



## north lake tahoe

Chamber | CVB | Resort Association

### **NLTRA Board of Directors Meeting Wednesday, December 7, 2016 at 8:30 a.m. Tahoe City Public Utility District Preliminary Minutes**

#### **A. 8:00 a.m. Call to Order-Establish Quorum-Closed Session.**

- Board Members In attendance for Closed Session: Wally Auerbach via telephone, Sue Busby, Eric Pilcher via telephone, David Tirman, Brett Williams, Adam Wilson, Valli Murnane via telephone. Others: Ron Treabess, Sandy Evans Hall.

#### **B. Closed Session regarding Personnel issues. Adjourned at 8:30am.**

#### **C. Reconvene to Open Session. 8:30 a.m. Establish Quorum 8:32 a.m. called to order.**

- Board members in attendance for Open Session: Wally Auerbach via telephone, Sue Busby, David Tirman, Brett Williams, Adam Wilson, Jennifer Merchant, Tom Lotshaw (ex-officio) Others: Sandy Evans Hall, Al Priester, Ron Treabess, JT Thompson, Natalie Parrish, Dawn Baffone, Stacie Lyans, Joy Doyle, Erin Casey, Cindy Gustafson, Andy Fisher, Mike Staudenmayer, Heather Segale

#### **D. 8:30 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.**

- Cindy Gustafson announced the ice rink opening/status.

#### **E. Agenda Amendments and Approval**

- Ron reviewed consent calendar, Item F. 8, e-j page 27-47, below.
- Erin Casey recommended those items should be brought before the Board of Supervisors within the next month. Any projects that are over the consent amount should be brought to the Board of Supervisors. \$500,000 is the cutoff. Jennifer Merchant recommended pulling all but the maintenance contracts.
- **Recommendation is to pull items F. 8. e through F. 8. j but leave items F. 8. a, b, c, and d**

#### **MOTION to approve agenda with removal items 8E-8J (above)**

(M/S/C Brett Williams, Sue Busby/6-0-0)

#### **F. Consent Calendar**

#### **MOTION to approve Consent Calendar with corrected change to the Board Meeting Minutes.**

**David Tirman's arrival time in last meeting.)** (M/S/C Sue Busby, Brett Williams/6-0-0)

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 –November 2, 2016**

All committee meeting briefs are provided for informational purposes only. Minutes are available at [www.nltra.org](http://www.nltra.org)

2. **Capital Investment/Transportation Committee- November 14, 2016**
3. **Marketing Committee – November 29, 2016**
4. **Business Association and Chamber Collaborative – November 10, 2016**
5. Lodging Committee – No meeting in November
6. Conference Sales Directors Committee – No meeting in November
7. **Finance Committee – November 29, 2016**
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)**  
Approved the following:

- a. **MoA with Tahoe City Downtown Association for Tahoe City Gateway Holiday Lighting Repairs -\$10,000**
- b. **MoA with TCPUD for Truckee River Trail Midway Erosion Maintenance Repair -\$15,000**
- c. **MoA with TCPUD for Winter Snow Removal on the Tahoe City Area Trail - \$55,000**
- d. **MoA with SVPSD for Winter Snow Removal on Squaw Valley Trail-\$70,000**

Removed the following:

- e. **MoA with Placer County DPWF for Squaw Valley Bike Trail Rehabilitation Phase 2-- \$246,500**
- f. **MoA with Placer County DPWF for TART Bus Shelter-\$65,000**
- g. **MoA with Placer County DPWF for Tahoe City Mobility Improvements Environmental Documents-\$300,000**
- h. **MoA with Placer County DPWF for Truckee River Access Trail Environmental Document--\$500,000**
- i. **MoA with Placer County DPWF for North Tahoe Shared-Use Trail Environmental Document-\$150,000**
- j. **MoA with TCPUD for Truckee River Rehabilitation and Restoration Phase 2 of 3-- \$576,000**

#### G. 2017 Board of Directors Election Results

- Sandy reviewed Board member election results to begin in January-Aaron Rudnick, Gary Davis, and David Tirman were elected to 3 year terms. Samir Tuma was elected to 1 year term.
- Joy Doyle from the NTBA asked what percentage of members voted, which was about 25%.

Off Agenda Item:

- *Natalie Parrish was introduced as the new Membership Manager*

***\*Wally Auerbach left the meeting at 8:50am***

#### H. Strategic Discussion

1. Andy Fisher – Placer County Parks Division- Recreational Facilities Master Plan
- Brett questioned maintenance of the Legacy Trail and who is responsible for maintenance and Andy explained. Discussion regarding the daily and long term costs.
  - David questioned what the funding status is and when the next sections of Martis Valley might be completed. There are wildlife area delays which were explained. Adam questioned about how the area funding has been prioritized, and Andy explained how different areas receive different funding sources which can direct when particular phases are undertaken. Priorities are made but there is an opportunistic quality to the decision making. There are 5-10 year plans but opportunities are not overlooked.
  - \$250,000 in TOT towards the Martis Valley Trail project is being voted on today.

