



## north lake tahoe

Chamber | CVB | Resort Association

### NLTRA Board of Directors

#### Meeting Minutes

Wednesday, November 1, 2017 – 8:30 a.m.

Tahoe City PUD Board Room

#### **A.** 8:35 a.m. Called to Order-Established Quorum

Board members in attendance: David Tirman, Brett Williams, Christy Beck, Karen Plank, Samir Tuma, Adam Wilson, Jennifer Merchant, Aaron Rudnick via telephone. Tom Lotshaw (Ex-officio) arrived at 8:49.

Staff members in attendance: Cindy Gustafson, Ron Treabess, Natalie Parrish, Al Priestler, Sarah Winters, Amber Burke, Andy Chapman, Emily Detwiler, Dawn Teran

Public in attendance: Eric Brandt, Erin Casey, Lindsay Romack, JT Chevalier

#### **B.** 8:35 a.m. Public Forum: Any person wishing to address the Board of Directors on items of interest to the Board 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.

- No public comment.

#### **C.** Agenda Amendments and Approval-MOTION

##### **MOTION to approve the Agenda M/S/C Brett/David/8-0-0**

#### **D.** Consent Calendar-MOTION

All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a 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.

##### 1. Board Meeting Minutes –

a. October 16, 2017 [Link to online document](#)

b. Board Strategic Planning Retreat October 16, 2017 [Link to online document](#)

##### **MOTION to approve the Consent Calendar items M/S/C Brett/Aaron/7-0-1 Jennifer Merchant abstained**

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)

##### 2. Committee Minutes

a. BACC October 12, 2017 [Link to online document](#)

b. Marketing October 24, 2017 Will be posted online when available.

c. Finance October 26, 2017 Will be posted online when approved.

##### 3. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)

- None at this time

#### **E.** Action Items

##### 1. Consideration of Bylaws Change Revising the Date of the Board of Directors' Election discussion and possible approval. Cindy Gustafson.

- Cindy reviewed what was discussed at the Strategic Planning meeting in regards to the Bylaws. 52 ballots have been received, 41 (10%) were needed. All approved of the bylaw change.
- Cindy reported that ballot was emailed to all members, multiple times.
- Cindy reported that the Chamber committee met regarding this subject.

- Ballots are due a minimum of 30 days prior to the filing deadline. Filing date would be two days prior to Board meeting in February, for assuming seats in April. Bylaws vote would happen prior to the elections.
- Cindy has provided a governance chart to members.

**MOTION to approve the Bylaw Change M/S/C David/Samir 8-0-0**

2. Consideration of Revisions to the Composition of the Board of Directors.

- Cindy reviewed the slide show she provided to summarize Board revisions.
- Information regarding Board changes will be distributed to members of Business Associations, and presented at meetings.
- Note: Mission Statement on slideshow should have the word "Cultural" climate.
- Suggestion by Adam: Change the 2 at-large (under elected seats) and designate them to be selected out of the other business association's areas.
- The membership associations in the individual regions could be responsible for electing their own representative.
- Samir suggested more Recreation at-large seats or appointing them.
- Jennifer commented that she believes there should be a clearer vision of what the Chamber requires vs. the NLTRA; what are the organizational structures? What about the members who are out of the area? If it is a Chamber organization she feels it should not be about TOT collections. In her opinion, the current proposed structure lacks smaller community and business representation. She believes that the organization structure should be "fixed" prior to attempting to fix the Board structure.
- Discussion regarding the Board being a Board that represents only the Chamber or both the NLTRA and the Chamber.
- Cindy explained that the Board is representative of both the NLTRA and the Chamber and referred to page 15 in the Chamber Subcommittee Programmable Program and Matrix.
- Christy suggested 2 at-large Board positions could be non-lodging.
- Samir suggested 3 at-large non-lodging Board positions. (Take out the one at-large under Lodging and add it to the 2 at-large of any business type.)
- Aaron suggested more voice to smaller businesses.
- Samir said that 3 at-large appointed should specify a preference for recreation, restaurant and retail.
- Jennifer suggested considering a Non-Tourism seat.
- JT commented that TCDA could assist with getting the vote out to the community if needed.
- David: flexibility and versatility is needed. He expressed concern about a larger board and consistency but believes that there is good diversity with this Board structure draft.
- Eric suggested designating a Truckee representative. Cindy suggested Truckee involvement on the committee level.
- We will be collecting feedback regarding the Board structure change in November and it will be added to the Board agenda in December.

