



AGENDA AND MEETING NOTICE
The North Lake Tahoe Resort Association Board of Directors
Wednesday, September 1, 2010 – 8:30 a.m.

Tahoe City Public Utility District

NLTRA Mission

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

Meeting Ground Rules

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

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

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM

B. AGENDA AMENDMENTS AND APPROVAL

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

C. PUBLIC FORUM

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

D. CONSENT CALENDAR – MOTIONS (5 minutes)

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

1. Board Meeting Minutes – July 7, 2010
2. Board Meeting Minutes – August 4, 2010
3. Finance Committee Minutes – August 3, 2010
4. Joint Committee Minutes – August 16, 2010
5. Chamber of Commerce Advisory Committee Minutes – August 25, 2010
6. Conference Revenue Statistics – July 2010
7. Conference/Marketing Activity – July 2010
8. Infrastructure/Transportation Activity Report

E. REPORTS & ACTION ITEMS

1. Presentation and Possible Action 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 (Ron Treabess) *(20 minutes)*
2. Status Report and Possible Action to Approve the Placer County/NLTRA FY 2010/11 Agreement (Ron Treabess/Jennifer Merchant) *(10 minutes)*
3. Marketing Report (Andy Chapman) *(15 minutes)*
 - Amgen Tour of California
 - Autumn Food and Wine
4. Status Report on Legislative Advocacy with The Houston Group (Ron Treabess) *(15 minutes)*
 - Scope of Work
 - Status of Active Legislative Bills
 - Suggested Template for Legislative Updates
5. Demonstration, Discussion and Possible Approval of Grancius Streaming Media for NLTRA Meetings (Ron Treabess/Kim Lambert) *(10 minutes)*
6. Board/Staff Follow-up on Previous Action Items *(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. Presentation and Possible Action on the Chamber of Commerce Role in Geotourism (Sierra Business Council) *(20 minutes)*
2. Chamber Planning Efforts (Andy Chapman) *(10 minutes)*
 - Economic Forum/Lake Tahoe Basin Prosperity Plan
 - Lake Tahoe Summit
 - Tahoe Fund
3. Chamber Manager Report (verbal report by Kym Fabel) *(10 minutes)*
 - Business Plan Update
 - Chamber Events and Activities

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. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, August 24, 2010



BOARD MEETING MINUTES
Wednesday, July 7, 2010 – 8:30 a.m.
Tahoe City Public Utility District

PRELIMINARY MINUTES

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

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

OTHERS IN ATTENDANCE: Ty Polastri, Doug Houston, Andy Sisk, Nicole Howard, Allison McCrawson, Wendy Hummer, Cathy Davis, Steve Kastan

1.0 CALL TO ORDER – ESTABLISH QUORUM

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

2.0 AGENDA AMENDMENTS AND APPROVAL

2.1 **M/S/C (Beck/Dudley) (8/0) to approve the agenda as presented.**

3.0 ADJOURN TO CLOSED SESSION

3.1 The meeting adjourned to closed session at 8:40 a.m.

4.0 RECONVENE TO OPEN SESSION

4.1 The meeting reconvened to open session at 10:50 a.m.

4.2 The Chair reported that the Search and Organization Committee will continue with their directive.

5.0 PUBLIC FORUM

5.1 There was no public comment.

6.0 PRESENTATION

6.1 Ty Polastri from the Lake Tahoe Bicycle Coalition presented the 2009 Lake Tahoe Bicycle Achievement Award in the Organization category to the North Lake Tahoe Resort Association. Ty also complimented the North Shore for its collaboration and leadership skills.

7.0 CONSENT CALENDAR

7.1 Items number three and nine were removed from the consent calendar.

M/S/C (McIntyre/Parson) (8/0) to approve the consent calendar with items three and nine removed for further discussion later in the meeting

8.0 REPORTS & ACTION ITEMS

8.1 Doug Houston updated the Board on California legislative issues related to Lake Tahoe:

- Redevelopment funds may be impacted by borrowing by the state.
- The Local Taxpayer, Public Safety and Transportation Act of 2010 (AG Initiative #09-0063) will be on the November 2010 ballot. This measure closes loopholes to prevent the State from taking, diverting or borrowing local government, transportation and public transit funds. Doug thinks it will pass.
- The California State Parks Initiative (Prop 21) will be on the November 2010 ballot. It calls for an \$18 surcharge on Vehicle License Fees. This will bring in approximately \$500 million annually, with \$385 million for staff, deferred maintenance, new park development and existing park improvements. Doug believes that there is also two to three million dollars for the California Tahoe Conservancy. Polling is currently favorable.
- The California Water Bond (Prop 18) is currently on the November 2010 ballot. However, the governor is trying to get it pulled off for a future vote, as polling is unfavorable.
- There is no language yet for SB625 regarding on-line travel companies and their payment of Transient Occupancy Tax. Currently, on-line travel companies collect TOT on the retail rate of a room sold, but only pay TOT to the County on the wholesale rate of the room.
- The City of South Lake Tahoe sponsored bill AB2704. This bill requires the continuance of funding for local street and road snow removal in the event HUTA (Highway Users Tax Account) funds are diverted for other purposes.
- Phil GilanFarr commented that he thinks that the Attorney General's office, especially Dan Siegal is anti-development at Lake Tahoe. It is very difficult and frustrating to try to do redevelopment projects in an anti-development atmosphere. It was suggested that Doug add monitoring the AG's office to his scope of services.

Action item: Doug Houston will submit his scope of services to the Executive Director for Board review.

Action item: Doug Houston will determine the ability to monitor issues within the Attorney General's office relative to the NLTRA mission for possible inclusion in Scope of Services.

- 8.2 Andy Sisk and Nicole Howard presented an overview of the Independent Accountant's Report on Applying Agreed-Upon Procedures. Some key observations were:
- The bylaws are outdated and inconsistent; they need to be updated.
 - Reports need to be timely and could be streamlined to better meet the needs of the organization and the County.
 - Most of the Key Performance Objectives were met.
 - Andy Sisk stated that the G&A allocation to Infrastructure was reasonable and consistent, but was concerned about the cap. He said he does not think it is needed. Ron McIntyre would like to see overhead based on actual cost.
 - Andy Sisk recommended that the Infrastructure Project Tracking spreadsheet be sent to the County on a quarterly basis. We also need to follow the Board adopted Procurement Policy.
 - The Conference Equity issue needs to be resolved.
 - Andy recommended that the County eliminate the overhead and administration cap for Visitor Support Services.

Action item: The Finance Committee will agendaize a discussion about streamlining the financial reports.

Action item: The Marketing Conference Equity Committee will continue to pursue the issue of conference equity.

Action item: The Marketing Committee will continue to work on quantifying Key Performance Objectives.

- 8.3 The Policy on Unexpended Transportation Project Funds was reviewed. The NLTRA will return any unexpended Transportation Project Funds to the County unless the amount is less than 1% of the total Transportation Project Funds for the year.

M/S/C (Parson/McIntyre) (6/0) to adopt the Policy on Unexpended Transportation Project Funds

- 8.4 Andy Chapman gave the Marketing Report.
- The Smith and Jones agency fee/commission schedule was distributed to the Board. The Marketing Committee has vetted the schedule and feel it is very fair.
- M/S/C (Parson/Gescheider) (6/0) to accept the agency fee/commission schedule**
- The Amgen RFP is moving forward. The understanding is that if we can supply the RFP components, AEG, the organization putting on the event, will not actively search out another search location.
 - The High Notes campaign is under way. Andy showed an ad for High Notes that was placed in a visitors' publication in South Lake Tahoe. Tom Murphy pointed out that some of the dates were incorrect. More due diligence will be done with our partners in the future.

