in Heritage Tourism-Ensuring Placer County's Place in Olympic History*. Ron reported that the committee will make a request for Infrastructure funds at the Joint Infrastructure/Transportation Committee on September 22nd.

- 5.2 Eric Brandt, Olympic Celebration Committee member, gave an overview of plans for the 50th Anniversary celebration of the 1960 Winter Olympic Games. He reported that the Olympic Heritage Committee and the group working to develop the Winter Ski Museum in Squaw Valley have combined to develop a celebration, planned to draw attention, support and funding for the Winter Ski Museum. He presented a promotional video promoting the history and reasons for the celebration. Preliminary plans include a 10-day celebration in 2010 leading up to the Winter Olympics in Vancouver, Canada. The Impact Analysis done by Streamline reviewed what other areas have done to capitalize on their Olympics heritage. Based on that information, the committee estimates that the 10 day festival alone will generate \$70 million dollars in revenue to North Lake Tahoe. The committee has approached the NLTRA in hopes of collaborating on promoting the festival. Eric explained that the celebration has a regional scope and will include all areas of North Lake Tahoe and not just Squaw Valley and the West Shore. The Olympics were a major historical event for our area and the intent of the celebration is to rekindle the spirit of that time. The theme of the event is *Share the Spirit*.
- 5.3 The purpose of the celebration is to increase visitation, enhance the experience of our visitors, capture media attention to North Lake Tahoe, and develop heritage tourism in our area including awareness and funding support for the planned new Olympic and Western Ski Heritage Museum in Squaw Valley. The committee feels the timing is good to leverage our dollars with the Olympics planned to be held in Vancouver, Canada in 2010. Preliminary plans of events include the Olympic torch to come through our area, reenactments of the biathlon on the West Shore and the women's downhill at Squaw Valley. He said there will be numerous marketing opportunities available for businesses and lodging properties including merchandising, public relations, sales efforts, conference conventions and sponsorships. Andy Chapman said the celebration will be included in the NLTRA's media buy in January 2009. He added that we have put in a bid for the California Travel and Tourism Commission (CTTC) to host their Annual Cultural Heritage Tourism Symposium in North Lake Tahoe in February of 2010.
- 5.4 Eric expressed concern about the timing in preparation for such an event; however, committee progress to date includes working with the NLTRA to secure funding to prepare the economic analysis, coordination with Museum Committee, and community outreach. He said the committee has secured commitment and support from a variety of local businesses and organizations. The committee is preparing an application for NLTRA funds at the next Joint Committee meeting of September 22nd. Next steps include developing timelines for events, scheduling a three day launch countdown celebration in January 2009 and approaching companies to ask them to come up with plans for the event in addition to other outreach. He suggested the launch of a major PR effort, the development of sponsorship programs, and the establishment of a media plan. The committee seeks funding in the amount of \$200,000; \$50,000 for phase II of the museum infrastructure application, \$50,000 for the management celebration effort, and \$100,000 for production, outreach, marketing and sponsorship development.
- 5.5 Bill Clark with the Winter Olympic and Western Ski Heritage Museum gave a status report on the progress of the Museum. He said the organization has established bylaws and Board of Directors. They are currently preparing their 501 (c) (3) status request and

negotiating with the International Olympic Committee (IOC) to use the Olympic name and rings symbol. Bill said the museum will showcase not only Olympic history, but also the skiing and winter sports history of the West; from pioneers to snowboarding. The intent is to also be a research center for winter sports. Dave Wilderotter asked about contact information. Bill reported their Web site is still being developed and is tied into their negotiations with IOC. He said the IOC is very supportive. In the meantime, he suggested Eric Brandt as the contact for more information. Eric clarified that the *Share the Spirit* logo and campaign do not need authorization for use from the IOC. October 1st is the deadline to launch the celebration committee Web site.

5.6 Discussion followed with regard to the Olympic Museum and Celebration.

5.6.1 Dan Tester asked about potential location for the museum in Squaw Valley. Bill said locations will be reviewed as part of the site feasibility study.

5.6.2 Graham Rock asked about Squaw Valley's plans leading up to the celebration. Tom Murphy reported that in 2009, Squaw Valley will host the US Nationals for the free style team which is a qualifier for the Winter Olympics in Vancouver.

5.6.3 Alex Mourelatos asked about the scope of the committee and funding for the organization of events and media. Eric explained that some funding will go towards hiring an Executive Director for the purpose of moving these plans forward. Alex asked how issues regarding transportation and snow removal will be addressed. Ron Treabess anticipates an infrastructure grant request that will identify and address concerns. Eric hopes Placer County will support the funding request.

5.6.4 Tom Murphy suggested Eric revise his promotional video to state the 1960 Winter Olympics was the first televised event and brought winter sports to all of North America, not just the West.

