



Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday, September 7, 2011 – 8:30 am – 11 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

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM

B. AGENDA AMENDMENTS AND APPROVAL (*Motion*)

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

C. 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. REPORTS & ACTION ITEMS

3. Special Event Task Force Appointment – Phil GilanFarr/Alex Mourelatos (*Motion*) (15 minutes)
4. Organization Structure, Organization Flow Chart, Committee Structure Recommendations – Sandy Evans Hall/Ron McIntyre (*Motion*) (45 minutes)
5. RTIA Welcome Center, West Commons Alternatives, Tahoe City Golf Course (*Motion*) Update – Ron Treabess (10 minutes)
6. Autumn Food and Wine Update – Judy Laverty, Andy Chapman (10 minutes)
7. TOT Renewal Survey Results – Bev Ducey and consultants (30 minutes)

E. CONSENT CALENDAR – MOTIONS (*5 min*)

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.

8. Board Meeting Minutes – August 3, 2011

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

9. Joint Infrastructure/Transportation Committee – August 29, 2011

10. Marketing Committee – August 30, 2011

11. Conference Sales Reports

12. Infrastructure/Transportation Activity Report – August 2011

13. Chamber of Commerce Committee – August 17, 2011

14. August Chamber of Commerce Business Plan Progress Report

15. Group Sales Director Sub Committee – August 4 and 23, 2011

16. Approval of Group Sales Sub Committee Members

17. Lodging Committee – August 4, 2011

18. Finance Committee – July 5, 2011

F. CHAMBER OF COMMERCE REPORTS (5 min)

19. Chamber Activities and Events

G. DIRECTORS' COMMENTS

H. MEETING REVIEW AND STAFF DIRECTION

I. CLOSED SESSION (If necessary)

At any time during the regular session, the Board of Directors may adjourn to closed session to consider existing litigation, anticipated litigation, liability claims, personnel matters including employee appointment, employment, performance evaluation, or discipline/dismissal/release, or contract negotiation.

20. Placer County Contract

J. RECONVENE TO OPEN SESSION

21. Closed Session Report

K. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed , 2011



September 7, 2011

To: Board of Directors

From: Sandy Evans Hall, Executive Director
Andy Chapman, Director of Tourism
Kym Fabel, Chamber Manager

Re: Discussion and Appointment of Special Events Taskforce

Background

At Board direction, staff has worked with a number of the committees to develop a new special events grant process. The lead committee in this effort has been the Chamber of Commerce Committee. As part of this process, it has been recommended that a broad selection of committee representation be created to form a taskforce to complete the review and allocation of the Special Events Grants. This process was described and approved and NLTRA board at this meeting last month.

Staff Recommendation to NLTRA Board of Directors

Staff presented the plan to the Chamber, Lodging and Marketing Committees with each committee appointing their representative to participate on this taskforce. After review and discussion, staff recommends the Board approve the committee as presented below.

Additionally, the plan calls for one board member to also participate on this taskforce. Staff requests that one board member also be appointed.

Chamber of Commerce Committee Appointment

1. Kali Kopley, Uncorked/Soupa!
2. Caroline Ross, Village Neighborhood Company

Marketing Committee Appointment

1. Kevin Hickey, Tahoe Adventure
2. Heather Allison, Ritz Carlton

Lodging Committee Appointment

1. Debi Milani, Coldwell Banker Rentals

NLTRA Board of Director Appointment

1. TBD

Organization Identity Concept



North Lake Tahoe

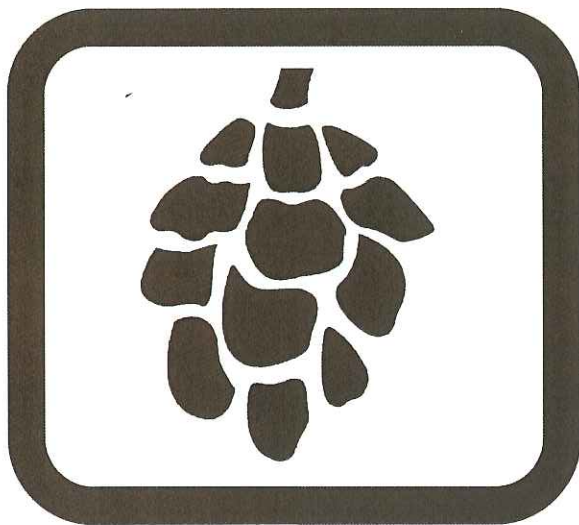
Chamber • CVB • Resort Association

Potential Integrations with Marketing Concept



explore north lake tahoe

See it. Do it. Love it.



Proposed Organization Structure

Explore North Lake Tahoe!

North Lake Tahoe

Chamber – CVB – Resort Association

Core Functions: Infrastructure and Transportation development, Destination Marketing and Conference/Leisure Sales, Visitor Information, Membership programs and services, Community Relations, Administration

Single Structure Benefits:

- Fully leverage all functions for business membership benefit, ability to create greater value and revenues
- Differentiate chamber from business associations by creating a larger, more encompassing organization
- Leverage business voice for marketing, transportation, infrastructure projects
- Understandable from visitor, community and business perspective (Resort Association alone has no meaning, but people do know what a Chamber and CVB are)
- Single website (adding business directory to gotahoenorth.com or explorenorthlaketahoe.com provides benefit to members and convenience to visitors)
- Greater opportunity to generate revenue for organization, clearer understanding of who we are and what we do – greater alignment from a public and membership perspective

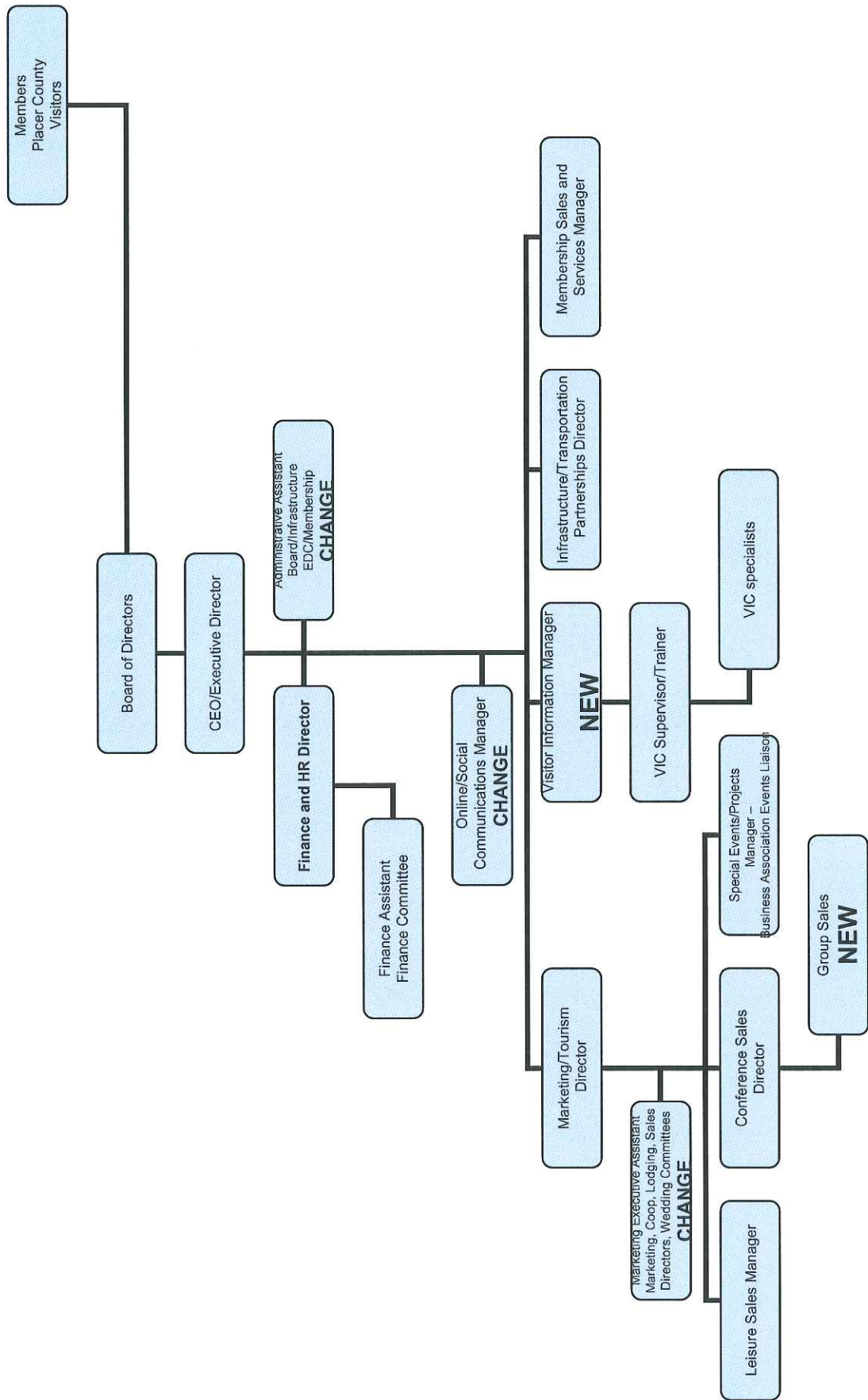
Challenges:

- TOT funding not available for membership programs and services – currently known as Chamber functions. This can be handled through accounting, budgeting, etc.
- Mix of funding in Visitor Center, web site, and some staff functions – difficult to create clean line between TOT funding and membership funded functions
- Community driven organization (public) or business driven organization (private) – members are businesses, projects are public but also have benefit to the economic viability of area for business success
- County control over advocacy issues may limit single organization 'Chamber' activities, even if no TOT dollars are involved, would have to be careful to establish clear criteria for advocacy issues
- Jurisdictional boundaries for E. Placer County are not the same as for membership which extends into Washoe and Nevada counties. Due to TOT funding guidelines, no services can be provided to members outside of E. Placer County and no representation on board of directors is allowed under current bylaws
- Non-TOT funded visitor information services such as comprehensive guides, could promote members and have non-member pricing, business directory online would be members only, lodging information outside business directory online would be all lodging in E. Placer County only

- Membership benefits = revenue potential, sponsorships = revenue potential; County requirement for all citizens/businesses to be treated equally works against a membership model
- Work-around for above is to create member programs for visitor information that are fully funded without TOT revenues – first opportunity to members, non-members allowed at a fee. Costs would need to include distribution
- Visitor Information Manager would be TOT funded to start, as are VIC staff; product development need not be TOT funded
- Coop Marketing Group is not interested in 'Chamber' functions, strictly destination marketing – this can be handled with contract and clear use of funds

Recommended Direction: Form a single, comprehensive identity for community, visitor, and staff. Work within all jurisdictional boundaries to operate as needed for funding requirements, accountability, etc. through departmental delineation and contractual language.

Organization Flow Chart



Organization Flow Chart

Recommended Changes:

Communications Manager

Bring Online updates and Social Media coordination in house and combine with all other communication needs such as Biz Bytes, monthly Newspaper article, etc. With the strategic goals for community relations and the importance to our destination marketing as well as in market marketing efforts, this should be elevated to a full time in house position.

