



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE MEMBERSHIP ADVISORY COMMITTEE

Wednesday, May 9, 2012 – 9am

Tahoe City Public Utility District, Board Room

Mission of the North Lake Tahoe Chamber of Commerce

“To take specific actions to help improve the opportunity for local businesses to achieve and sustain success: to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community.”

Meeting Ground Rules inclusive of the 9 Rules of Civility

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

Chamber of Commerce Advisory Committee Members

NLTRA Board:

*Kaliopé Kopley
Valli Murnane*

Committee Members:

*Caroline Ross, Chair
Squaw Valley Business Assoc.*

*Steve Hoch
Tahoe City Downtown Assoc.*

*Sherina Kreul
Bank of the West*

*Kay Williams
West Shore Assoc.*

*Mike Young
Incline Community Business
Assoc.*

*Nadia Guerriero
Village at Northstar Assoc.*

*Joy Doyle
North Tahoe Business Assoc.*

*Michael Gelbman
Sierra Sun*

*Maja Thaler
Sandbox Studio*

*John Crus
Green Envy*

Eli Covell

A. Call to Order - Establish Quorum

B. Public Forum: Any person wishing to address the Membership Advisory Committee on items of interest to the Committee 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 Committee on items addressed under Public Forum. (3 minutes)

C. Agenda Amendments and Approval

D. Approval of the Meeting Minutes (**Motion**)

- April 11, 2012 Meeting Minutes

E. CEO Update – Sandy Evans Hall (10 minutes)

- TRPA Regional Plan/TOT Renewal

F. Remaining Grant Funds Vote– Sandy Evans Hall (20 minutes) (**Motion**)

G. Project Update: Retail/restaurant coordinated promotion in conjunction with Opening Day at the Lake – Deanna Frumentti (5 minutes)

H. Membership Program and Project Updates – Deanna Frumentti (5 minutes)

- Upcoming Membership Activities
- Ambassador Program

County Representative

Dave Snyder

Quorum

*5 members including 1 NLTRA
Board Director*

- I. Presentation: SummerFest (15 minutes) Julie Hoff and Deb Darby
- J. Committee Member Reports/Updates from Community Partners (5 minutes)
- K. Standing Reports
 - Monthly Business Plan Implementation Report
- L. Adjournment

This meeting site is wheelchair accessible

Posted and Emailed-5/4/2012



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PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

MEMBERSHIP ADVISORY COMMITTEE MINUTES Wednesday, April 11, 2012 – 9 am

Tahoe City Public Utility District-Board Room PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Caroline Ross, Mike Gelbman, Sherina Kreul, Kay Williams, Kali Kopley, and Cassandra Sharp.

RESORT ASSOCIATION STAFF: Kym Fabel, Sandy Evans Hall, Emily Sullivan-Detwiler, Judy Laverty-Capach, and Deanna Frumentti.

OTHERS IN ATTENDANCE: Jim Bauserman, Chris Barrett, Ruth Schnabel

1. CALL TO ORDER – ESTABLISH QUORUM

1. The Membership Advisory Committee meeting was called to order at 9:11 am by Chair Caroline Ross and a quorum was not established until 9:45am.

2. PUBLIC FORUM

1. There was no public forum.

3. AGENDA AMENDMENTS AND APPROVAL

1. The Membership Advisory Committee accepted the agenda by acclamation.

4. APPROVAL OF THE MEETING MINUTES

M/S/C (Ross/Williams) (7-0-0) to approve the Membership Advisory Committee minutes of March 15, 2012.

5. CEO UPDATE

1. Sandy Evans Hall, CEO of The NLT Chamber/CVB/Resort Assn., updated the committee on the Transit Occupancy Tax (TOT) renewal education effort. Sandy will be available to do educational presentations to any group that is interested. The NLT Chamber/CVB/Resort Assn. will be taking out a full page advertisement to educate the community on the benefits of the TOT tax to the community.
2. Sandy mentioned that the Tahoe City Visitors Information Center is currently being renovated and there will be a launch around Memorial Day weekend.
3. The Visitor Guide is being created and asked the business association's need to submit lists of their members to Kym or Deanna.
4. Sandy Announced that the Tahoe City Golf Course purchase went through.