## I. Action Items

### 1. **MOTION: Vote and approval of 2017 Officers – Sandy Evans Hall**

Adam Wilson, Chair  
Samir Tuma, Vice Chair  
Christy Beck, Treasurer  
Brett Williams, Secretary

### **MOTION to approve officers as presented in packet**

(M/S/C Jennifer Merchant, Sue Busby/5-0-0)

### 2. **MOTION: Discussion and appointment of Committee Members – Sandy Evans Hall**

- Marketing, lodging coop, lists do not include Chamber Board Representative, which will be appointed in January.
- On Marketing, Finance Committees; Add Erin Casey to lists
- Also, add Dee Dee Cordell to the Marketing Committee but will be transitioning to Erin Casey later in the year.

### **MOTION to approve appointment of CI/T, Marketing, Finance, BACC Committee Members (with above changes.)**

(M/S/C Jennifer Merchant/Adam Wilson/5-0-0)

- Brett questioned Marketing Coop, Brett doesn't see his name listed but he is listed – he is on Marketing but not Coop Committee. Coop to be appointed in January.

### 3. Discussion and possible approval of CI/T recommended projects for TOT, **MOTIONS: See below.**

- Ron clarified that once the Board of Supervisors approves the project request, only work done after that date may be invoiced as of July 1, 2017.
- He also explained that when there are perceived conflicts of committee members they will excuse themselves or will be decided by the committee, and in either case, that person would not be included in vote.
- Ron distributed revised item, the Ski Museum. It was requested that the museum provide an itemized report from the entity on how the money was itemized over past years, which will be provided. In addition, the application needs to be rewritten in a different format. They will come back to CIT in January with revisions and then to the Board of Directors in February and a March review to the Board of Supervisors.
- Ron reviewed each project on revised list. Maritime Museum can be reconsidered at the CI/T meeting in January.
- Tom Lotshaw commented that he agrees with committee recommendations. Would like to get some of the questions about the Bike Trail software answered and would like to see TOT matches looked at.
- Jennifer Merchant commented about the voting discrepancies in the minutes/handout and requested that the numbers be double checked.
- Regarding the Northstar directional sign, Jennifer stated that inclusion of the Northstar logo would be rejected by Placer County.
- Jennifer M. also expressed concern about receiving updates from applicants about how funds are expended, i.e.; a status report that could be turned in quarterly
- Jennifer expressed concerned specifically about the Squaw Valley Museum expenditures.

- Sue Busby also expressed concern about Northstar logo on the Directional sign.
- Adam asked about the timeline and if the funding has been secured in another way, can we reallocate those funds. Ron clarified that within the contracts there are timelines and as dates grow nearer, there should be amendments that extend the timelines if that has to happen, and will be reviewed as those dates draw near. If there is no extension, those amounts to go back into the funds to be used the following year.
- Adam also asked about the Kings Beach art, and whether the approval is for all 3 roundabouts. Ron clarified that this current request is for two of the three and we should expect another request in the future for the third or it may be funded from another source.
- Brett expressed concern about Bike Trail software app and how it is communicated to the public.
  - Discussion regarding the app/display
  - Timing and completion of project: Was supposed to be completed at the end of this year but is delayed now because of staffing issues.
  - Tom recommended this topic get referred to the Marketing Committee and a broader discussion as far as getting it web accessible.
  - Brett commented that the Bike Trail software needs a better understanding of how this would interact with our visitors.
  - Heather pointed out that the funding is for the exhibit and not an app at this time.
  - Consensus is for more information at this time. ***Vote on this item is postponed to next month***
  - Mike Staudenmayer asked about the bike trail inclusion and how that is going to be expressed in the software, and how are people going to find out about the app.

*The following votes were made, as specified by previous recommendations by staff:*

**-Kings Beach Roundabout Art-Recommended \$75,000**

M/S/C (Adam Wilson/Brett Williams/3-0-1) Jennifer Merchant abstained, David Tirman recused

**-Historic Schilling Ski Lodge Planning-Recommended \$125,550 Contingent on community support and acceptable location of facility**

M/S/C (Adam Wilson/Brett Williams/4-0-1) Jennifer Merchant abstained.

**-1960 Winter Olympic Ski Museum Planning- Not Recommended (Return to CI/T)**

M/S/C (Adam Wilson/Brett Williams/4-0-1) Jennifer Merchant abstained.

**-Martis Valley/Northstar Trail- Recommended \$250,000**

M/S/C (Adam Wilson/Brett Williams/4-0-1) Jennifer Merchant abstained.

**-NLT Mountain Bike Trail Wayfinding Signage-Recommended \$14,092**

M/S/C (Adam Wilson/Brett Williams/4-0-1) Jennifer Merchant abstained.

**-Bike and Transit User Website Upgrade-Recommended \$30,000**

M/S/C (Adam Wilson/Brett Williams/4-0-1) Jennifer Merchant abstained.