- 8.5 Updates on Infrastructure/Transportation projects are in the Board packets.

- 8.6 The Board/Staff Follow-up on Previous Action Items report is also in the packets.

9.0 ITEMS REMOVED FROM THE CONSENT CALENDAR

- 9.1 The Marketing Committee meeting minutes were discussed. Jennifer Merchant asked for clarification about approval of the North Lake Tahoe Marketing Cooperative Budget. Andy clarified that the Marketing Committee is still working on the North Lake Tahoe Marketing Cooperative Budget. No action has yet come out of the committee to be brought to the Board.

M/S/C (Parson/McIntyre) (6/0) to approve the Marketing Committee meeting minutes

- 9.2 The Board discussed the NLTRA Budget. It has not yet been reconciled with the TOT Budget. Ron Treabess and Jennifer Merchant will meet next week to discuss the TOT Budget further. Alex clarified that the NLTRA Budget contains TOT revenue, but also includes other sources of revenue. Ron Parson stated that the NLTRA Budget is a historical based budget, not a needs based budget. Jennifer asked where the language about employee health insurance was. Sally stated that it was on the 3rd page of the budget narrative. The Board eventually decided to table the proposed NLTRA budget and add it to next month's meeting agenda for approval. It should be used by staff as an interim operating budget until final approval.

Action item: The budget will be added to the agenda of the next Board meeting.

10.0 CHAMBER OF COMMERCE REPORTS

- 10.1 Due to the late hour, the Chamber Manager Report was postponed until the next meeting.
- 10.2 Directors were encouraged to attend the Lake Tahoe Basin Prosperity Plan meeting on July 15th at 2:00 p.m. at the North Tahoe Event Center.

11.0 DIRECTORS' COMMENTS

- 11.1 There were no Directors' comments.

12.0 MEETING REVIEW AND STAFF DIRECTION

- 12.1 The Board asked Doug Houston to submit his scope of services for review.
- 12.2 A discussion regarding streamlining the financial reports will be added to the agenda of the next Finance Committee meeting.
- 12.3 The Marketing Conference Equity Committee will continue to pursue the issue of conference equity.
- 12.4 The Marketing Committee will continue to work on quantifying Key Performance Objectives.
- 12.5 Discussion and possible approval of the NLTRA budget will be added to the agenda of the next Board meeting.

13.0 ADJOURNMENT

13.1 The meeting adjourned at 12:50 p.m.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant



BOARD MEETING MINUTES
Wednesday, August 4, 2010 – 8:30 am
Tahoe City Public Utility District

PRELIMINARY MINUTES

ATTENDANCE: Alex Mourelatos, Ron McIntyre, Phil GilanFarr, Deanna Gescheider, Ron Parson, Tom Murphy, Deb Dudley, Kaliope Kopely, Jennifer Merchant

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

OTHERS IN ATTENDANCE: Steve Kastan, Pat Perkins

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 8:40 a.m. by Board Chair Alex Mourelatos and a quorum was established.

2.0 AGENDA AMENDMENTS AND APPROVAL

2.1 **M/S/C (Parson/McIntyre) (7/0) to approve the agenda as presented**

3.0 PUBLIC FORUM

3.1 There was no public comment.

4.0 CONSENT CALENDAR

4.1 Item number one was removed from the consent calendar and it was decided that discussion points will be added to Board minutes when a conclusion is not reached.

4.2 **M/S/C (Parson/McIntyre) (7/0) to approve the consent calendar with item number one removed for revision**

Action item: Staff was directed to revise the July 7, 2010 Board minutes with more detail.

5.0 REPORTS & ACTION ITEMS

5.1 Ron Treabess reported that the Finance Committee further discussed the Proposed FY 2010/11 NLTRA Budget. At the Board's request, clarifications were made regarding the proposed salary increase for employees and regarding the difference between the cost of health insurance for 2009/10 and 2010/11.

- The salary increase is for merit, not CPI. No increase is going to be given automatically.
- There is 5% aggregate (up to \$40,000) to be used at the discretion of the Executive Director for merit increases.
- The health insurance chart and explanation on page three of the narrative was revised for the purpose of easier understanding.

- The Proposed FY 2010/11 NLTRA Budget will continue to be used as an interim operating budget until an agreement with the county is reached.
- The Community Marketing Grant funding amount was adjusted \$100,000.

A discussion ensued regarding where Human Resources issues should be addressed. Key points were:

- Jennifer Merchant suggested that the Board discuss a model for merit increases, especially for the management staff. She would like the Board to have some oversight on this.
- Alex Mourelatos suggested that the Search and Organization Committee make recommendations.
- In response to Phil GilanFarr's question, Sally Lyon replied that under the new plan greater utilization of the health insurance could result in higher cost to employees.
- Sally clarified that the employee Health Reimbursement Account (HRA) used last year was NLTRA owned money and the employee Health Savings Account (HSA) currently put into place is employee owned money.
- Ron McIntyre is concerned that the formation of a Human Resources committee will dilute the Executive Director's relationship with staff.

Alex Mourelatos expressed concern about the lack of funding for research in the marketing budget. Andy stated that we did ad awareness studies in San Francisco and San Diego in fiscal year 2009/10; typically, we do in-depth marketing research every other year. Deanna Gescheider commented that trends do not usually change dramatically from year to year.

Action item: Take the topic of the HR/Board relationship to the Search/Organization Committee.

- 5.3 Staff met with Jennifer Merchant last week regarding the County TOT budget. Staff and Jennifer discussed potential changes in the TOT Budget and County Agreement. Jennifer is preparing a summary and recommendations based on the discussion, which the NLTRA will receive this week. Ron Treabess noted that the Executive Committee met on August 2nd and went through the comments to Jennifer and from Jennifer. Ron Treabess and Andy Chapman will meet with Jennifer Merchant and Tom Miller in the morning of August 20th. Then, there will be an Executive Committee meeting on that day in the afternoon. The TOT Budget and County Agreement will be brought to the Finance Committee on August 31st and to the Board of Directors on September 1st. Ron Treabess clarified that the TOT Budget is based on the traditional 60/40 and on past collection, not anticipated collection.

Deb Dudley is concerned that there is no guarantee of carry-over money from the county and that TOT is going up but our funding is remaining the same. She thinks it is hard to have a long term strategy when there is no confidence in receiving carryover. Ron McIntyre stated that we did receive carryover from 08/09. Jennifer clarified that carryover is unknown until the last minute. Also, according to County Counsel, it is not legal to give money without a corresponding scope of work. **TOT is general fund money.** It cannot be allocated until the county knows what the state is going to do. Ron McIntyre suggested that the NLTRA prepare a scope of work earlier in anticipation of carry-over. Jennifer stated that the County would be supportive of this. Board comments regarding TOT were:

- Deb Dudley wants to be sure TOT will come back to Lake Tahoe through the NLTRA for Marketing, Transportation and Infrastructure. She does not want to advocate for renewal of TOT if it will not come back to Lake Tahoe through the NLTRA.
- Jennifer Merchant clarified that on the ballot, the TOT is general fund money that can be allocated in Tahoe, not just through the NLTRA. The ballot language allowed the passage by a 50%+1 vote instead of 67%.
- Ron Parson stated that the ballot language was crafted to pass; the intent of community was to have the money used through the NLTRA.
- Alex Mourelatos thinks that the NLTRA needs confidence in the funding source to be successful and achieve its goals. The County must balance our funding with other needs of the community.
- Ron Parson wants the NLTRA to be the voice of Tahoe, and for the Board of Supervisors and Executive Office to listen to our recommendations. He wants the NLTRA to be in control of what happens up here.
- Ron Treabess stated that we are making progress; the NLTRA and County staffs are working together comfortably. He then suggested that we skip using the carryover for one year and then add it to the next year's budget.

