



**THE NORTH LAKE TAHOE RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
Wednesday, November 2, 2016 at 8:30 a.m.
Tahoe City Public Utility District**

Committee Members In attendance: Valli Murnane, Brendan Madigan, David Tirman, Brett Williams, Eric Pilcher, Samir Tuma, Jennifer Merchant, Tom Lotshaw.

Staff Members in attendance: Sandy Evans Hall, Ron Treabess, JT Thompson, Dawn Baffone, Al Priester, Amber Burke.

Other: Stacie Lyans, Kurt Althoff, Erin Casey, Cindy Gustafson, Bob McClintock and Kendall Goca? (McClintock Acctng), Mike Geary, Brandon Burks

A. Meeting called to order at 8:32am-Establish Quorum

B. 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

M/S/C (Brett Williams, Val Murnane) 6/0/0

(David Tirman had not arrived yet)

No Public comment

Tom Lotshaw arrived at 8:45am

D. Consent Calendar-MOTION (5 minutes) motion by Valli/Jennifer with exception of 8b and item 6

M/S/C (Val Murnane, Jennifer Merchant) 7/0/0

All items (in Bold) 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 –October 5, 2016

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

2. Capital Investment/Transportation Committee- October 24, 2016

3. Marketing Committee – October 25, 2016

4. Business Association and Chamber Collaborative – October 13, 2016

5. Lodging Committee – No meeting in October Conference Sales Directors Committee – No meeting in October

6. Finance Committee – October 27, 2016

7. Financial Reports – Financial Reports for September, 2016

M/S/C (Jennifer Merchant, Samir Tuma) 7/0/0

- Pulled by Jennifer Merchant. Concern about the balance sheet and if it may change with the audit, suggestion to hold the item until next month. Al explained that most of the

adjustments are in. The balance sheet will change but income statement will stay same. The entry that will change on the balance sheet is not an income item and will not affect any other areas. (The undesignated income approx. 12,000 amount)

- Page 16- \$14,000 in open invoices. There is a reserve of 10,000 for write offs. The past due are still being reviewed and determined whether they will be written off.

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

Motion to approve contract with exception of Item 11 b.

M/S/C (Valli Murnane, Jennifer Merchant) 7/0/0

Item 11 b motion to approve M/S/C (Valli Murnane, Brett Williams) 6/1/0 Jennifer Merchant opposed.

- a. Northstar \$10,000 Community Marketing Grant (BACC approved 7-0; Marketing approved 5-0)
- b. Abbi Agency Contract for Touch the Lake \$20,000 (BACC approved 7-0; Marketing approved 5-0) Request to be pulled. Jennifer said contract seems incomplete and funding is not clear. Request to have it reviewed by Marketing committee. Clarity regarding the scope of work was requested. JT reviewed the plan.

ACTION: JT agreed to tighten up the scope of work and present it at another meeting along with a budget, with a "not to exceed" limit.

- c. Tahoe City Gateway Holiday Lighting Repairs -\$10,000
- d. Truckee River Trail Midway Erosion Maintenance Repair -\$15,000
- e. Winter WonderGrass Tahoe Sponsorship Agreement - \$15,000 (Marketing approved 5-0)

9. Strategic Discussion

- a. Financial Audit – McClintock Accountancy presented

10. Action Items

MOTION: Discussion and possible approval of 2015-16 Financial Audit – Al Priester/McClintock Accountancy (Finance approved 2-0-1 Erin Casey Abstained)

M/S/C (Valli Murnane, Eric Pilcher) 6/0/1 Jennifer Merchant abstained

11. Bob McClintock presented audit information.

- Recommended that as contract provisions change that the accounting reporting be responsive to that. Suggestion for improvement is to take a look at the provisions as they change and review within the Accounting department and share that information with the other staff. Audit report is modified and Financials for Resort Association has been finalized. Open items: Marketing Coop is now stand alone set of financials, balance sheet will not include Marketing Coop. It will go to both boards for approval when complete.
- Al commented that grant expense accrual procedure has been changed, and will be accrued in the current year or period where it belongs. Al said a memorandum is being developed and it will be a combination of county discussions and within the association, and decided before board. Documentation of the discussions to keep a permanent record is requested.
- Suggestion for a procedure for making sure contract changes are tracked and insure that they will be implemented the following year.

