

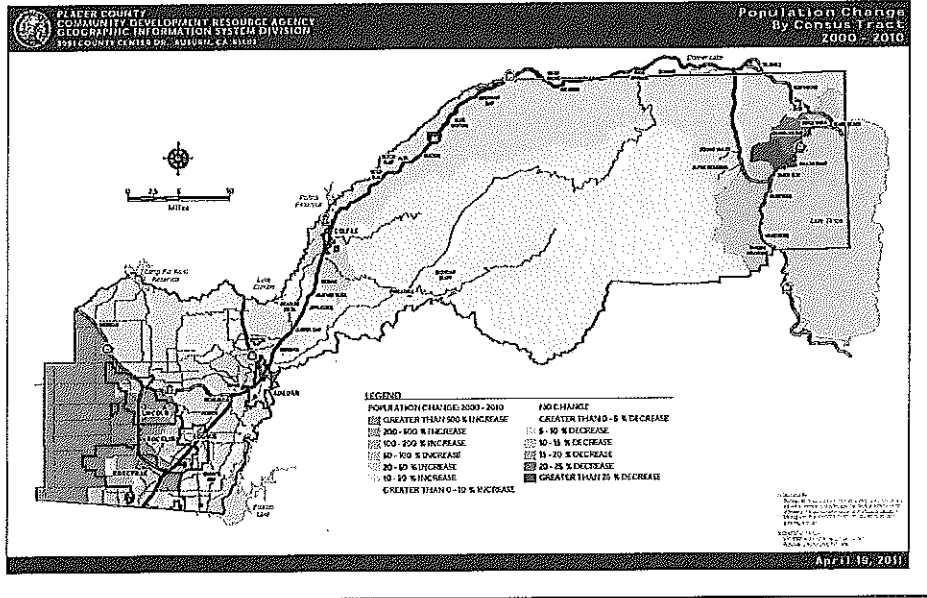
Background

- Long-time local property owners and businesses are concerned
 - Highest vacancy factors in decades
 - Declining revenues
 - Declining full-time population
 - Declining tax base
 - Lack of private investment
- Community efforts needed to address these issues, can't be done parcel by parcel
- Upcoming decisions on Fire station and golf course use
- Raised money and requested assistance from NLTRA and TCPUD
- Hired Design Workshop because of their extensive background and breadth of knowledge of resort communities and specifically Tahoe
- Wanted to provide more specific input to TRPA and Placer County



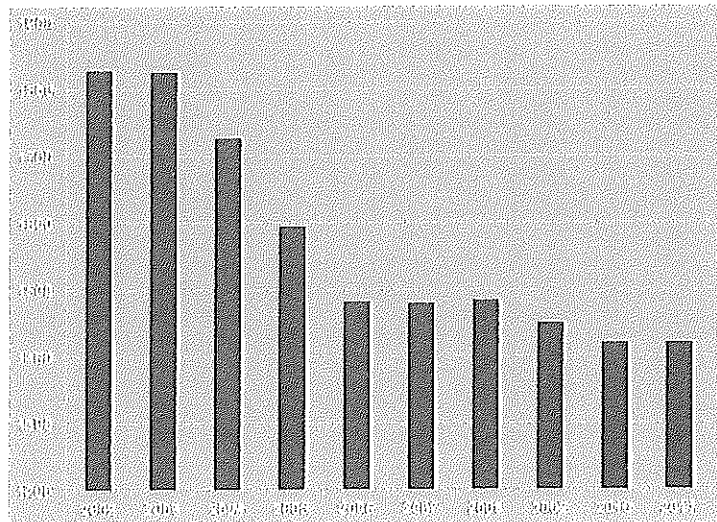
Why a Vision? – Address Fundamental Challenges

Decline in full-time population



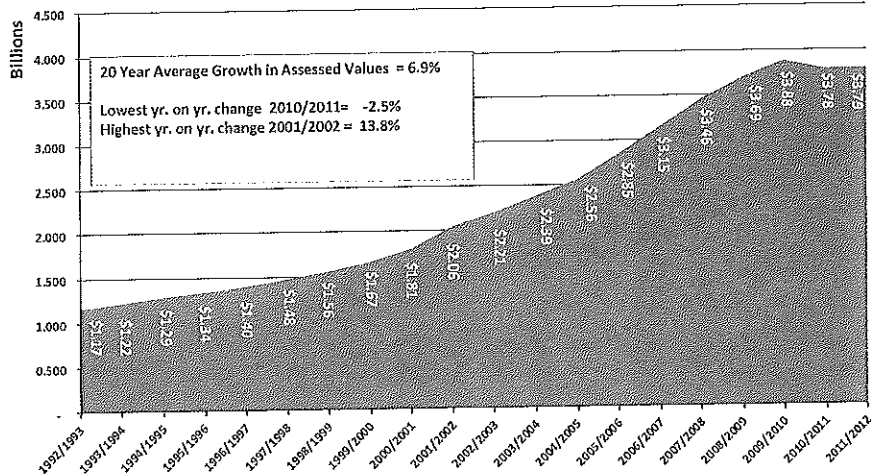
Why a Vision? – Address Fundamental Challenges

TTUSD Lakeside Enrollment – Ten Year Decrease



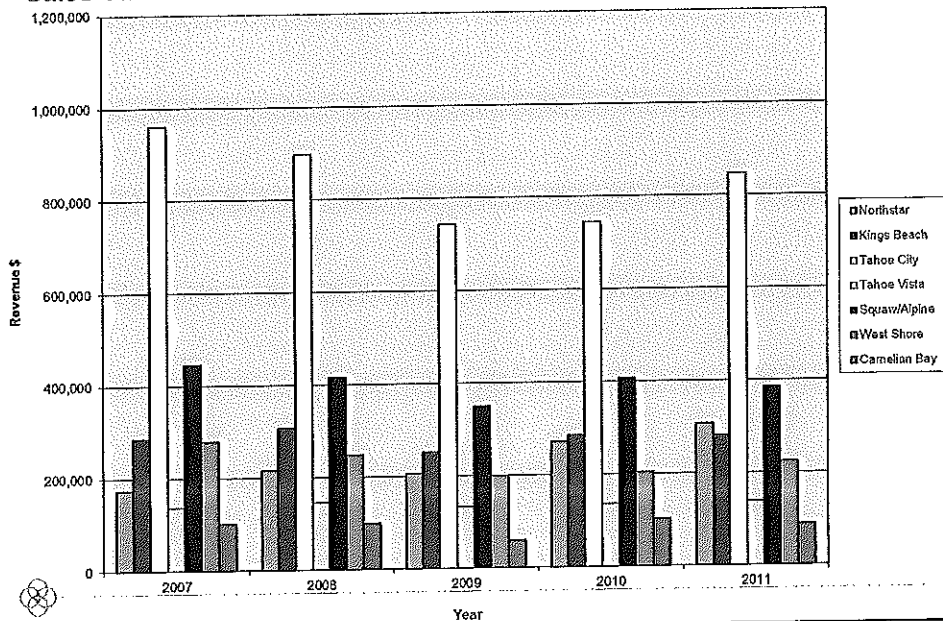
Why a Vision? – Address Fundamental Challenges

Assessed Values - Declining



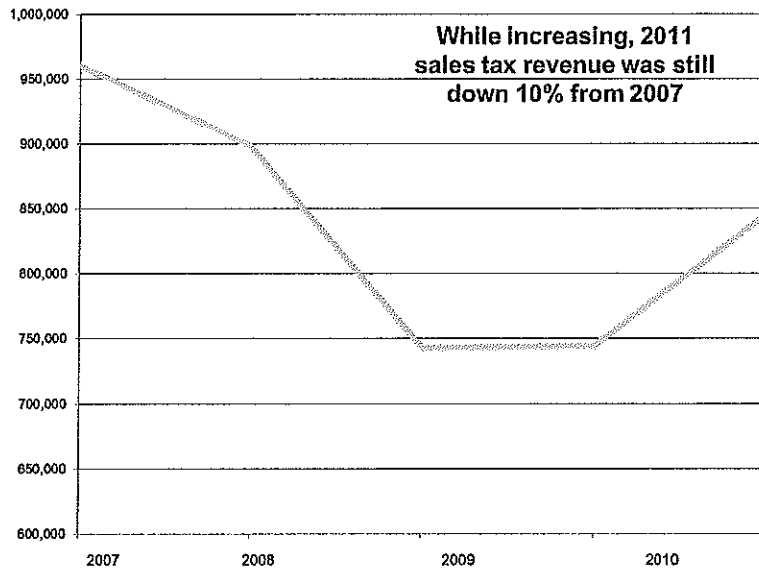
Why a Vision? – Address Fundamental Challenges

Sales Tax Revenues 2007-2011



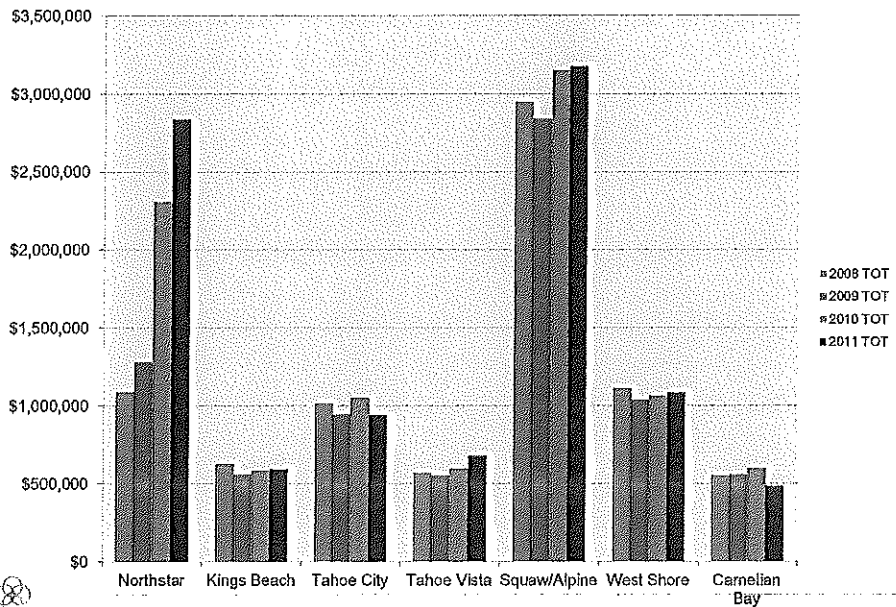
Why a Vision? – Address Fundamental Challenges

Tahoe City Sales Tax – 2007-2011



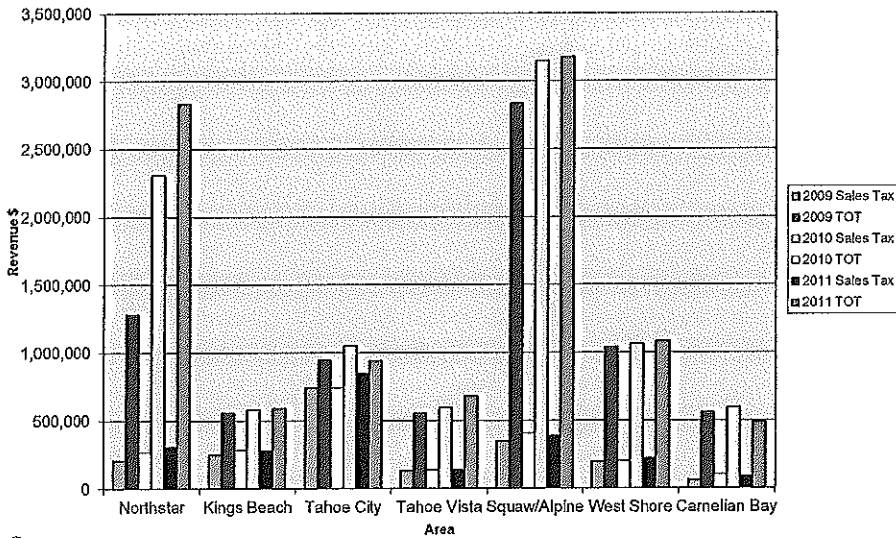
Why a Vision? – Address Fundamental Challenges

TOT 2008-2011



Why a Vision? – Address Fundamental Challenges

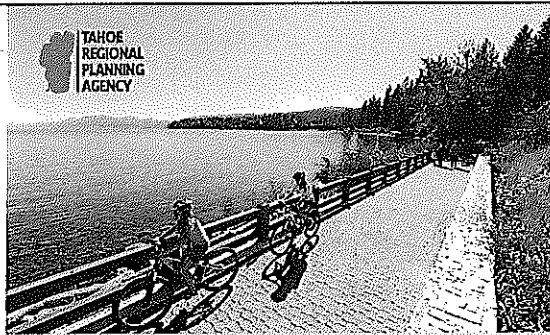
Sales Tax and TOT Comparison 2009-2011



TRPA Regional Plan Update

TRPA Regional Plan Update

- Potential for a new planning context
- 5 Alternatives
- A launching point to go beyond previous visioning efforts
- Alternatives aimed to eliminate regulatory barriers to stimulate redevelopment of aged buildings and achieve environmental goals



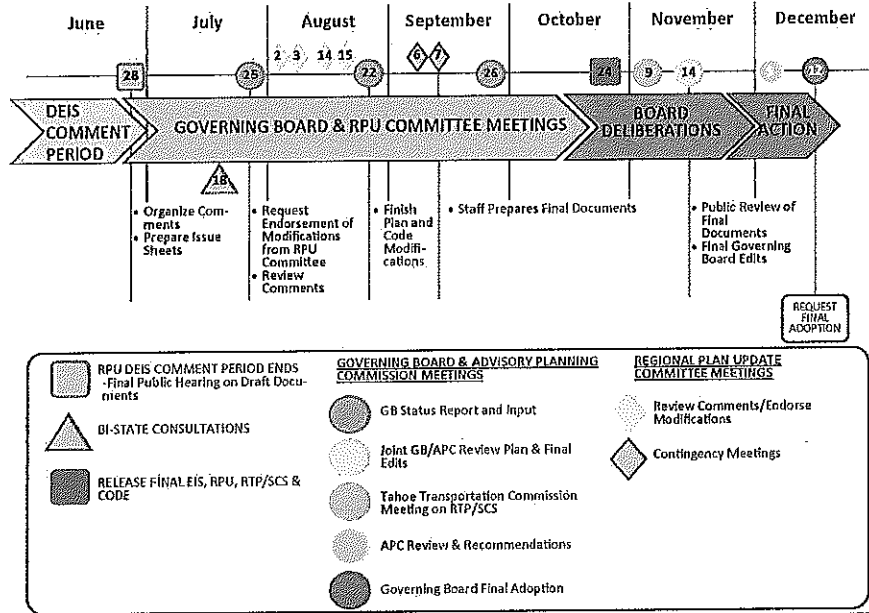
REGIONAL PLAN

TAHOE REGIONAL PLANNING AGENCY | *Lake & Lake*



TRPA Regional Plan Update/Process Coordination

LAKE TAHOE REGIONAL PLAN UPDATE – SCHEDULE OF PUBLIC MEETINGS



What is Visioning?

- What is Visioning?



