



# NLTRA Board of Directors Agenda and Meeting Notice

**Wednesday, February 1, 2017 at 8:30 a.m.**  
**Tahoe City Public Utility District**

## NLTRA Mission

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

### 2017 Board of Directors

#### Christy Beck (Treasurer)

The Village at Squaw Valley  
Finance Committee

#### Gary Davis

JK Architecture Engineering  
CI/T Committee

#### Tom Lotshaw

TRPA (Ex-officio)

#### Brendan Madigan

Alpenglow Sports

#### Jennifer Merchant (Erin Casey-Alternate)

Placer County Rep

#### Eric Pilcher

Moe's BBQ/Gear & Grind  
BACC

#### Karen Plank

Supervisor Montgomery  
appointee

#### Aaron Rudnick

Truckee River Raft Co.

#### David Tirman (Past Chair)

JMA Ventures, LLC  
Lodging Committee

#### Samir Tuma

#### (Vice Chair)

Kila Lake Tahoe

#### Brett Williams

#### (Secretary)

Agate Bay Realty  
Marketing Committee

#### Adam Wilson

#### (Chair)

Northstar California

### Items May Not Be Heard In the Order They Are Listed

In attendance: Gary Davis, Brett Williams, Samir Tuma, David Tirman, Eric Pilcher, Karen Plank, Aaron Rudnick, Christy Beck, Jennifer Merchant, Tom Lotshaw (9)

Board Members not in attendance: Brendan Madigan, Adam Wilson

Sandy Evans Hall, Natalie Parrish, JT Thompson, Ron Treabess, Dawn Baffone, Emily Dettweiler, Amber Burke, Lindsay R., Dave Antonucci, Eddy Ancini, Erin Casey

#### A. Call to Order-Establish Quorum (Closed Session if needed will be at 8:00 a.m.)

**Karen Plank introduced.**

**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.

**Lindsay Romak introduced herself as the New Tahoe Field Rep working with Jennifer Montgomery at Placer County**

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

M/S/C (Brett Williams/Gary Davis/9-0-0)

#### D. Consent Calendar-MOTION

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.

M/S/C (Brett Williams/Aaron Rudnick/9-0-0)

Jennifer sent a question to Adam and copied several people regarding the committee meeting notes related to map completed by the Abbi Agency. Map was corrected. Wanted to know when the map was distributed and it was last Friday. The reasoning for it being delivered after the holiday as not due to the error.

#### 1. Board Meeting Minutes –January 4, 2016

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 Action Summary – January, 2016

a. **BACC January 12, 2017**

b. **CI/T January 23, 2017**

c. **Marketing January 24, 2017**

#### 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)

- a. Sponsorship of Audi FIS World Cup, March 9-11, 2017 – \$40,000 (Marketing Committee approved 9-0)
- b. Sponsorship of Amgen Tour of California, May 11-12, 2017 - \$18,900 (Marketing Committee approved 9-0)
- c. Sponsorship of No Barriers Summit, May 30 – June 4, 2017 – \$8,000 (Marketing Committee approved 9-0)
- d. Sponsorship of Broken Arrow Sky Race, June 16-17, 2017 – \$10,000 (Marketing Committee approved 7-0-1 Jackson abstained)
- e. Sponsorship of Wanderlust, July 20-23, 2017 - \$35,000 (Marketing Committee approved 8-0)

#### **E. Strategic Discussion**

1. Search Process and Timeline Update – Sandy Evans Hall/Samir Tuma  
Samir introduced Sandy and explained what we need to look at and the fact that after discussion and if we decide to go with the firm being considered, we would have a 15 minutes long discussion with the potential firm being hired via Skype.

Sandy explained what preparation has been done so far at the preliminary meetings with the committees and the RFP process. The committees preference settled on Search Wide, which was \$35,000 and a flat fee and all inclusive with the exception of the travel expenses of candidates and any Search Wide employee training expenses.

Timeline is that a firm would be in place today and candidates in place by end of Feb and be in contract negotiations in April so that the new candidate be in place on June 1.

Aaron asked if based on her experience, is there anything that could be done differently this time around. She said the persistence at Search Wide is a positive

Jennifer commented about the feedback from the committee regarding the job description, and there are a few typos. Samir explained that the job description will most likely be edited by the time the Search Wide company reviews it.

#### **F. Financial Report**

1. Discussion and possible approval of Financial Reports for December, 2016 – Al Priester POSTPONED UNTIL MARCH 1, 2017, SEE STAFF REPORT

Samir explained that the Monthly Financial Report is not included due to a computer problem/error.

Jennifer asked if the contractor is bonded and Sandy explained that we are working on insurance with Brian Krue. Everything was backed up except Quickbooks and it was accidentally deleted.

#### **G. Action Items**

1. MOTION: Discussion and possible approval Olympic Museum request for TOT \$125,000 (CI/T approved 10-0-1, Casey abstained, Gary Davis recused himself for conflict of interest)– Ron Treabess

Gary David recused. Karen Plank abstained.

Ron introduced Dave Antonucci and Eddy Ancenas and reviewed history of the proposed Olympic Museum.