Ron Parson is concerned about two issues in the TOT Budget and County Agreement:

- The requirement that there be a mutually developed legislative advocacy platform.
- The \$300,000 contingency for heavy maintenance. There needs to be a definition of heavy maintenance. The Finance Committee believes the concept of reserve is fine; however, some members are concerned that \$300,000 is too much.

Ron Treabess clarified that the \$300,000 is not a given; it is going to be discussed with Tom Miller. Also, our legislative advocacy platform does not need to be the same as the County; it just cannot be in conflict. Additionally, legislative advocacy has always been in the budget; in the past it has been included in research and planning, not as a separate line item as it is in the TOT Budget. The County wants more transparency; it wants to know what our goal is with advocacy and what money is spent on. Tom Murphy agrees that we should be in congruence with county, but is concerned about the amount of the heavy maintenance reserve.

5.3 Andy Chapman gave the Marketing Report:

- The RFP for Amgen has been sent to AEG, the organization that is producing the event. A site inspection is scheduled for Aug 17 & 18. Andy is confident about the RFP and the outcome may be announced at the end of August.
- At the last Marketing Committee meeting, Alvina Patterson and Barb Cohen presented a plan for marketing small lodging properties. The committee recommended that the Lodging Subcommittee be resurrected. Its structure is being decided. Also, within 30 days, staff will present a draft plan to the Marketing Committee to market the small lodging properties. The goal is to help small lodging without jeopardizing the gotahoenorth website. Alex Mourelatos suggested that the small lodging properties be educated as to how to take advantage of marketing that is already in place. He also thinks that small lodging needs to realize that they have benefitted from the NLTRA's efforts in Marketing, Transportation and Infrastructure. Tom Murphy reiterated the need for education and for properties to have responsibility to look at their individual business models and condition.

M/S/C (McIntyre/Parson) (8/0) to endorse the Marketing Committee's recommendation that a Lodging Subcommittee be established by the next Board meeting

- Andy reported that staff has developed a Draft FY 2010-11 Annual Marketing Strategy. It has been reviewed by the committee and changes will be brought back to the committee on August 24th. The revised strategy will then be presented to the Board at the September 1st meeting.

Action item: The Lodging Subcommittee will be formed by the next Board meeting.

Action item: The 2010/11 Marketing Strategy will be brought to the September Board meeting.

5.4 Ron Treabess gave the Infrastructure/Transportation Activity Report:

- Ron Treabess has requested a letter scope of service to conduct a performance review on the North Lake Tahoe Express Airport Shuttle Program. Goals, contract management, level of NLTRA support, etc. will be analyzed. Ron noted that the July ridership was up and revenue was the largest ever.
- Phase 7 of the Lakeside Multi-purpose Bike Trail will be completed by June 30th of next year. Construction will begin in September 2010.
- The final design and installation schedule of the TCPUD Bike Trail Wayfinding Signage will be presented at the August 16th Joint Committee meeting.
- The bus shelter bear boxes have been purchased, but need additional permitting from CalTrans. This will require additional funding of about \$600 each.
- The Water Taxi proposal for the north and west shores is going forward; the Tahoe Transportation District is the lead agency. Funding for the study will be discussed at the August 16th Joint Committee meeting.
- Additional funding for the Northstar Multi-purpose Trail will also be requested at the next Joint Committee meeting.

Ron McIntyre asked when the bike trail will be done in front of the commercial core. Ron Treabess stated that it should be done in 2012. It is taking a long time to complete due to difficulty with easements on remaining phases.

5.5 Ron Treabess reviewed the Board/Staff Follow-up on Previous Action Items:

- Andy Chapman is the temporary NLTRA advisor to the North Lake Tahoe Chamber of Commerce.
- Doug Houston has prepared a Scope of Service; a chart is being prepared for Board review.
- The Finance Committee discussed streamlining financial reports and will be experimenting with different formats over the next few months.
- Information has been received from the Incline Village Crystal Bay Visitors Bureau regarding conference equity and it will be presented to the County.

6.0 CHAMBER OF COMMERCE REPORTS

- 6.1 Kym Fabel requested that the Board endorse the Community Marketing Grant Program application revisions including logo use policy language. Kym noted that the community grants and special events coaching support have been successful. Previously, the application was confusing, so it has been split into two separate applications. Additionally, requiring grantees to use two logos was deemed excessive, so now there is a single combination logo for them to use on their collateral.

M/S/C (MyIntyre/Gescheider) (9/0) to endorse the Community Marketing Grant Program Application Revisions Including Logo Use Policy

- 6.2 Andy Chapman attended the Lake Tahoe Prosperity Plan meeting on July 15th. He stated that one of the outcomes was that the information presented did **not** include adequate North Tahoe data points. The consultants have gone back and included additional North Tahoe data such as TOT and sales tax. The key discussion was about determining action steps. The Prosperity Plan outcomes will be presented to NTRAC (North Tahoe Regional Advisory Council) on August 12th and to the TRPA in September.

Andy informed the Board that the Economic Forum will be held on August 16th from 4:00 - 6:00 pm at the Hyatt. Additionally, the Lake Tahoe Forum will be held at Sand Harbor on August 17th beginning at 10:00 am. Invitations have been sent to Board members.

Phil GilanFarr believes it is very important for TRPA to consider economic and social impacts. Jennifer Merchant informed the Board that the Regional Plan Initiative group made a presentation to the TRPA governing board several months ago. Jennifer further clarified that there are two separate groups working on economic issues. The Regional Plan Initiative is a Tahoe Basin wide group that is trying to develop economic indicators for use in the Regional Plan Update. The Lake Tahoe Prosperity Plan is a Tahoe Basin wide group that is looking at economic development in niche areas within the constraints of TRPA.

Andy expressed his concern that only Tahoe Basin information was included; Northstar, Alpine, Squaw Valley and Truckee were left out. Jennifer Merchant and Ron McIntyre agreed that using resort triangle information is relevant; only using the watershed area does not make sense. Andy wants one action step to be that the study/data is updated and more inclusive of North Tahoe.

- 6.3 Kym Fabel gave the Chamber Manager Report:
- One hundred fifty thousand of the Resorts and Towns Map have been printed. Fifty thousand will be distributed by Certified Folder; twenty-five thousand are in the office for pick-up.
 - Mixers were held at the Mark Twain Cultural Center, The Potlatch and the Historic Fish Hatchery grand opening.
 - A Chamber Education seminar, "Establishing Your Business' Value," was held at Parasol Building.
 - Kym has made an effort to attend more business association meetings.
 - There is a mixer with the North Lake Tahoe Wedding and Honeymoon Association and the Truckee Chamber of Commerce on Tuesday, August 10th at 5:00 pm at Northstar.
 - On Wednesday, August 18th, Chamber Education is presenting a "Workshop for Professional Women" at Granlibakken at 8:00 am.
 - The Chamber will assist with Placer County public forums and IVGID elections.

Jennifer Merchant suggested that Kym explore a way to get the seminar and other event hand-outs to people who could not attend, but who may be interested in the content.

7.0 DIRECTORS' COMMENTS

- 7.1 There were no directors' comments.

