



THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday April 2, 2014 – 8:30 am – 11 am
Tahoe City Public Utility District
Minutes

ATTENDANCE: Wally Auerbach, David Tirman, Joseph Mattioli, Phil GilanFarr, Kali Kopley, Jennifer Merchant, Bill Rock, Ron Parson

NOT PRESENT: Eric Brandt, Brendan Madigan, Valli Murnane, Kristi Boosman (TRPA Representative)

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Andy Chapman, Marc Sabella, Ginger Karl, Jessica Walker, and Julie Appleford

OTHERS IN ATTENDANCE: Cindy Gustafson, Steve Kastin, Joy Doyle, Samir Tuma.

A. CALL TO ORDER – ESTABLISH QUORUM

The meeting was called to order at 8:31 am by Chair Wally Auerbach and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL -

1. Agenda Additions and/or Deletions
 1. Pulling item 19, sand replenishment at Commons Beach
2. Approval of Agenda
3. Strategic Discussion topics for future agendas

M/S/C (Parson/Rock) (8-0-0) to approve the agenda, with items taken out of order if necessary.

C. PUBLIC FORUM

Cindy Gustafson said that they have requested the sand item be removed from the agenda. They would like some more time to work with Placer County and will bring the item back next month. There are some cost reductions as well.

D. CONSENT CALENDAR – MOTIONS (5 min)

4. **Board Meeting Minutes – March 5, 2014**
5. **Capital Investment/Transportation Committee – March 24, 2014**
6. **Marketing Committee – March 25, 2014**
7. **Business Association and Chamber Collaborative – March 13, 2014**
 1. **NTBA Funding Request \$10,000 Marketing Grant; BACC approved 12-0**
8. Lodging Committee – No Meeting in March
9. Conference Sales Directors Committee – No meeting in March
10. **Finance Committee – March 27, 2014**

11. Executive Committee Report – March 18, 2014

12. Financial Reports

1. **Dashboard and project reports**
2. **County Budget Meeting Report**

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

13. **Conference Sales Reports**
14. **Infrastructure/Transportation Activity Report – March**

M/S/C (Parson/Kopley) (8-0-0) to approve the Consent Calendar as presented

Sandy mentioned that she will be adding action items under \$50,000 to the consent calendar. Wally added that any Board member can pull one of those action items if they would like to further discuss said item.

E. STRATEGIC DISCUSSION

15. Master Plan Update and Funding Needs – Sandy Evans Hall (15 minutes)

1. There are a few items in the packet for your review. Sandy explained the spreadsheet with the status of the master plan update. This is just an update as the master plan update is moving along well. This will be taken to the public at a future date.
2. On 15-3 there is also a list of some “big ideas” and Sandy would like the Board members to check off the 10 things they feel are most important.
3. Also included in the packet is the timeline for review of the Master Plan update. There is a subcommittee that will be doing that review.
4. Lastly, Sandy mentioned that there is a dollar amount listed that will be in next year’s budget for completion of the Master Plan.
5. Ron Parson thinks that this is one of the most important things we are doing as a Board.
6. Wally asked about the funds for outreach and if we need to go out with a RFP. We do not as it is below the threshold. Wally would like to get that person on board as soon as possible so that they can be involved.

16. Golf Course Oversight Committee Report and Policy Approval – MOTION Wally Auerbach/Sandy Evans Hall

1. Sandy said that we had recommended \$25,000 to be used to conduct a land capability challenge in order to understand the land assets. After doing the necessary research it was concluded that there are 8.35 acres of high capability land. This has been brought to TRPA and it is not expected that there will be any issues getting this passed.
2. There are some local environmentalists that are concerned that this will lead to a major development, but that is not the consideration. There was a public outreach meeting that hopefully alleviated some of those concerns.
3. The discussion we would like to have today is if the utilization or transfer of golf course assets for redevelopment purposes within the Tahoe City commercial core consistent with our goals as stated in the MOU, understanding that there may be impacts to the value of ownership shares of the partners in the future.
4. Wally said that if these assets from the golf course were to be used regionally will our goals still be met.