Funding: Currently spending \$55K outsourcing these activities for only 20 hours per week. Would propose to spend \$50K from Marketing and Coop and an additional \$5K from Membership to include benefit package for a total of **\$53K - \$58K. No net increase, but a savings of \$5K for Marketing Coop.**

Administrative Assistant

Administrative coordination for increased focus of CEO/Executive Director and Infrastructure/Transportation Director on project completion is needed. This position would also take over the responsibilities of the current program manager in membership database and program assistance. Committee packets and minute taking for Board, Joint, Chamber, and EDC would be handled by this person instead of outsourcing that task.

Funding: When the former executive assistant left, these duties were parsed out to various staff members for an increase in pay. This position would replace the current Project Assistant position. Reducing pay from staff members that would reduce their workload plus the replaced position would allow us to spend approximately \$20.75/hr for an Administrative Assistant, plus a savings of \$250/month for Judy Friedman minute taking. Propose a range of **\$38K - \$42K, providing a savings of \$3,000 plus annually.**

Visitor Information Manager

The Strategic Goals developed by the board have created the need to provide stronger direction to deliver of visitor information for the purpose of enhancing the guest experience and building on valuable word of mouth advertising. Lodging liaison services, visitor centers, mobile technology, comprehensive quality guides and maps, distribution strategies, kiosks, etc. require the full time attention of this product management.

Funding: This position was anticipated when budgeting this year and has been added to the marketing budget as well as the county scope of work and budget. Proposed salary range of **\$45 – 50K** including benefits is anticipated to start with growth potential based on revenue generation over time.

Marketing Executive Assistant

An executive assistant for the marketing and sales department is very much needed, especially with the addition of the new sales position that has been approved. This person would work with all the marketing related committees to include the marketing coop as needed, lodging, weddings, sales directors, marketing, etc as well as follow up for the sales department and assistance with events and special programs. There would also be administrative help for the Tourism Director in ad proofing and placement, coordination of meetings with various constituents, compilation of reports to include possible a new lodging barometer, event portfolios, and sales reports.

Funding: This position replaces existing marketing and sales coordinator, currently earning \$18.10/hr. Combined with a savings in rehiring of the Finance Director position of approximately \$25K, a proposed range of **\$38K - \$42K** can be achieved.

JOB TITLE: **Communications Manager**
DEPARTMENT: **Administration/Tourism/Coop**
SUPERVISORS TITLE: **Executive Director/CEO – Tourism Director**
STATUS: **Exempt?**

JOB SUMMARY

The position of Communications Manager is responsible for maintaining all websites current in content, developing and executing a social media strategy across all departments, membership and community information, and working with Public Relations vendor to provide timely articles to local, regional and national/International media.

ESSENTIAL JOB FUNCTIONS

- Develop effective strategy for social media and guest interactive components across all departments as appropriate, execute with consistent voice and messaging, encouraging viral component and audience growth
- Maintain accuracy of content on all web sites in a timely basis, assist with content development when needed
- Develop communications strategy for community relations and membership with consistent and frequent messaging
- Work with Coop Marketing group to fulfill all social and web needs for destination marketing plan

ADDITIONAL JOB FUNCTIONS

- Assist in special projects as assigned

ESSENTIAL QUALIFICATIONS & ABILITIES

- Excellent customer service skills
- Good organization skills
- Excellent communication skills
- Take direction and initiative, work independently
- Excellent knowledge of social media programs with constant eye on new trends and programs
- Excellent knowledge of content management programs for web, some knowledge of html is preferred
- May be assigned to work occasional evenings, weekend, holidays and special events, both locally and regionally

EDUCATION

- High School degree or equivalent required

- Some college preferred

EXPERIENCE

- Strong computer experience
- Daily use of social media, technology in personal life

LICENSES/PERMITS REQUIRED:

- Valid state of California or state of Nevada drivers license
- Valid ID, green card or resident card, if not a U.S. citizen

JOB TITLE: Administrative Assistant
DEPARTMENT: Administration
SUPERVISORS TITLE: Executive Director/CEO
STATUS: Exempt

JOB SUMMARY

The position of Administrative Assistant is responsible for ensuring a smooth flow of work in the administrative sector by assisting the Infrastructure/Transportation Director, Membership Manager and CEO/Executive Director in all capacities. General office management, supply inventory, assistance with membership programs and collateral development, and CEO/Executive Director correspondence will be fulfilled with this position. Meeting packets and minutes for the Joint Infrastructure/Transportation, Membership Advisory, and Board of Director committees as well as file maintenance of important documents and upkeep of the NLTRA.org information will be the responsibility of this person.

ESSENTIAL JOB FUNCTIONS

- Schedule, compile packets, and take minutes for all Joint Infrastructure/Transportation, Board of Directors, Economic Development and Membership Advisory committees as well as others requested by CEO/Executive Director
- Assist CEO/Executive Director with compiling data and reports as requested
- Maintain office supply inventory while holding to budget annually
- Answer calls directed to Infrastructure/Transportation, Membership, and CEO/Executive Director in their absence
- Schedule and coordinate meetings at the request of CEO/Executive Director
- Maintain all office machinery, computers, phone systems in working order
- Maintain all important documents such as contracts, by-laws, policy manual, etc. in most current form in hard copy and electronic files for easy access
- Maintain membership database current and accurate, assist as needed with business association administrative issues
- Handle all incoming and outgoing mail
- Assist Finance Director and Assistant with bank deposits as necessary

ADDITIONAL JOB FUNCTIONS

- Assist in special projects as assigned

ESSENTIAL QUALIFICATIONS & ABILITIES

- Excellent customer service skills
- Good organization skills

- Excellent communication skills
- Take direction and initiative, work independently
- Use appropriate phone etiquette
- Knowledge of the network software, very comfortable with all Microsoft Office products
- May be assigned to work occasional evenings, weekend, holidays and special events, both locally and regionally
- Prioritize job responsibilities without direct supervision.
- Secretarial skills including typing, efficient note taking, spelling and grammar

EDUCATION

- High School degree or equivalent required

EXPERIENCE

- General office or secretarial experience, knowledge of computers and use of office equipment
- Experience in hospitality sales helpful
- CVB or Chamber experience helpful
- Strong customer service experience

LICENSES/PERMITS REQUIRED:

- Valid state of California or state of Nevada drivers license
- Valid ID, green card or resident card, if not a U.S. citizen

JOB TITLE: Marketing Executive Assistant

DEPARTMENT: Tourism

SUPERVISORS TITLE: Tourism Director

STATUS: Exempt

JOB SUMMARY

The position of Marketing Executive Assistant is responsible for ensuring a smooth flow of work in the Marketing, Events, Visitor Information and Conference/Group Sales Department by assisting the other department employees in an administrative support capacity. He or she is also responsible for completing miscellaneous projects for the Director of Conference Sales and Tourism Director. Trade show coordination, daily, weekly & monthly reports, promotional projects and special projects, as assigned, are also responsibilities of this position.

ESSENTIAL JOB FUNCTIONS

- Schedule, compile packets, and take minutes for all marketing related committees to include Marketing, Lodging, Conference Sales, and others as needed or requested by Tourism Director
- Assist Tourism Director with compiling data and reports as requested
- Assist Events and Special Programs Director with projects as needed
- Complete projects as assigned by the Director of Conference Sales with little or no direct supervision
- Perform phone follow-up for client database maintenance including call screenings as requested
- Coordinate business travel and trade show arrangements for department staff as necessary
- Answer phones, screen and forward calls to appropriate party per instructions. Take messages as necessary
- Maintain inventory of marketing and group sales materials & supplies
- Maintain all department files
- Assist in special projects as assigned by department manager.

ADDITIONAL JOB FUNCTIONS

- Performs other duties as assigned
- Support Kings Beach Visitors Information/Tahoe City VIC when needed.
- Mail/Bank deposit for Administrative Assistant if out of town or in meetings.

ESSENTIAL QUALIFICATIONS & ABILITIES

- Excellent customer service skills

- Good organization skills
- Outgoing personality
- Excellent communication skills
- Take direction and initiative, work independently
- Uses appropriate phone etiquette
- Knowledge of the ACT computer program as well as other network software
- May be assigned to work occasional evenings, weekend, holidays and special events, both locally and regionally
- Prioritize job responsibilities without direct supervision.
- Secretarial skills including typing, efficient note taking, spelling and grammar

EDUCATION

- High School degree or equivalent required

EXPERIENCE

- General office or secretarial experience, knowledge of computers and use of office equipment
- Experience in hospitality sales helpful
- Hotel, DMC or CVB experience helpful
- Strong customer service experience

LICENSES/PERMITS REQUIRED:

- Valid state of California or state of Nevada drivers license
- Valid ID, green card or resident card, if not a U.S. citizen

JOB TITLE: Visitor Information Services Manager

DEPARTMENT: Visitor Information

SUPERVISOR: NLTRA Executive Director

STATUS: Exempt

JOB SUMMARY

The position of Visitor Information Services Manager is responsible for all forms of delivery of visitor information to ensure the highest quality of experience for each and every visitor to North Lake Tahoe. This position will oversee all in market information materials, both printed and electronic, using technology whenever possible. The position will also be responsible to work with Membership Sales and Services to create sponsorship and other revenue generating opportunities as they relate to visitor exposure and will analyze, manage and create visitor centers as sustainable business enterprises to the extent possible.

ESSENTIAL JOB FUNCTIONS

- Assess visitor information needs and develop strategy and plan to meet those needs
- Identify ways to provide quality visitor information products at no cost or that generate revenue to the organization
- Promote members as contributing to the economic viability of the area whenever possible
- Work with lodging properties to develop in-room and front desk delivery of information
- Work with business community on hospitality training and information resources
- Hire and supervise training protocol for visitor information staff
- Investigate 'concierge' services for incoming guests with revenue generation from activities and restaurants for bookings
- Provide input to online marketing staff and vendors for meeting visitor demands for information online
- Develop and execute visitor research annually with cooperation from Coop marketing and NLTRA marketing committee
- Work with Lodging, Marketing, and Chamber Advisory committees to communicate visitor information services
- Work with Infrastructure and Transportation on signage and mapping needs
- Other duties, as assigned, by the NLTRA Executive Director/Management Team.

ESSENTIAL QUALIFICATIONS, SKILLS AND ABILITIES

- Ability to manage multiple responsibilities
- Outgoing personality

- Excellent public relations, interpersonal, customer services and “welcoming” skills
- Excellent organizational skills
- Excellent oral and written communication skills
- Ability to successfully deal with difficult situations and personalities
- Excellent, contemporary computer knowledge and skills
- Excellent general office skills
- Experience and ability to staff the NLTRA’s Visitor Information Centers (VIC)
- Ability to be flexible and successful in a constantly changing work and community environment

EDUCATION

- High School or equivalent
- College preferred

EXPERIENCE

- Previous management level experience; specific Chamber experience preferred
- Previous sales experience
- Entrepreneurial approach – ability to understand budgets and develop new business performas
- Collaborative experience working with groups of businesses
- Knowledge of North Lake Tahoe area, preferred, but not required

LICENSES OR PERMITS REQUIRED

- Valid State of California or State of Nevada Driver’s License
- Valid ID, green card or resident card, if not a U.S. citizen

Committee Reorganization

Recommended By-law Change:

With the exception of the Finance Committee and the Elections Committee that are specifically defined in VII, Sections 1 – 2 of the Bylaws, I would propose that the highlighted section of this article be omitted:

ARTICLE VII **Committees**

Section 1. COMMITTEES. The Board, by resolution adopted by a majority of the directors in office, may designate and appoint one or more committee(s) as deemed necessary by the Board, or may authorize the Chair to make such appointment(s) to perform specific duties as requested by the Board. Any committee that is in power to act on the Board's behalf in any manner shall be composed of two (2) or more directors. The meetings and actions of such committees shall be governed by the provisions of these Bylaws concerning meetings and other Board actions. The exception is at the time for regular meetings of such committees, and for the calling of special meetings, the actions may be determined either by Board resolution and, if there is none, by resolution of the committee of the Board. The Board may adopt rules for the government of any committee, providing they are consistent with these Bylaws, or in the absence of rules adopted by the Board, the committee may adopt such rules. Minutes of each meeting of any committee of the Board shall be kept and filed with the corporate records. Any appointed committee shall be responsible only to the Board.