8.0 MEETING REVIEW AND STAFF DIRECTION

8.1 Staff will:

- Revise the July 7, 2010 Board minutes
- Change the language in the salary portion of the NLTRA Budget narrative to reflect a potential 5% aggregate salary increase
- Take the topic of the HR / Board relationship to the Search/Organization Committee
- Continue to collaborate with Placer County regarding the 2010/11 Agreement
- Decide the structure of the Lodging Sub-committee
- Bring the 10/11 Marketing strategy to the Board in September
- Send Economic Forum information to the Board members
- Investigate ways to distribute information from Chamber of Commerce seminars and other events to people who cannot attend them, but who may be interested in the content

9.0 CLOSED SESSION

9.1 The meeting adjourned to closed session at 11:24 am.

10.0 RECONVENE TO OPEN SESSION

10.1 The meeting reconvened to open session at 12:00 pm.

10.2 The Chair reported that the Search and Organization Committee will continue with their directive.

11.0 ADJOURNMENT

11.1 The meeting adjourned at 12:10 pm.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant



FINANCE COMMITTEE MINUTES
Tuesday, August 3, 2010 – 9:00 a.m.

NLTRA Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Ron Parson, Allen Highfield, Kimberly Frushon, Jennifer Merchant

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

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order at 9:05 a.m. 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 M/S/C (Merchant/Highfield) (4/0) to approve the agenda as presented.

4.0 APPROVAL OF MINUTES

- 4.1 M/S/C (Fushon/Highfield) (3/0, 1 abstention - Merchant) to approve the Finance Committee minutes of Monday, June 21, 2010.

5.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE MAY 31, 2010 FINANCIAL STATEMENTS

- 5.1 Sally Lyon reviewed the Financial Analysis for the eleven months ending May 31, 2010:
- Operating cash is \$323,000
 - Marketing Cooperative cash is \$86,000
 - Infrastructure cash is \$471,000
 - The receivable from the County for Marketing, Transportation, and G & A is \$646,000.
 - Infrastructure funds that Placer County is holding are booked as a separate receivable in the amount of \$4,995,000.
 - Unearned revenue and deferred support related to Infrastructure is \$5.5 million.
 - Change in net assets is (\$28,000) for the month of April and (\$112,000) year-to-date.
 - The Statement of Cash Flows shows that cash and cash equivalents, including Infrastructure Investments, is down \$270,000 from the same month a year ago with spending down of infrastructure funds as requested by the County.
 - There is a decrease in cash of \$246,000 for the ten months ending May 31, 2010.

- 5.2 Discussion followed in regards to the May 31, 2010 Financial Statements. Sally Lyon clarified that Chamber membership write-offs are spread consistently through the year. Also, the variance in Special Events revenue and expense is due to timing of the Business Directory. Andy Chapman explained that the variance in Marketing Study Reports/Research is also due to timing. Additionally, Ron Treabess stated that the detail for research and planning expenditures is on the quarterly reports.
- 5.3 **M/S/C (Merchant/Highfield) (4/0) to recommend to the NLTRA Board of Directors the approval of the May 31, 2010 Financial Statements.**

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

- 6.1 Ron Treabess reported that he and Andy Chapman had a meeting with Jennifer Merchant for discussion, clarification and possible revision of the TOT Budget and County Agreement. Jennifer will summarize the possible revisions and return the new version to the NLTRA. There will be more discussion after receipt of the new version. Two main issues are:
- allocation of realistic salary and G&A amounts to Marketing, Transportation and Infrastructure
 - \$300,000 to be set aside as a reserve for heavy maintenance (to be approved by the Joint Committee and the Board of Directors)

Ron Treabess, Andy Chapman, Jennifer Merchant and Tom Miller will meet on August 20th to discuss the TOT Budget and County Agreement. Then TOT Budget and County Agreement will go in front of the Board of Supervisors on September 14th and in front of the NLTRA Board on September 1, 2010.

Ron Parson reported that regarding the TOT Budget and County Agreement, the Executive Committee discussed:

- the need for clarification of the \$300,000 to be set aside for heavy maintenance (and what is the definition of heavy maintenance)
- funding for the Placer County Film Office
- Legislative Advocacy and the need for the County and the NLTRA to have the same message

In response to Allen Highfield's question regarding Placer County Film, Jennifer Merchant gave a short overview of what the Placer County Film Office does. Ron Treabess suggested that Beverly Lewis, the Director of the Film Office, come up and brief the Board of Directors. Ron Parson is concerned that although the NLTRA funds her, she is not accountable to us.

Kimberly is concerned that \$300,000 is too much to pull out of beginning net assets and set aside. Doing so would not leave enough of a cushion of unrestricted funds. Ron Treabess will discuss the details with Tom Miller.

7.0 DISCUSSION OF THE PROPOSED FY – 2010/11 NLTRA BUDGET

- 7.1 The Proposed FY – 2010/11 NLTRA Budget will continue to be used as an operating budget until it and the TOT Budget are approved as it may change depending on the final TOT budget.
- 7.2 The potential 5% salary increase for merit and medical insurance were clarified to the committee's satisfaction.
- 7.3 The Community Marketing Grant amount has been changed from \$95,000 to \$100,000.

- 7.4 Ron Parson summarized that we have about \$5.9 million dollars that the county is holding for infrastructure projects. All but about \$1.3 million worth of projects have already been approved by the Board of Supervisors.
- 7.5 Jennifer Merchant questioned some revenue and expense titles that seemed confusing. Andy Chapman and Sally Lyon explained that some of the revenue and expenses accounts are directly off-setting and some accounts combine various programs.
- 7.6 Allen questioned the MontBleu past due receivable. Sally reported that the allowance account was adjusted in June 2010.

8.0 DISCUSSION OF NECESSARY FINANCIAL STATEMENTS

- 8.1 The committee decided to accept the audit suggestion that the County Contract Revenue and Expenditure Summary report is not necessary. Ron Parson stated that the goal for the committee is to have transparency for TOT expenditures, and that reports are both efficient and effective.

Action item: Staff will omit the County Contract Revenue and Expenditure Summary report beginning July 2010.

Action item: Staff and the committee will work on creating reports that have transparency for TOT expenditures, are efficient and effective.

9.0 REPORT ON FOLLOW-UP ITEMS FROM PREVIOUS MEETINGS

- 9.1 There were no items from previous meetings.

10.0 COMMITTEE MEMBER COMMENTS

- 10.1 Ron Parson asked if the check-box questions on the tax return could be answered. Sally Lyon said that the questions were answered to the satisfaction of the IRS on last year's tax return.
- 10.2 The next Finance Committee meeting will be Tuesday, August 31st at 9:00 am.

Action item: Bring the check-box questions to the next meeting for the committee to review.

11.0 ADJOURNMENT

- 11.1 The Finance Committee meeting adjourned at 10:35 a.m.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant



**JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE
MEETING MINUTES**

Monday, August 16, 2010 – 1:00 p.m.

Tahoe City Public Utility District

PRELIMINARY MINUTES

ATTENDANCE: Ron McIntyre, Wally Auerbach, Tom Murphy, Pat Perkins, Jan Colyer, Cheri Sprenger, Alex Mourelatos, Andrew Ryan

STAFF IN ATTENDANCE: Ron Treabess and Kim Lambert

OTHERS IN ATTENDANCE: Mike Staudenmayer, Gordon Shaw, John Shuff, Bob Bolton, Lolly Kupec

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The meeting was called to order at 1:10 p.m. 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 (Auerbach/Murphy) (5/0) to approve the agenda**

4.0 APPROVAL OF JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE MEETING MINUTES

4.1 **M/S/C (Colyer/Murphy) (5/0) to approve the Joint Infrastructure/Transportation Committee meeting minutes of June 28, 2010 as presented**

5.0 STATUS REPORT: TRANSPORTATION SERVICES

5.1 Jan Colyer reported on the North Lake Tahoe Express and reviewed the financial statements. In response to Ron McIntyre's question, Jan clarified the routes. Red is Placer County (Sunnyside through Tahoe City to Squaw Valley), Green is primarily Truckee, Northstar and the Ritz, and Blue is Incline Village to Crystal Bay. The airport route is from Garwoods in Carnelian Bay to the Hyatt in Incline Village to the airport in Reno (and back and forth). July 2010 ridership is up and is the best July to date and August is about the same as previous August. The budget for this year is \$64,000 for Marketing, Administration and IT, with about \$100,000 left for subsidies.

