



## north lake tahoe

Chamber | CVB | Resort Association

### THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

**Wednesday, December 3, 2014 – 8:30 am – 11:00 am**

Tahoe City Public Utility District-Board Room

#### MINUTES

**BOARD MEMBERS IN ATTENDANCE:** Ron Parson, Valli Murnane, Wally Auerbach, David Tirman, Jennifer Merchant, Sue Busby, Tom Lotshaw

**BOARD MEMBERS NOT PRESENT:** Brendan Madigan, Kali Kopley, Joseph Mattioli, Phil GilanFarr

**RESORT ASSOCIATION STAFF:** Sandy Evans Hall, Marc Sabella, Ron Treabess, Ginger Karl, Kalie Ceglia, Judy Laverty, Jason Neary

**OTHERS IN ATTENDANCE:** Speedboat beach residents, Heather Segale, Keith Vogt, Stacie Lyans, Joy Doyle, Carol Chapman, Marguerite Sprague, John Ramirez, Bob McClintock, Laura Moriarty

#### **A. CALL TO ORDER – ESTABLISH QUORUM**

The meeting was called to order at 8:38 am by Chair Wally Auerbach and a quorum was established. Wally introduced new board member Sue Busby to the committee. Sue Busby is the owner of Castle Peak Vacation Rental on Donner Summit.

#### **B. PUBLIC FORUM**

1. Ann Nichols with the Brockway Point HOA requested that item Speedboat Beach Access Master Plan be pulled from the agenda.
2. Jennifer Merchant introduced Cadence Matijevich as the newest member to the County Executive Office. Cadence used to work for the City of Reno as the Assistant City Manager for 10 years.

#### **C. AGENDA AMENDMENTS AND APPROVAL**

**M/S/C (Merchant/Parson (6-0-0) to approve the agenda, with items taken out of order if necessary.**

It was requested to move item G.1 Membership Staff Report from Ginger to after item C.

#### **D. CONSENT CALENDAR – MOTIONS (5 min)**

1. **Board Meeting Minutes – November 5, 2014**
2. **Capital Investment/Transportation Committee – November 17, 2014**
3. **Marketing Committee – November 18, 2014**
  - 3.1 **Sponsorship of Amgen Women's Race - \$21,000, Marketing Committee (vote – 3-3 Concerns over reserve funds and other potential uses of reserves this winter)**
  - 3.2 **Air Service MRG for London Flight – up to \$36,195, 2015/16 budget with Coop, Marketing Committee approved 6-0**
4. **Business Association and Chamber Collaborative – November 12, 2014**

5. Lodging Committee – No Meeting in November
6. Conference Sales Directors Committee – No meeting in November
7. **Finance Committee Report– November 20, 2014**
8. **Financial Reports- September and October**
  1. **Dashboard and project reports**

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

9. **Conference Sales Reports**
10. **Executive Committee Report – November 18, 2014**
11. **Capital Investment/Transportation Activity Report – November**
12. **CEO Report – November**

Comments: Jennifer questioned if it was necessary with further discussion on item 3 regarding Amgen Women's Race. No board member had any interest about further discussion.

#### **M/S/C (Merchant/Murnane) (6-0-0) to approve the Consent Calendar**

#### **E. STRATEGIC DISCUSSION ITEMS**

##### **1. MASTER PLAN RECOMMENDATIONS**

Sandy brought the committee up to speed on the Master Plan recommendations. She has been working on with Design Workshop and shared some of the key focus areas:

- Visitors Facilities
- Transportation
- Marketing & Sales
- Visitors Information
- Build Capacity to Compete

Comments:

- Prioritize, how to work with regional partners, long term direction
- Less specific at International markets
- Committee outreach, what are next steps and plans? Sandy shared the following are next steps: Jan - Outreach to committees and public, Feb – BOS review, March-Board review, April – Adoption Board & BOS
- Avoid 5 year comments
- Keep on board agenda monthly

#### **F. ACTION ITEMS – CI/T PROJECTS**

**M/S/C (Parson/Tirman) (3-0-3 Merchant, Busby, Auerbach (item F and G) abstained) to approve CI/T projects with item A and G being pulled for further discussion.**

- 1-a Tahoe Public Arts – Ron Tresbess shared the original request from the applicant was \$200,000 or over 2 years. Of that amount, \$125,000 for development of public art in the Kings Beach roundabout. (2015/16) and \$75,000 for the following year for public arts in Tahoe City. The CI/T gave a strong evaluation of each project and decided to recommend for funding the \$125,000 for the public arts in Kings Beach roundabout. If the applicant finds there are additional needs for Tahoe City the following year they will need to submit a separate application.

**M/S/C (Murnane/Tirman) (5-0-1 Merchant abstained) to approve the CI/T recommendation for Tahoe Public Arts Program item F.1 a funding for \$125,000.**

- 1 – g Speedboat Beach Access Master Plan – Ron Treabess reported on the primary issues with Speedboat Beach Access: 1) Pedestrian Access Safety 2) Parking Improvements 3) Portable restrooms and 4) Wayfinding signage. This is not funding any development but it is a planning process. John Ramirez, a Placer County Parks Administrator who is the applicant stated that he

would like to have an open dialog with the community regarding this master plan. Jennifer Merchant shared that it was more important that this be looked at comprehensively not just one issue with several arising possibly at a later date.