5. The TRPA Regional Plan update will be a 60-90 day period of workshops talking about the changes to the plan and receiving community comments. Sandy urged the community to support those changes.
6. The Board of Supervisors will be visiting on April 23rd to interview new CEO candidates. That evening there will be a party at Caliente's sponsored by the North Lake Tahoe Chamber/CVB/Resort Assn. and the NTBA.

6. PRESENTATION ON 431 ROUNDABOUT AND HIGHWAY 28 TRAFFIC CONTROLS FOR SUMMER 2012

Jim Bauserman, Public Information Officer for Nevada Department of Transportation, gave a presentation on the road work being done in Incline Village and Crystal Bay along State Route 28. Jim explained that he represented QD Construction and Nevada Department of Transportation in an effort to reach out to the local community about the road work. This is an erosion control and safety project. A benefit of the work that will be performed is that the erosion control will capture and collect approximately 400 tons of sediment annually. This will help keep Lake Tahoe from clouding.

There will also be a new roundabout at intersection of State Route 431 and State Route 28. This reduces crashes, slows traffic, and will be more environmentally friendly. The project is scheduled for completion by the end of 2013. There will be no lane restrictions during holiday periods or on weekends.

7. SNOWFEST! 2012 RECAP PRESENTATION

1. Ruth Schnabel, Executive Director of SnowFest, recapped the success of SnowFest for the committee. SnowFest 2012 ran from March 2nd – 11th. The purpose of SnowFest was originally to encourage skiing in March but now it is a popular event that all communities participate in. The demographics of the people who came out were of all ages. The marketing efforts on behalf of SnowFest were advertising on television, radio, websites and social media. SnowFest was able to sell over 25,000 raffle tickets. Next year's event date is March 1st to March 10th 2013.

ACTION: Kym Fabel will look into cool deals promotions for large events.

8. SIDEWALK SALE FLYER APPROVAL AND ADDITIONAL PLANNING DISCUSSION

1. Caroline Ross from Squaw Valley and Cassandra Stone from Northstar mentioned that their venues will both be going dark for the Memorial Day weekend. They will not be able to participate in a Memorial Day event. Both would like to participate for a Labor Day event.
2. The committee agreed that the sidewalk sale information needs to go out through each business association to all of their retailers. Caroline mentioned that we should tie our sidewalk event with Opening Day of the Lake. Then have a sidewalk sale event during Labor Day.

9. MEMBERSHIP PROGRAM AND PROJECT UPDATES

1. Kym Fabel, Chamber Manager, NLT Chamber/CVB/Resort Association, updated the committee with the Chamber Education class schedule.
2. The Disabled Access Seminar will be April 30th in the Truckee Donner PUD board room.
3. The Customer Service Seminar, "Service is Sales," workshop will be on May 23rd.
4. Mixers:

- April 19th Gatekeeper's Museum Farewell to Dat So La Lee's exhibit
- May 3rd: US Bank
- May 24th: Tahoe City Golf Course

10. COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

10.1 Kay Williams mentioned that the Opening Day on the Lake Memorial Day event planning is underway. The Jazz event has been moved to Sept. 8 at Sugar Pine Point Park.

Caroline Ross announced that Tahoe-Truckee Earth Day event will be on April 21st. Booth space is still available.

Cassandra Stone announced Northstar's closing day will be Saturday and there will be a closing celebration for the winter year.