The reasoning is that board members should be the top executive in their business/industry and should be operating at a strategic level in direction and policy governance. Committees should be inclusive and engage the membership/community in the tactical execution of the board direction. Existing practice has not been working recently with Chamber Advisory or Infrastructure Committees lacking quorums due to lack of board member attendance.

Other Recommended Changes:

- Allow committee representation to be **up to 15 members**
- Seek diverse representation both geographically and industrially on all committees, with specific expertise as appropriate for each committee.
- If board members choose to participate as a committee member, they would report at the board any key actions or request for decision by the board.
- If no board member attends the committee meeting, the committee chair or their designee would report at the next board meeting.
- Quorums would be set at 51% of all committee members in attendance
- Staff will be present at all committee meetings to provide guidance and direction as determined by the board of directors. Any committee issues can be brought to the attention of the board.

- Staff will be challenged with engaging the expertise of the committee members rather than merely reporting to them, and to educate the members on the big picture vision of the organization
- County involvement: Placer County representatives would be welcome and invited to all committees and may participate as ex-officio members at any and all committee meetings. County appointments to committees are not recommended.



September 7, 2011

To: Board of Directors

From: Management Staff

Re: Status Report: RTIA Welcome Center, West Commons Alternatives, and Tahoe City Golf Course

The following projects are progressing on a daily basis. Staff will present verbal up-to-date reports as to that progress at the Board meeting.

Reno-Tahoe International Airport North Lake Tahoe Welcome Center

- Lease between NLTRA and RTIA approved and signed
- Temporary Welcome Center space plan approved by RTIA
- Signage and graphics produced and installed
- Welcome Center employee hired and trained
- Welcome Center opened to the public, Friday, September 2nd
- Consultant solicitation started for permanent space design
- Waiting for infrastructure funding request approval BOS

West Commons Beach Conceptual Alternatives Analysis

- TCPUD infrastructure funding request approved by BOS in May
- Steering Committee from variety of agencies selected
- Consultants selected to work with steering committee
- Guiding Development Principles established
- Broad scope of draft conceptual alternatives prepared
- Alternatives being analyzed
- Joint meeting with NLTRA Board, TCPUD Board, Steering Committee and others being planned for presentation of analysis of alternatives, September 26th, 5:00 p.m. to 7:00 p.m. at Granlibakken

Tahoe City Golf Course

With the recent property listing of the Tahoe City Golf Course at a greatly reduced asking price from previous listings, the potential public ownership has become a greater

opportunity than ever in the past. Initial discussions between the Tahoe City Public Utility District (TCPUD), Placer County, the Redevelopment Agency, the Tahoe Conservancy, and the NLTRA have determined that efforts should be made to pursue this opportunity to keep this ownership local and a key part of the future of the North Lake Tahoe community through a public partnership. It was agreed that the TCPUD consider entering into negotiations to purchase the properties known as the Tahoe City Golf Course. It is also understood that any offer would include a number of contingencies, providing a period of time for the TCPUD and/or other public agencies to conduct appropriate due diligence, identification of potential partners, evaluation of financing alternatives, and community outreach. (See attached TCPUD Memorandum.)

The Tahoe City Public Utility District has submitted an offer to purchase the Tahoe City Golf Course property and is waiting to receive either an acceptance or counter-offer. If and/or when this offer is accepted, a period of time will commence for the TCPUD and partnering organizations to prepare the necessary "due diligence" studies/reports. To meet Placer County and NLTRA needs, these could include, among others, an environmental survey, site assessment, land capability and coverage verification, analysis of improvements, and review of disclosures and documents. There will also be additional items needed or required by other potential funding partners. Some of the required items will need to be initiated immediately in order to have necessary field inspections completed before snowfall.


It is anticipated that the NLTRA will fund approximately \$35,000 for advanced infrastructure project studies, enabling an appropriate decision to be made as to appropriate involvement by the County and NLTRA in this partnership. Staff has requested, and the County has included additional Infrastructure Research and Planning funds in the FY-2011/12 budget for this purpose.

Funding Request

Staff requests that the Board of Directors approve the possible use of up to \$35,000 of Research and Planning funds for advanced infrastructure project studies/reports to enable an appropriate decision as to involvement by the County and NLTRA in the Tahoe City Golf Course partnership.



TAHOE CITY PUBLIC UTILITY DISTRICT
MEMORANDUM

TO: Board of Directors **DATE:** August 10, 2011
FROM: Cindy Gustafson  **SUBJ:** Potential Acquisition of Tahoe City Golf Course
 General Manager

RECOMMENDATION

Staff recommends that TCPUD Board enter into negotiations to purchase the properties known as Tahoe City Golf Course. (Any offer would include a number of contingencies, providing a period of time for the TCPUD and/or other public agencies to conduct appropriate due diligence, identification of potential partners, evaluation of financing alternatives, and community outreach.)

Staff recommends the appointment of: Cindy Gustafson, General Manager, Steve Gross, General Counsel, and two Board Members as your lead negotiators.

BACKGROUND

The Tahoe City Golf Course was built in 1917 and is the largest single landholding in Tahoe City. It is a critically important part of our community's character. In offering to purchase the property, TCPUD (and/or other public agencies) would be attempting to keep the ownership local and part of our community.

In the last week since the price was reduced, TCPUD staff talked to Placer County regarding the potential for a partnership opportunity in Tahoe City that would benefit the local citizens. TCPUD Board has agreed to meet to consider the opportunity. If an offer is made, TCPUD will not necessarily retain full or partial ownership. It could be a partnership or other ownership structure with other local public agencies, and would depend upon outcomes of a public planning process.

Other public land acquisitions have significantly benefitted the Tahoe City community, such as the Highlands Community Center, the outlet parcels, land along the Truckee River in front of Bridgetender Restaurant, and the public easements for Lakeside Trail. Some of these had immediate public benefit, others have had long-term public benefit.

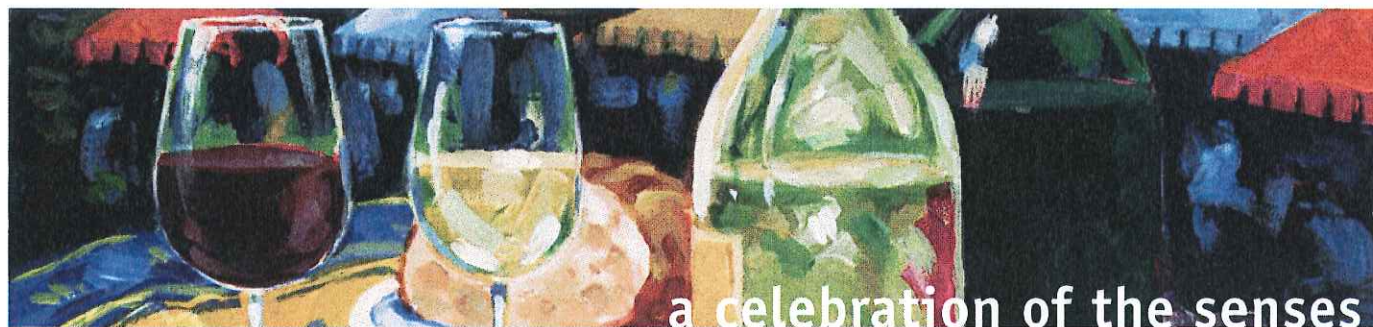
FINANCIAL IMPACT

As in the above land transactions, TCPUD would seek funding and or financing from other public and private sources. Potential funding sources for a purchase could include: Placer County Redevelopment Agency, Placer County, North Lake Tahoe Resort Association -TOT funding, Park Dedication Fees, TCPUD property taxes (not water/sewer fees), California Tahoe Conservancy, and other State and local sources. Public input would determine the community's desires and thus the potential funding sources applicable to the acquisition.

OPERATIONS

TCPUD could operate the course under a contract with a concessionaire or under direct control of the Parks department. Other publically-owned golf courses in the vicinity use various models for operations and their input will be sought and evaluated. Financial impacts from operations would be evaluated.

26TH ANNUAL
LAKE TAHOE **autumn food and wine** FESTIVAL



SEPTEMBER 9-11 THE VILLAGE AT NORTHSTAR™

Join fans of fine wine, good times and great food for the high point of autumn at Lake Tahoe. In addition to food, wine and cooking competitions among renowned chefs and vintners, the skies of Northstar will resonate with music, art, seminars, cooking demonstrations, tastings, a grape stomp all topped off with the Sunday Culinary Competition and Grand Tasting.

Buy Ticket Now at TahoeFoodandWine.com

FRIDAY - SEPTEMBER 9 VILLAGE AT NORTHSTAR

Noon-2:30pm (Registration begins at 11am)

8TH ANNUAL VILLAGE GRAPE STOMP AND VINEYARD LUNCHEON
OVERLOOK PAVILION, VILLAGE AT NORTHSTAR

Team of Four - Includes Stomp, Lunch, Beer & Wine Tasting - \$200
Single Stomp - Entry including Lunch, Beer & Wine Tasting - \$50
Luncheon Only - Includes Beer & Wine Tasting - \$40

Join us for this silly, hilarious, annual rite of passage. You can register your team of four or we can add you to a team in need of additional big feet! Teams furiously stomp fresh-from-the-vineyard grapes trying to extract the most juice. The winning team receives bragging rights for the year and some exciting prizes.

The team entry fee includes grape stomping, wine and beer tastings from five Belgian Style breweries including Stella Artois, Hoegaarden, Shock Top, Leffe, Land Shark Island Style Lager and a delicious alfresco luncheon prepared by the Northstar culinary team.

If you don't want to join in the stomp, invite your friends and stop by to watch the fun, enjoy lunch, tastings and live music. Stompers: Costumes, bathing suits and board shorts are encouraged. There will be fresh water available for a rinse off along with changing facilities.

Please note: you must be 21 to participate in the grape stomp and wine/beer tasting. Your children are welcome to come for lunch and watch the stomp.

Friday Evening:

HUNGRY?

Winemaker dinners, special tasting events, and special wine promotions at North Shore and Truckee restaurants, tasting rooms and wine shops. Please visit the link below for specific events. GoTahoeNorth.com/indoors/dining

GOT ROOMS???

For Autumn Food & Wine Lodging Packages please visit GoTahoeNorth.com/cool-deals

26TH ANNUAL
LAKE TAHOE **autumn food and wine** FESTIVAL

Buy Ticket Now at TahoeFoodandWine.com

SATURDAY - SEPTEMBER 10 VILLAGE AT NORTHSTAR SKATING RINK

11:00am-Noon

OUTDOOR GRILLING WITH CHEF MARK ESTEE - FREE

Chef Mark Estee is becoming a national culinary figure as well as something of a legend locally. He is everywhere from the Food & Wine Classic at Pebble Beach to the classic Chef's Holiday Dinner at the Awahnee Hotel in Yosemite. His Truckee Burger Me was featured on Diners, Drive-Ins and Dives on Food Network, is the chef/owner of the wildly popular Moody's Bistro & Lounge in Truckee, and he is currently working on his new concept, Campo, on the Truckee River in Reno. Come early, limited seating.