Some of the public comments:

- Traffic/Parking problems, street are narrow
- There needs to be an environmental assessment done, capacity limit issues
- Beach is too small, this is in a neighborhood, wiser to spend the funding elsewhere
- Sensitive issues for the residents
- Burglary, litter and nuisance at the beach has become an issue
- County should evaluate all beach property instead of only Speedboat Beach

Board Member comments:

- There is a need to study these issues to look at constraints, opportunity and feasibility
- There need to be a master plan, these issues need to be dealt with regardless if there aren't Wayfinding signage
- TOT funding is to support visitors enhancing experience

**M/S/C (Parson/Tirman) (4-0-2 Merchant, Auerbach abstained) approval of funds up to \$50,000 for Placer County Facilities to prepare a Speedboat Beach Master Plan with the understanding that community outreach be included in the planning process.**

## 2. COMMITTEE APPOINTMENTS FOR 2015 – CAPITAL IMPROVEMENT/TRANSPORTATION

Ron reported that six CIT Committee members term out in December but they have all reapplied for a new 2-year appointments. Staff recommends that the Board reappoints these six members: Wyatt Ogilvy (At-Large), Andrew Ryan (At-Large), Adrian Tieslau (At-Large), Jamie Wright(TNT/TMA), Dan Wilkins (Special District) and Brian Stewart (PCDPW). Ron shared the first year of the designated Capital Investment/Transportation Committee is coming to a very successful conclusion.

Ron Parson pointed out John Pang is no longer with Meeks Bay Fire Department and that Dan Wilkins should be representing TCPUD. He also mentioned the alternates on the roster and Ron Treabess shared they were appointed for one year only and should no longer be on there.

**M/S/C (Parson/Murnane) (6-0-0) to reappoint staff recommendations for 2 years on the Capital Improvement/Transportation Committee.**

## 3. APPROVAL OF ANNUAL AUDIT REPORT

Marc reported that the organization just completed the Annual Audit for 2013/14. This also included the Marketing Coop agreement. He pointed out there were 5 advisory comments which of 2 were carried over from the previous year and are now resolved. 3 comments were new, and 2 of them were possible software solutions that the Finance Committee will discuss. There were 8 audit adjustments, and 6 of them were anticipated as he needed their expertise from the auditor. He shared there were no internal control deficiencies and no material weakness were noted. Marc stated the Finance Committee recommended this for approval but with one request, that under the new net assets designation be broken out and it will now say "Visitors Support and Transportation". The request is done and in the final document.

Bob with the McClintock shared they are pleased with where they are with the audit and suggested some improvements that can be made on the ballot for board election.

**M/S/C (Parson/Merchant) (6-0-0) to approve the Annual Audit Report**

## **G. STAFF REPORTS**

### **1. Membership – Ginger Karl**

Ginger shared her Membership Dept. Pacing Report

- 18 new members as of October
- 43 members renewed
- 7 members dropped

Upcoming Events

- Ginger reported that she sold 61 booths for the Hospitality Holidays/Shop Local event tonight at the North Tahoe Event Center
- Wednesday, December 11<sup>th</sup> is the Winter Recreation Luncheon at Moe's BBQ. This year it's being hosted as an après ski party. The admission is \$20 and includes a drink ticket and food.

Comments: Ron Parson recommended that Ginger start sharing on how she is doing on her overall budget this year.

### **2. Marketing – Jason Neary**

Jason shared a new event coming next October called the Spartan Race. He reported that this event is similar to Tough Mudder. The event next year will be the World Championship race and it will be held in Squaw. This will be publicly announced next week. Jason also shared that 10,000 people will be participating and there will be lodging link to all properties that decide to participate. This will also be televised on NBC. He shared he will do outreach to businesses and restaurants to let them know this event is coming.

Comments: Ron Parson recommended that Jason works with Jamie at TMA regarding transportation.

### **3. CEO Update – Sandy Evans Hall**

- Sandy shared the results of the Board of Directors Election. The new members are: Brett Williams, Adam Wilson and Brendan Madigan
- Sandy asked that the committee fill out the 2014-15 Officer Nomination Form and return back to her soon. She will contact the nominees to see if they are willing to serve.
- Sandy asked the committee to also fill out the Committee Position Form. She would like each Board member to either fill a position or be an alternate.
- A request was made that the Conflict of Interest Form be filled out and brought back to the January Board Meeting.
- Sandy asked that the Board of Directors look at the draft meeting schedule for next year including the Executive Committee.
- Sandy shared the selection committee has narrowed down the process to 2 people for the new Tourism Director. Sandy shared the Marketing staff team will be meeting with the finalist this Friday.
- Jeremy Jacobson has decided to move on to other opportunities in Real Estate but is staying on part-time. Sandy shared the new Tourism Director will be hiring for this position.
- Wally shared the Board of Directors decided to take on the 360 review process engaging Laura Moriarty. Laura spoke about the process and some of the questions that the stakeholders will need to answer.

## **H. DIRECTORS' COMMENTS**

Jennifer Merchant and the committee thanked Ron Parson as this is his last Board of Directors meeting for his service and commitment.

## **I. MEETING REVIEW AND STAFF DIRECTION**

- Master Plan will continue to be an item on the Board Agenda for the future
- Event Transportation for some of the larger sporting events
- Please returns forms to Sandy

## **K. ADJOURNMENT**

The meeting adjourned at 11:40 am.

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