3. Multi-year Event Policy discussion and possible approval. Amber Burke.

- Amber reviewed history of events and upcoming contract. Marketing committee recommendation was to allow approval and/or reallocation of existing funds and bring back in 2018 to consider a longer term policy. Not asking for approval on all the contracts but the policy approval only.
- Note: This item is will be considered in the event the Marketing strategy budget is changed in the future. If the event strategy doesn't change, the contracts will go forward as originally planned.
- Regarding the Marketing Reserve Memorandum. Cindy suggested an event reserve policy in future contracts. Memorandum should be brought back and language added on Marketing reserve money payback procedure.
- Samir sparked a discussion regarding possibly creating a policy in the future for sponsorships, and/or tourism promotions.
- When asked, Amber clarified that the figures contained in the ROI report are for a combination of sponsorships and grants. She said Partnership Funding Grants can be used for either seed money or to assist applicants in reaching into new markets. Monetary buckets between sponsorships and partnership funding will be clarified in a future plan. A lodging partner will be required in the future. This subject will be brought back to the Board in January.
- Brett suggested considering some type of economic development funding for successful recurring events, enabling sponsorship funds to establish new event opportunities.
- JT commented that TCDA's post event surveys and results show that the large events in other areas do trickle down and give business to the smaller businesses in Tahoe City.

- Jennifer asked for clarification regarding the Placer County total on the chart Amber provided, and whether the totals are derived from visitors that stayed in Placer County. Amber clarified that they are and that the Average Economic Impact line is a total of what was contributed to TOT and that is derived from Placer County Visitors.

**MOTION to approve the Multi-year Event Policy M/S/C Samir/Jennifer 8-0-0**

4. WinterWondergrass contract discussion and possible approval. \*see additional backup documents in part two. Amber Burke.
  - Jennifer suggested a Resort Assn. contract signer in addition to Amber. She suggested establishing a financial policy limit for contracts that Events Manager (Amber) can sign and require a CEO signature for anything over that amount.
  - Samir asked if Squaw lodging sells out for this event and Christy said yes. He asked what the success of the event would be in the case that we did not approve the funding we supply. She said she didn't think they would go elsewhere but that possibility is always there. Discussion about possibly co-sponsoring with other resorts.

**MOTION to approve WinterWondergrass contract M/S/C Jennifer/David 8-0-0**

5. Tough Mudder contract discussion and possible approval-Amber Burke.

*\*David left the meeting at 10:25*

- Samir asked if Northstar is contributing a cash sponsorship. Amber answered that they are not. Samir asked in the event that we did not sponsor, would they return? Amber said it is a one year contract but she is not sure that they would return again. She will be having a meeting with Northstar and will discuss a long-term outlook.
- Adam expressed gratitude for the funding that the NLTRA provides for this event.
- Brett described the difficulty in deciphering room nights generated. Christy offered room night information as well as Adam recommended Amber speak with Anna Marie.
- Brett invited the Board members to come to the Marketing committee meetings to understand the discussion process of considering sponsorships.
- Discussion about event contributors and criteria for considering sponsorships, ROI and room nights.
- Samir requested that in the future, the event report include other funding sources. Cindy said that a spreadsheet- a summary – that includes that information will be provided for future events.
- Cindy reiterated that these are public dollars being expended and we do have to look at fairness, equity and economic impact. This information may be included in the new Event Policy which will be supplied by the end of January (approximately).