5.6.5 Graham asked if this celebration will be included in the NLTRA advertising plan. Andy said there is no specific dollar amount in this year's budget, but the message will be incorporated in our PR and leisure sales. Funding will be considered in the next budget cycle. Eric added that the video will show in hotel rooms leading up to the event. Andy said the video could be included in the monthly video bite on our GoTahoeNorth Web site.

6.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE NLTRA FY-2007/08 YEAR END REPORT AND BOARD LEVEL METRICS PLAN (APPENDIX TO YEAR END REPORT)

6.1 Steve Teshara reported that based on Board direction, staff has prepared a Final Draft of the NLTRA FY 2007/08 Year End Report and Board Level Metrics Plan. The plan includes a quarter by quarter summary of TOT collections and analysis. The Board Level Metrics Plan is now an appendix to the Year End Report. An analysis has also been included to the metrics in this document. Once approved, it is staff's intent to produce an annual Year End Report with Metrics Appendix using this format.

6.2 Ron Treabess clarified that information related to summer transportation should be annual and not fiscal. Jennifer Merchant reported that although 4th Quarter TOT has not been reconciled, rough estimates show that there is an additional \$680,000. She anticipated a final report by the end of next week. Dave Wilderotter asked that TOT by area be included in the plan if not for this year, then perhaps as part of next year's report. Jennifer said the County provides that information to the NLTRA on a monthly basis. She said she will also send the TOT reports to the Board.

6.3 M/S/C (Tester/Murphy) (8/0) to approve the NLTRA FY-2007/08 Year End Report and Board Level Metrics Plan.

7.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE NLTRA STRATEGIC BUSINESS PLAN FOR FY-2008/09

7.1 Steve Teshara reported that based on Board direction, staff has prepared a revised NLTRA Strategic Business Plan for FY-2008/09. The Review of Accomplishments section has been deleted and moved to the Year End Report. The Sources and Uses of Funds have been updated based on the recently approved FY-2008/09 Tahoe TOT budget. Alex Mourelatos said the Chamber Advisory Committee expressed concern about the investment of TOT funds in marketing. They suggested it may be more beneficial to the community to invest in event marketing. He feels we are underfunding the Community Marketing Program. He said event funding is measureable and generates more ROI than other marketing efforts. Debbie Casey said this will be considered as part of the revision to the Three Year Marketing Strategy. Jennifer Merchant said this needs to be more specifically addressed in the Strategic Business Plan, but cannot be added until next year's budget. Alex said some members of the Chamber Committee want more funds budgeted for the Community Marketing grant program this year.

7.2 M/S/C (Mourelatos/Wilderotter) (8/0) to approve the NLTRA Strategic Business Plan for FY-2008/09, as presented.

8.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE JUNE 30, 2008 UNAUDITED FINANCIAL STATEMENTS

8.1 Sally Lyon reported that the NLTRA's FY-2007/08 Independent audit was completed last week and the audited financial statements will be presented in November. The Finance Committee recommended the Board of Directors approve the June 30, 2008 unaudited Financial Statements. Jennifer Merchant asked for clarification regarding the chamber loss of just under \$7,000. Sally said the loss is absorbed by other non TOT revenues.

8.2 M/S/C (Tester/Rock) (8/0) to approve the June 30, 2008 unaudited Financial Statements.

9.0 CHAMBER OF COMMERCE REPORT

9.1 Kym Fabel reported on August events. She said the August 1st mixer at the Potlatch in Incline was well attended. Also in August, the North Lake Tahoe Chamber entered into an agreement with the Bonanza newspaper to co-sponsor a series of candidate forums for elected offices in the Incline Village/Crystal Bay area. A joint mixer with the Truckee Donner Chamber of Commerce was held on August 12th to help promote the upcoming Autumn Food and Wine Festival. A chamber ribbon cutting ceremony was held at the Fish Hatchery in Tahoe City on August 14th. Also in August, the Chamber co-sponsored the Independent Incline Forum on August 20th at St. Patrick's Episcopal Church in Incline.

9.2 The next mixer is scheduled for September 11th at Sierra Nevada College. On September 17th, the Chamber will co-sponsor the County Commissioners and Fire Board at the Tahoe Environmental Research Center in Incline. Also in September, a joint mixer is scheduled with the Truckee Donner Chamber of Commerce at the Resort at Squaw Creek (September 25th). The Resort will be showcasing their holiday meeting and event décor for the upcoming holiday season.

9.3 Kym reported that there were nine new members last month for a total of 644 current chamber members.

- 9.4 Kym reported that the Annual Membership Luncheon is scheduled to be held at the North Tahoe Community Conference Center in Kings Beach on October 1st. The Olympic Celebration Committee will make a presentation about the plans for the 50th Anniversary celebration of the 1960 Winter Olympic Games. Information on how to sign up for the lunch will be e-mailed to the membership after Autumn Food and Wine. Ron Treabess reminded the Board that the lunch will immediately follow the Board meeting on October 1st.