Ron Treabess has asked Gordon Shaw for a letter scope of what an analysis of the NLTE system, including potential improvements and potential for TTD actions would take. Ron, Jan, Carl Hasty and Will Garner are reviewing it to determine if it would be valuable.

Ron Treabess reported that Dave Paulsen said that Northstar is doing well (7-8 people per hour) for being initiated this summer.

Ron Treabess reported that Summer Traffic Management works well when it is in place; it is needed more often. Cheri Sprenger stated that the traffic management in Kings Beach is great. In reply to Ron McIntyre's question, Ron Treabess clarified the make-up of the traffic management. In Tahoe City, there is Highway Patrol controlling cars and pedestrians at both Grove Street and Commons Beach on Thursdays (Farmer's Market day). In Kings Beach, there is Highway Patrol at Bear Street on Saturday from 11am – 3 pm. Cheri would also like to see traffic management on Friday and Sunday. Wally Auerbach asked if there was planning for a traffic and/or pedestrian signal at Grove Street. Ron Treabess clarified that at one time it was considered, but it is not currently on the table.

No Winter Transportation meetings are scheduled at this time. Jan anticipates the meetings will be in September. Ron Treabess said that funding and services are to remain the about the same.

6.0 PRESENTATION AND POSSIBLE ACTION TO RECOMMEND 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

Ron Treabess gave a brief review of the Northstar/Martis Valley Community Multi-purpose Trail project. In 2005, NLTRA allocated \$500,000 to NCSD for planning and environmental analysis. This money has been used. Mike Staudenmayer, General Manager of the Northstar Community Services District (NCSD), presented a funding application for completion of environmental work, developing design documents, and some construction.

Mike reported that there were some environmental and easement issues with the first location of the path in Martis Valley. An alternate route has been determined that will have less environmental impact and will be more aesthetically pleasing. There is also 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. The Army Corps has not been forthcoming with documentation that supports their position. NCSC has engaged a consultant (Phil Brosnick, a 30-year project manager with the Corp) to assist navigation of the process. According to Mike, Phil thinks the trail is doable. A Master Plan Supplement or Master Plan Update may need to be done. Mike is working towards the Master Plan Supplement, as the other alternative, a Master Plan Update, is much more expensive.

The budget for the trail was mentioned. Mike clarified that the whole trail is approximately \$18 million; Ron Treabess reminded the committee that there are other funding sources besides TOT. The proposed grant from NLTRA will help get through the soft costs.

Tom Murphy is concerned about not having easements in place. He mentioned going through Lahontan or along highway 267. Mike stated that Lahontan will not give an easement through their subdivision. Tom questioned the source of the construction estimates. Wally Auerbach stated that current bike trail cost figures were used.

Alex Mourelatos asked if NCS D will request funding for construction and maintenance. Mike replied that if there are construction funds available in the future, he will be back to ask for them. Additionally, NCS D will do the maintenance, but will seek outside funding for it.

In response to Pat Perkins' question, Mike clarified that CEQA may be complete in January 2011 and NEPA in June 2011.

M/S/C (Mourelatos/Perkins) (6/0, 1 abstention) to approve the 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 multi-purpose trail with the caveat that NCS D update the committee periodically

7.0 PRESENTATION AND POSSIBLE ACTION TO RECOMMEND A RESEARCH AND PLANNING ALLOCATION OF UP TO \$9,950 TO THE TAHOE TRANSPORTATION DISTRICT FOR PORTION OF NECESSARY FUNDING TO DETERMINE THE CONCEPT AND FEASIBILITY OF A NORTH LAKE TAHOE WATERBORNE TRANSIT PILOT PROJECT

7.1 Gordon Shaw & John Shuff presented the Tahoe Water Shuttle Study. The study was done by LSC Transportation Consultants for the TTD and NLTRA. The present focus is going through the math and developing partnerships with other organizations. Gordon thinks it is important to develop feeder routes and work on the Placer County portion of waterborne transit.

Alex Mourelatos asked when actual service could occur. Gordon stated that ideally a draft plan would be completed in October. Then winter could be used to obtain the boats, to get RFPs for running the boats and to contact pier owners to ascertain their interest.

Alex raised some questions that need to be considered, such as how will consumers be convinced to use the boats, how will the service be marketed, and what is the funding strategy. John Shuff stated that Carl Hasty (Tahoe Transportation District) thinks he can get federal money to purchase the boats. John also thinks the project needs to be public.

Other considerations are:

- Days and hours of service
- Location of stops
- Parking
- Connections with other transit services
- Pier strength and ADA access

7.2 Due to planning money becoming available from another source, no action was taken on this item. The committee asked Gordon and John to come back when the draft plan is complete (probably October or November).

8.0 STATUS REPORT: INFORMATIONAL PRESENTATION OF TAHOE CITY PUBLIC UTILITY DISTRICT BIKE TRAIL WAYFINDING SIGNAGE FINAL DESIGN AND SCHEDULE FOR INSTALLATION

8.1 Bob Bolton showed the committee an example of the Bike Trail Wayfinding Signage. He also brought a poster showing what the signs will look like installed. Wally Auerbach asked if the missing links of the bike trail could be added when they are completed. Bob replied that the signs could be taken down and returned to the manufacturer for updating.

8.2. No action is needed at this time.

9.0 ACTIVITY REPORT

- 9.1 Placer County has figured out a way to fund the extra permitting needed by Cal Trans for the Bus Shelter Bear Boxes.
- 9.2 North Lake Tahoe Express financials for 2009-10 were distributed to the committee.
- 9.3 The next Joint Committee meeting is scheduled for Monday, September 27, 2010 at 1:30 pm at the TCPUD.

10.0 COMMITTEE MEMBERS' COMMENTS

- 10.1 There were no committee member comments.

11.0 ADJOURNMENT

- 11.1 The meeting adjourned at 3:30 p.m.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant



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CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

August 24, 2010 – 9:00 am

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Jan Colyer, Justin Broglio, Heather Leonard, Elizabeth Hill, Caroline Ross, Phil GilanFarr, Joy Doyle, Cheri Sprenger, Ron Yglesias, Kali Kopley, Kay Williams and Alex Mourelatos

RESORT ASSOCIATION STAFF: Kym Fabel, Andy Chapman and Emily Sullivan

OTHERS IN ATTENDANCE: Pettit Gilwee, Marguerite Sprague, Susan Croft, Rob Weston and Linda Williams

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:12 a.m. by Chair Cheri Sprenger and a quorum was established.

2.0 PUBLIC FORUM

2.1 Pettit Gilwee reminded everyone about the First Annual Restaurant Week scheduled for Sunday September 5-12, 2010. There are 30 restaurants participating. Pettit reminded the committee that you can go to tahoerestaurantweek.com to see all the participating restaurants and their "Special Restaurant Week" menus. She wants to encourage everyone to get out there and dine and she thanked the NLTRA and the NLT Chamber of Commerce for their support.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Kym Fabel would like to add the presentation of the ROI report from the Sierra State Parks to the agenda.

3.2 **M/S/C (GilanFarr/Broglio) (12/0) to approve the Chamber Advisory Committee agenda as presented with the addition of the ROI report from the Sierra State Parks Foundation.**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

4.1 Joy asked if the new combined Chamber/NLTRA logo is ready to be distributed. Andy replied it is complete and staff will send it out via email to all of the partners.