5. There was a clarification on what is meant by “assets”. We will not know exactly until the community plan is completed. This will determine things such as land coverage.
6. Cindy Gustafson, TCPUD, said that the plan is to use the area for recreation and hopefully use some of the assets for the betterment of Tahoe City and its businesses, as they are currently very restricted to what they can do.
7. The Golf Course Partners have begun the public outreach but an actual Master Plan for the Golf Course has not been completed at this time.
8. Jennifer clarified that the area plans must be approved before we can move forward with a Golf Course Master Plan. The big decision is whether the Golf Course is included in the town center or not.
9. There were a couple clarifying questions about the partners; NLTRA, TCPUD, Placer County and the Truckee Tahoe Airport District. Also, what is considered the town center?
10. Phil GilanFarr commented that these assets will be a positive thing for the community whether used on the Golf Course or in the town center. It’s important that we move forward when there is interest in the projects. Too many projects get stuck around here because of the time that it takes for studies to be completed and plans to be approved.
11. Ron Parson does not feel that a “potential site” should be selected. We really need to establish a stronger year round resident base to allow local businesses to flourish. We should use the assets of the Golf Course to help Tahoe City thrive. His position is to preserve the asset of the Golf Course that we have while also allowing the town center to thrive.
12. Short discussion about the helipad. It should be moving forward.
13. Ron Treabess asked about the potential of using the entitlements into the town center and what the requirements are in order to transfer them into the town center.
14. The county will likely be recommending that the Golf Course is included into the town center. However, it is important to be mindful of making that decision.
15. Samir Tuma, Kila Properties, in contract to purchase the Henrikson property. Therefore very interested in this plan. Keeping the recreation amenities in that area is very important to the long term success of Tahoe City. Has been looking for over 8 years to bring a lodging property into Tahoe City, and feels this could be a great possibility. While the assets are not yet determined, we are pretty sure what they will be. One commodity that he hasn’t heard much about today is density. That density could be transferred to the town center and therefore helpful in his development goals.
16. Kali Kopley would like the oversight committee to review as originally planned.
17. Phil GilanFarr feels that utilizing the development assets to enhance the golf course is important. And that the assets need to stay adjacent to the Golf Course. Take as direction towards the Golf Course oversight committee.

M/S/C (Kopley/Rock) (8-0-0) to approve the clarification of the NLTRA’s position on how the assets of the Golf Course may be used to achieve the goals stated in the MOU.

The “clarification” being that “the utilization or transfer of golf course assets for redevelopment purposes within the Tahoe City commercial core is consistent with the NLTRA goals as stated in the MOU, understanding that there may be impacts to the value of ownership shares of the partners in the future.”

F. ACTION ITEMS

17. 2014 Legislative Platform Approval – MOTION Sandy Evans Hall (5 minutes)

1. In the packet is the legislative platform that we are required to do as in our contract with the County. It has not changed from last year.

M/S/C (Parson/GilanFarr) (8-0-0) to approve the Legislative Platform as presented if we change item 2 to “increases costs to businesses in general and tourism businesses in particular”.

18. Scope of Work for \$50,000 Product Development Funds for BACC – MOTION Sandy Evans Hall, Ginger Karl; BACC Approved 12-0, Marketing Approved 8-0 (10 minutes)

1. This was approved unanimously by both BACC and Marketing. This would bring the current out-of-market High Notes to in-market for \$20,000. And then put on the mirror campaign to Touch the Lake, with Peak your Adventures for \$30,000
2. Jennifer had a question about when these programs would take place. They would be in place this summer. Also asked if there is plan to continue this in future years. Yes, that is the goal if it is successful. However, these funds are from the carryover.
3. Bill Rock is happy to see the reverse of Touch the Lake, but would like the marketing committee to work on enhancing the Key Performance Indicators. Need to measure business at the mountains.
4. Ron Parson thinks it is consistent with our goals and this will be a great concierge product.
5. Biggest question is how we measure the success of the Peak your Adventure. Important to get accurate performance indicators in order to decide whether to include this in future marketing funds.
6. Joy Doyle, North Tahoe Business Association, made a statement that this is important to put out a unified message. Also important to determine how to effectively measure success.