10.0 MARKETING REPORT

- 10.1 Andy Chapman reported that planning for Autumn Food and Wine (AFW) is being finalized. He said the event has been expanded this year. Main events include the Grape Stomp on Friday, September 5th beginning at 12:00 p.m., at Northstar now sponsored by Rubicon Pizza. There are currently 11 teams signed up for the stomp. On Saturday, the events are mostly free with exception of the Blazing Pans Mountain Chef Cook-off and wine seminars. Andy said there will be cooking demonstrations throughout the day and marketplace vendors. The Grand Tasting event will be held on Sunday, September 7th. Andy encouraged the Board to attend. In answer to questions regarding the earlier date for the event this year, Andy said due to weather, religious holidays and the Reno Air Races, the event was moved up by one week. In addition, the weekend after Labor Day is typically a soft period. He said Northstar allows a three or four week time period and staff and Northstar officials felt this was the best weekend for the festival. Andy reported that tickets are available at the venue, online, or at the Tahoe City Visitors Center.
- 10.2 Dave Wilderotter reported that the final summer concert at Commons Beach will be held on Sunday, September 7th beginning at 3:15 p.m. The North Tahoe Boosters Club is also having a community BBQ earlier that day on Commons Beach. Dave reported that John Reichert's memorial service will be held on Saturday evening at Commons Beach.

11.0 ACTIVITY REPORT

- 11.1 Ron Treabess updated the Board on progress of the Performing Arts Center project. On September 16th, a meeting will be held with unbiased members of the community to review scenarios in the feasibility plan for arts and culture in North Lake Tahoe-Truckee and provide feedback.
- 11.2 A meeting will be scheduled next week to discuss needs and planning for winter transit services.
- 11.3 Ron reported that he attended the Lake Tahoe Environmental Summit hosted by Senator Dianne Feinstein on August 16th. The dinner was held at the Ehrman Mansion on the West Shore. He reported that Steve Teshara was recognized for his work and accomplishments in the Basin. Steve was also recognized by Placer County Supervisor Bruce Kranz for his efforts at the Board of Supervisors meeting August 26th.

12.0 PRESIDENT AND CEO'S REPORT

- 12.1 Steve Teshara reported that there is an accelerated schedule of activities related to the reauthorization of the Lake Tahoe Restoration Act (LTRA). He said the reauthorized LTRA is intended to be a continuation of the federal share of Lake Tahoe Environmental Improvement Program (EIP). The EIP is a plan prepared by TRPA, in collaboration with many partners, that includes programs and projects needed to achieve and maintain adopted TRPA environmental thresholds and identifies the federal, state, local, and private funding needed to support the EIP. The current Restoration Act will expire in 2010.

- 12.2 Steve reported that he has been reappointed for a new two year term to the Lake Tahoe Federal Advisory Committee. The committee will focus on developing recommendations for SNPLMA Round 10 funding. He noted that fewer SNPLMA funds available in Round 10 due to the decline in real estate sales of federal land in Southern Nevada.
- 12.3 Steve reported that, similar to the County-wide tourism study underway, the Office of Economic Development is preparing to launch a County-wide Economic Development Study. An RFP has been prepared and released and a number of interested firms have responded. Steve has been asked to serve on a panel to review the proposals and recommend a successful bidder. He expects the study to provide an opportunity for North Lake Tahoe to be more participatory in economic development activities and programs. Steve and Andy confirmed that the County Economic Development Board will hold its annual Tahoe meeting on Thursday, September 18th, at the North Tahoe Conference Center in Kings Beach. NLTRA staff will e-mail the final agenda for this meeting when it becomes available.
- 12.4 Steve confirmed that the Board of Supervisors approved the FY-2008/09 NLTRA/Placer County contract at its August 26th meeting. Debbie thanked staff on their work to complete the contract.

13.0 CLOSED SESSION

- 13.1 The NLTRA Board Meeting adjourned to Closed Session at 10:23 a.m.

14.0 RECONVENE TO OPEN SESSION

- 14.1 Chair Debbie Casey reported that during the Closed Session, the Board provided direction to the Executive Committee related to the annual performance evaluation of President and CEO Steve Teshara.

15.0 DIRECTORS' COMMENTS

- 15.1 There were no further comments.

16.0 MEETING REVIEW AND STAFF DIRECTION

- 16.1 There were no further comments.

17.0 ADJOURNMENT

- 17.1 The Board meeting adjourned at 11:30 a.m.

Submitted by,
Sarah Holster
Executive Assistant