4.2 **M/S/C (Broglio/Colyer) (6/0) to approve the Joint Marketing Chamber of Commerce Advisory Committee Meeting Minutes- July 28, 2010. Joy, Kali, Liz, Phil, Caroline and Heather Abstained**

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel reported on the Chamber Program and Project Updates. Kym reported that there was a joint mixer with the Truckee Chamber at Northstar on August 10th and it was very successful. There will be a 'Holiday Mixer' at the Resort at Squaw Creek scheduled for September 8th. The Chamber hosted a ribbon cutting ceremony at a new bar and grill in Kings beach called, The Grid, on August 20th. Kym reported that the Chamber is going to start providing ribbon cutting ceremonies for new businesses coming into the community even if they are not Chamber members. This is a new direction that the Chamber is going in and she is very excited about it. On August 14th the Chamber co-sponsored a ChamberEd class with SHRA on 'Professional Women in Business' at Granlibakken. The next ChamberEd class on 'The Art of Public Speaking' is scheduled for September 14th at The Chateau in Incline and another ChamberEd seminar is scheduled for September 21st called 'Windows 7 and Office 2010,' prizes will be given away at this seminar and the cost of \$20 includes breakfast at Granlibakken. The Membership Luncheon is scheduled for October 13th at the North Tahoe Event Center. Andy reported that Joanne Marchetta from the TRPA will be the keynote speaker at the Membership Luncheon. The 25th Anniversary Autumn Food and Wine Festival is scheduled for September 10-12th and Kym said she is looking for Grape Stomp teams for Friday's Grape Stomp and Luncheon. The cost for the luncheon is \$200 per team and it includes lunch, grape stomping and wine. The Chamber along with the Sierra Sun and the Lake Tahoe Bonanza will be conducting the Washoe and Placer County Candidate Forum scheduled for early October. Kym reported that Chamber Memberships are at 628 members. She said that staff conducted some database clean up and that is why the members are down from last month. Kym then gave a staff report on the 'Chamber News and Events' e-blast sent out every Wednesday. She said that in Incline there is an open rate of 22.6% and the rest of the community's open rate is 27.3% (the industry average is 13.8%).

6.0 TOURISM DIRECTOR'S REPORT – ANDY CHAPMAN

- 6.1 Andy reported that he and Ron met with Jennifer Merchant and Tom Miller from Placer County last week to discuss the annual NLTRA contract which is in the process of being finalized. The contract is scheduled to be presented to the NLTRA Board next week and to the Board of Supervisors on September 14, 2010. Andy said that they are looking at increasing the Special Events Grant Fund from \$30,000 to \$50,000 this year. Kym reminded the Committee that the specific dollar amount of the Special Event Grant will not be known until September. Andy reported that the Lake Tahoe Basin Prosperity Plan Economic Forum was held on August 16th at the Hyatt. It was well received and around 75 people attended the invitation only event. The next day, at the Lake Tahoe Summit, Norma Santiago and Trish Kelly presented parts of the LTBPP which generated a substantial amount good press. Andy discussed the questions that the Committee had about the LTBPP at the last Chamber meeting. He said that he discussed the Committee's concerns at the LTBPP Steering Committee meeting and they are working on the issues. Andy stated that there was a site visit in Tahoe with the organizers of the Amgen Tour of California. He thanked the Committee for welcoming the organizers from Amgen and their assistance during their visit. Cheri asked when they are going to announce if the race will be held here. Andy replied that they will let us know in October. Kay said that she spent time on the GoTahoeNorth.com and there is nothing listed in the events after October 2, 2010. She would like for staff to list events that occur annually on the Calendar. Andy replied that he would have Shelley Fallon and staff adds future events to the calendar.

7.0 PRESENTATION AND DISCUSSION ON GEOTOURISM-MARTINI MORRIS WITH SIERRA BUSINESS COUNCIL

- 7.1 Kym introduced Martini Morris, the Watershed Education Assist and AmeriCorps Member. Martini said that the definition of Geotourism is tourism that sustains or enhances the geographical character of a place — its environment, culture, aesthetics, heritage and the well-being of its residents. Geotourism helps travelers to tread lightly and enjoy a locale's

sense of place. She said that travelers are looking for an authentic travel experience, and geotourists seek out local services, activities, focused on sustainability and they value the destinations stewardship. She stated that there are three variables to the SBC's efforts: the website (SierraNevadaGeotourism.org), a printed map guide and the Geo Council. Martini reported that the benefits of geotourism are to the environment by encouraging sound destination stewardship that keep growth to sustainable levels and limits negative impacts such as overcrowding and resource pollution, it benefits residents by promoting local services and employment and benefits visitors by informing residents about their needs and expectations. Martini said that National Geographic has implemented and manages the geotourism project which is funded by grants and they are always looking for more grants. Partners and endorsers to the project include chambers, counties, communities and cities. She stated that they are trying to empower the community to inform the project implementers of what each individual community finds unique (geotourific assets) and they are asking for nominations. You can go to the website www.sierranevadageotourism.org and nominate events, local businesses, historical and cultural sites, artists, musicians, crafts-persons and more. She said that there are specifications for the nomination, it has to include a picture and it has to have good contact information. Kay asked if you submit a nomination can you go back and make changes to it. Martini replied that yes you can go back to the website and make changes. She said when you make a nomination it goes to the editor to ensure that it is complete prior to it being posted on the site. There was discussion on how to make your nomination the most visible and Martini replied that if there are any questions you can call or email them. They are gathering the nominations for Northern Sierra and everyone needs to get their nominations in by August 30, 2010. Joy asked how they are marketing the website. Martini replied that it is on the Nat Geo website and SBC is marketing it as well. Kym asked the committee if they would like for the Chamber to be a partner with SBC on geotourism the committee agreed unanimously. Phil would like for Kym to place some NLT Chamber supported nominations or key points of North Lake Tahoe. Kym replied that she and staff will start working on it.

8.0 PRESENTATION OF ROI FOR THE OLYMPIC HERITAGE CELEBRATION-ROB WESTON

The Olympic Heritage Celebration was awarded \$8,000 for their marketing efforts. Rob Weston distributed packets to the Chamber Committee. He reported that the money was strictly used for marketing mainly targeting media advertising through: Comcast TV, KCRA TV and KCRA.com. Squaw Valley Ski Corp had a projected advertising budget of \$100,000 which also marketed the event. The PR was handled through Pettit Gilwee, Eric Brant and the Chamber was distributing e-blasts. Rob reported that they estimated that North Lake Tahoe had an increase of 35,000 visitors. Rob stated that they did have a hard time raising funds. The local community was very supportive but outside the community they had a hard time getting sponsorship sales. He said they would like to continue the program next year as a three day event and they are leaving it up to the OHC Board to request funds from the Grant program. Kym asked if Squaw ever did a 'Ski for the Museum Day' to generate funds. Rob replied no but it can be asked in the future. Jan asked if they knew where the museum is going to be located; Rob replied that they haven't finalized a location as of yet. Kay said that without the \$8,000 grant the event probably wouldn't have happened and without the community support the event would have failed. She would like to see the event move forward and we (as a committee and a community) should continue to support the event. Alex said that the benefits are obvious from the OHC but he suggests that staff reviews the ROI reports prior to the applicants presenting them to the committee. Justin would like to see the Committee look at each ROI and see which events performed the best as far as money spent on lodging, dining and retail and distribute the grant money accordingly.

9.0 PRESENTATION OF ROI FOR THE SIERRA STATE PARKS FOUNDATION-MARGUERITE SPRAGUE

- 9.1 Marguerite passed out the collateral created from the grant money that they received. She reported that they had scheduled 5 events this year and unfortunately they only

produced one due to staff being ill and departing. They had a very successful event, "Golden Twilight Dinner at the Pine Lodge." From the event they gained new memberships and a few major donations. The event also raised the profile of the State Parks. Marguerite said that Tahoe's crowded summer calendar had an impact on their event schedule. They used the grant money to implement a website, facebook pages, advertising on Tahoe TV, constant contact blasts, printed ads in the Weekly, Z events, Sierra Sun articles and PR through Pettit. Linda asked how many attended the Pine Lodge event; Marguerite said that they had 54 attendees. Marguerite said that the Chamber of Commerce was invaluable for this event and the events would not happen without the Chambers Support.