11am-6:00pm

NORTH TAHOE PLEIN AIR ART SHOW AND SALE

Village at Northstar

Over thirty nationally known artists have been selected and will paint at locations throughout Truckee/North Lake Tahoe from September 8 through the morning of September 11. The judging, public exhibit and sale of these paintings will take place on Saturday September 10 and Sunday September 11. The event is a benefit for North Tahoe Arts and its non-profit partners. For more information and a complete list of participating artists, visit North Tahoe Arts or send an email to tahoe.pleinair@gmail.com.

Noon-4:00pm

GOURMET MARKETPLACE WINE AND BREW WALK - \$25.00

Taste your way through a wonderful collection of wineries and appellations. Featured appellations (wine growing regions, or AVA's) are Lake County and Santa Cruz County. Lake County is the up and coming hot spot for well priced, well made wines. Discover them along with some of your California favorites from Napa, Sonoma, Foothills, Placer, Amador and other regions. Love Belgian Style Brews? Have a taste of Stella Artois, Leffe, Hoegaarden, Shock Top and Land Shark Island Style Ale. Entry fee includes souvenir glass. Must be 21.

Noon-6pm

GOURMET MARKETPLACE TRADE FAIR - FREE

Bring your shopping bag as we have the largest Gourmet Marketplace ever. Sample olive oils, tapenades, olives, vinegars, gourmet ingredients, unique products; artisan jewelry and accessories, art, photography all interwoven throughout the Village. From Noon-2:30pm kids crafts are available at no charge, enjoy free live music and entertainment all afternoon. Bring a friend!

12:15pm-1:15pm

COOKIN' HARD ROCK @ STYLE - FREE

Chef Jason Gronlund, Hard Rock Café International

Back by popular demand is the always entertaining, crazy-man, globe trotting chef extraordinaire, Jason Gronlund. Jason was recently appointed as Senior Director of Culinary and Executive Chef for Hard Rock Café International. Wow. They have cafes in just about every state and in 51 countries around the globe. Join him in his culinary journey showcasing great techniques and delightful recipes. Come early, limited seating.

12:30-1:45pm

THE CHOCOLATE BAR RESTAURANT - COVERED IN CHOCOLATE - \$60.00

Participants will receive two signature Chocolate Martinis, Hot Chocolate and Chocolate Mousse. There will be a food demonstration on The Fundamentals of Making Chocolate Fondue with tips on what foods work best for dipping. Participants will be able to sample the fondue after the demonstration. Must be 21.

1:30pm-2:30pm

SOME LIKE IT HOT - BIG, BOLD CALIFORNIA WINE AND AMERICAN BBQ FOOD AND WINE SENSORY TRAINING - \$45.00

Lars Kronmark, Chef Instructor, Culinary Institute of America, Napa

Finally! A seminar demystifying the terminology and methodology of matching wine to food. Lars presents a practical, user-friendly approach grounded in understanding the direct relationships and reactions between food and wine components, flavors, and textures. This seminar is geared towards casual home chefs and amateur winemakers as well as professionals. We know you will enjoy Lars' teaching style, humor and expertise in a very relaxed setting. Food and wine tasting. Must be 21. Very limited seating.

26TH ANNUAL

LAKE TAHOE autumn food and wine FESTIVAL

Buy Ticket Now at TahoeFoodandWine.com

SATURDAY - SEPTEMBER 10 VILLAGE AT NORTHSTAR SKATING RINK

1:30pm-2:30pm

FAMILY HANDS-ON COOKING CLASS - THAI SPRING ROLLS - \$10

Lara Ritchie, Chef/Owner, Nothing To It Culinary Center, Reno

The delightful Chef Lara returns to the Festival with new ideas to inspire the young chef in your home as they learn to cook side-by-side with Mom and Dad. Cooking together can be an amazing bonding experience for the family, with some very tasty results. You will taste your creation after completion. Young chefs must be a minimum of 9 years old. Limited space, reserve early.

2:45pm-3:45pm

CUISINE UNIQUE COOKING DEMO - FREE

Douglas Dale, Chef/Owner, Wolfdale's Restaurant Tahoe City

He's a local legend. He's set the bar very high for exquisite dining. His mission is simple:

The Theme: Fresh food, simply prepared

The Fundamentals: Asian and European

His Spirit: California

Chef Dale's cooking demonstrations are an inspiration as he guides you in finding new elements, ingredients, techniques and unconventional food combinations. Find out how YOU can stay vibrant and thrilled about cooking. Learn from the master. Pure and simple...

2:45pm-3:45pm

WINES WITH ALTITUDE - A DISCOVERY TASTING OF LAKE COUNTY APPELLATION - \$40.00

Winery and Winemaker Staff

With a rich history of grape growing and winemaking, Lake County is one of California's newest wine country destinations for those looking to enjoy fine wines in a relaxed, down-to-earth, rural and breathtaking environment. This award-winning, yet relatively undiscovered wine region is located just 20 miles north of the Napa Valley. The combination of high elevation, diverse soils, unique microclimates and sustainable farming practices produce the premium quality grapes that provide the origin of Lake County's highly acclaimed wines. You will taste Petite Sirah from three wineries and Sauvignon Blanc for another three wineries paired with some light appetizers.

3:00pm-4:00pm

FAMILY HANDS-ON COOKING CLASS - THAI SPRING ROLLS - \$10

Lara Ritchie, Chef/Owner, Nothing To It Culinary Center, Reno

The delightful Chef Lara returns to the Festival with new ideas to inspire the young chef in your home as they learn to cook side-by-side with Mom and Dad. Cooking together can be an amazing bonding experience for the family, with some very tasty results. You will get to taste your creation upon completion. Young chefs must be a minimum of 9 years old. Limited space, reserve early. Check this listing often.

3:00pm-4:00pm

TASTE THE PRIDE - PRIDE MOUNTAIN VINEYARDS HORIZONTAL TASTING - \$65

Steven Pride/Co-owner, Pride Mountain Vineyards

We are proud to present a wine experience usually available only to the restaurant and wine trade. This horizontal tasting of the entire portfolio of wines is handcrafted on St. Helena's Spring Mountain (Napa/Sonoma appellation) by Pride Mountain Winery's award winning team headed up by winemaker Sally Johnson. The seminar is skillfully presented by Pride co-owner Steven Pride. He will be pouring a 2009 Viognier, 2006 Syrah, 2006 Merlot, 2006 VS Merlot, 2006 Cabernet Franc, 2006 Cabernet Sauvignon, 2006 VS Cabernet Sauvignon, and a 2006 RESERVE Cabernet Sauvignon. Limited seating, book early. Subject to sell out.

4:00pm-5:30pm

A TASTE OF PARADISE - PINOT NOIR FROM THE SANTA CRUZ MOUNTAINS - \$65

Presented by Linda Rodriguez, Fiscalini Cheese and Laura Ness, Santa Cruz Vintners Association

Mountain wines meet happy vows! A delicious pairing of Pinot Noir and award-winning artisan cheeses from Fiscalini Farms. The Santa Cruz Mountains has produced world-class Pinots since Paul Masson planted cuttings from Burgundy in the 19th century. Delight in exquisite pairings of five Pinot Noirs from the region's top producers, including Big Basin Vineyards, Burrell School Vineyards, Loma Prieta Winery, Poetic Cellars and Windy Oaks Vineyard. Fiscalini Farms aged cheeses are made by hand from the finest milk in California - produced from their very own contented cows. The Bandage Wrapped Cheddar won Best Extra Mature Traditional Cheddar in the World at the 2007 World Cheese Awards in London. Don't miss this one. Very limited seating.

26TH ANNUAL

LAKE TAHOE autumn food and wine FESTIVAL

Buy Ticket Now at TahoeFoodandWine.com

SATURDAY - SEPTEMBER 10 VILLAGE AT NORTHSTAR SKATING RINK

4:00pm-5:30pm

BLAZING PANS MOUNTAIN CHEF COOK-OFF - \$15

Chef David Lutz, Evergreen Café, Tahoe City - Chef Sean Conry, Longboards Bar & Grill at Plumas Pines Golf Course

Blazing Pans is the signature event and entertainment extraordinaire of Saturday's festivities. Featured is a fierce, live cooking battle between two-time defending champion Chef/Owner David Lutz of Evergreen Restaurant, Tahoe City, and this year's challenger, Executive Chef Sean Conry of Longboard Bar & Grill. Chef Lutz and Conry will be presented with a secret ingredient unveiled at the start of the competition. The only things Chef's can bring to the culinary stage are their personal knives, 2 chef assistants, incredible culinary expertise and nerves of steel. This is live entertainment at its best... Iron Chef© style! Dress up in costume; bring your finest cheering voice, noisemakers and a thirst for an ice-cold Charbay cocktail, hosted by Marko & Jenni Karakasevic, Charbay Artisan Winery & Distillery, St. Helena, CA. Demonstration. Must be 21.

5:45pm-7:15pm

CHARBAY ARTISAN WINERY & DISTILLERY - ANNUAL RELEASE PARTY - RACER 5 WHISKEY - \$65.00

Master Distiller Marko Karakasevic and Jenni Karakasevic

If you know Marko at Charbay, you know he is always pushing the limits of distilling. This year, you will be tasting the beer Charbay Whiskey is distilled from, then trying the un-aged whiskey, and finally tasting the barrel aged version. Where else can you try whiskey in all of its stages? Bear Republic's Big Bear Stout and Racer 5 IPA beers are award winning, and distill into amazing whiskey. Appetizers skilfully prepared by Chef Jason Gronlund. This is a year not to be missed Must be 21. Limited seating.

Saturday Evening:

Check with your favorite local restaurant for winemaker dinners, special tasting events, live music and Autumn Food & Wine specials.

NEED A ROOM?

A select number of our lodging partners are offering special Autumn Food & Wine room rates. To see who is participating: GoTahoeNorth.com/cool-deals

Buy Ticket Now at TahoeFoodandWine.com

SUNDAY - SEPTEMBER 11 VILLAGE AT NORTHSTAR

1:00pm-4:00pm

CULINARY COMPETITION AND GRAND TASTING - \$75 online thru Sept. 9 - \$90 at the door

Food and wine pairings, live music, gourmet marketplace, Silent auction, art show and Vineyard Row Tastings.

The grand finale to Autumn Food & Wine, the Grand Tasting, features the food and wine of over 30 of the finest restaurants, caterers and chefs from the Lake Tahoe region, paired with premium world-class wineries. This is an incredible opportunity to sample the culinary and winemaking talents of the chef's and wineries you always wanted to try, including Tahoe's newest restaurants. The culinary offerings are over the top utilizing fresh seasonal ingredients prepared with the amazing skill of our chefs, perfectly paired with new and known wine finds. You will also discover new wineries and sample their latest vintage or newest varietal during the Grand Tasting on Vineyard Row and at the Gourmet Marketplace. Also taste the latest Belgian style brews from Stella Artois, Leffe, Hoegaarden, Shock Top plus Land Shark Island Style Ale all under blue skies in the great outdoors at the new Village at Northstar. You must be minimum 21years of age to attend the Grand Tasting. Sorry, no children or strollers.