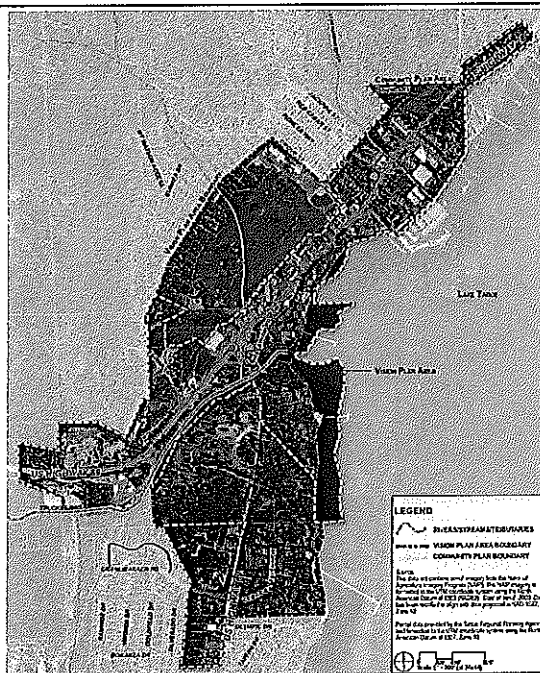
Miscommunications

- Golf Course
- Building Heights
- Town Character
- Supermarkets
- Detailed Project Designs



Vision Process Overview

- Vision study area
 - Town Center
 - Overlaps with Community Plan Area Boundary
 - Includes Tahoe City Golf Course



TAHOE CITY VISIONING OPTIONS

Project Area

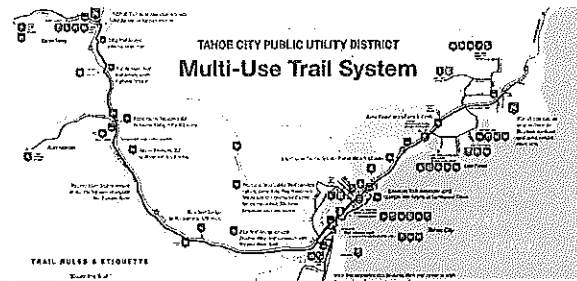
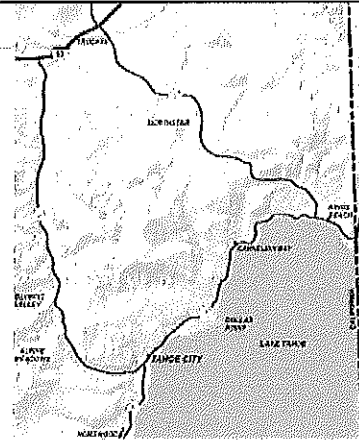
Tahoe City Planning Division
North Lake Tahoe Rural Association

September 2012
REDACTED
Tahoe City Planning Division



Considering the Context

- Recreation
- Transportation
- Land Uses
- Economics



Vision Process Overview

- Context
 - Long-term vision, anticipate all needs of the town center
 - Consideration of surrounding context
 - Trails, connections, surrounding uses
 - Opportunities with surrounding context and relationship to the core
 - Create flexibility for the future, so community-desired options are not limited



Public Input

- Stakeholder interviews
- 3-day charrette
- Comment cards
- Comment letters
- Follow-up conversations
- Evolved vision to be presented on Sept. 27th



What We Heard – Previous Meeting and Stakeholder Interviews

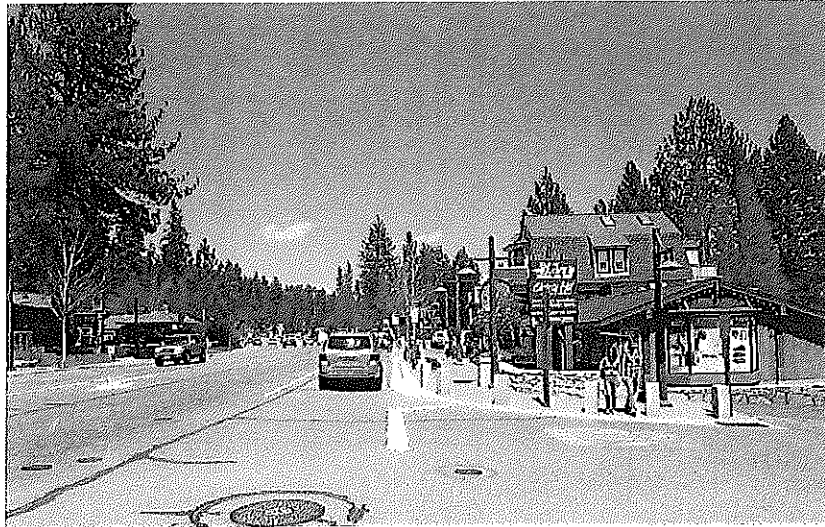
What is Tahoe City's Future About?

- Encouraging private property improvements
- Strengthen connections to resorts and recreation
- Combine current community character with options for improvements to create a renewed vibrant year-round community
- Focus on the lake and environmental improvements
- Transportation hub



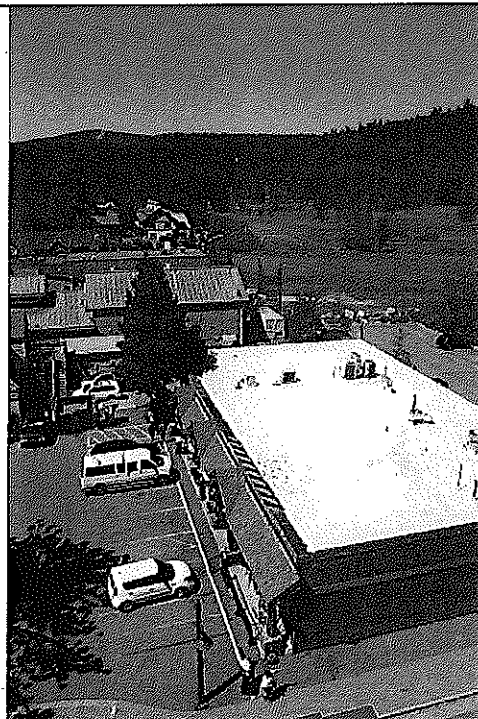
Vision Principles

- 1 Encourage walkable retail at ground level with appropriate mixed use reinforcing main street vitality.



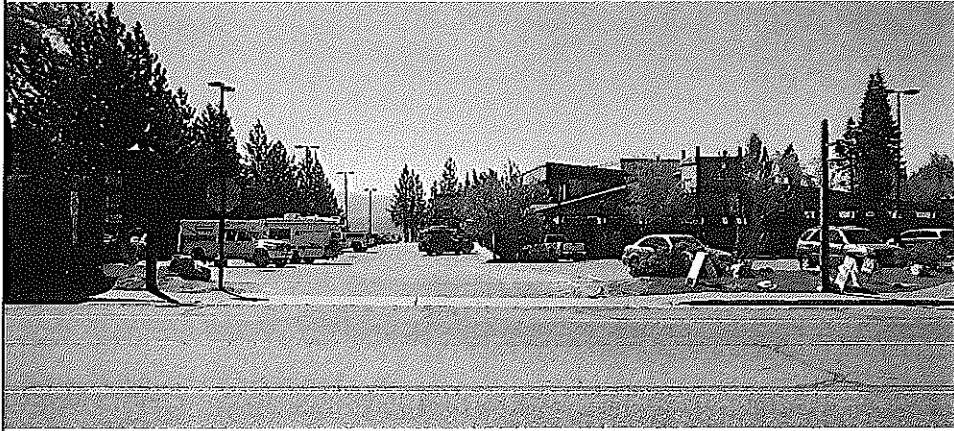
Vision Principles

- 2 Create a more explorable, dynamic town form with side streets and village form while preserving Tahoe City's unique community character and providing for increased town center recreation - including golf and winter, shoulder season activities.



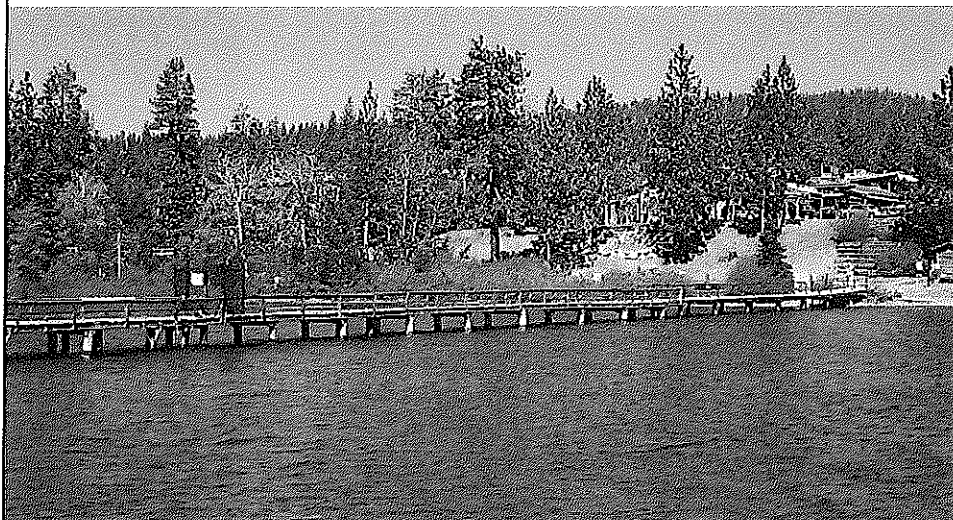
Vision Principles

- 3 Move/increase bed base in Town Center to incorporate possibilities for tourism stays – upgrade the lodging alternatives and stabilize the tourism economy.



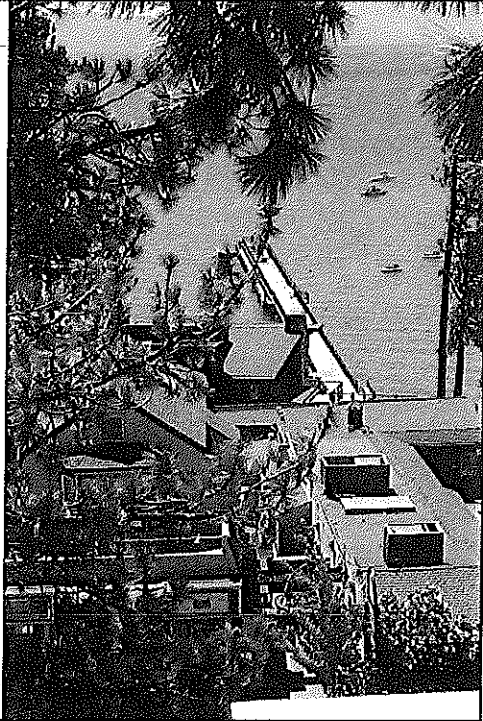
Vision Principles

- 4 Encourage prime accommodation sites on Lake Tahoe that carry waterfront access and the expected views and surrounding context that make investment possible.



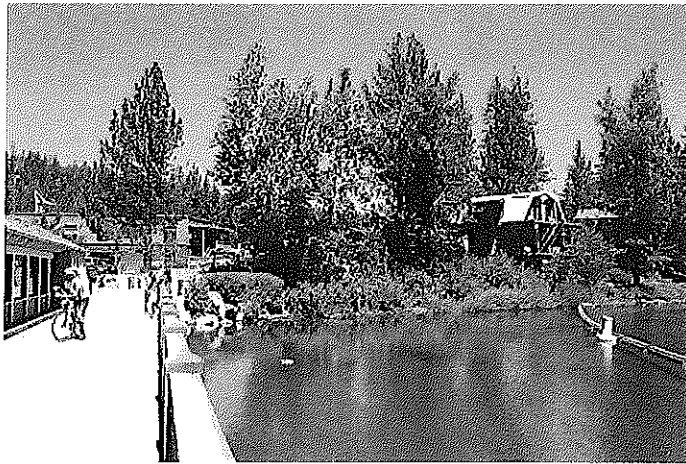
Vision Principles

5 Preserve views and access to Lake Tahoe.



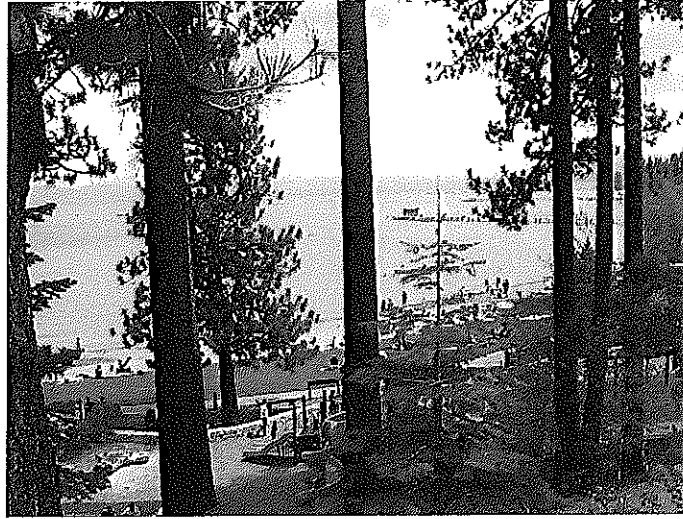
Vision Principles

6 Connect visitors to Lake Tahoe culture and experience in the form of education and recreation facilities and visitor center.



Vision Principles

- 7 Enhance and expand Town Center recreational opportunities in winter and shoulder seasons.



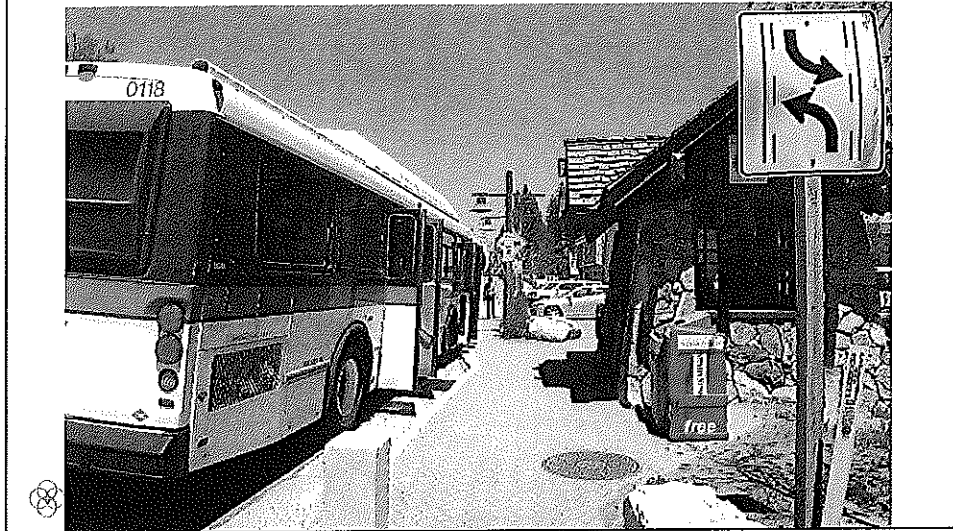
Vision Principles

- 8 Streamline infill and redevelopment permit and planning processes so they become expedited and allow for site by site improvements.



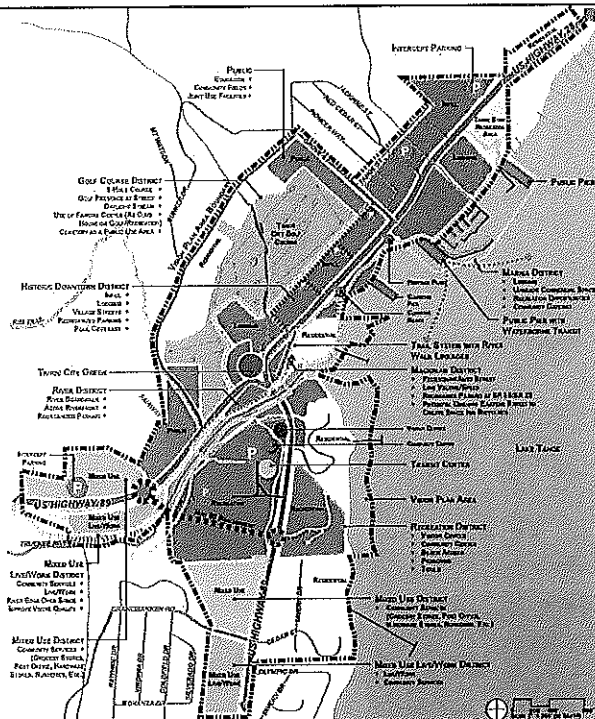
Vision Principles

- 9 Enhance transit and alternative transportation modes as an essential part of a destination stay and environmental improvement.



