



north lake tahoe

Chamber | CVB | Resort Association

THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday, January 7, 2015 – 8:30 am – 11:00 am

Tahoe City Public Utility District-Board Room

MINUTES

BOARD MEMBERS IN ATTENDANCE: Joseph Mattioli, Valli Murnane, Wally Auerbach, Brett Williams, Adam Wilson, David Tirman, Sue Busby, Brendan Madigan, Jennifer Merchant (8.45 am)

BOARD MEMBERS NOT PRESENT: Kali Kopley, Phil GilanFarr, Tom Lotshaw

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Marc Sabella, Ron Treabess, Ginger Karl, Jason Neary, Judy Laverty, Jeremy Jacobson, Emily Detwiler, Greg Neary, J.T. Thompson, Anna Atwood

OTHERS IN ATTENDANCE: Joy Doyle and Stacie Lyans

A. CALL TO ORDER – ESTABLISH QUORUM

The meeting was called to order at 8:31 am by Wally Auerbach and a quorum was established.

B. PUBLIC FORUM

Wally introduced Brett Williams (Real Estate) and Adam Wilson (Ski Area) as the two new elected Board Directors.

C. AGENDA AMENDMENTS AND APPROVAL

M/S/C (Murnane/Williams) (7-0-0) to approve the agenda, with items taken out of order if necessary.

- 1. M/S/C (Wilson/Tirman) (7-0-0) to approve Board of Directors Officers for 2015.**
Wally asked if there were any suggestions for nominations. There was no other suggestion for nominations. Wally welcomed Valli as the new Chair for 2015.
- 2. Introduction of new Tourism Director, John 'J.T.' Thompson.**
Sandy introduced J.T. Thompson to the Board of Directors and he gave a quick update on his background. Sandy informed there will be a welcome party on Monday, January 26th at the Tahoe City Visitors Center at 5.00 pm.

D. CONSENT CALENDAR – MOTIONS (5 min)

- 1. Board Meeting Minutes – December 3, 2014**
2. Capital Investment/Transportation Committee – No meeting in December
3. Marketing Committee – No meeting in December
- 4. Business Association and Chamber Collaborative – December 10, 2014**
5. Lodging Committee – No Meeting in December
6. Conference Sales Directors Committee – No meeting in December
- 7. Finance Committee Report– December 18, 2014**
- 8. Financial Reports- September and October**

8.1 Dashboard and project reports

The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board Member

9. Conference Sales Reports

10. Executive Committee Report – December 16 2014

11. Capital Investment/Transportation Activity Report – December

12. CEO Report – December

M/S/C (Auberbach/Madigan) (8-0-0) to approve the Consent Calendar

E. STRATEGIC DISCUSSION ITEMS

RECAP OF STRATEGIC DISCUSSIONS FOR LAST 9 MONTHS AND UPDATE OF STRATEGIC GOALS

Sandy reported that staff members are here today to give an update on their goals. Timing is great for reviewing since we are half way through our FY 2014/15 and for our new Board of Directors members and our new Tourism Director to get educated on what we are working on.

Recap of 2014 Strategic Discussions by Sandy:

- Tahoe City Golf Course – Sandy shared that the BOD approved the NLTRA's position on how the assets of the Golf Course may be used to achieve the goals stated in the MOU. The clarification was that the transfer of the golf course assets for redevelopment purposes within the Tahoe City commercial core is consistent with our goals.
- Funding Options for the future – TBID, TMD (Tourism Marketing District or Tourism Business Improvement District) Carl Ribaudo with Strategic Marketing Group provided an overview to the BOD of the funding mechanism utilized by many DMO's in California to create or augment tourism marketing. Staff will bring a Destination Task Force together to discuss strategies for increasing our share of destination visitors.
- David Boesch, County CEO – Presented Placer County Profile and discussed new initiatives and updates from the County as well as budget summary. This was more of an informational presentation and for the organization to better understand revenue, expenses and budgeting process for East Placer County.
- Capital Investment/Transportation work plan and process changes – There is a process for Transportation funding requests still in the works that will come back to the Board for review in early part of 2015.
- Draft Membership Business Plan – This was developed to help expand membership, revenue on activities and programs and sponsorships. The Membership Business Plan 2014-2017 was approved in October as a working draft with the removal of the budget. Ongoing monitoring will happen to check pace.
- Intercept Research – a presentation of the results of the Summer 2014 Intercept research conducted throughout North Lake Tahoe and compiled by Andy Chapman was done in November.
- Master Plan Draft Recommendations – Public outreach is anticipated to start in late January. This is a process still taking place with Design Workshop and Fresh Tracks Communications. A Master Plan Task Force is working on the draft recommendations for the next 10 years.