Jennifer clarified about study findings and that the results were that both locations were ok and the north entrance was studied in more

detail. There were pros and cons for both sites. She also said there is a full environmental study process that still has to happen.

Also, the property that is the Squaw Valley Park used to belong to the Forest Service and the transfer of ownership came with a restriction on commercial use of the site. She explained how non-profits often have buildings that are commercial use. The County is not sure that the Forest Service will allow and that is the reason the County is not sure they can put grant money towards the project.

She explained the history of the funds that have been granted. She stated that there has not been a report on how the second \$100,000 was spent with Phase II of the project. She is working on an "agreed upon" procedure and looking at the scope of work to confirm that steps have been completed, the source of funds and the exact costs expended up until now.

She said they will not be bringing this item to their Board at the end of February until that information is provided, and the agreed upon procedure is established.

Ron described how the project is contingent on the US Forest Service procedure...not right word...he said that the back up documents provided are fully down to the dollar provided.

The approval would be contingent upon the Forest Service procedure Aaron asked for clarification of the exact plans within the museum, and whether there will be a restaurant.

David Antonucci explained that there will be a café and possible group functions in order to offset costs of running the museum. The main goal of the museum is year round facility with a community room as well.

Brett asked what the square footage, David said 44:49 square footage Brett-visibility?- Yes will be visible from Hwy 89.

Why does North Side not work. The overhead power lines are not conducive to museum environment. Under State laws, you cannot host a school or teach there and one of the main goals is to teach kids about the history. The Liberty Utilities substation is also located there. Also very close to the highway and noise is an issue. The other buildings located in the North area is not conducive of a museum atmosphere.

David Tirman asked about the \$212,000 which was spent 9 years ago and what is still valuable about that total. David explained that the site selection was determined via studies conducted with the \$212,000.

David Tirman asked about a total target budget for facility. The grant would be seedling money. David said the museum would be phased. The Last one was about \$1,000 per square foot, which equates to about \$13mil. There is support from Squaw Valley Resort. The museum would consolidate all the collections from Boreal, Boatworks and other areas.

Samir asked Jennifer about the probability of Placer needing more information about money. She said she could not answer that at this time. There is a difference of opinion about what is considered public or private and this is something that needs to be determined.

Ron reiterated that is a recommendation, and after this it goes to Placer County to approve so we need to get this moved along.

AUP from the Board of Supervisors be agreed to prior to funds being spent.

Eric asked about future funding requests. And David A. said they will most likely be back at the building stages. He is confident that they will be able to raise the money needed.

Ron explained that Olympic Museums bring many visitors.

No Comments from the public.

**Christy Recused David T. motion/Aaron**

**based on the Forest Service agreed upon procedure has to be signed and approved as a condition of the grant. The procedure is separate from any grant funding allocation. The results of the procedure would impact it but be a separate step.**

**Aaron expressed concern about the possibility of the museum not being able to fund itself, and whether the money to sustain it would come from TOT fund. David said that it would be funded in other ways 1:02.**

**David stated that he understood that there was not to be a contingency, but it is the Board of Supervisors.**

**MOTION:**

**1. Clarification on the Forest Service that the site can be used 2. Recommendation is with the understanding that the County will accept the results of the AUP. Jennifer, Karen abstained. Christy recused.**

**N: Discussion and possible approval of Sponsorship of Tough Mudder - \$50,000 (Marketing Committee approved 8-0) – Amber Burke/JT Thompson**

**JT Explained the details of the sponsorship request. Amber explained the details of the R.O.I.**

**Brett asked about the Town of Truckee involvement. Cash funding, parking options, list on lodging page with direct sites to book, although the two pages, will have lodging links to ours and Truckee's.**

**Equal sponsorship of the event if there is equal listings for Truckee. She is not sure what their contracts are other than the social website listings.**

**Brett wanted to make sure that monetarily Truckee is on the same page and contributing equally. JT added that Truckee desires to be more involved and work more with NLT and they have to agree to 15-20% in order to sponsor at the same level that we are. Amber pointed out that we as "Tahoe" are receiving most of the benefit in the marketing and social media representation.**

**Samir pointed out that if they are contributing 20% they should get 20% of results. If we are doing more and contributing more, then we should not be paying more. JT explained that the 20% is based on lodging, since there are 13-15% of rooms located in Truckee, and the rest stayed in NLT.**

**Christy asked to include or show the contracted blocks. Amber pointed out that on the lodging page the properties that are contracted are listed.**

**Christy explained that Truckee cannot compete with a \$50,000 sponsorship, and in her opinion everything is going to sell out regardless so there is no need to for them to push. Brett commented that going forward, we should be looking at the money that is allocated, based on the event.**

**Jennifer asked for more data to better understand what is going to benefit Placer County would like to know within survey the exact location of where the attendees stayed, with the actual community/county of Placer.**

**Amber said that information is being evaluated and will be provided.**

Aaron requested a delay in vote until we get statistics and more information back. Brett would like the statistics regarding the Town of Truckee's involvement. JT explained that Truckee is willing to be fully transparent and give us first right of refusal and it is up to us what is allowed.