Visioning Options Diagram

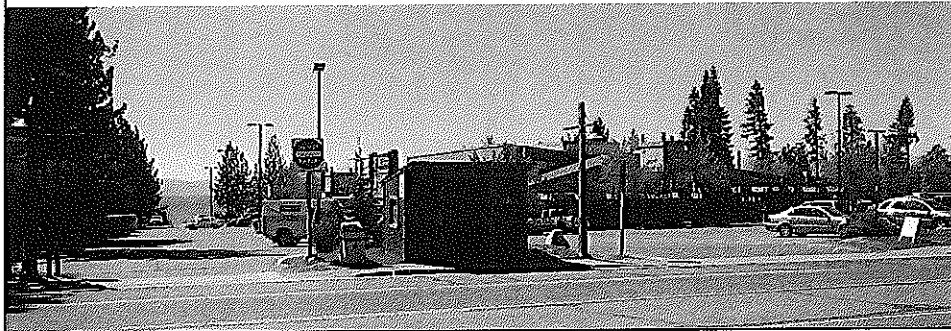
- Marina District
- Golf Course District
- Historic Downtown District
- Tahoe City Green
- Recreation District
- Mixed Use Districts
- Revisions being made per direction by stakeholders



Visioning Options

Marina District – Principles

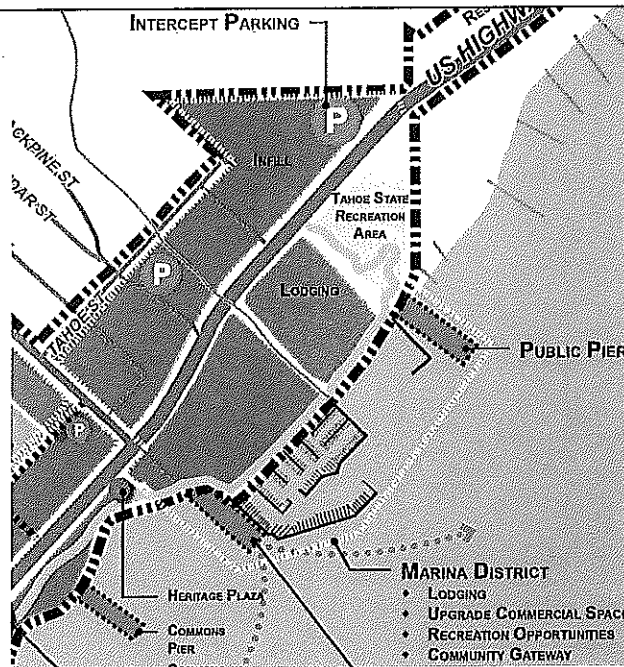
- Move/increase bed base in Town Center
- Encourage prime accommodations on waterfront access & views of Lake Tahoe
- Preserve views and access to Lake Tahoe
- Enhance transit and alternative transportation modes



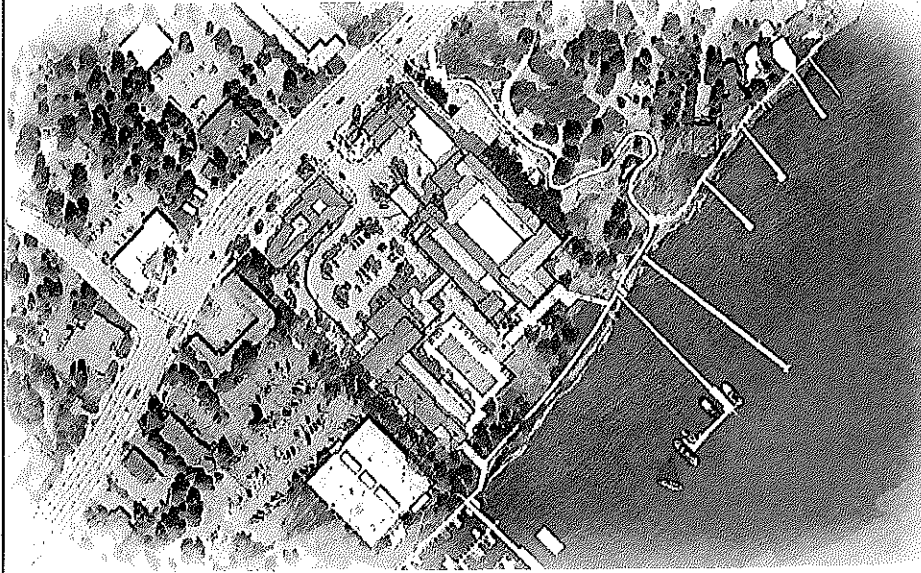
Visioning Options

Marina District

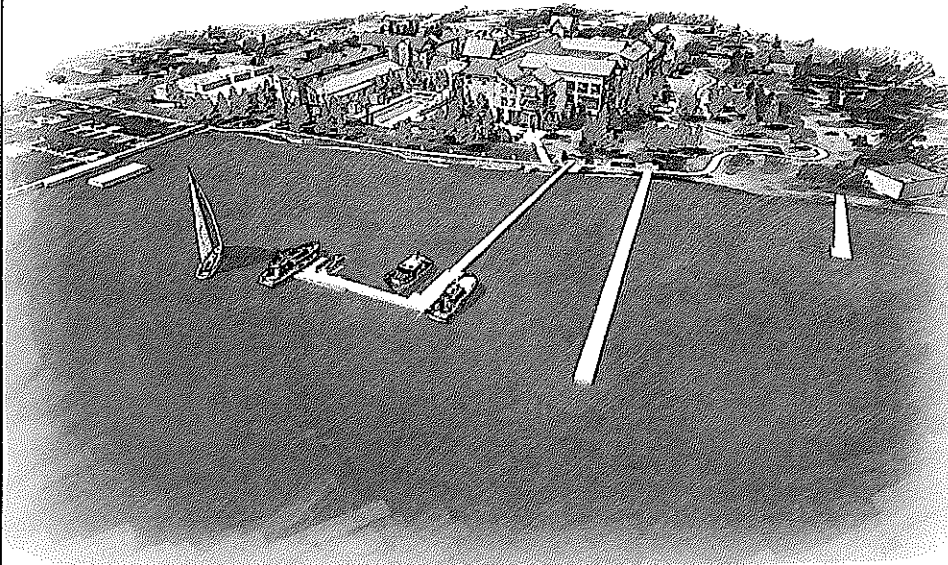
- Hotel Opportunity – views, access to the lake, expected surrounding context
- Upgrade commercial space
- Recreation Opportunities
- Infill Development
- Public Pier with Waterborne Transit



Marina District – Visioning Options



Marina District – Visioning Options



Marina District -- Visioning Options



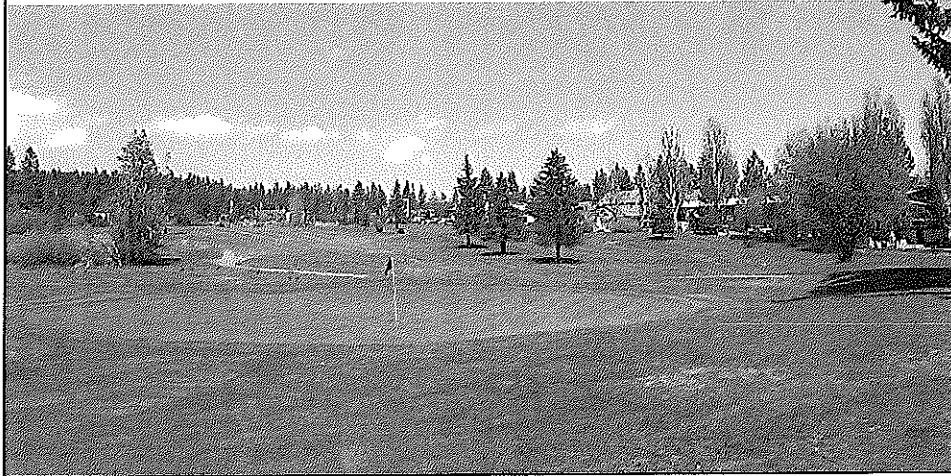
Marina District -- Visioning Options



Visioning Options

Golf Course District – Principles

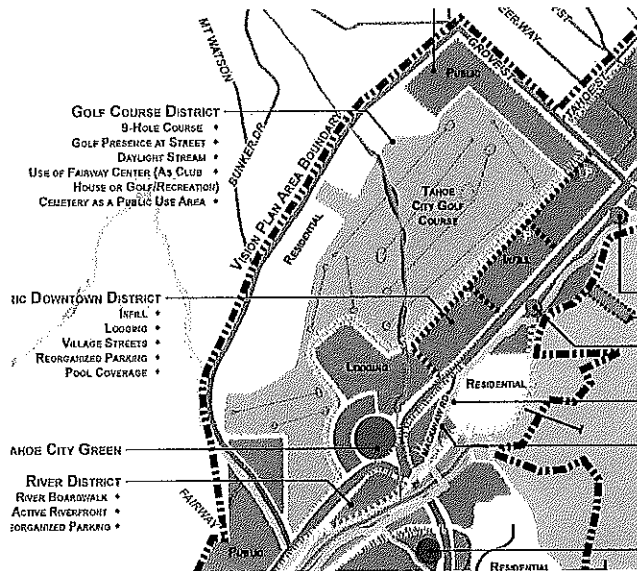
- Enhance and expand Town Center recreational opportunities
- Preserve Tahoe City's unique character



Visioning Options

Golf Course District

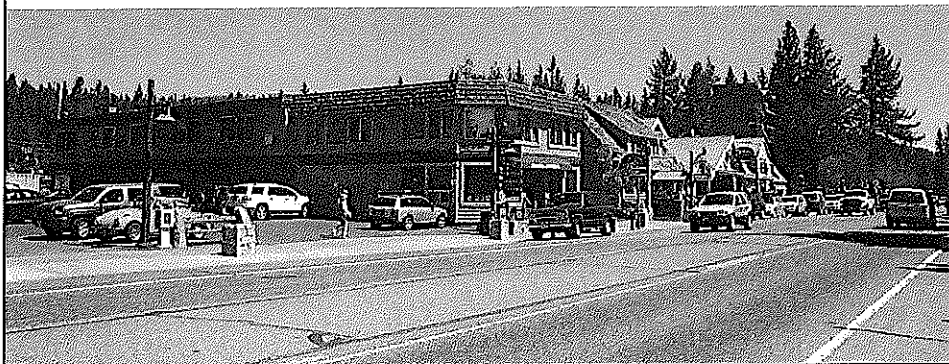
- 9-Hole Course
- Potential for Winter Recreation
- Daylight Stream
- Coordinate with Environmental Restoration Improvements
- Public Facilities include Play Fields



Visioning Options

Historic Downtown District – Principles

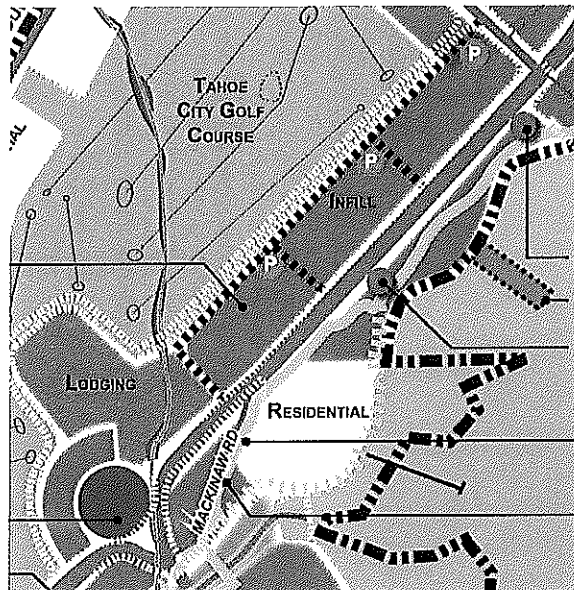
- Encourage walkable retail
- Create explorable town form and preserve Tahoe City's unique community character
- Preserve views and access to Lake Tahoe
- Move/increase bed base in Town Center



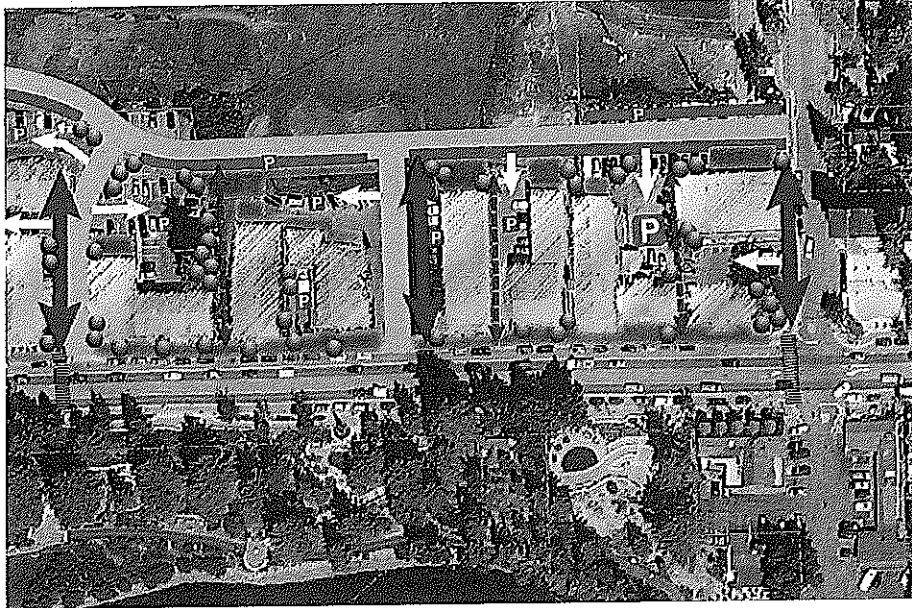
Visioning Options

Historic Downtown District

- Lodging
- Village Streets
- Infill Development
- 2 front doors
- Reorganized Parking
- Pool Coverage
- Tahoe City Green (grocery store could be remain)