Update on Strategic Goals:

- Marketing: 1) Social Media campaigns have been very successful with an increase in Facebook likes by 33,700. 2) Largest Fan base has been in Southern California which is one of our Destination Markets. 3) Peak Your Adventure and Touch the Lake Campaigns were very successful. 4) 31% Growth in unique visitors to our website from April – Sept 2014. 5) Growth in TOT collection. 5) Increased occupancy by strike zones has increased significantly
- Discussion:** Brett Williams asked Jennifer if there is a way to look at total TOT certificates this quarter vs. last quarter and supply vs. demand. Jennifer replied that this is a revenue report and does not include this information but there are many different ways they can run these

reports. It was recommended that this be an agenda item for future BOD meetings for further discussion.

- Conference Sales: 1) Big increase in human-powered sports groups to fill strike zone periods. 2) Spartan race is a recent one that will take place in October. 3) Increase in site visits to North Lake Tahoe has been successful. 87% of the people that have been out for site visits have selected Tahoe. 4) One of the challenges has been lack of funding for representation in D.C and Chicago.
- Special Events: 1) Judy attends the National Sports Commission Tradeshows and as a result has brought some great sporting events to Tahoe, such as: LaCrosse Summit, Triple Crown Softball, US Cycling. Other events in addition to these would include: Amgen, Ironman Lake Tahoe, Wanderlust, US Alpine Championships. 2) Autumn Food and Wine event has really grown to be a large culinary event. 3) Lake Tahoe has really been established as the largest flat water paddle venue in the country for Stand-Up Paddleboarding. 4) Continue to work and establish September as Art month. 5) Help support Grant Event recipients with Marketing strategies, collaborations, social media and in-kind support.
- Leisure Sales: 1) Wholesale contracts have increased, Booking.Com being a great addition. 2) International Contracts in UK/Ireland and Australia/New Zealand. Two new flights into Reno Int'l Airport, one that kicked off in December from Guadalajara, Mexico and next year a new flight from London to Reno 3) High Sierra Visitor Council – new membership in France. 4) Nordic Efforts; new revisions on the Nordic map, new 12 pack of sampling to 6 of our Cross-Country ski areas. Nordic weeks that were developed are being advertised and also being pushed out through Social Media
- Capital Investment/Transportation: 1) Provide good facilities and better transportation to enhance our visitors' experience. Some projects that are work in progress include Trails and Wayfinding signage. 2) Revised criteria and implementation of new capital fund application and distribution process was completed. 3) Transportation, enhancement of existing schedule & service, broader region-wide Transit Vision. 4) Collaboration with many different constituents.
- Membership: 1) Collaboration with the Business Association Chamber Collaborative (BACC). 2) Created and implemented two very successful programs; Peak Your Adventure & Touch the Lake. 3) The BACC committee also did great enhancement to the Shop Local Holiday Contest and will be kicking off a year-round Shop Local program. 4) High-notes campaign incorporates all music events happening in the summer 5) Bridal Fair keeps growing 6) Revamping the Chamber Membership benefits & sponsorships 6) Adding Ambassador program in 2015.
- Visitors Services: 1) Net promoter scores: implemented and expanded intercept surveys throughout the summer of 2014, successfully completed and increased the score to 85%. 2) Customer Service Training: revamping the customer training program this summer. The "Superstar of the Month" continues and they have given out 6 awards so far. 3) Visitor Information Distribution via virtual or physical location: 15 businesses signed up through concierge program, new volunteer program decreasing employee hours by 20 per week in the summer, created new relationships and moved our Reno Visitors Center into the Downtown Visitors Center saving over \$4000 per month.

