



north lake tahoe
Chamber | CVB | Resort Association
NLTRA Board of Directors
Minutes

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

A. Call to Order-Establish Quorum 8:32 a.m.

Board Members in Attendance: Adam Wilson, Samir Tuma, Karen Plank, Gary Davis, Brett Williams, Christy Beck, Jennifer Merchant, Aaron Rudnick, Tom Lotshaw (9) 8-1 ex-officio

Others in attendance: Dawn Baffone, Lindsay Romack, Erin Casey, Steve Gross, Stacie Lyans, Natalie Parrish, Sandy Evans Hall, JT Thompson, Al Priester, Ron Treabess, Emily Detwiler

B. 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.

No Public Comment.

C. Agenda Amendments and Approval-MOTION

- Discussion about Whistle Blower Policy brought up by Jennifer Merchant.

M/S/C (Jennifer/Aaron/8-0-0) Approved with Amendment to February Board Meeting Minutes regarding Whistle Blowing Policy. Staff will discuss policy and come back to Board in April.

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.

1. Board Meeting Minutes –February 1, 2017

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

2. Committee Action Summary – February, 2017

- a. BACC February 9, 2017
- b. CI/T February 27, 2017 notes were provided at Board Meeting
- c. Marketing February 21, 2017 (meeting cancelled due to snow)
- d. Finance February 23, 2017 (minutes to be posted online)

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. Proposal from LSC (Gordon Shaw) for \$2,800 to price out transit services for possible recommended TOT expenditure – Ron Treabess

E. Strategic Discussion

- Fiduciary Responsibility – Steve Gross presented slide show.
- Samir asked about developing best practices and policies, regarding behaviors when there a board member who has a conflict. (Unless it is an item on the consent calendar.) Steve said that you are required to publicly verbally disclose it and physically leave the room while the discussion is being made, in order not to influence the decision in any way. The Board may address the Board member with questions prior to having the person with a conflict leaving the room.
- Steve recommended if they are the person making the presentation, they should stay to see if there are any questions then that conflicted person should leave the room.

- Ron asked for clarification when it comes to non-profit or when there is recommendation being passed on to the Board of Supervisors, (when it is only a recommendation.) His recommendation is that you have the same policy with Committees and individuals as well. With conflicts and potential conflict err on the side of caution.

2. Membership Survey – Natalie Parrish/Sandy Evans Hall

- This slide show was put together by the entire subcommittee, on the 15th of February.
- Discussion about items that the County is referred to in.
- Sandy will go back and look at areas that the County is cited.
- Adam clarified the answer process.
- Brett questioned the redundancy of questions with regards to Legislative Advocacy and Economic Development. Creating the survey was approx. 30-40 days.
- Adam explained that there may need focus groups to further evaluate the answers that were given and in order to dig deeper. Recommendations based on the survey are not ready for the board based on the answers since the survey does need to be delved into further.
- Samir asked if other issues like Transportation might have been assumed to be County issues. Sandy gave a few examples of answers that may have been County directed.
- Tom pointed out that the survey is reinforcing work that is currently being done by the TRPA, County and other entities and help us to work together better at achieving goals.
- Brett recommended that the Chamber website could be a place to provide answers to many of the concerns, with possibly a video, with links to go deeper.
- Surveys are usually done every year, but not at this depth.
- Sandy said the next steps are going back to the subcommittee and identifying overlaps and program area changes. In may a recommendation on where the Chamber should go in the next 3-5 years. It will come back to the Board in May.
- A document was distributed with a visual representation of potential areas to consider to become involved in. Not necessary taking the lead in, but possibly having a role in. It was based on a survey that the subcommittee took part in. The survey was built to test the subcommittees. It was not a result of the recent survey.

F. Financial Report

1. Review of draft profit and Loss statements for December and January
2. Update on financial status of organization and recovery process– Al Priestler
 - Al reviewed the history of the QuickBooks data loss and re-entering of financials into QuickBooks. By April Board Meeting, all input should be caught up. No Action.