M/S/C (Parson/Kopley) (8-0-0) to approve the scope of work for \$50,000 product development funds for BACC

19. Sand Replenishment at Commons Beach Funding Request – MOTION Ron Treabess; CIT Approved 4-3, 3 abstentions (Jennifer Merchant, Brian Stewart, Andrew Ryan) 1 Recusal for conflict (Wyatt Ogilvy) (10 minutes)

1. This item was pulled from the agenda.

G. STAFF AND/OR COMMITTEE REPORTS

20. Destimetric Report – Andy Chapman

1. Andy Chapman reported on the current Destimetrics report.
 - i.* Feb ended 12.4% down but came up from a forecast of 24% down.
 - ii.* Historical is down only about 1%
 - iii.* Looking forward OCC, ADR and RevPAR are all up
 - iv.* Winter with March and April as future, OCC down about 5%. But ADR is up 5.1%. RevPAR is fairly flat.

- v. Moving into summer, some strong numbers looking ahead. May-Aug reservations on books 14% up from last year. ADR and RevPAR also up.
- 2. Comment about how we will have water this summer while a lot of reservoirs may not. Could be a huge summer.
- 3. Joseph Mattioli said that while he understands the focus on Bay Area Marketing, he would like to see the Resort Association extend their reach with an international focus.

21. Work Plan Update – Ron Treabess

- 1. Ron gave an update on the Capital Investment/Transportation Work Plan update. The Committee had some great discussion about process and criteria.
 - i. The work plan sub-committee has met and they are coming up with more direct criteria. Also looking at existing work plan. Lastly took a lot of time looking at the project funding and cash flow sheets and will work to combine those two.
 - ii. A big part of the sub-committee discussion was to change the infrastructure funding to a grant process. Also to have set application dates for application submittals.
 - iii. Tough time for new committee to make decision about budget as they are still learning the role of committee.
 - iv. Summer transportation was approved at last meeting, the rest of the transportation budget will move forward in the next month.
 - v. At the April meeting the plan is for the committee to approve a draft budget.
 - vi. Wally really likes the idea of changing the funding process to more of a grant process.

22. Chamber/BACC Report – Ginger Karl

- 1. Ginger updated on the upcoming community grant funding for the other business associations.
- 2. Ginger gave an update on upcoming Chamber events
 - i. Chamber Mixer tomorrow, April 3rd at the Hyatt Regency, Lake Tahoe.
 - ii. Networking Event – Corks and Connections, April 22nd at Tahoe City Visitor Center
 - iii. Kentucky Derby Party - May 3rd at the Tahoe City Golf Course Clubhouse
 - iv. Chamber Mixer – May 8th at Lakeside Pizza
 - v. “Who’s Ready for Summer” Luncheon – June 5th at Sunnyside
- 3. Joseph Mattioli commented that the Silent Auction prices started a little high. That was seconded by some of the other Board Members. The Auction is a work in progress.

G. Director Comments

- **Ron Parson, Community Awards Dinner was great, got some feedback that there were some people were unable to attend because of price.**
- **Ron had a comment about law enforcement and that they are in his mind too aggressive. Ticketing every car possible on Alpine Meadows road on a clear road with no active snow removal. It’s bad for business. Seems to be a problem with law enforcement.**

- **Phil GilanFarr surprised Night Rider closed before ski season ended. Huge value in that program.**
- **Phil GilanFarr also agreed with Ron Parson's comment about ticketing cars. Maybe with these mellowing winters, there is a change to the no-parking on roadways policy Nov-May, to a no-parking during inclement weather.**
- **Jennifer Merchant replied that this is an ongoing discussion within the county. Would recommend writing some letters.**
- **Bill Rock, Alex Mourelatos sent a letter to the lodging properties on behalf of GreenBucks. Appreciate the support of this organization. Important to move forward. On behalf of Ski Resorts it was wise to spend contingency funds on extra marketing, thanks.**

H. Meeting Review and Staff Direction

- Sandy Evans Hall recognized Jessica Walker for her time at the resort association and that she will be moving on. She also introduced Julie Appleford, the new Executive Assistant.
- Will note which funding items are listed in consent calendar.
- Come up with better metrics for product development.
- Bring Touch the Lake report in to Board in May.
- Report on destination visitor strategy in May.
- Will be leaving today with Jennifer Merchant on Chamber Trek to Park City.
- Will address letter writing to Placer County/CHP on ticket writing.

I. Closed Session (If necessary)

J. Reconvene to Open Session

K. Adjournment

The meeting adjourned at 10:30 am.

Submitted by
Julie Appleford
Executive Assistant
NLT Chamber/CVB/Resort Association