Sunset



TahoeFoodandWine.com 888.229.2193



north lake tahoe

Please note: All ticket sales are final. Event goes rain or shine. No refunds. Program subject to change. For additional information, tickets, schedules, venues & lodging please call 888-229-2193 or visit GoTahoeNorth.com. For all winery, restaurant and vendor inquiries, please contact Emily Sullivan, Programs Assistant, Emily@PureTahoeNorth.com or 530.581.8700. Produced by the North Lake Tahoe Resort Association. A fundraiser for the Community Fund of North Lake Tahoe, through the 501(C)3 Truckee Tahoe Community Foundation.



September 7, 2011

To: Board of Directors

From: Management Staff

Re: Presentation: TOT Renewal Survey Results

The TOT Renewal Voter Survey was completed in July, and the consultants, Lew Edwards Group and FM3, have compiled the results. They will present these survey results to the Board and Steering Committee at the September 7th meeting. This will include an overview of the key findings, highlights of the public opinion results, and their suggestions of next steps for non-advocacy community education prior to a campaign for the June, 2012 TOT renewal election. Members of the Steering Committee will meet in the near future to plan for the community education piece based on consultant recommendations and Board comments.

This report is informational and no action is required by the Board.



**NORTH LAKE TAHOE RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING
August 3, 2011
Tahoe City Public Utility District Board Room
MINUTES**

ATTENDANCE: Ron McIntyre, Wally Auerbach, Allen Highfield, Barb Cohen, Ron Parson, Alex Mourelatos, Phil GilanFarr, and Andy Wirth

NOT PRESENT: Roger Beck (Excused – Out of Town), Deanna Gescheider (Excused – Baby), Jennifer Merchant (Excused – Vacation), Kaliope Kopley

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Kym Fabel, and Andy Chapman

OTHERS IN ATTENDANCE: Jon Killoran and Steve Kastan

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:36 AM by Chairman Ron McIntyre and a quorum was established.

The new NLTRA Board member, Andy Wirth, was introduced.

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions

There were no additions or deletions on today's agenda.

2. Approval of Agenda

M/S/C (Parson/Auerbach) (7-0-0) to approve today's agenda as presented.

C. PUBLIC FORUM

There were no comments on items not on the agenda.

D. REPORTS & ACTION ITEMS

3. Olympic Bid for 2022 – Jon Killoran

Jon Killoran, CEO of the Reno Tahoe Winter Games Coalition presented the organization's efforts to bring the 2022 Winter Olympic Games to Reno/Tahoe. He explained the process and timeframe to bid for the games, first through the United States Olympic Committee (USOC) and then, if this area is selected by USOC, through the International Olympic Committee. Killoran provided statistics on the Vancouver and Salt Lake City winter games and discussed the reasons he feels Reno/Tahoe can secure the bid.

Wally Auerbach asked about the budget for the bid. Killoran estimates approximately \$3 million to \$5 million need to be raised for the USOC bid and an additional \$20 million for the international bid. Killoran stated no public funds will be used for the bids and explained that if Reno/Tahoe is selected by USOC, there could be funds available to assist with the international bid cycle. Visit www.wintertahoegames.org for more information.

4. Contract with Placer County Update – Sandy Evans Hall

Sandy Evans Hall presented the notes of her July 26, 2011 meeting with Placer County regarding the NLTRA contract with the County. She highlighted the key points and requested changes, including redistribution of

funds to projects more aligned with tourism. Sandy Evans Hall expects the draft contract will be presented to this Board at the September Board meeting. Discussion followed regarding Chamber funds. Alex Mourelatos suggested the sources and uses of Chamber monies be reviewed and additional sources of revenue be identified. **ACTION: Staff will consider a line-item budget for the Chamber.**

5. Special Event Grant Changes – Phil GilanFarr

Sandy Evans Hall presented the proposed changes to Grant application, including the formation of a Special Event Grant Task Force, which would include members from the Lodging and Marketing Committees. The Task Force would consider the grant requests and make recommendations for funding. Sandy Evans Hall explained how events would be reimbursed for vendor payments and proposed revisions to the reporting process on how funds are used, including benchmarks for Return on Investment (ROI). Phil GilanFarr described the process used to develop the new application. Andy Chapman reviewed the revised rating system, which will assist the Task Force in evaluating funding requests to make sure they align with NLTRA initiatives. **ACTION: Staff was asked to more clearly define the “strike zone” mentioned in the application.**

M/S/C (GilanFarr/Highfield) (7-0-0) to approve the final draft of the 2011/12 Community Special Event Grant Process/Application.

6. Supplemental Operating Procedures and Policies Update for committees – Sandy Evans Hall

Sandy Evans Hall presented the Definition of Committee Responsibilities and Members. Discussion followed and revisions were suggested. Ron McIntyre asked that Placer County be approached about not appointing members to the Joint Infrastructure and Transportation Committee. Action on this item was tabled until all revisions have been made. Later in the meeting, Barb Cohen asked that “weddings” be added to the Marketing Committee section.

7. Strategic Goals/Action Plan – Sandy Evans Hall/Ron McIntyre

Sandy Evans Hall reported a Subcommittee reviewed the goals identified at the Board retreat and associated action plans. The Committee’s revisions were included in the Board packets and reviewed. Discussion followed regarding the actions identified and how staff will manage and report on their progress in each area.

Sandy Evans Hall and Andy Wirth explained that “Net Promoter Scores” is a rating system where visitors are asked how willing they are to promote this area to friends and family. The responses evaluate visitor satisfaction with North Lake Tahoe overall, as it is particularly telling if they are willing to recommend the area. A baseline will be determined and the goal is to increase the positive response by 20% by 2016.

Action Items: 1) NLTRA legislative advocate, Doug Houston, will be directed to specific points in the plan where he can be of most help. Staff will be more proactive in working with him. 2) A Master Plan for wayfinding signage will be developed to show how signs will look and where they will be located.

M/S/C (Parson/Wirth) (7-0-0) to approve the Strategic Goals/Action Plan as amended.

8. RTIA Lease and funding for build out plans/timeline – Ron Treabess

Ron Treabess updated the Board on the status of the lease for the North Lake Tahoe Welcome Desk at the Reno Tahoe International Airport. He has submitted revisions to the lease and is waiting for Airport representatives to respond. In reviewing the space, there were other opportunities for infrastructure improvements, so he is requesting Board action to increase the \$23,000 approved for tenant improvements to \$40,000. Ron Treabess anticipates the Desk opening mid-August and the space remodel will be completed later in the fall.

M/S/C (GilanFarr/Parson) (7-0-0) to approve increasing the budget for improvements to the North Lake Tahoe Welcome Desk at the Reno Tahoe International Airport from \$23,000 to \$40,000.

9. Tahoe City Lighthouse bus shelter allocation – Ron Treabess

Ron Treabess presented this proposal for Tahoe City's third bus shelter, which will be located at the east end of town, at the beginning of the Phase 7 Lakeside Bike Trail. Gary Davis Group has an arrangement with Placer County to do that shelter and have requested \$150,000 to build their design. At the Joint Infrastructure and Transportation Committee meeting, a recommendation was made for NLTRA to fund the Gary Davis Group proposal up to \$60,000, which is the current cost for Placer County Department of Public Works to build a shelter. If Gary Davis Group cannot raise the additional funds required by March 1, 2012, the \$60,000 will be allocated to the standard County shelter design. It was noted that the Gary Davis Group contract would be managed by NLTRA or Placer County. Discussion followed regarding the proposal and Joint Committee's recommendation. Ron Parson reminded the Board that last time a bus shelter was approved, it was agreed that no more shelters would be approved until a Master Bus Shelter Plan was developed. Ron Treabess agreed, however this shelter was one of the originally approved shelters. Phil GilanFarr suggested that a more appropriate scenario would have been for Gary Davis Group to present documentation of approval from Tahoe City Design Review Committee and the Tahoe City Beautification Committee before requesting funding from NLTRA.

ACTION: Staff will propose a Master Bus Shelter Plan for review and approval prior to any future bus shelter improvements.

M/S/C (GilanFarr/Auerbach) (6-1 Parson-0) to approve the recommendation of the Joint Infrastructure and Transportation Committee to allocate up to \$60,000 for construction of the Lighthouse Bus Shelter submitted by Gary Davis Group, subject to the enhanced design receiving approval from the Tahoe City Design Review Committee and Tahoe City Beautification Committee. If Gary Davis Group cannot secure the balance of funding required for the project by March 1, 2011, the Placer County Department of Public Works design will be built during summer 2012.

Andy Wirth left the meeting at 10:05 AM.

E. CONSENT CALENDAR

Wally Auerbach asked that Item E10 be removed for discussion.

M/S/C (Parson/Auerbach) (6-0-0) to approve Items E11 – 16.

Discussion regarding Item E10: Wally Auerbach voiced concern that what seem to be comments by Board members during meetings become action items that require staff time. Discussion followed. It was noted that when an item is summarized and direction is identified with no objection from other Board members, staff assumes the Board is requesting action. It was agreed that at the end of each meeting, staff will recap Action Items to clarify Board direction.

M/S/C (Auerbach/Highfield) (6-0-0) to approve Item E10.

The following was approved in the Consent Calendar:

- 10. Board Meeting Minutes – July 6, 2011**
- 11. Joint Infrastructure/Transportation Committee – July 25, 2011**
- 12. Marketing Committee – July 19, 2011**
- 13. Conference Sales Reports**
- 14. Infrastructure/Transportation Activity Report – July 2011**
- 15. Chamber of Commerce Committee – July 20, 2011**
- 16. June Chamber of Commerce Business Plan Progress Report**

F. CHAMBER OF COMMERCE REPORTS

- 17. Chamber Activities and Events**

Kym Fabel reported the Chamber is focusing on educational classes. Over the next few months, 6 classes will be offered in Tahoe City, Incline Village, and Kings Beach. She reviewed the calendar listing upcoming events and Mixers. Phil GilanFarr asked if a Food Handler course could be offered, noting the requirement by the State for restaurant workers. Discussion followed regarding the requirement and ways the class could be offered.

ACTION: Kym Fabel will consider the options for offering a Food Handler course through the Chamber.

G. DIRECTORS' COMMENTS

Allen Highfield reported on SB432, a Senate bill being considered that will require all lodging facilities to use fitted bottom sheets. He noted the potential financial impacts to lodging facilities, NLTRA, and Placer County, as tourism will be affected. Discussion followed. **ACTION: Staff was directed to advise Placer County and the NLTRA lobbyist of the NLTRA Board's strong opposition to SB432 and encourage the County to also oppose it.**

Phil GilanFarr stated that until he is assured the Reno/Tahoe area can handle all the needs and requirements of hosting the 2022 Winter Olympics he will oppose NLTRA funding the effort.

Andy Chapman is working on securing a Tahoe stage in the 2012 Amgen Tour of California.

H. MEETING REVIEW AND STAFF DIRECTION

Sandy Evans Hall is participating in the roundtable discussions regarding topics for the August 16 Tahoe Summit in Homewood.

Board members are invited to attend the annual Community Leader's Breakfast on August 16, 2011, hosted by Senator Ted Gaines.

Sandy Evans Hall reviewed the Action Items from today's meeting.

I. CLOSED SESSION

Closed Session was convened at 10:45 AM to discuss:

18. Personnel Matters

J. RECONVENE TO OPEN SESSION

19. Closed Session Report

Open Session was reconvened at 11:05 a.m. and the following action reported: – **The board discussed personnel matters regarding wage and salary history, bonus history and comparative wages**

K. ADJOURNMENT

The meeting adjourned at 11:10 a.m.