10.0 SEPTEMBER MEETING DATE

- 10.1 Cheri would like to move the September meeting to October 6, 2010 due to Cheri being away at a conference.

11.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

- 11.1 **NLT Chamber**-Kym reported that Ryan Slabaugh would like to be replaced by Michael Gelbman. Kym will contact Ryan to have him send a letter to the NLTRA Board of Directors.

SVBA-Elizabeth Hill reported that Caroline Ross is back and will be representing the SVBA due to Elizabeth moving out of the area. Caroline reported that they will have the Alpen Wine Festival on September 5, 2010.

West Shore Association-Kay reported that the West Shore Café was purchased by JMA and they are doing an event on Labor Day and they intend to be open throughout the winter. She also reported that Obexter's has been a wonderful addition to the Westshore.

NTBA-Cheri said they just finished up their music series and it was a very successful series the average attendance was from 800 to a thousand people. She said it is probably the busiest summer they have seen in 15 years. They are now gearing up for passport to dining scheduled on October 7, 2010.

NORTHSTAR-Mountain Biking in the Park will be open on Friday, Saturday and Sunday after Labor Day weekend. The 'Double Whammy' season pass price goes up on October 1st it is \$399 right now

TMA-Jan reported that Tart's overall service from July 1st to August 20th is down 2% but the Westshore is up 9%. The Airport Shuttle is up 10% from last August. The new Northstar 'Night Rider' is doing really well for a new program.

TCDA-Justin reported that the Tahoe City concerts are doing well. The Harvest Festival is scheduled for October 9, 2010. They will be having 2 for 1 fall dining week after Harvest Festival.

Tahoe Maritime Museum-Heather reported that she is also leaving the area. She would like to know if another museum employee can fill in for her until the end of the year. Cheri said that her and Kym will discuss it and let her know. Patty Williams will be Heather's replacement at the museum.

12.0 ADJOURNMENT

- 12.1 The meeting was adjourned at 11:06 a.m.

Submitted by,
Emily Sullivan
Program Assistant

Monthly Report July 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 7/30/10	\$1,699,447	* Estimated
Forecasted Commission for this Revenue:	\$125,627	
Number of Room Nights:	11434	
Number of Delegates:	5143	
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 7/30/10:	48	

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:	\$727,922 * Estimated
Projected Commission:	\$42,822
Number of Room Nights:	4287
Number of Delegates:	1714
Arrived Group Type:	1 Corp., 6 Assoc., 1 Smerf

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2011/12:	\$492,590	\$650,000
For 2012/13:	\$151,132	\$250,000

NUMBER OF LEADS Generated as of 7/30/10: 12

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 July 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 7/30/10:	\$212,792	*Estimated
Forecasted Commission for this Revenue:	\$23,182	
Number of Room Nights:	2330	
Number of Delegates:	1257	
Annual Revenue Goal for FY 10/11:	\$300,000	
Annual Commission Goal for FY 10/11:	\$15,000	
Number of Tentative Bookings as of 7/30/10:	52	

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:	3

Arrived in the month of June:

Number of Groups:	4
Revenue Arrived:	\$99,626
Projected Commission:	\$13,549
Number of Room Nights:	947
Number of Delegates:	530
Booked Group Type:	1 Corp., 2 Smerf and 1 Non-Profit

Future Year Bookings, booked in this fiscal year:

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

NUMBER OF LEADS Generated as of 7/30/10: 12

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 AUGUST 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 LTBPP planning meeting: Andy
- Attended LTBPP Economic Forum: Andy
- Attended Lake Tahoe Summit: Andy
- Attended AFW Planning Meeting: Andy, Judy
- Met with Northstar on contract negotiations and ops: Judy
- Attended and Presented at NTRAC Meeting: Andy
- Met with Wedding and Honeymoon Association: Andy
- Attended Sierra Avalanche Center Board Meeting: Jeremy
- Organized and held Sierra Ski Marketing Council conference call finalizing fall ski show details: Jeremy
- Finalized SSMC 2010 budget, trade show details, staffing and promo items: Jeremy
- Put together fall, 2010 SSMC co-op campaign with Southwest Vacations: Jeremy

SPECIAL PROJECTS

- Proceeding on bid process for the 2011 Amgen Tour of California: Andy, Judy
- Hosted Amgen Fam North and South Shore: Andy, Judy
- Began process on 2010/11 Ski Cooperative Program: Andy
- Began Learn to Ski outreach: Judy
- Launched Fabulous Fall campaign: Judy, Andy
- Final pre-race meeting with Ta-hoe Nalu SUP producer: Judy
- Met with Barb Cohen and Alex Mourelatos on Small Lodging effort: Andy
- Met with Tom Miller and Jennifer Merchant on FY 2010/11 Agreement: Andy
- Hosted site inspection for National Assoc. of State Retirement Agencies: Jason
- Attended ASAE trade show: Jason
- Hosted client focus group in Los Angeles: Jason
- Hosted client dinner in Beverly Hills: Jason
- Hosted site visit for CA Association of Physician Groups: Jason
- Hosted LAZER Magazine, Japan: Jeremy
- Conducted Australian travel trade and media mission: Jeremy



MEMORANDUM

DATE: September 1, 2010

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
And Planning

SUBJ: August 1-31, 2010
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. Integrated Work Plan (IWP) Update

The F.Y. 2010/11 Project Budget, which was developed as part of the IWP process, was recommended and approved by the Joint Committee and the Board at the April and May meetings. It has been used to help prepare the draft FY 2010/11 TOT budget and to determine the probable projects expenditures in the draft NLTRA budget. The budget will not be finalized until the 2010/11 Placer/NLTRA Agreement is approved. During the process, the Board directed staff to have the Joint Committee review and make recommendations as to the method used to determine transportation funding and for approving infrastructure projects. This will be agendized during the fall.

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 2009/10 NLTE Financials for 12 month ending June 30th are attached to this Monthly Activity Report.

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. The NLTRA and Placer County continue to be a major funding

partner for this project having recently approved the Tahoe City Public Utility District request for \$1,075,000. In addition, the California Tahoe Conservancy has granted \$2.5 million for this project. TCPUD has also prepared the necessary planning documentation to allow application for additional construction funds through the federal American Reinvestment and Recovery Act funding program in the amount of \$800,000 to \$1,000,000. At its most recent meeting, the TCPUD Board approved the bid from Aspen Construction to move ahead with the construction of Phase 7 of the project starting September 30th 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 will present 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. TART Bus Shelter Bear Boxes (A-25)

At the January 20th meeting, the NLTRA Board of Directors approved and recommended to the Placer County Board of Supervisors a request for up to \$20,000 to the TNT/TMA to provide bear proof garbage containers at existing bus shelters. The Board of Supervisors approval on February 23rd will allow this project to begin immediately. The bear proof containers have been ordered and four have been installed. The necessary funding agreement has been signed by the TNT/TMA enabling funds to be released upon request. Placer County is working to complete site plans now being required by Caltrans, which were not anticipated for the Caltrans permitting process, so that the remaining containers can be installed.