**-Maritime Museum Campus Planning-Not Recommended (Return to CI/T)**

M/S/C (Adam Wilson/Brett Williams/4-0-1) Jennifer Merchant abstained.

**-Bike Trail Software for Visitor Displays-Not Recommended (Return to CI/T) See above.**

**-Historic Donner Summit Gateway Visitor Kiosk-Recommended \$53,000**

M/S/C (Adam Wilson/Brett Williams/3-0-1) Jennifer Merchant abstained. Sue Busby recused.

**-Northstar Direction Exit Sign-Recommended \$20,000 Contingent within the current wayfinding guidelines and removal of Northstar logo.**

M/S/C (Sue Busby/Brett Williams/3-0-1) Jennifer Merchant abstained. Adam Wilson recused.

**-Northstar Water Bottle Fill Stations-Not Recommended (Return to CI/T)**

M/S/C (Sue Busby/Brett Williams/3-0-1) Jennifer Merchant abstained. Adam Wilson recused.

**-Northstar Programmable Message Boards-Recommended \$51,500**

M/S/C (Sue Busby/Brett Williams/3-0-1) Jennifer Merchant abstained. Adam Wilson recused.

**-Memorial Overland Emigrant Trail Recommended \$250,000**

M/S/C (Adam Wilson/Brett Williams/4-0-1) Jennifer Merchant abstained.

**-Kings Beach Roundabout at Hwy SR 267  
\$100,000**

M/S/C (Adam Wilson/Brett Williams/4-0-1) Jennifer Merchant abstained.

**-Northstar TART Passenger Shelter-Recommended \$60,000**

M/S/C (Adam Wilson/Brett Williams/4-0-1) Jennifer Merchant abstained.

**-Speedboat Beach Access Improvement Plan- Recommended \$275,000**

M/S/C (Adam Wilson/Brett Williams/4-0-1) Jennifer Merchant abstained.

Jennifer said that all recommended items will be brought to the Board of Supervisors January 24<sup>th</sup> in Tahoe. Location will be announced.

**2. MOTION: Discussion and possible approval of Financial Reports for October, 2016 – Al Priester**

M/S/C (Sue Busby/Adam Wilson/5-0-0) Wally Auerbach not present, had been excused earlier.

- Al reviewed Staff report
- Discussion regarding membership dues A/R balance
- Question from Jennifer about how much of the 120+ days balance can be collected and how January dues payments will impact the reserve/operating deficit.
- Question about how many paid members we have. Around 460 are paid. Largest membership billing will be happening in January. Cash flow will be occurring in January.
- Question about fund balance payable to the County, Al distributed & reviewed spreadsheet.
- The balance to the county would be paid out of the operating account.

**3. MOTION: Discussion and possible approval of Findings of Consistency with TCGC MOU for Tahoe City Lodge Project**

**MOTION to approve Findings of Consistency with TCGC MOU for Tahoe City Lodge Project**

M/S/C (Brett Williams/Sue Busby 4-0-1) Jennifer Merchant abstained.

- Sandy reviewed the need for this item so that it is on the record, as a request from the PUD oversight committee.

## J. Staff Reports

- Board to review independently, with the exception of anything that needs to be highlighted.
- Sandy distributed Board Committee participation form, Item 4 b.
- JT mentioned that the winter Marketing videos are up online.
- Sandy mentioned the upcoming Board orientation for new board members.

1. Marketing – JT Thompson
  - a. Destimetrics
2. Membership – Sandy Evans Hall
  - a. Introduce Natalie Parrish – Membership Manager
  - b. Accounts Receivable Update
  - c. Upcoming Events/Programs
3. CI/T – Ron Treabess-
  - a. Measure M update
4. Administration – Sandy Evans Hall
  - b. Board Committee participation form
  - c. Organization Structure Update

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

5. Conference Review Statistics Report
6. Executive Committee Report – October 18, 2016
7. Capital Investment/Transportation Activity Report – October
8. Dashboard – September

## K. Directors Comments

Tom-

- Placer area plan is being looked at by the Advisory Planning Commission and going before the governing board in January.
- Lake Tahoe Restoration act will have a Congress, House & Senate vote this Friday.
- Tree mortality jumped to 76,000 around the basin, doubled since last year due to beetles/drought.

Jennifer-

- Reported that the Board of Supervisors approved Tahoe Basic Area Plan.
- Measure M did not pass and the County is looking at funding alternatives.
- Comment about number of leads generated on the conference leads, on staff report. JT will adjust.

Sue-

- This was her last meeting and thanked everyone for her involvement.

Brett-

- Coop marketing and marketing, non-stop to Hartsfield Airport. Southwest nonstop to Dallas.
- Incline/CBVC had carry over money and allocated \$150,000 to Coop Marketing.

David-

- David thanked everyone and said he was honored to serve as chair and passed the gavel to Adam.

## L. Meeting Review and Staff Direction by Sandy

## M. Adjournment at 11:10 a.m.