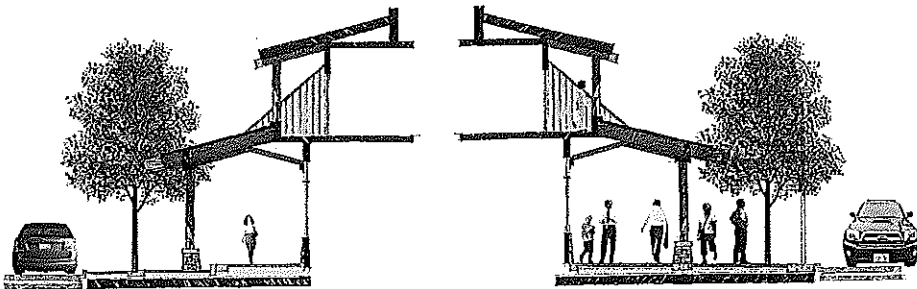


Historic Downtown District – Visioning Options



Historic Downtown District – Visioning Options

- Two front doors -- 1 to Lake Tahoe and 1 to the Golf Course

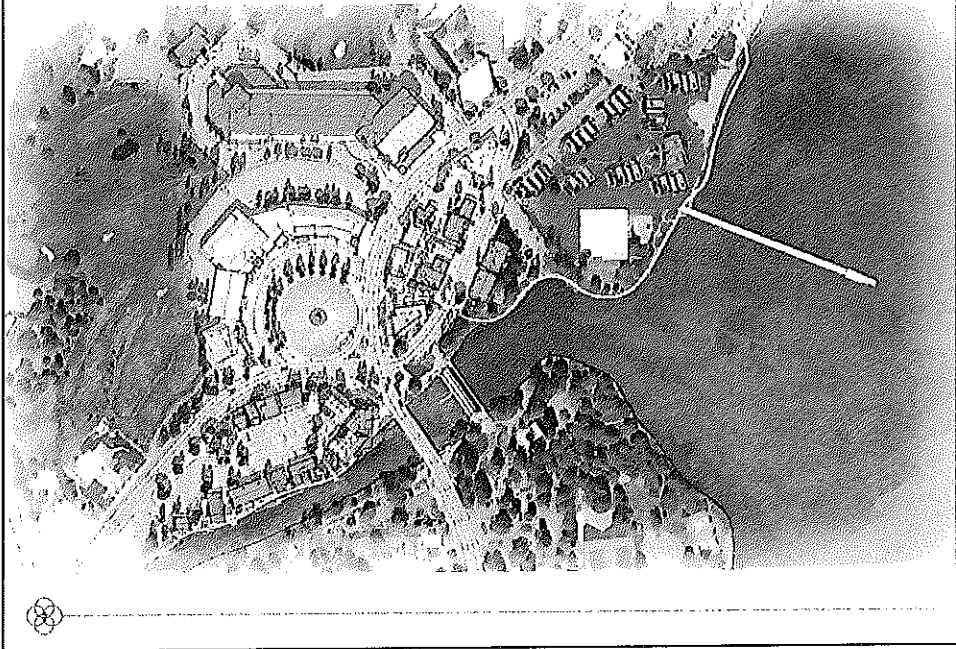


ALLEY ROADWAY
(Golf Course Views)

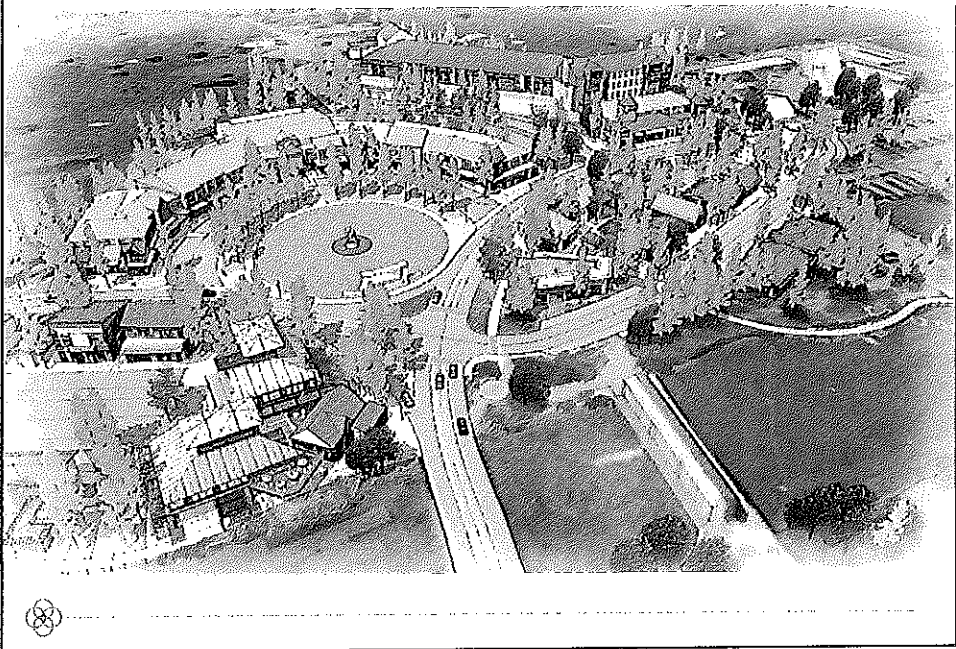
HWY 28
(Lake Tahoe Views)



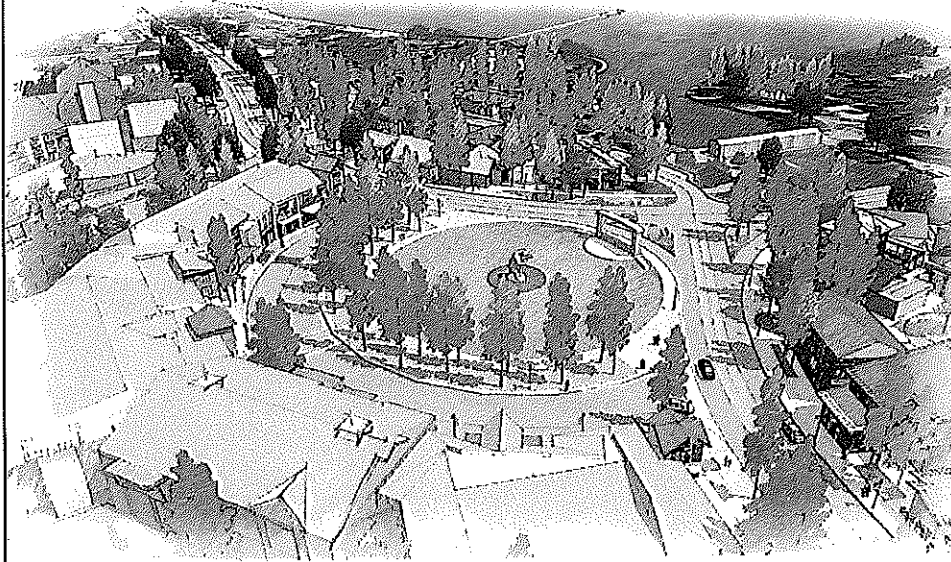
Tahoe City Green – Visioning Options



Tahoe City Green – Visioning Options



Tahoe City Green – Visioning Options



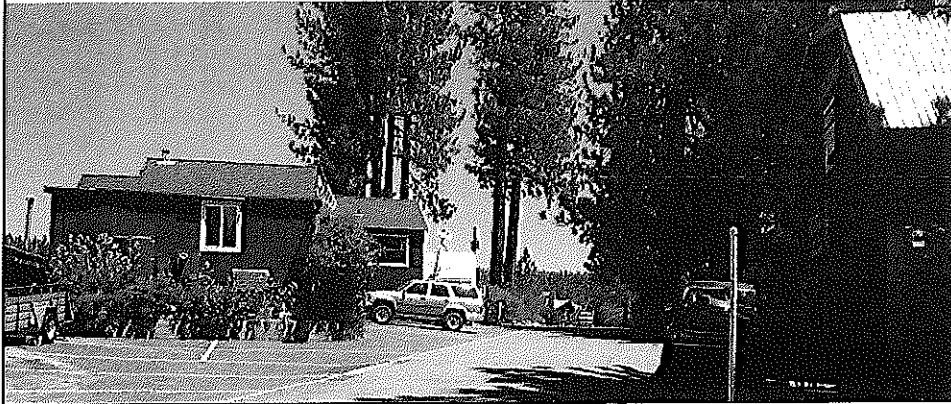
Tahoe City Green – Visioning Options



Visioning Options

Mackinaw District – Principles

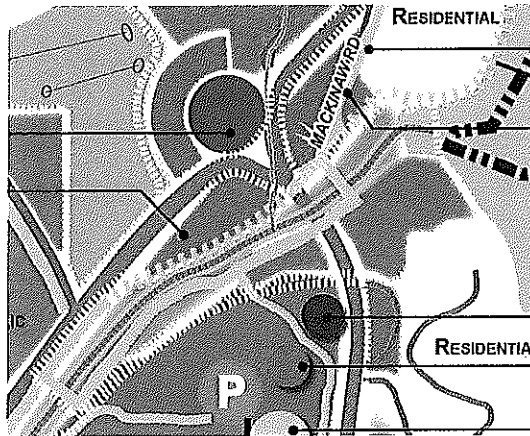
- Encourage walkable retail
- Preserve views and access to Lake Tahoe
- Create explorable, dynamic town form while preserving Tahoe City's unique character



Visioning Options

Mackinaw District

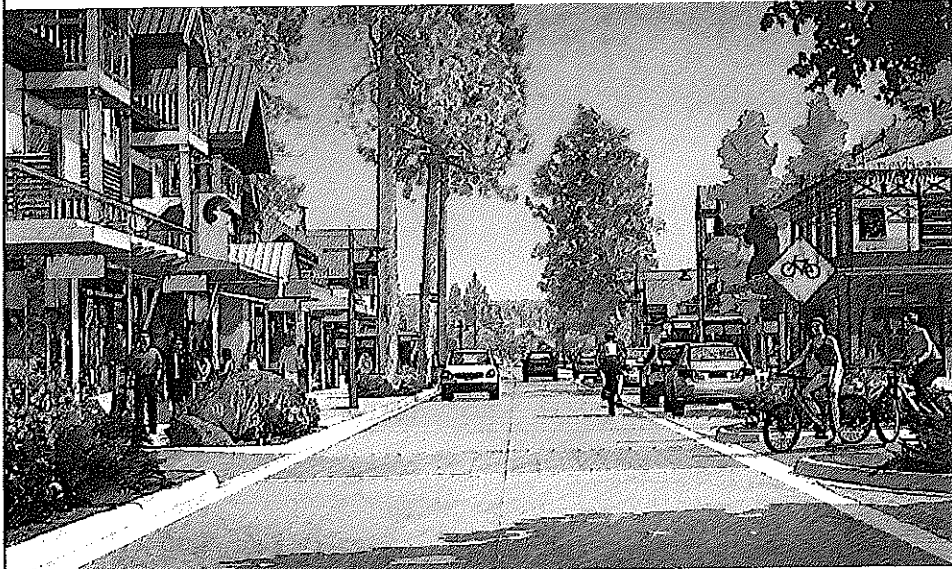
- Pedestrian and Auto Oriented Street
- Potential one-way eastbound street (increase bicyclists room)
- Low Volumes/Speeds
- Reorganize Parking at SR 89/SR 28
- Enhance trail connectivity and access to river and lake



Mackinaw District – Visioning Options



Mackinaw District – Visioning Options



Visioning Options

River District – Principles

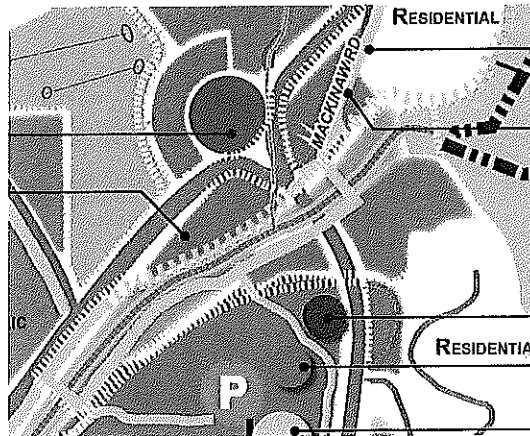
- Encourage walkable retail
- Create explorable town form while preserving Tahoe City's unique character
- Preserve views and access to Lake Tahoe



Visioning Options

River District – Principles

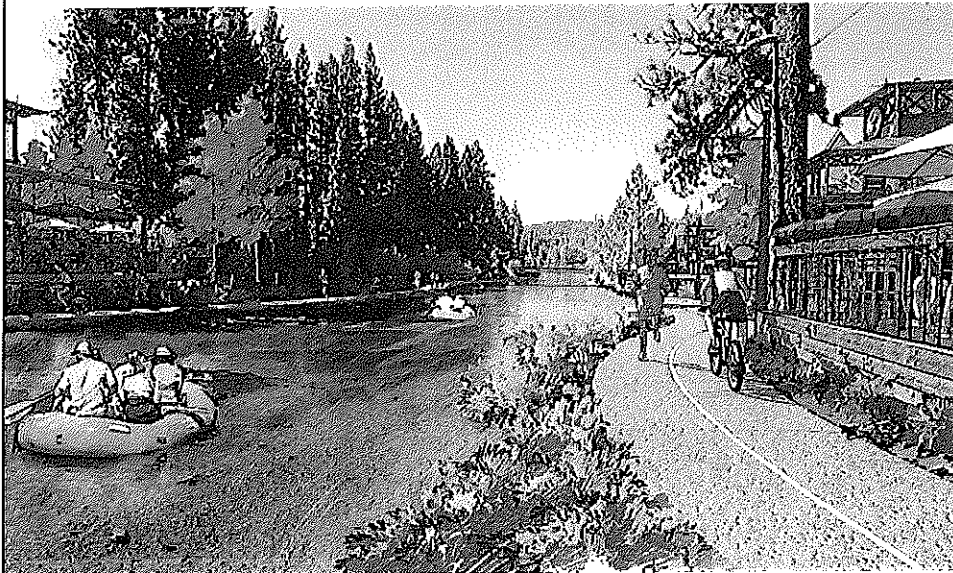
- Riverfront Boardwalk
- Active Riverfront
- Reorganized Parking



River District – Visioning Options



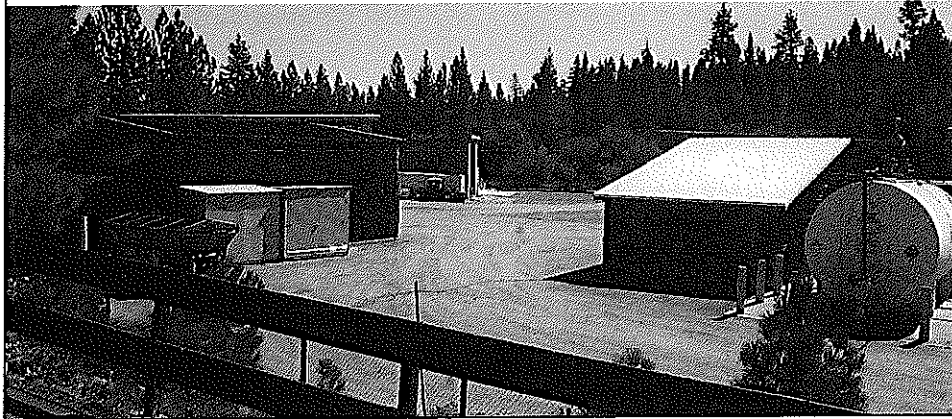
River District – Visioning Options



Visioning Options

Mixed Use Districts – Principles

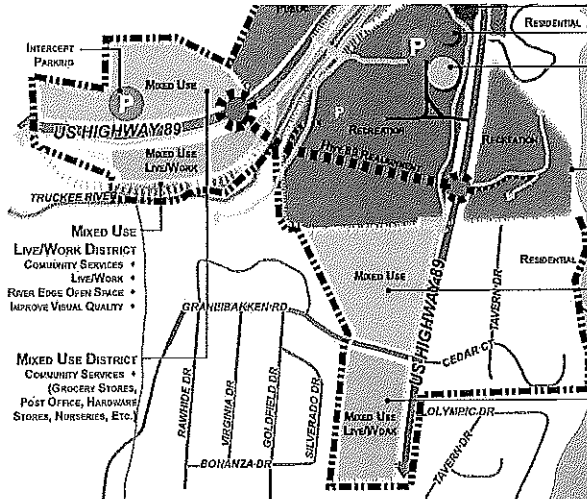
- Enhance transit and alternative transportation
- Encourage walkable retail by moving larger community services to town center edges in mixed use centers
- Preserve views and access (riverfront)