**MOTION to approve Tough Mudder contract M/S/C Christy/Brett 5-1-1 Jennifer Merchant voted no. Adam Wilson abstained. (David was not in attendance.)**

*\*Tom left the meeting at 10:45.*

6. North Lake Tahoe Summit Lacrosse Tournament contract discussion and possible approval. Amber Burke
  - Christy pointed out that tracking on lodging needs to happen for this event. Amber said lodging blocks were not utilized last year but this year that should improve.
  - Jennifer said that more than half may be staying Truckee.
  - Truckee Chamber is sponsoring for \$5,000.
  - Outreach could happen to coaches in relation to where they stayed.

**MOTION to approve North Lake Tahoe Summit Lacrosse Tournament contract M/S/C Jennifer/Samir 7-0-0 (David was not in attendance.)**

7. Spartan Race contract discussion and possible approval.\*see additional backup documents
  - Jennifer requested that on air they say "brought to you by gotahoenorth.com".
  - Amber confirmed that Spartan would take the race to another location if we did not sponsor it. Samir asked what the impact would be for Squaw if we did not provide this sponsorship. Christy said not well and in her opinion they are very thankful for our sponsorship.
  - Christy encouraged getting lodging information from the Village at Squaw Valley.

**MOTION to approve Spartan Race contract M/S/C Samir/Brett 6-0-1 Christy abstained. (David was not in attendance.)**

**F. C.E.O. Informational Updates – Verbal Report**

- Cindy reported that she spoke at Mountain Housing Forum for Employers, approx. 100 attended.
- Attended the Bi-State Transportation meeting. Forest Services spoke on corridor studies; regarding events that would close the roads, and better traffic solutions. There were also pilot program updates as well as updates on funding and transportation.
- Cindy and Andy Chapman met with new director of Ritz Carlton Sales & Marketing and with Andy Wirth. There will be a meeting with the General Manager at Ritz Carton meeting and meetings Dan Tester, among others. Obtaining feedback about proposed governance changes, open seats.
- Tonight is Placer County's first Public meeting about the new CI/T committee, which the NLTRA is co-chairing. Three meetings are scheduled.
- Jennifer recommends inclusion of marketing in the discussion about the meeting.
- Erin overviewed what will be presented in the meeting.
- Comment on the meeting from Samir that it may be too much information and not likely to be enough time.
- Comment from Adam that history is important. Concerned about all the stations and in his opinion the Committee structure is more important for this meeting. He suggested to conduct several meetings; history and committee information in first meeting, TMP priorities/funding, etc. in separate meetings.
- Jennifer said at this point scaling back is not possible. The meeting has been publicized as is.
- Cindy expressed concern about asking for priorities from public without enough background information. She thought the meeting was created to be focused on Infrastructure changes.
- Discussion about the meeting focus and the way it was publicized.
- There will be a debriefing afterwards to help guide future meetings.
- Andy suggested highlighting successes of Marketing Committee. Jennifer said a 4<sup>th</sup> station could include that.
- Brett suggested successes be presented in the beginning of the presentation.
- Cindy suggested that the purpose and new role of committee be clearly identified.

*\*Christy left the meeting at 11:46.*

**G. Reports/Back up Documents-Meeting Packet Part Two**

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

1. Destimetrics Report
2. Membership Accounts Receivable Report, September 2017
3. Membership Staff Report
4. Membership Upcoming Events/Programs
5. Conference Revenue Statistics Report
7. Monthly Summary of Transportation Meeting Outcomes
8. Finance Committee Reports, *(Draft)* September, 2017
9. WinterWondergrass Survey Results
10. Tough Mudder 2016 Event Recap
11. Spartan 2017 Event Recap

**H. Directors Comments**

**I.** Tourism Director Update-Brett reported that there are 12 applicants remaining. First round of interviews will wrap up next Friday.

**J.** Meeting Review and Staff Direction

Cindy:

- Review of Board governance chart.
- Come back with proposed bylaw changes by the December meeting
- Event policy by the end of Jan (approximately).

Meeting adjourned at 11:59