G. Action Items

MOTION: Discussion and possible approval of the 2017 Legislative Platform – Sandy Evans Hall

- Huston is currently representing. Bills that come through support or opposition letters are written. When a platform is approved, it allows Sandy to vote for or against.
- Jennifer requested better visibility of the communication between Sandy and Bill Huston. Perhaps a report given. She requested more notification as it is stated in the Legislative Platform policy.
- Samir suggested perhaps an annual report. He is paid \$750 a month to represent legislative advocacy on NLTRA behalf.
- Sandy said she will get a report or a summary of what work was performed and what may be on the horizon.
- Jennifer suggested change on page 85, under Key Principals, the title “Economic Development”, that it be titled under Infrastructure. Suggested to reflect on more specific topics in the future. That this could reflect more of the Organizational goals.
- Ron explained that once the Legislative Development Platform is approved, it is forwarded to Bill Huston, with instruction to him to inform us when the issues come up and to inform him what issues he should be advocating for on our behalf.
- Brett asked what would happen if the board had a different position on the legislation. The answer is that the NLTRA would not obtain funding from the County although could be considered with other funding sources.

M/S/C approval of the 2017 Legislative Platform (Brett Williams/Gary Davis/8-0-0)

H. Staff Priorities

1. Administration – Sandy Evans Hall
 - a. Organization Structure Process
 - b. Employee Handbook
 - c. Recover from QuickBooks Data Loss
 - d. Retreat in April at the Thunderbird property. Scope of work, Strategic goals,
2. Marketing – JT Thompson
 - a. FY 2017-18 Marketing, Events and Sales Scope of Work & Goals Draft
 - b. 2017-18 Budget for NLTRA and NLT Coop
 - c. FY 2017-2018 Marketing and PR Plan
 - Public Relations Services
 - Australian Representation
 - United Kingdom Representation
3. Membership – Natalie Parrish
 - a. Member Recruitment/Retention
 - b. Chamber membership report/calendar
 - c. Trade agreements, report calendar format, website navigation
 - d. Bridal Faire, - working with vendors to put together survey for wedding industry to discover how to move forward
 - Jennifer asked about the contract for OVL, which is not currently in place. Vendor response is positive and every vendor was contacted with no negativity. It is the Squaw Valley Conference Center, which is donated.
 - Christy Beck pointed out that it was the Squaw Valley Conference Center and not Squaw Valley Lodge. There is show stopper insurance that can be purchased.
 - The space is donated by Squaw Valley.
 - Jennifer asked about the 120+ past due accounts and what the state of the Chamber membership balance. Natalie explained.
 - 15% of billings are being set aside for debt reserve.
 - e. Community Awards, April 6
4. CI/T – Ron Treabess- (3 minutes)
 - a. Prepare draft process for soliciting 2017/18 Capital Investment Projects
 - b. Prepare draft Scope of Work for Dean Runyon's *Economic Significance of Travel to North Lake Tahoe* update
 - c. Continue discussion on funding for Transit/Vision Plan
 - d. Discuss and recommend TOT needs for 2017/18 Transit services- He will be returning with recommendations
 - e. DO NOT COPY THIS AGENDA
5. Visitor Services – Emily Detwiler (3 minutes)
 - a. Summer Visitor Guide
 - b. 2017-18 Budget for Visitor Services
 - c. Summer Event Schedule/retail order

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

1. Destimetrics Report
2. Membership Accounts Receivable Report
3. Membership Upcoming Events/Programs
4. Conference Revenue Statistics Report
5. Executive Committee Report – February, 2017
6. Capital Investment/Transportation Activity Report
7. Dashboard – December, 2016 and January 2017

J. Directors Comments

- Tom-Regional Transportation Plan Draft out for 30 days, please review.
- Gary-TCDA Placer, TCPUD advocacy with businesses for Tahoe City projects
- Brett-Takeaways from Steve are conflict of interest policy input, New nonstop to Chicago
- Christy-World Cup Next week and festivities all week. There is ample parking and transportation

K. Meeting Review and Staff Direction

- Small businesses section at retreat with whistle blowing process
- Annual report from Dough Huston

L. Adjournment 11:37am