Visioning Options

Mixed Use Districts

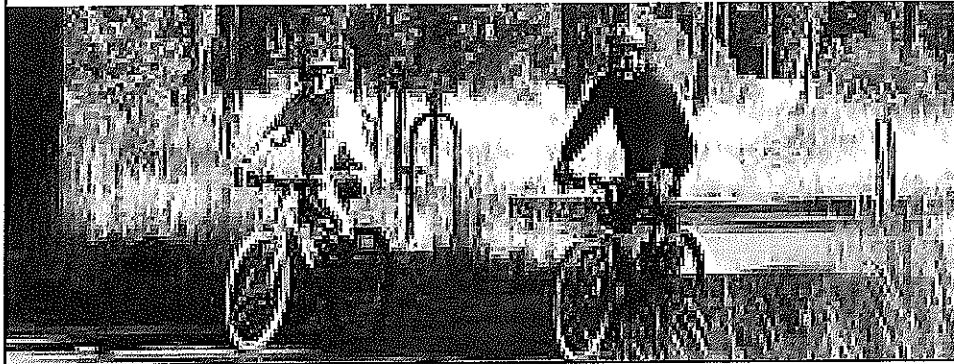
- Community Services
 - Grocery Stores, Post Office, Hardware Stores, Nurseries, etc.
- Live-work accommodations
- River Edge Open Space
- Improve Visual Quality
- Intercept Parking



Visioning Options

Recreation District – Principles

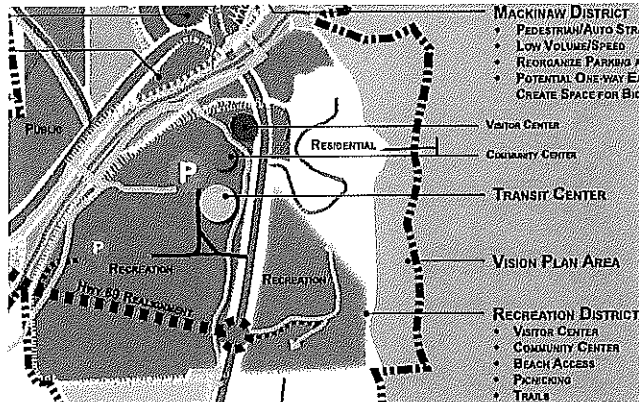
- Preserve views and access to Lake Tahoe
- Connect visitors to Lake Tahoe culture – rec. facilities & visitor center
- Enhance and expand Town Center recreational opportunities
- Enhance transit and alternative transportation modes



Visioning Options

Recreation District

- Major Visitor Center
- Community Center
- Beach Access
- Picnicking
- Trails
- Potential for winter recreation



Community Ownership

- | | | |
|---|---|---|
| 1 | Encourage walkable retail at ground level with appropriate mixed use reinforcing main street vitality. | Property Owners, County, TRPA |
| 2 | Create a more explorable, dynamic town form with side streets and village form while preserving Tahoe City's unique community character and providing for increased town center recreation - including golf and winter, shoulder season activities. | Placer County, TCPUD |
| 3 | Move/increase bed base in Town Center to incorporate possibilities for tourism stays – upgrade the lodging alternatives and stabilize the tourism economy. | Placer County, NLTRA, Property Owners |
| 4 | Encourage prime accommodation sites on Lake Tahoe that carry waterfront access and the expected views and surrounding context that make investment possible. | Property Owners, County, NLTRA |
| 5 | Preserve views and access to Lake Tahoe. | Property Owners, TRPA, County, NLTRA, TCPUD |



Community Ownership

- | | | |
|---|---|---------------------|
| 6 | Connect visitors to Lake Tahoe culture and experience in the form of education and recreation facilities and visitor center. | NLTRA, TCPUD |
| 7 | Enhance and expand Town Center recreational opportunities in winter and shoulder seasons. | TCPUD, NLTRA |
| 8 | Streamline infill and redevelopment permit and planning processes so they become expedited and allow for site by site improvements. | County, TRPA |
| 9 | Enhance transit and alternative transportation modes as an essential part of a destination stay and environmental improvement. | County, TRPA, NLTRA |



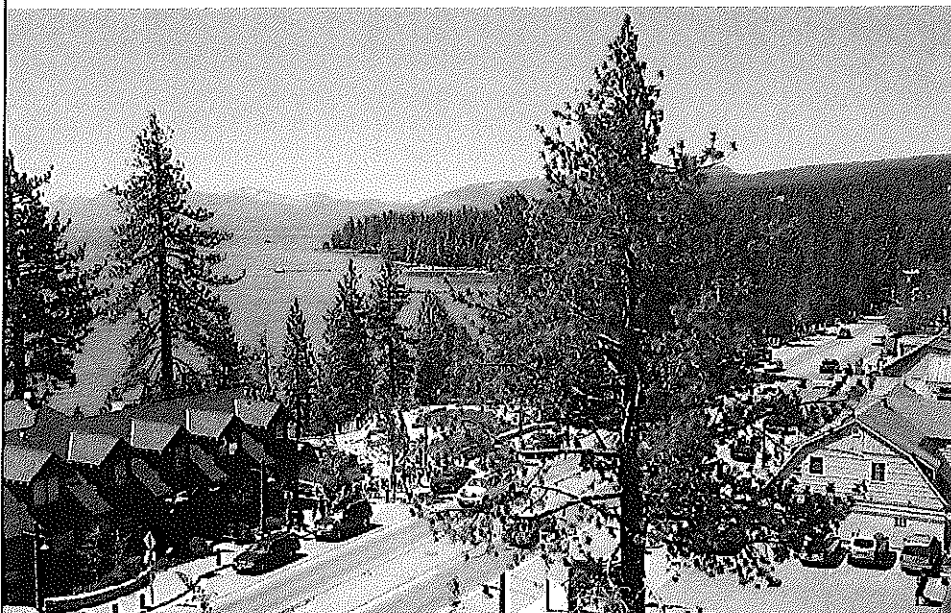
Next Steps

- Outreach to all partners to share vision and gain consensus on principles and responsibility.
- Establish communication mechanism to share updates, gather input, provide information, and develop pro-active strategies with public and private property owners/investors.
- Coordinate with Tahoe City Community Plan Team and Placer County Planning Department to integrate principles into Area Plan.
- Present principles to Tahoe City Golf Course MOU partners for consideration in planning for the Golf Course.
- Present principles to North Tahoe Fire and Placer County for consideration in planning for the old fire station.



Group Discussion

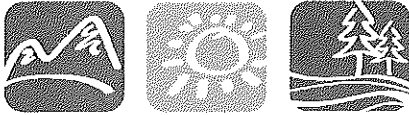
Thoughts



Contacts

- Contacts:
 - Cindy Gustafson: cindyg@tcpud.org
 - Sandy Evans Hall: sandy@puretahoenorth.com
 - Stephanie Grigsby: sgrigsby@designworkshop.com





north lake tahoe

Chamber | CVB | Resort Association

October 3, 2012

Subject: North Lake Tahoe Transportation Summit Update

From: Ron Treabess, Director of Community Partnerships and Planning

Transportation Summit Update:

- Scheduled for Friday, October 26, 2012, 8:00 am to 3:00 pm (Program Attached)
- At the Truckee Tahoe Airport Community Room
- Invitations sent out to about 80 potential participants
- Walter Keiser, Economic Planning Systems, Inc., keynote speaker and facilitator
- Local panel leading discussion of transportation in our region-Placer, Washoe, TNT/TMA, TTD, Truckee Tomorrow, Town of Truckee, TTAirport, Local Ski Areas
- Panel of speakers from transit oriented resort areas
 - Lynn Rumbaugh, Aspen Transit Manager
 - Kent Cashel, Park City Assistant Public Works Director
 - Thad Noll, Summit County Assistant County Manager
- Group participation workshop

Decision Considerations:

- Expenditure of up to \$10,000 in 2012/13 Transportation Research and Planning to sponsor guest speakers (4), room fee, refreshments and lunch for invitees, and workshop supplies
- To develop vision for competitive transportation in North Lake Tahoe
- To educate and create awareness of local and regional public transportation plans
- To review transportation systems in successful resort areas
- To determine visitor expectations
- To brainstorm what is needed
- To investigate real funding opportunities
- To strategize how to move forward

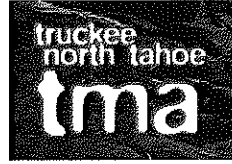
Tourism Master Plan/Strategic Goals:

By 2016, transportation systems within the North Lake Tahoe area will effectively link visitor destinations, recreation and lodging products with increased ridership on service and recreational routes of 20% (3% per year).

By 2016, the organization will have provided advocacy for all project and program development that aligned with our mission.

Joint Committee Recommendation:

- Joint Committee recommended use of up to \$10,000 R&P funds for sponsorship
- Present findings, analysis, and recommendations to Joint Committee at November/December meeting, 2012



Present

Transit Summit 2012

**Friday, October 26
Truckee Tahoe Airport**

Tentative Program

8:00 a.m. – Registration Opens

8:30 a.m. – 9:30 a.m. – Keynote Speaker: Walter Keiser, EPS – Mobility Links to Economic Well-Being in Resort Communities

9:30 – 11:30 a.m. – State of Transportation in our Region

Panel consisting of the following:

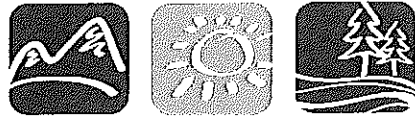
- Placer County
- TNT/TMA: Transportation Enhancements
- Tahoe Transportation District
- Truckee Tomorrow Transportation Committee
- Washoe County
- Town of Truckee
- Truckee Tahoe Airport District
- Local Ski Areas

11:45 – 1:45 p.m. – Challenges of Moving People in a Resort Community

Luncheon Panel consisting of the following:

- Lynn Rumbaugh, Transit Manager for City of Aspen, CO
- Kent Cashell, Public Works Director for City of Park City, UT
- Thad Noll, Asst. County Manager for Summit County, CO

2:00 – 3:00 p.m. – Creating a Transit Vision for North Lake Tahoe Transit, Identifying Potential Funding Sources, and Defining Next Steps (Facilitated by Walter Keiser, EPS)



north lake tahoe

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2012 Board of Directors

Three seats shall be elected each year, for three (3) year term as follows. Board Members are elected in early December and their term begins in January:

- (2010-2012) Year A-Large Lodging, Restaurant, Retail
- (2011-2013) Year B-General, Small Lodging, Recreation
- (2012-2014) Year C-At Large, Property Management/Real Estate, Ski Area

Large Lodging- Allen Highfield (2010-2012)

Restaurant- Phil GilanFarr Vice Chair (2010-2012)

Retail- Kaliope Kopley (2010-2012)

General- Wally Auerbach (2011-2013)

Small Lodging- Alex Mourelatos (2011-2013)

Recreation- Valli Murnane (2011-2013)

At-Large- Andy Wirth (2012-2014)

Real Estate/Property Management- Ron Parson (2012-2014)

Ski Area- Bill Rock (2012-2014)

Placer County Board of Supervisors Appointee- Roger Beck (Term same length as elected official)

Placer County Executive Office- Jennifer Merchant (Ongoing)

TRPA (Ex-Officio)- Julie Regan (Ongoing)

- One (1) General
- One (1) Large Lodging
- One (1) Property Management/Real Estate
- One (1) Recreation
- One (1) Restaurant
- One (1) Retail
- One (1) Ski Area
- One (1) Small Lodging
- One (1) Placer County Board of Supervisors Appointee
- One (1) Placer County Executive Appointee

Each of the above-described eleven (11) directors shall be voting members of the Board. The At-Large elected director shall reside within the Placer County portion of the North Lake Tahoe Resort Association membership area as defined in Article II, Section 3, subsection (a) of these Bylaws and be a full voting member. The General elected director shall hold a state of California professional or business license and/or be licensed to do business in Placer County.

The qualifications for the remaining seven (7) of the nine (9) elected directors are that each shall be the person representing a Full Member that is a business licensed in both the state of California and County of Placer, and is qualified for the membership class of the applicable Board seat as determined by the Board. One member may not hold more than one Board seat at a time, regardless of the number of Member classes for which that member may qualify.

The Board shall also include two (2) non-voting, ex-officio members, one appointed by and to serve at the will of the Executive Director of the Tahoe Regional Planning Agency, and one to be the immediate Past Chair of the corporation who shall serve for the period of one (1) year following his or her term as Chair, provided that the Past Chair is not already serving as a director, in which case there shall be only one ex-officio member of the Board.

Section 4. TERM OF ELECTED DIRECTORS. Each elected director shall hold office for a term of three (3) years. Any elected director is eligible for re-election, except that no elected director shall serve more than two full consecutive terms.

Section 5. NOMINATION OF DIRECTORS TO BE ELECTED. The Board shall appoint an Election Committee composed of three (3) to seven (7) Members including at least one (1) Member of the Board and at least one (1) Member not currently serving on the Board. No member of the election committee can be a candidate for the election for which they are serving. The responsibilities of the Election Committee shall be:

- a. To solicit qualified candidates for nomination. To qualify, a candidate, excluding candidates for the At-Large and General

Board seats, must be an owner or manager of an active, current Member business licensed in both the state of California and County of Placer, or the designated agent of that Member, of the Membership class that he or she will represent.

To qualify, candidates for the At-Large Board seat must reside within the Placer County portion of the North Lake Tahoe Resort Association membership area as defined in Article II, Section 3, subsection (a) of these Bylaws. Candidates for the General Board seat must hold a state of California professional or business license and/or be licensed to do business in Placer County..

- b. To prepare a slate of candidates. Any Member may nominate its representatives or other Members of their respective Membership class.
- c. To give notice of the election.
- d. To conduct the election.
- e. To appoint an impartial party as inspector of Election to tally the ballots and announce the results to the Board.
- f. A list of candidates will be given to the membership with the ballot.

Section 6. ELECTION OF DIRECTORS.

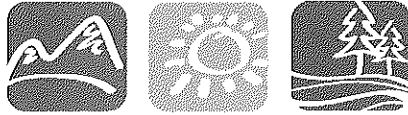
- a. Election of directors shall be by written ballot.
- b. The elections will occur based on the following schedule:

Notice of the Election	45 Days prior to the election date.
Filing Deadline	Received by 5 p.m., two business days before the November Board meeting

Final Tally	Tuesday 5 p.m. before the December Board Meeting
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New Board Members Take Office	January Board Meeting
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- c. The Board shall formulate procedures that allow a reasonable opportunity for a nominee to communicate to Members the nominees' qualifications and the reasons for the nominees' candidacy, a reasonable opportunity for the nominee to solicit votes, and a reasonable opportunity for all Members to choose among the nominees. Without Board authorization, no corporate



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THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday September 5, 2012 – 8:30 am – 11 am

Tahoe City Public Utility District

Preliminary Minutes

ATTENDANCE: Ron Parson, Phil GilanFarr, Kali Kopley, Wally Auerbach, Bill Rock, Eric Brandt, Alex Mourelatos, Valli Murnane, Andy Wirth, Jennifer Merchant and TRPA Representative (Kristi Boosman)

NOT PRESENT: Ron McIntyre and Allen Highfield

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Andy Chapman, Deanna Frumenti, Lisa de Roulet, and Jessica Walker

OTHERS IN ATTENDANCE: Marshall Tuttle, Steve Hoch, Kelly Twomey, Kathy Long, and Joy Doyle

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:31 am by Chair Ron Parson and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL

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

M/S/C (Mourelatos/Brandt) (10-0-0) to approve the agenda with items taken out of order if necessary.