Submitted by
Judy Friedman, Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

Board Meeting 8-3-11
Staff Action Items

Sandy – Make changes to Strategic Goals and Action Plan adding the word ‘master’ to plan for way finding signage location and adding language to be more proactive with our lobbyist - **DONE**

Kym – Add definition to “strike zone” in the Special Event Grant application -**DONE**

Sandy/Ron – When recommending restructure of committees, consider disallowing county from appointing members to the Infrastructure committee – **IN PROGRESS**

Ron – Before consideration of any future bus shelters, board needs to approve a Master Bus Shelter Plan – **IN PROGRESS**

Sandy/Andy – Add description of Wedding Committee or Task Force to the Policy guide – **IN PROGRESS**

Kym – Consider adding a food service handling program for chamber restaurant members - **DONE**

Sandy – Contact Doug Houston to fully oppose SB432 on fitted sheets; provide information to county and our representatives - **DONE**

Kym – Provide a more healthy alternative to donuts at future board meetings, also provide hot water for tea please - **DONE**

Left from Board Meeting 7-6-11

Sandy/Ron – write letter to BOS requesting county to waive fees for way finding signage

Andy/Jason – Further define target market to provide more specific focus for resources; work with County on potential association leads and TOT waiver in special circumstances



COMMITTEE: Infrastructure/Transportation
MEETING DATE: August 29, 2011, 1:30
BOARD MEMBERS PRESENT: Ron McIntyre (3:03)

ACTION ITEMS/UPDATES:

- **Status Report: Transportation Update** was presented on summer services, North Lake Tahoe Express, traffic management, and the winter transportation meeting that was held.
- **Status Report: Possible Expenditure of Research and Planning Funds** to assist in due diligence resource studies necessary to determine appropriateness of public partnership purchase of the Tahoe City Golf Course was presented by Sandy. It is anticipated that the NLTRA will fund approximately \$35,000 for these advanced infrastructure project studies, enabling an appropriate decision to be made as to appropriate involvement by the County and NLTRA in this partnership. Staff has requested, and the County has included additional Infrastructure Research and Planning funds in the FY-2011/12 budget for this purpose.
- **Status Report: Annual updates** were presented by lead agencies of 20 Infrastructure projects receiving various levels of TOT funding.

MOTIONS MADE/VOTE:

- Due to lack of a quorum the Joint Committee accepted the Agenda by acclamation.
- Due to lack of a quorum the Joint Committee meeting minutes from July 19, 2011 will be moved to next month for approval.
- Due to lack of a quorum, no formal recommendation could be made as to the possible expenditure of Research and Planning funds. However, following discussion, there was consensus to recommend the Board approve these funds for the purpose requested.



COMMITTEE: Marketing
MEETING DATE: August 30, 2011
BOARD MEMBERS PRESENT: Ron Parson

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

- The Committee suggested focusing on the snow-Trigger campaign in Bay Area, increasing Destination by 10% focused on San Diego and maximizing efforts in LA
- The Committee suggested Jeremy review an option to work in conjunction with airlines to create an offer that could be used on a landing page to market in Southern California.
- The Committee suggested continuing with the four identified strike zones: June, Late August-September, January and Post Presidents Weekend-April.
- The Committee suggested moving away from co-operative advertising efforts at this time. It can be reviewed again in the future.
- The Committee suggested continuing to utilize 'Cool Deals' and GoTahoeNorth.com as a call to action for all appropriate special events.
- The Committee suggested continued efforts focused at Social Media and suggested having Ronelle with RKPR give a presentation and discussion concerning the Social Media Strategies. Mike suggested integrating more social media into the website.

MOTIONS MADE/VOTE:

- 3.1 Due to lack of a quorum the marketing Committee accepted the Agenda by acclamation.
- 8.2 The Marketing Committee suggested appointing Kevin Hickey and Heather Allison as the Marketing Committee representatives for the Special Event Grant Taskforce.
- 4.1 Due to lack of a quorum the Marketing Committee meeting minutes from July 19, 2011 will be moved to next month for approval

BOARD APPROVAL/DIRECTION REQUESTED:

Monthly Report July 2011

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 7/31/11:	\$967,878	\$1,551,412	-38%
Forecasted Commission for this Revenue:	\$69,878	\$127,063	-45%
Number of Room Nights:	6970	9960	-30%
Number of Delegates:	3646	4908	-26%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	48	48	0%

<u>Monthly Detail/Activity</u>	<u>July-11</u>		<u>June-10</u>	
<u>Number of Groups Booked:</u>	5		5	
Revenue Booked:	\$737,507		\$47,336	1458%
Projected Commission:	\$36,875		\$4,733	679%
Room Nights:	2873		484	494%
Number of Delegates:	890		373	139%
Booked Group Types:	1 Corp., 4 Assoc.		1 Corp., 3 Assoc	
Lost Business, # of Groups:	0		8	
 <u>Arrived in the month</u>	 <u>July-11</u>	 * Est	 <u>June-10</u>	
Number of Groups:	2		8	
Revenue Arrived:	\$64,087		\$579,888	-89%
Projected Commission:	\$4,527		\$44,258	-90%
Room Nights:	552		2813	-80%
Number of Delegates:	231		1479	-84%
Arrived Group Types:	1 Corp., 1 Assoc.		1 Corp., 6 Assoc., 1 Smerf	

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$833,909	(Goal) \$750,000
For 2014/15:		\$250,000

NUMBER OF LEADS Generated as of 7/31/11: 9

Total Number of Leads Generated in Previous Years:

2010/2011: 98
2009/2010: 107
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

Monthly Report July 2011

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 7/31/11:	\$132,322	\$211,392	-37%
Forecasted Commission for this Revenue:	\$5,919	\$22,596	-74%
Number of Room Nights:	1725	2215	-22%
Number of Delegates:	1070	1222	-12%
Annual Revenue Goal:	\$	\$300,000	
Annual Commission Goal:	\$	\$15,000	
Number of Tentative Bookings:	33	52	-37%

<u>Monthly Detail/Activity</u>	<u>July-11</u>	<u>June-10</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$5,148
Projected Commission:	\$0	\$558
Room Nights:	0	80
Number of Delegates:	0	30
Booked Group Types:		1 Corp. and 1 T
Lost Business, # of Groups:	0	8
<u>Arrived in the month</u>	<u>July-11</u>	<u>June-10</u>
Number of Groups:	0	4
Revenue Arrived:	\$0	\$98,226
Projected Commission:	\$0	\$12,964
Room Nights:	0	832
Number of Delegates:	0	495
Arrived Group Types:		1 Corp, 2 Smerf and 1 Non-Profit

Future Year Bookings, booked in this fiscal year:

	(Goal)
For 2012/13:	\$
For 2014/15:	\$

NUMBER OF LEADS Generated as of 7/31/11: 3

Total Number of Leads Generated in Previous Years:

2010/2011: 98
2009/2010: 107
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

North Shore:							
Jul-11							
Groups Booked: 5							
Placer County:	5	Room Nights:	2873	Delegates:	890	Revenue:	\$737,507
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Groups Arrived: 2							
Placer County:	2	Room Nights:	552	Delegates:	231	Revenue:	\$64,087 Est.
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Aug-11							
Groups Booked:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Groups Arrived:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Sep-11							
Groups Booked:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Groups Arrived:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Quarter total by county:							
Groups Booked:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Groups Arrived:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	



MEMORANDUM

DATE: September 7, 2011

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
And Planning

SUBJ: August 1-31, 2011
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

The following Project updates were presented by the lead agency at the August 29th Joint Committee meeting.

1) Northstar/Martis Community Multi-purpose Trail – Northstar Community Service District

Mike Staudenmayer reported on the CEQA and public comment period, noting that most people favor a trail, although cannot agree on the alignment. In December a Notice of Intent to prepare an EIR was issued. The 3 issues being considered are recreation (how the trail will be used for a variety of purposes), transportation (parking issues and traffic flow) and esthetics (how will the trail look). Mike showed the 2 alignments under consideration and explained how he is working with the affected Homeowner's Association to come up with a solution agreeable to all. He is working with Army Corps of Engineers on the NEPA report. The EIR should be released December 1 for public comment.

2) Town of Truckee Trail System – Truckee Department of Public Works

Dan Wilkins reviewed a map showing the Town of Truckee Trails and Bike Path Master Plan and explained what has been constructed and what has been planned, but not yet built. Funding for a number of the projects is still being solicited, however the environmental and planning process must be completed first.

Because of the historic nature of the area, Dan Wilkins is working with a number of agencies on the proposed trail to Glenshire. The Mousehole project is at 30% design and options for the pedestrian and bicycle paths are being considered. Work on the Truckee River Legacy Trail continues with a variety of segments that will ultimately connect Donner Lake and Glenshire. A Class 1 trail is being planned that will connect Tahoe Donner with downtown Truckee. Ron Treabess explained that Dan Wilkins has been invited to show the progress the Town of Truckee is making on the trail system because although NLTRA has not funded these trails, they are an integral component of the overall Resort Triangle trail system.

3) Truckee River Corridor Access Plan – Placer County Planning

Edmund Sullivan reported a Request for Proposal has been developed and the County Procurement Group is working through the process to get it released so proposals can

be received from consultants to get the CEQA and NEPA done. It appears the County will be acquiring a parcel of land just north of the proposed Bear Valley Lodge that can be used as a staging area. Edmund Sullivan is working with TCPUD to improve water quality and the visitor experience between Squaw Valley and Tahoe City.

4) Squaw Valley Olympic Museum – SVOM

Bill Clark reported the interim exhibit has been on display from January 2010 to June of this year. Sites for a museum are still under consideration. Liberty Energy has said the power lines at the Tower of Nations location cannot be moved. A location at Squaw Valley Park is still being considered, as well “up Valley” near the ski area. The scope of the project has been changed and a more conservative plan is being considered. An RFP has been issued for a Consulting Manager to help consider the Park site. The next steps include: 1) having the consultant review the extensive work that has been done to date to determine if the proposal for a museum at that location is valid. If yes, then 2) make a proposal to the United States Forest Service to see if the deed restrictions at the Park can be changed, and if yes, then 3) make a proposal to Placer County to house the museum in Squaw Valley Park. Bill Clark added that a Skiers Hall of Fame will be initiated in spring 2012 to commemorate the historical significance of skiing to the area.

5) Homewood Class 1 Bike Trail – Tahoe City Public Utility District (TCPUD)

Kelli Twomey reported both the CEQA and NEPA studies are being done for the Cherry Street to Silver Street area of the bike trail. She is hoping design work will be completed in spring 2011 and funding will then be secured. The goal is to build the trail in conjunction with the Caltrans water quality improvement project in that area.

6) Lakeside Multi-purpose Trail – TCPUD

Bob Bolton reported the trail from 64 Acres through the dam outlet parcel to Commons Beach has been completed. Phase 7 from the campground at the east end of town to the Lake has been completed. Construction on Phases 5 and 6, which include the area behind Safeway and the Boatworks to Commons Beach should be completed by October 2012, with the exception of the marina area, which cannot be done until the marina work is finished. Also, the alignment at Tahoe Marina Lodge is still being discussed. The end result will be a multi-purpose trail along the Lake through Tahoe City.