Brett suggested to pass motion with further direction to staff, and down the line, maybe next year, we can get it worked out with a contract between us and Truckee.

JT pointed out that the negotiations have been transformed with the addition of Amber.

Motion Brett/Christy/

All in favor, no abstentions, no recused.

Amber spoke about organizing a special event task force in order to revise and create new documents with major changes from grant to sponsorships, eliminate seed money requirement, reallocating the expending of funds., having sponsorship and application on line year round. And revising the documents and have them require one lodging partner.

Tough Mudder booth space needs to be utilized and a meeting with Emily is set to discuss this issue and make it more engaging and utilize all the booth space we are contracting. Jennifer offered up County Staff that they could offer to use.

3.MOTION: Discussion and possible approval of delegation of duties to Samir explained the item and duties. Jennifer recommendations an edit on first bullet point. Recommend the action item be reworded 1:40:18 Write exactly what she said.

Jennifer recommends to add conflict resolution process. Confidentiality. A recap of the issue, and then the go back to the committee. Samir advised legal advice be sought at this point and bring this issue back at a later date.

Sandy pointed out that we do have some procedures on this issue already in place in our operating policies and procedures. Sandy to provide it by next the meeting.

Motion with changed language and staff to come back with whistle blowing procedure.

David T./Jennifer

**THIS GOES ABOVE: Executive Committee – Samir Tuma/Sandy Evans Hall**

4.MOTION: Discussion and possible approval request to borrow from the TOT Cash Reserve of up to \$42,000 for CEO Search – Samir Tuma/Sandy Evans Hall

Sandy explained the source of cash

Brett motioned to approve the borrowing of TOT, Gary second.

All in favor

5. MOTION: Discussion and possible approval of contract with SearchWide to conduct CEO search – Samir Tuma/Sandy Evans Hall/Nicole Newman via Skype

Brett/David

Aaron asked about discounts begin sought for lodging. Sandy said search committee and others

No public comment

All in favor.

Sandy will be contacting Nicole. Board and Search committee will be receiving phone calls for information from her.

#### H. Staff Priorities

1. Administration – Sandy Evans Hall
  - a. Organization Structure Process-Meetings will resume this month.
  - b. Employee Handbook-Will be completed next month. First priority is data entry.
  - c. 6 Month Financial Reforecast – Data Reentry
2. Marketing – JT Thompson
  - a. Complete Competitive Destination Research-for Marketing
  - b. Budget – FY 2016-2017 Reforecast & begin draft for FY 2017-2018 NLTRA & NLT Coop
  - c. FY 2017-2018 RFP work to begin (All three year Coop contracts)
    - o Public Relations Services
    - o Australian Representation
    - o United Kingdom Representation
3. Membership – Natalie Parrish
  - a. Member Recruitment-Completed Business Survey and doing business visits. Creating a Chamber Calendar
  - b. Member Retention
  - c. Bridal Faire Feb 26<sup>th</sup>.
  - d. Shop Local-163 businesses participate, 1,034 cards turned in. Generated approximately \$286,950 total revenue
4. CI/T – Ron Treabess-
  - a. Finalize projects for Board of Supervisors approval – 2 resubmittals
  - b. Continue discussion on funding for Transit Vision/Plan
  - c. Solicit and discuss TOT needs for 2017/18 Transit services
5. Visitor Services – Emily Detwiler
  - a. Update lodging listings on [www.gotahoenorth.com](http://www.gotahoenorth.com), about 60% updated
  - b. Visitor Center summer retail order
  - c. Event schedule for remote visitor information

#### I. Reports/Back up Documents-Meeting Packet

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

No further discussion.

1. Destimetrics Report
2. Special Event Grant Process Proposed Changes
3. Membership Accounts Receivable Report
4. Membership Upcoming Events/Programs
5. Conference Revenue Statistics Report
6. Executive Committee Report – January, 2016
7. Capital Investment/Transportation Activity Report
8. Dashboard – December

#### J. Directors Comments

Tom-Draft of Regional Transportation Plan should be coming out this February.

Jennifer-Change the titles for Jennifer- Placer County CEO Appointee

Karen-Appointee of Placer County BOS

David-Town approved \$50,000 for 3 years to support regional houses council to look at housing issues on a regional basis. It will be brought to Placer BOS in late Feb/March. An update will be presented at Breakfast Club on Tuesday.

TRPA has been a part of the meetings as well as the Prosperity Center, not sure on a funding level just yet. The affordable workforce housing issue is being looked at. Brett-Cooperative Marketing is moving to Texas and LA.

Samir-Announced the Tahoe City Lodge has been approved as of last week. There will be a celebration at the Winter Sports Park next Tuesday.

K. Meeting Review and Staff Direction

Sponsorships and specific data, Town of Truckee, whistleblowing. Form 700.

Strategic planning retreat planned for April board meeting date at the Thunderbird Lodge from 8:30-2:30

L. Adjournment at 10:45 AM

M.

This meeting is wheelchair accessible

Posted and Emailed ( x )