C. PUBLIC FORUM

Marshall Tuttle, Rustic Cabin Resorts, shared with the Board some of what he learned over the past summer. Due to a staffing issue Marshall worked the front desk of his resort this summer and checked in 95% of guests. He found out from talking to guests that everyone found out about his resort as a result of Google, Yelp, Trip Advisor, or from a personal recommendation. No guests that he spoke with had heard of the Resort Association. Right now he does not believe that the NLTRA is helping at all with his business. His property had its best ever July & August and does not believe that businesses in the basin need help selling summer. But he does believe that NLTRA needs to offer more support in the winter and off-seasons. He would also like to get more involved with the Chamber.

D. REPORTS & ACTION ITEMS

Marketing

3. Andy Chapman gave an MTRiP Update and Metric Comparison. The MTRiP report is in packet. Andy discussed the ADR and RevPar. Last months report had July occupancy down 14%, now only down 5%. The incremental fill, booking for the month within the month, is doing well . Andy also provided some other data on Sales Tax and TOT and their comparison to MTRiP. The data showed that Sales Tax and TOT closely follow MTRiP, therefore MTRiP is a great forecasting tool.
4. Andy Wirth gave an Olympic Bid Update. The USOC has decided not to bid on the 2022. There will be a meeting in Colorado Springs on Sept 19-21, which he will be attending. He will be continuing to make sure USOC is aware their interest in 2026.

There is some distancing from the Reno Tahoe Winter Games Coalition, as it is not believed they are acting in good faith manner. There is a bifurcation with them and they are complete separate entities with a different mission. Andy will be continuing to work out these issues.

5. Andy Wirth gave an update of some of what will be new around Squaw Valley and Alpine Meadows this summer. He emphasized that everything ties in with making two mountains more approachable and friendlier.
 - Two new chairlifts, Big Blue and Mountain Meadow
 - Squaw took back the space from Willard's and will be utilizing that retail space.
 - He highlighted that, with exception of chairlifts, they are striving to use local contractors, vendors etc. 66% of expenditures are going to contractors and vendors.
 - Squaw launched the Mountain Collective with Alta, Aspen/Snowmass, and Jackson. They are working on base area development.
 - There are huge snowmaking improvements. In the past it has not been a great system but it is greatly improved and there should be top to bottom skiing by early December. They will also be trying to get Shirley open early.
 - There are lots of great upcoming events.
 - Alpine Nationals.
 - Others in the works but can't talk about them yet.

Bill Rock then gave an update on what's new at Northstar this upcoming winter.

- They are adopting the dog Marsh Mellow that was found in the Village as their mascot.
- They are improving snowmaking operations.
- \$30 million in capital investment.
- There is a new restaurant on the mountain that will provide 50% more on-mountain seating.
- The acquisition of Kirkwood.
- There are new pass products and having 3 resorts in Tahoe is great for that. It has gotten peoples attention and they now have the largest skier database in the world.
- They are continuing gladeing on backside.
- The Cat Skiing operation, which was not possible last year due to low snow, will begin this winter.
- Epic Racing with Lindsey Vonn is a new program. Guests will get a chance to compare themselves against Lindsey. It will be tied in with Epic Mix.
- They have a master plan for mountain expansion into the County. It includes 7 new lifts, 200+ acres of snowmaking. Could bring snowmaking to 70% of named trails.

Andy Chapman then gave an update of what the NLTRA is doing for this winter.

- High Sierra Visitor Council has contracted for the first time with international representation in France. Tahoe/Mammoth/foothills is the High Sierra region.
- Continuing to work with the Black Diamond UK group, selling CA skiing in UK.
- Great efforts in Australia, its now been a 5-year effort.
- Visit CA snow campaign is still in the works but going strong.
- North Tahoe has been marketing to San Diego for three years.
- There will be a PR summit this year. It happened last year and was a success so will continue this winter.
- Working with a new ad agency, School of Thought, out of San Francisco and are looking forward to see what they bring forward.

Eric Brandt commented that this was exactly what he was looking for and these updates are important to continue moving forward. He also mentioned that he believes it would be helpful to include in these updates event participation estimates and expected skier visits so that North Lake Tahoe can be prepared and know what types of crowds to expect.

Phil GilanFarr, CB's Pizza, mentioned that he thinks the winter investments at the resorts are great. However that is drawing people away from the lake. He believes that the NLTRA really needs to work on getting more business to the lake during the winter months.

Action: Work with the North Shore Business Associations to create a stronger model for strengthening the commercial along lakefront during the winter months.

Membership

6. Deanna Frumentti gave an update on Membership Sales. In the month of August she added 10 new members, there were 15 renewing members, and 4 write-offs. She has been sitting down with new members and discussing a creative marketing plan. Also during August, Deanna's focus was going business to business trying to get new members. She also mentioned that the business directory is up and running and that the Annual Membership Luncheon will be coming up in mid October, date TBD.

Jennifer Merchant brought up the issue of non-Placer county businesses in the business directory. While the issue is not fully resolved she feels better about it, but would like continued review.

Action: At next Board meeting Deanna will discuss strategy to clean up the Business Directory as that will be 3 months from the launch

7. Deanna then gave an update on the Membership Activities and Events
- Sept 13 – Mixer at the North Lake Tahoe Bonanza, Incline Village 5-7pm
 - Sept 18 – ChamberEd Class: Networking, Resort at Squaw Creek 4-5pm
 - Sept 18 – Holiday Mixer at the Resort at Squaw Creek. 5-7pm
 - Sept 20 – Mixer at the Incline Village Community Hospital

Transportation/Infrastructure

8. Ron Treabess, NTLRA, gave some project updates. –
- Way Finding Signage Master Site Plan
 - Ron is preparing a RFP to solicit proposals for preparation of an area-wide master signage site plan identifying specific signs, locations, wording, costs, and permit requirements for installation.
 - The RFP will be presented for approval to release at the September Joint Committee meeting.
 - Transit Summit
 - The purpose is to develop a vision for competitive transportation in North Lake Tahoe.
 - The summit will be late October or early November depending on speaker and room availability.

Action: Look at cost models and various vision scenarios in preparation of the Transit Summit

9. Sandy Evans Hall reported on the TRPA Regional Plan update. The big issue was that the Tahoe City Golf Course was being put into a stream restoration area and the issue surrounding the 300ft high water mark. Through explanation and discussion with TRPA they were able to get those both adjusted.

County Contract

10. Sandy Evans Hall gave an update on the County Contract. She is still waiting on contract language so there is nothing to approve today. She did include in the packet a letter to CEO David Boesch, Jennifer Montgomery, and Jennifer Merchant. This letter was about TOT funding for Business Associations and the Auburn welcome center. The numbers have been agreed on, just waiting for actual wording.
11. Sandy Evans Hall discussed the revision to the Scope of Work. Sandy will be adding to the scope of work the desire to review the 95 tourism master plan. It was also suggested that transportation vision summit be added. Lastly it was asked to remove the wording of "20 year timeline"

Action: Direct staff to remove 20-year timeline wording, add review of the 1995 Tourism Master Plan, and add transportation vision to the scope of work and bring back to the Board next month.

Strategic Goals/Master Plan

12. Sandy discussed the Revised Strategic Goals and 2012/13 Action Plan which now includes specific goals from staff. Some highlights of the action plan are:
- Sales department review plan
 - Develop a reunion and wedding plan
 - Looking at cross-country, flat water paddle, endurance events.
 - Increasing media visits and FAM tours
 - Marketing department will have clear marketing brand for North Lake Tahoe
 - Occupancy during strike zones to be increased by 20%
 - An integrated transportation system, including air service
 - Continuing to bring major events to the region

M/S/C (GilanFarr/Auerbach) (10-0-0) to approve what was written in the Strategic Goals and Action Plan.

13. Ron Parson gave an update on the Tourism Development Master Plan Review Task Force. The group met once but there was some confusion on the date. The next meeting will be October 11th at 10:30 am in the NLTRA offices.

E. DIRECTORS' COMMENTS

- Bill Rock said his family has ridden water shuttle twice. He thinks that it is a great program and looks forward to its success. His only constructive criticism is that the ticketing process could be improved.
- Valli Murnane, Tahoe Cross Country Ski, said that she working with Alpenglow Sports on a Nordic Ski festival. She is hoping to get the Nordic Ski Race to go through town again. She will be meeting with REI on being their NLT cross country ski destination. Royal Gorge is not looking good. In the works for summer; she is putting together NLT largest mountain biking center in the region
- Phil GilanFarr, echoed Bills comment about water shuttle. There is an excellent staff running the shuttle, friendly and informative. The biggest complaint he has heard from people is that it is difficult to get on the shuttle.
- Kristi Boosman, TRPA, said that they had their first webinar last week. It was a huge success with 105 people showing up. They will definitely be using this technique again. She also mentioned that they are taking nominations for the Lake Spirit Awards; there are two categories, normal citizens and agency scientific community. Finally she mentioned that TRPA is a sponsor of the 2nd annual Tahoe Expo this weekend. You can find out more information at tahoeexpo.com
- Eric Brandt, Tahoe TV, wanted to clarify if Tough Mudder is sent up. It is and Saturday should be the big day. He thinks it would be helpful if everyone could do a better job of getting the word out to the community about the influx of people that can be expected that weekend. Also it will be the last Concert on the Beach in Tahoe City this weekend.

ACTION: Push information to membership about upcoming events such as Tough Mudder

- Alex Mourelatos, declared the water shuttle pilot a success. He also said that the will be sending out an eblast to their database that will offer free water shuttle ticket with stay. September and October continue to be high potential for midweek stays. Doing well at marketing "Adult Getaways".
- Ron Parson, reminded everyone about Big Band Jazz in the Park is at Sugar Pine Point this Saturday September 8th. It is a free event.

F. CONSENT CALENDAR – MOTIONS (5 min)

14. Board Meeting Minutes – August 1, 2012

15. Joint Infrastructure/Transportation Committee – No meeting in August

16. Marketing Committee – No meeting in August

- 17. Membership Advisory Committee – August 8, 2012**
- 18. Lodging Committee – No meeting in August
- 19. Conference Sales Directors Committee – No meeting in August
- 20. Finance Committee – July 31, 2012; August 22, 2012**
- 21. Monthly Financial Reports for May**
- 22. Conference Sales Reports**
- 23. Infrastructure/Transportation Activity Report – July**

M/S/C (GilanFarr/Mourelatos) (10-0-0) to approve the consent calendar as presented.

G. MEETING REVIEW AND STAFF DIRECTION

- **Work with the North Shore Business Associations to create a stronger model for strengthening the commercial along lakefront.**
- **Looking at the Membership Directory for the October meeting**
- **Looking at cost models and various vision scenarios in preparation of the Transit Summit**
- **Revising scope of work with Jennifer Merchant**
- **Removing 20 year time frame from the 1995 Tourism Development Master Plan Review.**
- **Pushing information to membership about the upcoming Tough Mudder event.**

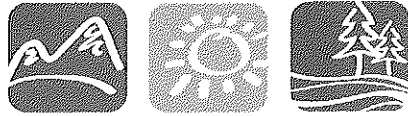
H. CLOSED SESSION (If necessary)

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

The meeting adjourned at 11:00 am.

Submitted by
Jessica Walker
Executive Assistant
NLT Chamber/CVB/Resort Association



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Staff Action Items

Board Meeting 9-5-12

Sandy – Work with N. Shore business associations to develop a stronger model for strengthening the commercial along the lakefront, particularly during the winter months – **IN PROGRESS**

Deanna and Sandy – Look at the Membership Directory and present plan at October board meeting to eliminate non-member, out-of-Placer/Washoe businesses from online directory – **DONE**

Sandy and Ron – Develop a list of funding mechanisms and their potential for the Transit Summit

Sandy – Work with Jennifer Merchant to revise the Scope of Work language regarding the Transit Summit and the review of the 1995 TDMP – **DONE**

Sandy – Remove 20 year time frame language from the TDMP Review – **DONE**

Andy and Sandy – Push information to the membership about the upcoming Tough Mudder event - **DONE**

Staff Action Items

Board Meeting 8-1-12

Andy – check the Placer County Visitor Bureau agreement to assure that it aligns with our marketing goals if they are receiving E. Placer County TOT funding **DONE**

Sandy and Deanna – Work with Jennifer Merchant to understand issues with out of county businesses in Chamber database on gotahoenorth.com **DONE**

Staff Action Items

Board Meeting 6-6-12

Ron – Work with TCDA to develop schedule and costs for application to fund the Night Rider through the Infrastructure/Transportation committee **DONE**

Staff Action Items

Board Meeting 4-4-12

Ron – Obtain from the county a breakdown of 2011 facility maintenance expenses

Left From Board Meeting 3-7-12

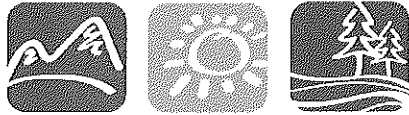
Lodging Committee/Andy – Develop strategy for leisure travel promotion for small lodging, means of representing data from small lake lodging, strategies for retaining and raising ADR

Andy – Develop 3 year measureable goals for coop

Left from Board Meeting 8-3-11

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 – **Have talked to Peter Kratz about the shelter master plan and it is in progress.**



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Staff Action Items

Board Meeting 8-1-12

Andy – Compare TOT, Sales Tax and MTRiP data to evaluate how they correlate
DONE

Andy – check the Placer County Visitor Bureau agreement to assure that it aligns with our marketing goals if they are receiving E. Placer County TOT funding

Sandy and Deanna – Work with Jennifer Merchant to understand issues with out of county businesses in Chamber database on gotahoenorth.com **IN PROGRESS**

Sandy – Gain clarification and modification if possible on the Regional Plan Update issues of shoreline and Tahoe City Golf Course. **DONE**

Sandy – Add Whats New for Winter to next month's agenda. **DONE**

Staff Action Items

Board Meeting 7-11-12

Sandy – Create Visitor Center oversight committee to address the issues of competition with local businesses as well as provide input for services to better serve the visitor population **DONE**

Staff Action Items

Board Meeting 6-6-12

Ron – Work with TCDA to develop schedule and costs for application to fund the Night Rider through the Infrastructure/Transportation committee **DONE**

Staff Action Items

Board Meeting 4-4-12

Sandy – Letter of support to John Weaver for alcohol restrictions on the Truckee River over 4th of July - **DONE**

Sandy – Letter of support to Board of Supervisors for Ron McIntyre's appointment to the Redevelopment Oversight Committee for unincorporated Placer County - **DONE**

Sandy – Make changes to Coop Agreement sections 10.8, 10.9, and 10.10 and forward to Bill Hoffman - **DONE**

Lisa – Add a CPI adjustment to the county services in the draft budget for the 2012 contracted scope of work **DONE**

Ron – Obtain from the county a breakdown of 2011 facility maintenance expenses

Ron – Develop measureable criteria on which to evaluate water shuttle service annually
DONE

Sandy – Assist Patrick Wright with any support needed to facilitate the land swap for the Kings Beach area with State Parks. **DONE**

Left From Board Meeting 3-7-12

Lodging Committee/Andy – Develop strategy for leisure travel promotion for small lodging, means of representing data from small lake lodging, strategies for retaining and raising ADR

Andy – Develop 3 year measureable goals for coop

Emily – Work with lodging providers to promote the summer water shuttle service – keep them informed of progress **DONE**

Left from Board Meeting 1-4-12

Andy – Monitor Olympic Bid funding from other CVBs/organizations and provide regular updates to the board on progress **DONE**

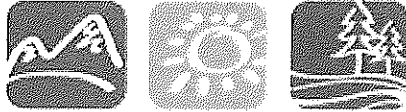
Left from Board Meeting 10-5-11

Sandy/Andy – Develop clear baseline data for measureable marketing goals for 2011/12 to be EOY 2010/11 – **DONE**

Left from Board Meeting 8-3-11

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 – **Have talked to Peter Kratz about the shelter master plan and it is in progress.**



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COMMITTEE: Joint Infrastructure/Transportation Committee
MEETING DATE: Sept. 17, 2012
BOARD MEMBERS PRESENT: Wally Auerbach, Phil GilanFarr

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

MOTIONS MADE/VOTE:

M/S/C (GilanFar/Kronkhyte) (7-0-0) to approve the Joint Infrastrucutre/Trasportation Committee Agenda as presented

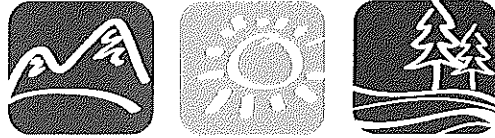
M/S/C (Kronkhyte/Garner) (7-0-0) to approve the Joint Infrastrucutre/Trasportation Committee minutes of July 23, 2012

M/S/C (GilanFarr/Davis) (7-0-0) to recommend the Board approves up to \$65,900 TOT Infrastructure Funding for the 12/13 Coordinated Skier Shuttle Pilot Program

M/S/C (Davis/Perkins) (7-0-0) to approve the funding request for the gateway Community Lighting as written

M/S/C (GilanFarr/Perkins) (7-0-0) to approve the release of the wayfinding Signage Master Sign Plan Request for Proposal.