7) Bike Trail Informational/Wayfinding Signage – TCPUD

Bob Bolton distributed the Multi-Use Trail System map and displayed one of the 24 wayfinding signs done for the bike trail. Seventeen of the 24 signs have been installed and the feedback has been good.

8) West Commons Beach Conceptual Alternatives Analysis –TCPUD

Kelli Twomey reported a Steering Committee with representatives from a variety of agencies has been meeting to consider options for the current fire station site. With NLTRA funds, the consultant who did the original Commons Beach plan has submitted conceptual design options for the site. A joint NLTRA and TCPUD Board meeting to consider the alternatives is being scheduled for September 26. A public meeting will be scheduled after that.

9) Tahoe City East (Lighthouse) Bus Shelter – NLTRA/Gary Davis Group

Gary Davis reported he is working with the Contractor’s Association of Truckee Tahoe (CATT) on the bus shelter on the east end of Tahoe City. He is waiting to hear from them regarding “next steps.” Ron Treabess reminded the Committee of their

recommendation to allocate up to \$60,000 to this project if additional funding can be secured by March 1, 2012. If not, Placer County DPW will install a shelter.

10) Tahoe City Transit Center – Placer County Department of Public Works (DPW)

Peter Kraatz updated the Committee on some of the challenges encountered during construction of this multi-modal center. Although it could be completed later this fall, he expects the building to be operational in spring 2012 to coincide with TART's seasonal change.

11) SR 89/Fanny Bridge Revitalization Project – Tahoe Transportation District (TTD)

Carl Hasty reported the formal public comment phase on the environmental document is expected in November. There is funding available through the design and permitting phases. Construction funding is being lined up. Although concerns have been raised by some businesses regarding the alignment, there is no major opposition to the project and there seems to be general agreement that an alternative to Fanny Bridge is needed. The environmental process will help determine the final alignment.

12) Lake View Bike Trail/East Shore – TTD

Carl Hasty updated the Committee on this Class 1 bike trail between the South Shore and North Shore stateline areas. Permit, design, and construction funds for the portion from the South Shore stateline to Round Hill Pines have been secured. Carl Hasty is working on a north demonstration area from Incline Village to Sand Harbor. The segment through Crystal Bay requires addressing the entire Highway 28 corridor between Incline Village and Spooner Summit. Safety is a concern in that area and alternatives, such as a shuttle service, are being considered.

Carl Hasty said he is working with the Federal Transit Administration to review an analysis of water borne shuttle opportunities.

13) Dollar Hill Bus Shelter – Placer County DPW

Peter Kraatz reported the bus shelter on Highway 28 at Dollar Hill is under construction and should be completed within a month. This is the 5th of 5 bus shelters built with NLTRA funds of approximately \$157,000. He will compile a Master Plan for placement of future bus shelters.

14) North Tahoe Multi-purpose Trail (Dollar Hill/Tahoe Vista Class 1 Bicycle Trail Placer County DPW)

Peter Kraatz provided some background on this trail, noting the North Tahoe Public Utility District (NTPUD) had been taking the lead on the project, but it has been turned over to Placer County DPW. The design needs to be finalized and an Operations and Maintenance Plan needs to be developed. Once construction funding has been identified, the County is hoping to complete the project in 2014.

15) Kings Beach Commercial Core Improvement Project-Placer County DPW

Peter Kraatz reported this project is in the detailed design phase. Phase 1, a pilot traffic calming measures project, has been installed in the Kings Beach grid. Data is being compiled and public comment will be solicited as the permanent measures are determined. Phases 2 and 3 should be completed in 2014. Approximately \$2.75 million remains from the NLTRA allocation, which may be spent on construction.

16) Tahoe Vista Recreation Area Access and Trail – North Tahoe Public Utility District (NTPUD)

Kathy Long reported the lakeside component of this project, including the boat launch and beach and picnic facilities, opened in 2006. The uncompleted parking area is

across Highway 28 at National Avenue and 60% design plans have been approved by California Department of Boating and Waterways. Plans call for 22 boat trailer parking places and 20 automobile parking spaces. The environmental report will be done next spring and she is hoping the project will be built in the summer of 2012. The total project should cost between \$2.2 million and 2.4 million.

17) North Tahoe Regional Park ADA Playground Renovation - NTPUD

Kathy Long announced the Playground Renovation has been completed at a total cost of approximately \$140,000. She showed "before" and "after" pictures of the area and the sign thanking donors, including NLTRA.

18) Regional Wayfinding Signage - NLTRA

Ron Treabess reported the approval for funding of this project was not on the last Placer County Board of Supervisor's agenda. He will follow up.

19) North Lake Tahoe Welcome Center/Reno Tahoe International Airport – NLTRA

Ron Treabess reported staff will open the Center with a temporary exhibit on schedule, September 1, 2011. The permanent exhibit and improvements should be in place for the winter season.

20) Possible Public Purchase of the Tahoe City Golf Course

Sandy Evans Hall reported the Tahoe City Public Utility District (TCPUD) has submitted an offer to purchase the Tahoe City Golf Course property and is waiting to receive either an acceptance or counter-offer. Initial discussions between the Tahoe City Public Utility District (TCPUD), Placer County, the Redevelopment Agency, the Tahoe Conservancy, and the NLTRA have determined that efforts should be made to pursue this opportunity to keep this ownership local and a key part of the future of the North Lake Tahoe community through a public partnership. If a deal is made, there is much due diligence that needs to be done on the property, including soils testing, coverage, and land use, in order to determine possible future uses of the site. It is anticipated that the NLTRA will fund approximately \$35,000 for advanced infrastructure project studies, enabling an appropriate decision to be made as to appropriate involvement by the County and NLTRA in this partnership. Staff has requested, and the County has included additional Infrastructure Research and Planning funds in the FY-2011/12 budget for this purpose.

21) Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, September 26th, 2011, 3:30 p.m., at Granlibakken. This will allow the Committee to attend the Joint meeting of the NLTRA/TCPUD Boards for the public presentation of the suggested alternatives being developed for the West Commons Beach project. This meeting will also be at Granlibakken from 5:00 p.m. to 7:00 p.m.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Tuesday Morning Breakfast Club
- Lake Tahoe Summit Organizational Meeting
- TNT/TMA Board
- Resort Triangle Transportation Planning Coalition
- State Bike Trail Conference Call

- Census Workshop Planning
- Olympic Museum Steering Committee
- Welcome Center/Reno Tahoe Airport Site Visit
- NLTE Recommendations Meeting w/Airport Mini-Bus
- Public Roundtable Workshops for Lake Tahoe Summit
- Lake Tahoe Summit
- NLTRA/County Budget Meeting
- West Commons Planning Workshop



COMMITTEE: Chamber Advisory

MEETING DATE: August 17, 2011

BOARD MEMBERS PRESENT: Phil GilanFarr, Alex Mourelatos & Kali Kopley

ACTION ITEMS TAKEN/REQUESTED:

Action: Kym to send out email on the 5th to see who is available on the 14th to attend the Event Task Force Meeting.

MOTIONS MADE/VOTE:

- 3.2 M/S/C (GilanFarr/Ross) (7/0) to approve the Chamber of Commerce Advisory Committee with the above amendments**
- 4.1 M/S/C (GilanFarr/Williams) (7/0) to approve the Chamber of Commerce Advisory Committee Meeting Minutes from May 25th, June 23rd and July 20, 2011.**
- 7.5 M/S/C (GilanFarr/Kopley) (10/0) to approve the Special Event Grant Process with the above amendments and appointment of Kali Kopley and Caroline Ross as the Chamber Committee representatives on the NLTRA Special Event Development Task Force**

BOARD APPROVAL/DIRECTION REQUESTED:

2010-11 Business Plan Progress Report

JULY 2011

Goal: Promote Business and Tourism with emphasis on promoting and supporting Chamber members

- July 7 — Mixer hosted by Mark Twain's Cultural Center, Dead Sea Warehouse
- July 11— Luncheon hosted by Cal Neva to better promote Cal Neva
- July 19— Mixer hosted by Contractors Assoc. of Tahoe Truckee
- July 21— KTHO Interview promoting our Chamber Education programs

Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community

- July 5—Breakfast Club

Goal: Create, promote and deliver improved value, marketing and delivery of Chamber Member services

Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community: Economic Development, Redevelopment, Diversification and Sustainability

Percentage of Membership by Location

	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11
Incline/Crystal Bay	26%	25%	25%	25%	25%	25%	25%
Tahoe City	27%	26%	26%	26%	27%	27%	27%
Truckee	14%	15%	15%	15%	14%	14%	14%
KB/CB/ Tahoe Vista	12%	12%	12%	12%	13%	13%	13%
Reno/Sparks/Carson	6%	6%	6%	6%	5%	5%	5%
South Shore	5%	5%	5%	5%	5%	5%	5%
Squaw Valley	3%	3%	3%	3%	3%	3%	3%
Other	5%	6%	6%	6%	6%	6%	6%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	638	601	575	555	525	520	520



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762j

GROUP SALES SUB COMMITTEE MEETING MINUTES
August 4, 2011 – 10 am

NLTRA Conference Room
PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Becky Moore, Kay Williams, Rob McCormick, Brendon Sirstins, Stephanie Hoffman, Max Roth, Brad Barth

RESORT ASSOCIATION STAFF: Andy Chapman, Jason Neary

OTHERS IN ATTENDANCE: Wendy Hummer, Cathy Davis

I. MEETING OF THE GROUP SALES SUB COMMITTEE

1.0 DISCUSSION ON BOARD'S DESIRE TO FORMALLY ADOPT SALES COMMITTEE

- 1.1 Andy discussed the desire of the Board to more formally formalize the Sales Committee similar to other NLTRA committees.
- 1.2 In September, the Board will appoint the committee members including possible Board member participation.
- 1.3 Meetings will start out bi-monthly.
- 1.4 Official meeting meetings will be taken and approved by the Board.
- 1.5 Max asked what the % of total resources were directed at conference vs. leisure or consumer. Andy answered but suggested to take the discussion off-line as it would take some time to explain

2.0 REVIEW OF PLAN

- 2.1 Jason reviewed the historical data that drove the plan outline overview.
- 2.2 Kay questioned the efforts dedicated toward Northern California and what opportunities for cooperative efforts would be available. Kay felt that some properties would still want the group to keep an effort in Northern California
- 2.3 Kay asked if the survey discussed at the prior meeting had been completed. Jason responded that only 4 properties had returned but will resent out

3.0 ACTION: RESEND SURVEY TO PROPERTIES

- 3.1 Kay would like to see if the data shows if we should be in or out of Northern California.
- 3.2 Kay believes we have not effectively penetrated the Northern California market and that we should continue to dedicate resources and cooperative opportunities in that market.
- 3.3 Brandon feels we need to focus on Northern California Corporation and Association segments as #1. Brandon also likes DC Association as #2 and Los

Angeles as #3. He also believes group corporate retreat business is good in short term.

- 3.4 Brad would like a focus on Northern California as a primary market with an effort to promote off-site activities, not just the lodging options. Items could include dining, skiing, lake activities, etc.
- 3.5 Becky #1 market would be Northern California. She also likes DC Association as #2 and believes Chicago/DC/Dallas may be a good focus as well. She however does not want to be spread too thin. Becky would like to look at Denver area focus to see what we can grow.
- 3.6 Stephanie would like to see Northern California as the #1 market focus. She mentioned the 90% of Granlibakken's business is return business. She feels that businesses need to stay in California due to the economy. She has an interest in Southern California.
- 3.7 Rob stated that most of PlumpJack's business is wedding business. He would like to be focused on corporate business but understands that that segment is slow. He would like us to look at new corporate business. Southern California is of interest. He does support Northern California.
- 3.8 Max is looking at this discussion from a macro level but does understand that a focus on Northern California is a good one. He would like the group to look at new emerging markets based on data and to get back to growing incremental business. He does like Chicago and Denver.