12. MOTION: Discussion and possible approval of Winter Snow Removal on the Squaw Valley Trail - \$70,000 (CIT 10-0)

M/S/C (Brendan Madigan, Brett Williams) 7/0/0

- Mike Geary presented, answered questions. Question regarding metric for counting how many people would be accessing. A spot survey has been completed in previous years for the same type of estimates.
13. MOTION: Discussion and possible approval of Winter Snow Removal on the Tahoe City Area Trail - \$55,002 (CIT 10-0) Only takes board approval and CEO office approval
M/S/C (Jennifer Merchant, Brett Williams) 7/0/0
- Question about setting money aside for maintenance, outreach for community to promote the benefit of trail access in winter.
 - Request for metric/procedure for counting people accessing, might be possible in a few areas. Tom offered help in this area.
14. MOTION: Discussion and possible approval of a Contract with Spartan World Championships for 5 years - \$250,000 annually (Marketing approved 4-0-1 Todd Jackson abstained)
M/S/C (Samir Tuma, Brett Williams) 7/0/1 Jennifer Abstained
Based on staff comes back with supplemental information no later than February 1st.
- JT distributed handout with updated information. Looking at 3rd party to handle the room booking as to have better tracking. There is no information from previous years as we did not sponsor the event, and the statistics are not in yet from recent event, so the numbers are estimates. JT explained how the state of West Virginia is in competition with us to sponsor this event. Squaw is contributing approximately twice as much as we are towards the event. JT explained what that covers. Lodging for the attendees and whether the event will be advantageous for North Lake Tahoe lodging/business was discussed. Better visibility for the resort assn. and a complete list of what Squaw and other entities are going to contribute and a return on investment estimation was suggested.
 - Where the statistics and estimations originate from was discussed. The sponsorship increase and whether it increases ROI for North Lake Tahoe was discussed.
 - JT explained that the Event is tagged as the Road to North Lake Tahoe with the media, but this is the advantageous time to agree to sponsor and put the information out. Samir expressed the necessity of seeing the data regarding what Squaw is contributing and what their ROI is in the future, based on the large dollar amount of the sponsorship.
 - JT said he will be updating monthly. Staff to report back no later than February.

Supplemental Staff Reports

15. Staff Reports
16. Marketing – JT Thompson
 - a. Destimetrics-Booking is up,
 - b. Spartan Race Recap
 - c. Introduction of Amber Burke
17. Membership – Sandy Evans Hall
 - a. Accounts Receivable Update
 - b. Upcoming Events/Programs
18. CI/T – Ron Treabess-
 - a. Call for projects update
 - b. Measure M update- verbally presented.
4. Conference Review Statistics Report
5. Administration – Sandy Evans Hall (10 minutes)
 - c. Board Candidates for Election-To be distributed at meeting.
 - d. Officer Nominations Board seats Applicant information was distributed. Ballots going out on Nov. 15th, deadline December 6th. Announcements will be made December 7th at the next scheduled Board meeting.
 - e. Organization Structure Update

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

6. Executive Committee Report – October 18, 2016
7. Capital Investment/Transportation Activity Report – October Report by Ron Treabess
8. Dashboard – September

19. Directors Comments (5 minutes)

Valli-Ice rink Grand opening Dec 10th, including restaurant and full facility.

Brett-Marketgng Coop Southern California Campaign update

Samir-Tahoe City Lodge Planning is November 17th. December 7th is the hearing. Final hearing January 25th .

Jennifer-Amendment approved by Placer County Board to fund the Resort Association capital projects fund contract.

Tom-Word came from 9th circuit court supporting 2012 TRPA regional plan

David-Membership luncheon thank you, nice job.

20. Meeting Review and Staff Direction (5 minutes)

Tighten up digital on scope of work. With Abbi Agency

Looking at ways to promote the snow removal, ideas are via website touch the lake and through PUD.

Spartan stakeholder contribution and getting data from surveys.

21. Adjournment 10:57 am