BOARD APPROVAL/DIRECTION REQUESTED:



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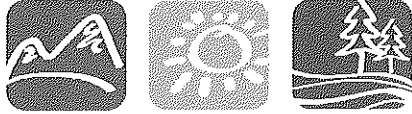
COMMITTEE: Marketing
MEETING DATE: September 25, 2012
BOARD MEMBERS PRESENT: Alex Mourelatos

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

MOTIONS MADE/VOTE:

- 3.1 M/S/C (Pedersen/Moore) (7/0) to approve the agenda as presented.
- 4.1 M/S/C (Williams/Hickey) (7/0) to approve the marketing meeting minutes from July 24, 2012.
- 5.2 M/S/C (Ratchford/Moore) (9/0) to move forward with Wedding Plan with recommendation suggested by this committee.
- 6.2 M/S/C (Williams/Moore) (7/0) based on votes to move forward with Winter Consumer Media Campaign Option 4 with recommendation suggested by this committee.
- 9.2 M/S/C (Moore/Darby) (6/0) to appoint Kevin Hickey and David Ratchford to special events grants taskforce.

BOARD APPROVAL/DIRECTION REQUESTED:



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COMMITTEE: Lodging
MEETING DATE: September 6, 2012
BOARD MEMBERS PRESENT: Alex Mourelatos

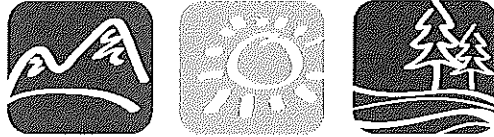
ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action to staff (Andy): Review the Marketing budget with the Lodging Committee next month.

Action to staff (Emily): Link lodging minutes to lodging properties.

MOTIONS MADE/VOTE:

- 3.1 M/S/C (Mourelatos/Milani) (6/0) to approve the agenda as presented.
- 4.1 M/S/C (Matte/Milani) (6/0) to approve the Lodging Meeting minutes from March 8, 2012
- 5.1 M/S/C (Mourelatos/Matte) (6/0) to approve the Lodging Meeting minutes from July 26, 2012



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COMMITTEE: Group Sales Subcommittee

MEETING DATE: September 27 2012

BOARD MEMBERS PRESENT: None

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action to staff (Jason): Look at integrating digital “game” link on properties website or something that will coordinate with the website campaign.

Action to staff (Jason): Come back with dates and details regarding March 2013 Familiarization trip.

MOTIONS MADE/VOTE:

- 3.1 M/S/C (Roth/Rebbeck) (7/0) to approve agenda as presented.
- 4.1 M/S/C (Sirstins/Anstedt) to approve all meetings minutes from October 28, 2011, February 2, 2012, April 12, 2012 and July 27, 2012.



COMMITTEE: Finance
MEETING DATE: September 26, 2012
BOARD MEMBERS PRESENT: Bill Rock and Jennifer Merchant

ACTION ITEMS TAKEN:

Staff will determine a policy for cutting off conference leads to properties that are more than 90 days delinquent in paying their group commissions. The policy will be reviewed by the Finance Committee in October and the Board in November.

Lisa de Roulet will change the Estimated Vacation Liability account title to Estimated PTO Liability.

Lisa de Roulet will redesign the Balance Sheet to include June 2012 and a rolling 3-month quarter. Also, a Departmental Report will be included in future financial statements.

Lisa de Roulet will further investigate the Fund Balance equity accounts.

MOTIONS MADE / VOTE:

M/S/C (Frushon/Merchant) (4/0) to approve the agenda as presented.

M/S/C (Salmon/Frushon) (4/0) to approve the Finance Committee minutes of August 22, 2012.

BOARD APPROVAL / DIRECTION REQUESTED:

M/S/C (Salmon/Merchant) (4/0) to recommend the Board of Directors approve the July 2012 Financial Statements.

NLT Chamber/CVB/ Resort Association

Financial Statements

For the One Month Ending July 31, 2012



To: Board of Directors

From: Lisa de Roulet

Re: July 2012 Financials

The Finance Committee approved the July Financials at our monthly Committee meeting on Wednesday, September 26, 2012. However, the July Financials were presented without budget data, as the contract and final budget numbers for the new fiscal year has not yet been finalized.

2:26 PM
09/25/12
Accrual Basis

North Lake Tahoe Resort Association
Balance Sheet
As of July 31, 2012

	<u>Jul 31, 12</u>
ASSETS	
Current Assets	
Checking/Savings	
1001-00 · Petty Cash	500.00
1003-00 · Cash - Operations Acct #6712	622,412.93
1007-00 · Cash - Payroll Account #7421	17,104.59
1055-00 · Marketing Cooperative Cash	247,908.50
1071-00 · Cash - Infrastructure #8163	47,949.82
1073-00 · UBS Cash	2,825.96
1074-00 · Paine Webber - Infrastructure	6,251.71
1077-00 · Operations Money Market BW	244,658.07
10950 · Cash in Drawer	<u>2,121.82</u>
Total Checking/Savings	<u>1,191,733.40</u>
Accounts Receivable	
1200-00 · Accounts Receivable	117,879.80
1210-00 · A/R - Sales Estimates	859.68
1290-00 · A/R - TOT Funding	<u>680,439.00</u>
Total Accounts Receivable	<u>799,178.48</u>
Other Current Assets	
12000 · Undeposited Funds	224.97
12100 · Inventory Asset	15,408.37
1291-49 · AR TOT Transportation	111,841.23
1291-59 · AR TOT Infrastructure	<u>8,609,665.36</u>
Total Other Current Assets	<u>8,737,139.93</u>
Total Current Assets	10,728,051.81
Fixed Assets	
1700-00 · Furniture & Fixtures	64,990.73
1701-00 · Accum. Depr. - Furn & Fix	-54,081.35
1740-00 · Computer Equipment	59,999.83
1741-00 · Accum. Depr. - Computer Equip	-56,795.08
1750-00 · Computer Software	63,090.87
1751-00 · Accum. Amort. - Software	-54,854.82
1770-00 · Leasehold Improvements	23,283.86
1771-00 · Accum. Amort - Leasehold Impr	<u>-23,284.18</u>
Total Fixed Assets	<u>22,349.86</u>
Other Assets	
1400-00 · Prepaid Expenses	
1430-00 · Prepaid 1st Class Postage	1,692.27
1850-00 · Prepaid Rent - RTIA	10,150.00
1400-00 · Prepaid Expenses - Other	<u>34,358.19</u>
Total 1400-00 · Prepaid Expenses	<u>46,200.46</u>
1410-00 · Prepaid Insurance	<u>10,814.78</u>
Total Other Assets	<u>57,015.24</u>

2:26 PM
09/25/12
Accrual Basis

North Lake Tahoe Resort Association
Balance Sheet
As of July 31, 2012

	<u>Jul 31, 12</u>
TOTAL ASSETS	<u>10,807,416.91</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000-00 · Accounts Payable	775,201.03
Total Accounts Payable	<u>775,201.03</u>
Other Current Liabilities	
2100-00 · Salaries / Wages Payable	
2101-00 · Incentive Payable	6,000.00
2100-00 · Salaries / Wages Payable - Other	59,843.49
Total 2100-00 · Salaries / Wages Payable	<u>65,843.49</u>
2120-00 · Empl. Federal Tax Payable	1,495.59
2160-00 · FUTA Taxes Payable	48.01
2175-00 · 401 (k) Plan	-3,472.87
2176-00 · 401k Profit Sharing	15,434.45
2180-00 · Estimated Vacation Liability	
2180-11 · Est. Vacation Pay Liability -	13,288.04
2180-30 · Est. Vacation Pay Liability 30	17,463.29
2180-41 · Est. Vacation Pay Liability 41	3,191.07
2180-42 · Est. Vacation Pay Liability 42	13,902.07
2180-50 · Est. Vacation Pay Liability 50	3,191.07
2180-60 · Est. Vacation Pay Liability 60	1,074.62
2180-70 · Est. Vacation Pay Liability 70	8,773.04
Total 2180-00 · Estimated Vacation Liability	<u>60,883.20</u>
2190-00 · Sales and Use Tax Payable	
25500 · *Sales Tax Payable	834.12
Total 2190-00 · Sales and Use Tax Payable	<u>834.12</u>
2200-20 · Ski Tahoe North lift tickets	2,857.37
2300-00 · Marketing Cooperative Liabili	247,908.51
2400-00 · Intra-Company Borrowings	-984.31
2400-01 · AFW Suspense Account	-7,766.10
24000 · Payroll Liabilities	4,514.44
2600-00 · Reserves	44,584.00
2650-00 · Unearned Revenues	78,197.21
2700-00 · Deferred Support	221,779.00
2700-41 · Deferred Support-Transportation	60,241.23
2700-50 · Deferred Support - Infra	8,189,232.23
Total Other Current Liabilities	<u>8,981,629.57</u>
Total Current Liabilities	<u>9,756,830.60</u>
Total Liabilities	9,756,830.60

North Lake Tahoe Resort Association
Balance Sheet
As of July 31, 2012

Jul 31, 12

Equity

3010-00 · Fund Balance - General	
3010-11 · Fund Balance - General -11	-58,086.49
3010-20 · Fund Balance - General -20	-460,822.39
3010-30 · Fund Balance - General -30	-78,226.34
3010-41 · Fund Balance - General -41	649,867.48
3010-42 · Fund Balance - General -42	-128,568.85
3010-50 · Fund Balance - General -50	2,003,205.74
3010-60 · Fund Balance - General -60	-99,367.44
3010-70 · Fund Balance - General -70	273,822.46
3010-00 · Fund Balance - General - Other	<u>2,490,670.75</u>
Total 3010-00 · Fund Balance - General	4,592,494.92

3100-11 · Fund Balance Restricted	243,110.00
3100-50 · Temp. Restricted Net Assets 5	-4,217,078.00
3200-41 · Temp. Restricted Net Assets 4	49,415.00
32000 · Unrestricted Net Assets	343,803.44
Net Income	<u>38,840.95</u>
Total Equity	<u>1,050,586.31</u>

TOTAL LIABILITIES & EQUITY 10,807,416.91

North Lake Tahoe Resort Association
Profit & Loss by Class
 July 2012

4:28 PM
 09/25/12
 Accrual Basis

	11	30	41	42
	MARKETING	CONFERENCE	TRANSPORTATION	VISITOR
	INFORMATION	INFORMATION	INFORMATION	INFORMATION
Ordinary Income/Expense				
Income				
4050-00 · Placer County TOT Funding	168,266.00	25,750.00	51,600.00	21,833.00
4200-00 · Membership	0.00	657.61	0.00	0.00
4250-00 · Revenues-Membership Activities	0.00	0.00	0.00	0.00
4251-00 · Revenue-Tue AM Breakfast Club	0.00	0.00	0.00	0.00
4600-00 · Commissions	0.00	1,987.50	0.00	0.00
46000 · Merchandise Sales	0.00	0.00	0.00	11,513.95
4720-00 · Miscellaneous	0.00	0.00	0.00	0.00
Total Income	168,266.00	28,395.11	51,600.00	33,346.95
Gross Profit	168,266.00	28,395.11	51,600.00	33,346.95
Expense				
5000-00 · Salaries & Wages	21,902.03	15,151.02	5,635.21	19,140.40
5100-00 · Rent	1,593.77	796.91	569.21	9,074.54
5310-00 · Telephone	627.41	172.86	187.90	267.49
5420-00 · Mail - USPS	7.50	77.57	1.80	56.63
5510-00 · Insurance/Bonding	213.27	106.64	71.65	106.64
5520-00 · Supplies	119.54	59.78	42.70	3,042.70
5610-00 · Depreciation	160.32	80.13	57.25	572.54
5700-00 · Equipment Support & Maintenance	112.50	58.50	36.00	308.50
5710-00 · Taxes, Licenses & Fees	0.00	0.00	0.00	0.00
5740-00 · Equipment Rental/Leasing	305.24	230.85	184.84	531.41
5900-00 · Professional Fees	0.00	0.00	0.00	850.00
5941-00 · Research & Planning	0.00	0.00	1,652.87	0.00
5998-00 · Infrastructure Projects	0.00	0.00	0.00	0.00
6420-00 · Special Events	805.67	0.00	0.00	0.00
6423-00 · Membership Activities	0.00	0.00	0.00	0.00
6437-00 · Tuesday Morning Breakfast Club	0.00	0.00	0.00	0.00
6730-00 · Marketing Cooperative/Media	69,596.00	11,166.00	0.00	0.00
6740-00 · Media/Collateral/Production	175.00	0.00	0.00	0.00
8100-00 · Cost of Goods Sold	0.00	0.00	0.00	0.00
8300-00 · Board Functions	0.00	0.00	0.00	3,250.41

North Lake Tahoe Resort Association
Profit & Loss by Class
July 2012

	11	30	41	42
8500-00 · Credit Card Fees	0.00	0.00	0.00	135.06
8700-00 · Automobile Expenses	0.00	0.00	55.57	261.05
8750-00 · Meals/Meetings	195.28	0.00	0.00	0.00
8810-00 · Dues & Subscriptions	0.00	0.00	0.00	0.00
Total Expense	95,813.53	27,900.26	8,495.00	37,597.37
Net Ordinary Income	72,452.47	494.85	43,105.00	-4,250.42
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	0.00	0.00	0.00	0.00
Total Other Income	0.00	0.00	0.00	0.00
Other Expense				
8990-00 · Allocated	12,301.82	7,277.13	2,980.15	5,371.22
Total Other Expense	12,301.82	7,277.13	2,980.15	5,371.22
Net Other Income	-12,301.82	-7,277.13	-2,980.15	-5,371.22
Net Income	60,150.65	-6,782.28	40,124.85	-9,621.64