4.0 Discussion on Data Review

- 4.1 The group asked staff to bring to the next meeting a review of the leads and booked data by geographic destination as well as by market segment. This information will be discussed at the next meeting.

5.0 COMMITTEE COMMENTS

- 5.1 The next Sales Committee meeting will be in approximately two weeks.



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762j

GROUP SALES SUB COMMITTEE MEETING MINUTES
August 23, 2011 – 10 am

NLTRA Conference Room
PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Becky Moore, Kay Williams, Rob McCormick, Brendon Sirstins, Stephanie Hoffman, Max Roth, Brad Barth, Adam Wilson, Melody Rebbeck, Tammie Anstedt and Kirsten Starmer-Web

RESORT ASSOCIATION STAFF: Andy Chapman, Jason Neary, Sandy Evans-Hall and Emily Sullivan

OTHERS IN ATTENDANCE: Cathy Davis, Jennifer, Kirsten Plemel

I. MEETING OF THE GROUP SALES SUB COMMITTEE

1.0 REVIEW OF MEETING MINUTES

- 1.1 Andy reported that the Group Sales Sub-Committee will be adopted as a formal NLTRA Committee. At that time a Group Sales Sub-Committee Chair will be elected and meeting minutes will be distributed to the Committee and be distributed to NLTRA Board for approval. Sandy welcomed any input from the Committee.

2.0 REVIEW OF PLAN

- 2.1 Jason stated that at the last meeting, staff presented the recommended Conference Advertising plan. At that meeting the Committee discussed changing the plan. Andy and Jason presented to the Committee a proposal explaining how they came up with the plan recommendations. Jason reviewed the breakdown of leads by state, the total leads generated by market segment from July 1, 2010-June 30, 2011 and Tammy asked if the leads were long or short term leads. Jason replied that he does not currently have a report that designates leads from short-term to long-term but most of the corporate leads generated were under a year. They Committee questioned if corporate business was picking up. Jason stated that corporate business has picked up.
- 2.2 Jason reviewed the breakdown of the market segment of revenue that arrived in-market from July 1, 2010 to June 30, 2011 and groups booked during that period. The Committee asked if he had a report on where business was booked (what resort/lodging property). He replied that at this time he focuses on what will book the most revenue/rooms. Andy stated the new sales persons focus can be different than Jason's depending on the Committee recommendations.
- 2.3 Jason reviewed the breakdown of California leads into market segments, revenue arrived broken into market segments and California groups books by market segments. This showed that out of the 44% percent of corporate leads only 6% arrived in market. Max stated that the new sales person could go after the corporate market. Jason agreed and stated that he would like to have the new sales person focused on the Corporate Bay Area
- 2.4 Kay asked if the NLTRA's data could be combined with individual property's data. Jason has recently distributed a survey to all of the lodging properties to find out

what percent of total business is from conferences/meetings. The combined data, showing that Conference groups increase TOT during the off-seasons, could be used to leverage greater funding from NLTRA Marketing focused on conference sales efforts. Jason and Andy have been discussing how to utilize the data gathered from the different resorts. Andy asked the Committee to fill out the survey and return it to Jason if they haven't already so Jason can move forward with the plan.

2.5 Jason reviewed the Northern vs. Southern California leads by Market Segment. He stated that the reports moving forward will incorporate all of the elements into SMERF so that percentage will increase.

2.6 Jason reviewed the leads by state for the past 3 fiscal years. The breakdown is from the Conference Sales Plan recommendation presented to the Committee at the last meeting. Moving forward he will be present this type of data to the Committee and look to them for suggestions.

3.0 COMMITTEE COMMENTS SUGGESTIONS

3.1 Jason stated that there is a Conference Statistics report created monthly that goes to the NLTRA's Board for review. That report will be included in future Marketing Sales Sub Committee packets. The Committee agreed that it looks like next year's pace is improving. Jason stated that future bookings have more revenue in the month of July 2011 than in the past fiscal year.

4.0 REVIEW OF CONFERENCE ADVERTISING PLAN OUTLINE

4.1 Cathy reviewed the Conference Advertising Plan Outline with the Committee. Andy stated that there are one or two properties involved in Co-operative buys at this time and they are looking for recommendations from the Committee to increase the effectiveness of the Co-operative buys.

4.2 The following geographic target markets are being considered for advertising efforts; Northern California Corporate and Association, Chicago Corporate planners and Associations, Washing DC Associations, Denver Associations and Dallas.

- The Committee defined as Northern California, Southern California and Chicago as the three target markets need to be defined

4.3 Campaign flights for each market should fall around trade show or special promotion dates. Jason encouraged the Committee to attend shows.

- Who will be attending what show? Jason will be sending out emails asking properties to be a part of the shows listed.

4.4 Create a cooperative marketing plan for the CVB and its members in the main geographic target market that includes an integrated marketing program with inclusion in media, direct mail, e-mail marketing and trade show participation.

- Partner participation in the integrated campaign needs to be defined. The Committee suggested focusing on direct response e-mail marketing instead of print advertising. They would like Smith and Jones to compile a report with the costs involved with co-operative print advertising and report back to the Committee.

4.5 Cathy encouraged the Committee to get involved with the Co-operative advertising buys. She showed two examples of advertising buys. One, just including the NLTRA and one with a Co-operative buy. She stated that the properties could do a group offer ex. In the month of April North Lake Tahoe is offering (?). Use offers to create a buzz. There could be offer specific e-blasts sent out. She also encouraged the Committee to review gotahoenorth.com to ensure that the message is correct.

- 4.6 The Committee asked about Social Media advertising directed at Conference Sales. The Committee's opinion is that Social Media is not the best way to market Conference Sales at this time.
- 4.7 The opinion of the Committee is that the general public does not know the kind of meeting facilities that are offered in North Lake Tahoe. They need to be educated on what there is to offer as far as meetings are concerned. Kay suggested the Committee designate funds towards a co-operative buy, stating, "North Lake Tahoe has 17 conference facilities" and include a list of property names. Email blasts could then tell a story instead of just a generic message of the amount of meeting space. The story could state the different types of lodging from Board meeting with 10-people to National retreats, and list all the activities in North Lake Tahoe. Max suggested selling the destination as a whole instead of the meeting space. Kay believes the ads should list property names because there are quality properties in Tahoe. Jason stated that there is a lack of understanding that North Lake Tahoe has serious meeting space. The Committee stated that there needs to be a stronger call to action on these ads. Cathy suggested everyone agree on a call to action, such as 'Free Coffee Breaks.'
- 4.8 Cathy suggested creating a couple of different ads and coming back to the Committee to see which one works the best.

5.0 COMMITTEE COMMENTS

- 5.1 The Committee thanked staff for the plan.

6.0 ADJOURNMENT

- 6.1 The Sales Sub-Committee meeting adjourned at 12:16 pm.

Submitted By:

Emily Sullivan, Programs Assistant
North Lake Tahoe Resort Association



September 7, 2011

To: Board of Directors

From: Sandy Evans Hall, Executive Director
Andy Chapman, Director of Tourism
Jason Neary, Director of Group Sales

Re: Discussion and Appointment of Group Sales Sub Committee Members

Background

At Board directions, staff has worked to formalize the former Director of Sales Advisory Committee to a formal committee within the NLTRA structure. This committee will act as a sub-committee of the NLTRA marketing committee. Over the last couple of months, this committee has met to review the direction and actions for the group sales effort. Minutes from these past meetings have been provided to the board in this month's packet. Once formalize by the board, the committee will meet and appoint a chair.

Staff Recommendation to NLTRA Board of Directors

After review and discussion, for the Board to officially appoint the members listed below to the Group Sales Sub Committee for a term through January 2013.

Group Sales Sub Committee Appointment

1. Becky Moore – Squaw Valley Lodge
2. Kay Williams – Granlibakken
3. Rob McCormick – Plumpjack Squaw Valley Inn
4. Brendon Sirstins – Squaw Valley USA
5. Max Roth – Resort at Squaw Creek
6. Nate Hardesty – Hyatt Incline Village
7. Brad Barth – Alpine Meadows
8. Adam Wilson – Northstar at Tahoe
9. Melody Rebbeck – Hampton Inn
10. Tammie Anstedt – Tahoe Mountain Resort Lodging
11. Kristin Starmer – The Ritz Carlton
12. Brenda O'Sullivan – Larkspur Hotels
13. Jay Abdo – Diamond Peak
14. Jim Van Deusen – Cal Neva Resort



COMMITTEE: Lodging
MEETING DATE: August 4, 2011
BOARD MEMBERS PRESENT: Barb Cohen

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Suggestions: The Committee suggested removing the price sorting mechanism entirely at this time and if individual properties would like to list pricing on their properties they can.

Suggestions: The Committee suggested meeting monthly at this time. The next meeting is scheduled for September 1st at 2 pm.

Suggestions: The Committee suggested Debi Milani or Christy Beck to be the representative from the Lodging Committee on the NLTRA Special Event Development Task Force. The NLTRA Board can choose between the two volunteers.

MOTIONS MADE/VOTE:

3.1 The Lodging Committee agenda was accepted by acclamation

4.1 Approval of the Lodging Committee minutes from June 2, 2011 will be tabled until the next meeting

BOARD APPROVAL/DIRECTION REQUESTED:



COMMITTEE: Finance
MEETING DATE: July 5, 2011

BOARD MEMBERS PRESENT: Ron Parson, Ron McIntyre, Jennifer Merchant

ACTION ITEMS TAKEN:

None

MOTIONS MADE / VOTE:

M/S/C (Frushon/Merchant) (3/0) to approve the agenda as presented.

M/S/C (Frushon/Merchant) (3/0) to approve the Finance Committee minutes of Tuesday, July 5 2011.

BOARD APPROVAL / DIRECTION REQUESTED:

M/S/C (McIntyre/Merchant) (4/0) to recommend to the Board of Directors the approval of the May 31, 2011 Financial Statements.

M/S/C (McIntyre/Frushon) (3/0, 1 abstention – Merchant) to recommend to the Board of Directors the approval of the proposed 2011/12 NLTRA Budget.








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Event Schedule

September

- | | | | |
|-------------------|--|----------------|---|
| 6 & 13 | ChamberED: QuickBooks
Granlibakken | 8am-5:00 pm | |
| 7 | ChamberED:
Going Green, TCPUD | Noon –1:30pm |  |
| 8 | Mixer: Holiday Mixer
Resort at Squaw Creek | 5:00-7:00pm | |
| 14 | ChamberED:
Thinking of Selling Your Business? TCPUD | Noon – 1:30 pm |  |
| 21 | ChamberED:
Internet Marketing (Beginner), TCPUD | Noon – 2pm |  |
| 22 | ChamberED: Immigration Compliance
Mountain Stream Conf Rm, Squaw Valley | 9 – 11am | |
| 22 | ChamberED:
Is Your Business Protected from Identity Theft?,TCPUD | Noon –1:30pm |  |
| 23 | ChamberED:
How to Start a Business,TCPUD | Noon – 1:30pm |  |

August Classes: Incline Village
September Classes: Tahoe City
October Classes: Kings Beach