11. ADJOURNMENT

11.0 The Membership Advisory Committee meeting adjourned at 10:30 am.

Submitted By:
Deanna Frument
Executive Assistant
NLT Chamber/CVB/Resort Association



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North Lake Tahoe's #1 Resource for Business & Community Information

Event and Education Schedule

May

- 8 Chamber Education Seminar: Business Series**
Business Plan Components 9am – noon, TCPUD Board Room
In Partnership with Small Business Development Center & Plumas Bank
- 17 Mixer hosted by The Store, Barifot, Wanda's and North Shore Hawaiian Grill**
The Store Tahoe City 5-7pm
- 23 Chamber Education Seminar: Service IS Sales**
Workshop on phone etiquette, upselling, extending stays, customer service
- 24 Mixer hosted by Duncan Golf Management, Tahoe City Golf Course 5-7pm**

RESTORING *Lake Tahoe* & SUPPORTING COMMUNITIES



Regional Plan Update Overview

The Regional Plan Update is the blueprint for the Tahoe Region's sustainable future. It will guide how communities evolve, how ecosystems function, whether the transportation network is effective, and whether the Basin is restored and economically sustainable. It proposes to do so by pairing ecosystem restoration with redevelopment activities to promote mixed-use town centers where people can live, work, and thrive.

Priorities for the Regional Plan Update:

- Accelerating water quality restoration and other ecological benefits by supporting environmental redevelopment opportunities and Environmental Improvement Program (EIP) investments.
- Focusing TRPA's resources more on regional planning by integrating regional and local regulations into coordinated area plans.
- Simplifying and streamlining the permit review process.

Important policies being addressed by the Regional Plan Update include:

- Retaining the established regional growth control system. Under this system, rampant overdevelopment was stopped and open spaces preserved. Most of the current policies in the Regional Plan will remain in place.
- Creating a more efficient planning system that integrates TRPA requirements into the plans and permits of other government agencies.
- Encouraging property owners to transfer development rights from sensitive or outlying areas to existing town centers with the goal of restoring these lands.
- Eliminating regulatory barriers to environmental redevelopment of rundown buildings.
- Simplifying burdensome regulations for homeowners while achieving threshold gains.
- Integrating with the Regional Transportation Plan to support sidewalk and bike trail projects that reduce automobile dependency and increase walkability and safety.
- Continuing to deliver restoration projects under the Environmental Improvement Program that achieve erosion control on roadways and restore forests and wetlands.

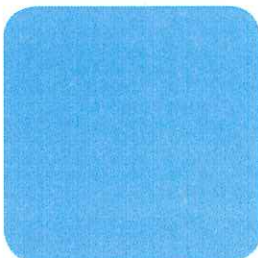
The draft Regional Plan Update is subject to refinement. TRPA's Governing Board will be making a decision on the Plan in late 2012.



To get involved, visit trpa.org and click the blue Regional Plan tab or find us at [facebook/voiceforlaketahoe](https://www.facebook.com/voiceforlaketahoe). Send questions and comments to trpa@trpa.org.

April 2012

RESTORING *Lake Tahoe* & SUPPORTING COMMUNITIES



Regional Plan Update – Public Participation

An engaged community is fundamental to sound public policy. The Regional Plan Update process has benefited from unprecedented public participation over the last several years. At the Place-Based Planning workshops and Pathway Forum and other events, more than 4,500 citizens actively participated to provide a vision for Lake Tahoe communities that includes more sustainable development patterns and enhanced quality of life. Plan amendments now under consideration reflect input from these workshops.

More public meetings and workshops are scheduled to inform you on the Regional Plan Update and to provide a venue for you to continue to share your thoughts with Governing Board representatives and TRPA staff. You can also send your comments on the Lake Tahoe Regional Plan Update to regionalplancomments@trpa.org or on the Regional Transportation Plan to mobility2035comments@trpa.org.