North Lake Tahoe Resort Association Profit & Loss by Class July 2012

	<u>50</u>	<u>60</u>	<u>70</u>	<u>TOTAL</u>
Ordinary Income/Expense	INFRASTRUCTURE MEMBERSHIP			ADMINISTRATION
Income	50			70
4050-00 · Placer County TOT Funding	5,930.00	0.00	0.00	273,379.00
4200-00 · Membership	0.00	8,607.47	0.00	9,265.08
4250-00 · Revenues-Membership Activities	0.00	367.00	0.00	367.00
4251-00 · Revenue-Tue AM Breakfast Club	0.00	138.00	0.00	138.00
4600-00 · Commissions	0.00	0.00	0.00	1,987.50
46000 · Merchandise Sales	0.00	0.00	0.00	11,513.95
4720-00 · Miscellaneous	0.00	0.00	75.00	75.00
Total Income	<u>5,930.00</u>	<u>9,112.47</u>	<u>75.00</u>	<u>296,725.53</u>
Gross Profit	5,930.00	9,112.47	75.00	296,725.53
Expense				
5000-00 · Salaries & Wages	6,516.07	5,065.23	24,411.75	97,821.71
5100-00 · Rent	569.21	569.21	1,772.52	14,945.37
5310-00 · Telephone	252.91	253.43	389.61	2,151.61
5420-00 · Mail - USPS	2.25	7.55	50.78	204.08
5510-00 · Insurance/Bonding	70.81	70.81	213.27	853.09
5520-00 · Supplies	62.69	791.34	199.10	4,317.85
5610-00 · Depreciation	57.25	57.25	160.32	1,145.06
5700-00 · Equipment Support & Maintenance	36.00	36.00	112.50	700.00
5710-00 · Taxes, Licenses & Fees	0.00	0.00	26.22	26.22
5740-00 · Equipment Rental/Leasing	184.84	350.14	335.30	2,122.62
5900-00 · Professional Fees	0.00	0.00	800.00	1,650.00
5941-00 · Research & Planning	10,375.00	0.00	0.00	12,027.87
5998-00 · Infrastructure Projects	31,592.32	0.00	0.00	31,592.32
6420-00 · Special Events	0.00	0.00	0.00	805.67
6423-00 · Membership Activities	0.00	350.00	0.00	350.00
6437-00 · Tuesday Morning Breakfast Club	0.00	570.00	0.00	570.00
6730-00 · Marketing Cooperative/Media	0.00	0.00	0.00	80,762.00
6740-00 · Media/Collateral/Production	0.00	0.00	0.00	175.00
8100-00 · Cost of Goods Sold	0.00	0.00	0.00	3,250.41
8300-00 · Board Functions	0.00	0.00	492.36	492.36

North Lake Tahoe Resort Association
Profit & Loss by Class
July 2012

	50	60	70	TOTAL
8500-00 · Credit Card Fees	0.00	395.77	0.00	530.83
8700-00 · Automobile Expenses	55.58	0.00	0.00	372.20
8750-00 · Meals/Meetings	0.00	0.00	0.00	195.28
8810-00 · Dues & Subscriptions	0.00	0.00	880.00	880.00
Total Expense	49,774.93	8,516.73	29,843.73	257,941.55
Net Ordinary Income	-43,844.93	595.74	-29,768.73	38,763.98
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	0.00	0.00	56.97	56.97
Total Other Income	0.00	0.00	56.97	56.97
Other Expense				
8990-00 · Allocated	3,361.34	3,361.34	-34,653.00	0.00
Total Other Expense	3,361.34	3,361.34	-34,653.00	0.00
Net Other Income	-3,361.34	-3,361.34	34,709.97	56.97
Net Income	-47,206.27	-2,765.60	4,941.24	38,840.95

Monthly Report August 2012

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 12/13

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 12/13</u>	<u>FY 11/12</u>	<u>Variance</u>
Total Revenue Booked as of 8/31/12:	\$1,131,811	\$1,534,695	-26%
Forecasted Commission for this Revenue:	\$51,248	\$126,951	-60%
Number of Room Nights:	7135	8716	-18%
Number of Delegates:	3151	4258	-26%
Annual Revenue Goal:	\$1,750,000	\$1,700,000	
Annual Commission Goal:	\$75,000	\$125,000	
Number of Tentative Bookings:	63	36	75%

<u>Monthly Detail/Activity</u>	<u>August-12</u>		<u>August-11</u>	
<u>Number of Groups Booked:</u>	1		5	-80%
Revenue Booked:	\$2,902		\$464,992	-99%
Projected Commission:	\$0		\$46,076	
Room Nights:	25		1758	-99%
Number of Delegates:	25		823	-97%
Booked Group Types:	1 Film Crew		3 Corp, 1 Smf,	
Lost Business, # of Groups:	3		0	

<u>Arrived in the month</u>	<u>August-12</u>	* Est.	<u>August-11</u>	
Number of Groups:	8		4	
Revenue Arrived:	\$430,379		\$371,268	16%
Projected Commission:	\$23,733		\$36,583	-35%
Room Nights:	2423		541	348%
Number of Delegates:	727		220	230%
Arrived Group Types:	2 Corp, 4 Assoc., 1Smf 1 Film Crew		1 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>July-12</u>		<u>July-11</u>	
<u>Number of Groups Booked:</u>	9		5	80%
Revenue Booked:	\$168,743		\$737,507	-77%
Projected Commission:	\$6,118		\$36,875	-83%
Room Nights:	953		2873	-67%
Number of Delegates:	379		890	-57%
Booked Group Types:	5 Corp, 1 Assoc. 3 Smerf		1 Corp, 4 Assoc	
Lost Business, # of Groups:	4		0	

<u>Arrived in the month</u>	<u>July-12</u>	* Est.	<u>July-11</u>	
Number of Groups:	3		2	
Revenue Arrived:	\$73,083		\$61,096	20%
Projected Commission:	\$0		\$4,855	
Room Nights:	419		541	-23%
Number of Delegates:	202		220	-8%
Arrived Group Types:	1 Corp., 1 Assoc. 1 Govt.		1 Corp., 1 Assoc.	

Future Year Bookings, booked in this fiscal year:

For 2013/14:	\$1,211,445	(Goal)
For 2014/15:	\$2,504,383	\$1,200,000
		\$800,000

NUMBER OF LEADS Generated as of 8/31/12: 31

Total Number of Leads Generated in Previous Years:

2011/2012: 119
2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

Monthly Report August 2012

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 12/13

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 12/13</u>	<u>FY 11/12</u>	<u>Variance</u>
Total Revenue Booked as of 8/31/12:	\$191,194	\$146,945	30%
Forecasted Commission for this Revenue:	\$11,657	\$7,630	53%
Number of Room Nights:	2012	1823	10%
Number of Delegates:	1450	1205	20%
Annual Commission Goal:	\$16,000	\$15,000	
Number of Tentative Bookings:	41	36	14%

<u>Monthly Detail/Activity</u>	<u>August-12</u>		<u>August-11</u>
<u>Number of Groups Booked:</u>	0		0
Revenue Booked:	\$0		\$0
Projected Commission:	\$0		\$0
Room Nights:	0		0
Number of Delegates:	0		0
Booked Group Types:			0

<u>Arrived in the month</u>	<u>August-12</u>	Est.	<u>August-11</u>
Number of Groups:	1		1
Revenue Arrived:	\$32,220		\$33,959
Projected Commission:	\$4,833		\$5,093
Room Nights:	200		372
Number of Delegates:	90		75
Arrived Group Types:	1 Corp.		1 Govt.

<u>Monthly Detail/Activity</u>	<u>July-12</u>		<u>July-11</u>
<u>Number of Groups Booked:</u>	1		0
Revenue Booked:	\$5,004		\$0
Projected Commission:	\$500		\$0
Room Nights:	40		0
Number of Delegates:	40		0
Booked Group Types:	1 Assoc.		0
Lost Business, # of Groups:	0		2

<u>Arrived in the month</u>	<u>July-12</u>	Est.	<u>July-11</u>
Number of Groups:	1		0
Revenue Arrived:	\$5,731		\$0
Projected Commission:	\$859		\$0
Room Nights:	32		0
Number of Delegates:	40		0
Arrived Group Types:	1 Smerf		0

NUMBER OF LEADS Generated as of 8/31/12: 31

Total Number of Leads Generated in Previous Years:

2011/2012: 119

2010/2011: 92

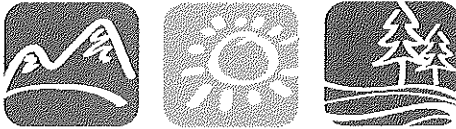
2009/2010: 107

2008/2009: 151

2007/2008: 209

2006/2007: 205

NORTH SHORE 1 QUARTER - FY.2012/13						
Jul-12						
Groups Booked: 9						
Placer County:	6	Room Nights:	317	Delegates:	194	Revenue: \$49,760
Washoe County:	3	Room Nights:	636	Delegates:	185	Revenue: \$118,983
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 3						
Placer County:	3	Room Nights:	419	Delegates:	202	Revenue: \$73,083
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Aug-12						
Groups Booked: 1						
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	1	Room Nights:	25	Delegates:	25	Revenue: \$2,902
Groups Arrived: 8						
Placer County:	5	Room Nights:	1843	Delegates:	387	Revenue: \$339,300
Washoe County:	2	Room Nights:	555	Delegates:	315	Revenue: \$88,177
Nevada County:	1	Room Nights:	25	Delegates:	25	Revenue: \$2,902
Sep-12						
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 totals by county:						
Groups Booked: 10						
Placer County:	6	Room Nights:	317	Delegates:	194	Revenue: \$49,760
Washoe County:	3	Room Nights:	636	Delegates:	185	Revenue: \$118,983
Nevada County:	1	Room Nights:	25	Delegates:	25	Revenue: \$2,902
TOTAL:	10		978	Delegates: 404		\$171,645
Groups Arrived: 11						
Placer County:	8	Room Nights:	2262	Delegates:	589	Revenue: \$412,383
Washoe County:	2	Room Nights:	555	Delegates:	315	Revenue: \$88,177
Nevada County:	1	Room Nights:	25	Delegates:	25	Revenue: \$2,902
TOTAL:	11		2842	929		\$503,462



north lake tahoe

Chamber | CVB | Resort Association

DATE: October 3, 2012
TO: Board of Directors
FROM: Ron Treabess, Director of Community Partnerships and Planning
SUBJECT: Monthly Activity Report—September, 2012

Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Transportation Summit

- Purpose is to develop vision for competitive transportation in North Lake Tahoe:
 1. Education and awareness of local and regional public transportation plans
 2. Review transportation systems in successful resort areas (gap analysis)
 3. Determine visitor expectations
 4. Brainstorm what can be done
 5. Strategize how to move forward
- Date is set for October 26, 8:00 am to 3:00 pm, at the Truckee Tahoe Airport
- Key speakers have been confirmed
- Invites have been sent out

2. North Lake Tahoe Express

- No operating subsidy was requested during FY 2011-12.
- The NLTRA portion of the other expenditures including website/reservation system, TMA administration, and marketing, was \$53,749.
- The annual ridership (22,109) was up 20% for the 12 months of 2011-12.
- Passenger revenues (\$653,363) increased 13% for the same period.
- Service operation has operated in the black for July and August 2012-13.

3. Regional Wayfinding Signage - NLTRA

- Staff has prepared a RFP to solicit proposals for preparation of an area-wide master signage site plan identifying specific signs, locations, wording, costs, and permit requirements for installation.
- RFP was approved for release at the September 17th Joint Committee after review by Committee Board Members.
- Consultant proposals are due by October 24th

- Tentative consultant selection and funding request will occur at the Oct 29th Joint Committee meeting
- After Manual concurrence, staff will move forward with specific design and construction documents necessary for permitting, fabrication, and installation of pilot/demonstration signs.

4. Regional Coordinated Skier Shuttle Program

- The TMA has received a first draft from LSC Transportation Consultants which develops a specific plan for service, rather than a conceptual study.
- Funding for the plan has been contributed by 9 partners including the ski areas, the Town of Truckee, and the NLTRA.
- The Plan was presented to all stakeholders on September 6th at Granlibakken following the monthly TMA meeting. Decision was for stakeholders to agree to fund proportionate part of pilot program to commence 2012-13 winter season
- Joint Committee has recommended Board approval of request for TOT funding of 20% total costs.

5. North Lake Tahoe Water Shuttle

- The operation of this 3-year pilot water shuttle service and the water shuttle manager's monitoring program commenced service on August 3rd.
- It will run daily through September 30th, weather permitting.
- Reduced fares and daily tickets are being experimented with during September to gather additional data for the future of this pilot program

6. Auburn/Placer County California Welcome Center

- The North Lake Tahoe exhibit to be placed in this Auburn facility has been fabricated.
- Installation occurred on September 5th.

7. Truckee California Welcome Center

- A temporary North Lake Tahoe exhibit is in place while the permanent one is being fabricated.
- The permanent installation will be completed in mid-September.

8. Tahoe City East Bus Shelter

- NLTRA Board approved up to \$60,000 to fund construction of this shelter
- The request has been submitted for Board of Supervisors approval.
- Permits, agency fees and labor costs will be paid with the \$60,000 in TOT funds.
- The County's contract with the Resort Association requires that they ensure that third parties utilize prevailing wages are paid in compliance with applicable state and federal law.
- The source for the balance of funding is a combination of donated engineering services and building materials donated by the Contractors Association of Truckee Tahoe.

- Once completed, it will be owned and maintained by the Public Works Department's TART bus system.

9. Bicycle Friendly Community Application

- Staff and LSC Transportation Consultants are reevaluating the previous application to the League of American Bicyclists to prepare and resubmit to achieve a higher designation
- Working with the League staff to review suggested measures that will raise our status to the higher level
- Developing a list of short term and long term action items for implementation that will help obtain the higher Bicycle Friendly Community certification
- Coordinate and complete short term action items implementation
- Resubmit the new application before the February 2013 deadline

10. Summer Night Rider Service Extension 2012

- A funding request was approved by NLTRA to partner with North Shore business owners to do a pilot program to provide service until 2:00 am this summer. The final ridership for the 68 evening service showed overall increase of 31% over summer, 2011.
- Through 9/3, 39% of the total ridership between Squaw Valley and the Hyatt occurred between 11:00 pm and 2:00 am.
- Through 9/3, 49% of the total ridership between Tahoma and Tahoe City has occurred between 11:00 pm and 2:00 am.
- Based on the anticipated success of this summer's program, it is the intent of the partners to develop a multiyear contract through a RFP process for night rider services starting in the winter of 2012/13.

11. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, **October 29**, 2012, 1:30 p.m., at TCPUD.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Tuesday Morning Breakfast Club
- Tahoe City Visioning with TRPA
- TNT/TMA Board Meeting
- Coordinated Skier Shuttle Stakeholders Meeting
- Tahoe Transportation District Board Meeting
- TahoeFuture.Com Committee Meeting
- Squaw Valley Olympic Museum Board
- Placer County Transportation Planning Agency Board Meeting
- Transportation Summit Planning Committee
- Autumn Food & Wine Festival

- Tahoe City Visioning Community Presentation
- Placer County Economic Development Board
- Tahoe City Downtown Association Town Hall
- Ironman Community Meeting
- NLTRA Staff Workshop