6. Water Taxi Proposal

A proposal is being developed to initiate a water taxi service that would start on a small scale along the north and west shores of Lake Tahoe. The Tahoe Transportation District (TTD) is looking at this potential project as a possible component in the overall lake shuttle program that they have taking the lead to develop. The TNT/TMA, Placer County, and the NLTRA have been included in the planning discussions. TTD is preparing 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 will be initiated this fall and funded by TTD. The project was presented at the August 16th Joint Committee meeting.

7. 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 is preparing the anticipated next request for funding to continue the work on this trail which will provide a key link in the Resort Triangle Trail connecting Lake Tahoe with the Martis Valley and Truckee. The request was approved and recommended to the Board at the August 16th Joint Committee meeting.

8. Lake Tahoe Region Bicycle and Pedestrian Plan 2010

The Tahoe Regional Planning Agency and the Tahoe Metropolitan Planning Organization have been updating this Plan which was originally prepared in 2003. The purpose of the Plan is to provide a vision and guidelines for developing a comprehensive bicycle and pedestrian support system, which includes a network of maintained sidewalks, bicycle paths, lanes, and routes. It includes support facilities, such as bicycle racks, and outreach and education programs throughout the Lake Tahoe region. The Plan informs the priority project list in the Regional Transportation Plan, and allows bicycle and pedestrian projects to be eligible for multiple funding sources. The public draft of the Plan was released in June and the comment period ending on July 26th. Twenty individuals and organizations submitted comments on the public draft. Staff plans to bring the Plan to the TRPA Governing Board on August 25th. Once approved by the Governing Board, the Plan will become part of the current Regional Plan. The Executive Summary and the full Plan is available at the TMPO website. Comments that were made are included in Appendix H of the most recent draft.

9. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, September 27, 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
- UC Davis Fish Hatchery Interpretive Center Grand Opening
- Lake Tahoe Basin Prosperity Plan Presentation/NLTRA Input
- NLTRA Executive Committee
- Sustainable Grant Workshop/Placer County/Calif. Tahoe Conserv. for Grant Preparation
- Lake Tahoe Forum
- CEO Meeting on NLTRA/County Annual Agreement
- Northstar Mixer
- NTRAC Board/LTBPP Presentation

North Lake Tahoe Express Financials

FY 2009-2010

Operations		Green Line Results			Blue Line Results			FY 2008-09			2007-08			2008-09			2009-10				
		Placer County	Washoe County	Placer County	Washoe County	Placer County	Washoe County	Actuals	Pax	Subsidy	Subsidy	Subsidy	Subsidy	Pax	Subsidy	Subsidy	Pax	Subsidy	Subsidy		
Mo.	Revenue	%	Pax	Revenue	%	Pax	Revenue	%	Pax	Tot Rev	2009-10	2008-09	2006-07	2007-08	2008-09	2009-10	2008-09	2006-07	2007-08	2008-09	2009-10
July	\$4,440	10%	157	\$20,438	49%	765	\$17,128	41%	551	\$42,006	1473	\$43,438	1618	\$0	\$10,352	\$15,363	\$22,200	\$0	\$13,426	\$10,372	\$5,475
Aug	\$6,040	15%	192	\$15,454	38%	497	\$19,316	47%	661	\$40,810	1350	\$41,564	1538	\$0	\$18,287	\$31,278	\$13,196	\$0	\$18,380	\$14,155	\$21,225
Sep	\$3,711	11%	114	\$9,153	26%	294	\$21,576	63%	729	\$34,440	1137	\$29,982	1108	\$0	\$17,896	\$22,419	\$13,273	\$0	\$16,316	\$22,419	\$13,273
Oct	\$1,903	7%	60	\$7,273	29%	259	\$16,339	64%	534	\$25,515	853	\$31,756	1196	\$0	\$17,896	\$22,419	\$13,273	\$0	\$16,316	\$22,419	\$13,273
Nov	\$1,793	11%	63	\$5,608	36%	179	\$8,305	53%	304	\$15,706	546	\$17,836	623	\$6,790	\$15,548	\$2,750	\$0	\$6,790	\$16,316	\$22,419	\$13,273
Dec	\$9,981	19%	379	\$20,024	39%	757	\$21,195	41%	788	\$51,200	1924	\$68,123	2527	\$15,548	\$2,750	\$0	\$0	\$15,548	\$2,750	\$1,916	\$0
Jan	\$12,540	19%	476	\$30,325	47%	1178	\$22,024	34%	807	\$64,889	2461	\$50,905	1955	\$21,289	\$1,294	\$0	\$0	\$21,289	\$1,294	\$1,916	\$0
Feb	\$14,876	20%	525	\$34,255	47%	1294	\$23,546	32%	880	\$72,647	2699	\$75,355	2668	\$17,896	\$3,946	\$0	\$0	\$17,896	\$3,946	\$0	\$0
Mar	\$12,829	17%	514	\$41,142	54%	1688	\$21,543	29%	857	\$75,514	3059	\$81,088	2953	\$10,819	\$12,315	\$0	\$0	\$10,819	\$12,315	\$0	\$0
Apr	\$4,744	13%	183	\$14,899	40%	547	\$17,587	48%	631	\$37,230	1361	\$23,882	840	\$26,040	\$24,964	\$8,570	\$0	\$26,040	\$24,964	\$21,890	\$8,570
May	\$827	3%	27	\$5,670	24%	193	\$16,661	72%	510	\$23,158	730	\$18,016	605	\$18,023	\$7,918	\$9,417	\$0	\$18,023	\$7,918	\$15,483	\$9,417
June	\$5,639	14%	102	\$14,099	35%	527	\$20,458	51%	493	\$40,196	954	\$33,214	1152	\$5,540	\$15,379	\$5,778	\$0	\$5,540	\$15,379	\$5,778	\$5,778
Total	\$79,323	14%	2792	\$218,340	41%	8178	\$225,678	45%	7745	\$523,311	18,547	\$515,159	18,783	\$121,945	\$145,327	\$138,654	\$93,356	\$121,945	\$145,327	\$138,654	\$93,356

Other Expenses:

Marketing	\$45,960
Admin	\$16,770
IT	\$5,360
Total:	\$68,090

July 1-June 30, 2010
Jan 1-June 30, 2009

Funding Opportunities	
1.) NLTRA	\$88,000
2.) Washoe Pub/Prvt	\$35,500
3.) Washoe Pub/Prvt	\$42,500
4.) Trk Tahoe Airport	\$2,500
5.) Best Western	\$1,000
6.) Cedar Hse	\$1,000
TOTAL INCOME:	\$180,500

NORTH LAKE TAHOE EXPRESS STATISTICS

Washoe County - Blue

#Runs	Rev	Rev/Run
1189	\$87,694.00	\$73.75
2180	\$179,286.00	\$82.24
2361	\$241,325.00	\$102.21
2371	\$220,740.00	\$93.09
367	\$37,798.00	\$102.99
8468	\$766,843.00	

Placer County - Green

#Runs	Rev	Rev/Run
824	\$58,895.00	\$71.47
1426	\$108,513.00	\$76.10
1230	\$94,663.00	\$76.96
971	\$77,238.00	\$79.54
131	\$9,350.00	\$71.37
4582	\$348,659.00	

Placer County - RED

#Runs	Rev	Rev/Run
1174	\$111,743.00	\$95.18
1818	\$162,576.00	\$89.43
1870	\$183,844.00	\$98.31
1964	\$216,369.00	\$110.17
292	\$34,968.00	\$119.75
7118	\$709,500.00	

2006-07
2007-08
2008-09
2009-10
2010-11

2006-07	2007-08	2008-09	2009-10	2010-11
1174	1818	1870	1964	292
824	1426	1230	971	131
<u>1189</u>	<u>2180</u>	<u>2361</u>	<u>2371</u>	<u>367</u>
3187	5424	5461	5306	790
Subsidy Per Run				
41.5	26.97	25.39	17.59	