F. ACTION ITEMS

3. Sandy reported the Legislative Platform document is updated each year. She worked with Allison Carlos at Placer County on the verbiage to make sure it meets with their approval.

Jennifer Merchant was concerned with the language in paragraph one. "programmatic financial flexibility" is very broad and it's hard to know what it means and should be more specific. It was recommended that the language in paragraph one be changed to: "Support and seek opportunities to increase revenues that support the North Lake Tahoe Resort Association and Placer County tourism and economic initiative goals."

M/S/C (Tirman/Auerbach) (9-0-0) approve with rewording the 2015 Legislative Platform

4. APPROVAL OF COMMITTEE APPOINTEMENTS

- 4.1 Marc reported that Ron Parson, Mike Salmon and Ramona Cruz have expressed interest in serving on the Finance Committee. Mike Salmon and Ron Parson would be returning committee members and Ramona Cruz with the Tahoe City PUD would be a new member. He recommended that all their applications be approved.

M/S/C (Auerbach/Tirman) (9-0-0) to approve Finance Committee appointments recommended by staff

- 4.2 Sandy reported that Marguerite Sprague, Paul Raymore and Greg Gibboney have expressed interest in serving on the Marketing Committee. Marguerite and Paul would be returning members and Greg Gibboney with Smith and Jones would be a new member. Sandy recommended that all their applications be approved.

M/S/C (Mattioli/Tirman) (9-0-0) to approve Marketing Committee appointments recommended by staff

G. STAFF REPORTS

1. Membership – Ginger Karl

- 22 new members added to Membership through the month of November
- 68 members renewed through the month of November
- 2014 Hospitality Holidays – Event Gain \$1585
- 2014 Winter Recreation Event – Event Gain \$1435
- Networking event, Creative Cocktail at Zia Lina January 6th at 5.30 pm.
- Chamber Mixer at Tahoe Tech Group, January 15th at 5 pm.

Comments: Jennifer Merchant shared that the Finance Committee discussed it was important to look at a 6 month review after January numbers are in to see how Membership is doing on the revised budget.

2. CEO – Sandy Evans Hall

- Master Plan meeting today to discuss Chapter 5
- Sandy reported on the 2015 Committee Positions for Board Members and Primary Role is required to attend all committee meetings, represent board position/direction, report on any action items/request for approval to board on a monthly board meeting. Contact Alternate when unable to attend a meeting. If Alternate is unable to attend, please contact CEO to reach out to other board members. Alternate Role is to read all committee agendas, packets and minutes and stay apprised of all committee issues. Attend meetings as desired or when Primary committee member is unable to attend.
- Please turn in your Conflicts of Interest forms. The new form was e-mailed by the clerk recorder's office which was a little different from the one in the packet.
- Sandy shared the Calendar of Meetings and Annual Schedule for 2015, which is in the packet.

H. DIRECTORS' COMMENTS

- Jennifer Merchant made a comment that North Tahoe PUD is recruiting for a new General Manager.
- David Tirman thanked Sandy for the Strategic goals update by staff.

- Brendan Madigan questioned Ron about an update on the Burton Creek State Park. Ron shared it was taken over by State Parks and he didn't know the exact acreage that was taken over. Valli shared there was a meeting about a month ago and State Parks had reported that will run it like other State Parks in Santa Barbara. Valli shared stay tuned for more details to come later.

I. MEETING REVIEW AND STAFF DIRECTION

Sandy reported that she will get the recruitment piece from NTPUD out in Biz Bytes and make the necessary changes to the 2015 Legislative Platform document. Sandy shared the great article about Brendan Madigan and "Building Communities".

K. ADJOURNMENT

The meeting adjourned at 10.35 am.

Submitted by
Anna Atwood
Marketing Executive Assistant
NLT Chamber/CVB/Resort Association