Important Dates and Milestones in 2012

- **April 25, 2012 at 9 a.m.** TRPA Governing Board meeting, The Chateau, 955 Fairway Boulevard, Incline Village, NV. **April 26, 2012 at 9:30 a.m.** TRPA Governing Board meeting, TRPA Office Board Rooms, 128 Market Street, Stateline, NV. Draft amendments to the Regional Plan and Regional Transportation Plan will be released for public review and Governing Board decision will be made on public comment timeframe.
- **May 21, 2012 – 5 p.m. to 8 p.m.** Public Workshops on the Regional Transportation Plan and Regional Plan, The Chateau, 955 Fairway Boulevard, Incline Village, NV.
- **May 22, 2012 – 5 p.m. to 8 p.m.** Public Workshops on the Regional Transportation Plan and Regional Plan, TRPA Office Board Rooms, 128 Market Street, Stateline, NV.
- **May 23, 2012 – 9:30 a.m.** TRPA Governing Board holds public hearings, North Tahoe Events Center, 8318 North Lake Boulevard, Kings Beach, CA.
- **May 24, 2012 – 9:30 a.m.** TRPA Governing Board holds public hearings, TRPA Office Board Rooms, 128 Market Street, Stateline, NV.
- **June - September:** Governing Board meetings and public workshops on regional issues and potential solutions. **Dates to be announced.**
- **October - December:** Release of proposed Regional Plan Update and public hearings to certify final Environmental Impact Statements. Governing Board decisions on updated plans and ordinances. **Dates to be announced.**



TAHOE
REGIONAL
PLANNING
AGENCY

To get involved, visit trpa.org and click the blue Regional Plan tab or find us at [facebook/voiceforlaketahoe](https://www.facebook.com/voiceforlaketahoe).
Send questions and comments to trpa@trpa.org.

April 2012

**Sustainable Community Advocates
218 Elks Point Road, Suite 202
PO Box 1875
Zephyr Cove, NV 89448
775.588.2488**

Date: April 6, 2012

To: Interested Parties

Fr: Steve Teshara, Principal

Re: Sequence of Agenda Items, Public Hearing
@ 2-day April TRPA Governing Board meeting

We learned more today about the two-day TRPA April Governing Board meeting (April 25-26), the order of presentations, and public comment schedule.

Wednesday, April 25

9:00 a.m., at The Chateau, 955 Fairway Boulevard, Incline Village

The Five Year Threshold Evaluation Report (2011) will be presented first. As required by California, this report has been peer-reviewed by experts from outside of the Tahoe Basin. We understand that many of the measurements reflect positive trends; also that the outside experts question why Tahoe attempts to measure so many things that are not readily measurable. Should be an interesting report.

The Regional Plan Update (RPU) will be presented following the Threshold Evaluation, followed by presentation of the Regional Transportation Plan (RTP), anticipated in the afternoon.

After the presentations, the Governing Board will reportedly open the proceedings to "clarifying questions," but NOT take public comment on the RPU or RTP itself. The Governing Board is not expected to take any action on Wednesday.

Thursday, April 26

9:30 a.m., at the TRPA Offices, 128 Market Street, Stateline, Nevada

The draft RPU, RTP and EIS package will be presented and released for public comment. Agency staff plans to ask the Governing Board to make a decision on the length of the public comment period (options: 60, 75 or 90 days). **Public Comment will then be opened and begin.**

Key New Information: Public comment on the Regional Plan Update package will not begin until Thursday, April 26 (except for an opportunity for "clarifying questions" late on the 25th).

Note: I will be collaborating with others to prepare a series of suggested talking points for those planning to testify - in particular for those who have not been able to follow in detail the process of developing the RPU and RTP package.

Other Important RPU Dates and Milestones (as announced by TRPA to date)

Monday, May 21 - 5:00 p.m. to 8:00 p.m., The Chateau, Incline Village
Public Workshops on the Regional Transportation Plan and Regional Plan (RPU)

Tuesday, May 22 - 5:00 p.m. to 8:00 p.m. TRPA Office Board Room
Public Workshops on the Regional Transportation Plan and Regional Plan (RPU)

Wednesday, May 23 - 9:30 a.m., North Tahoe Events Center, Kings Beach
TRPA Governing Board holds public hearings

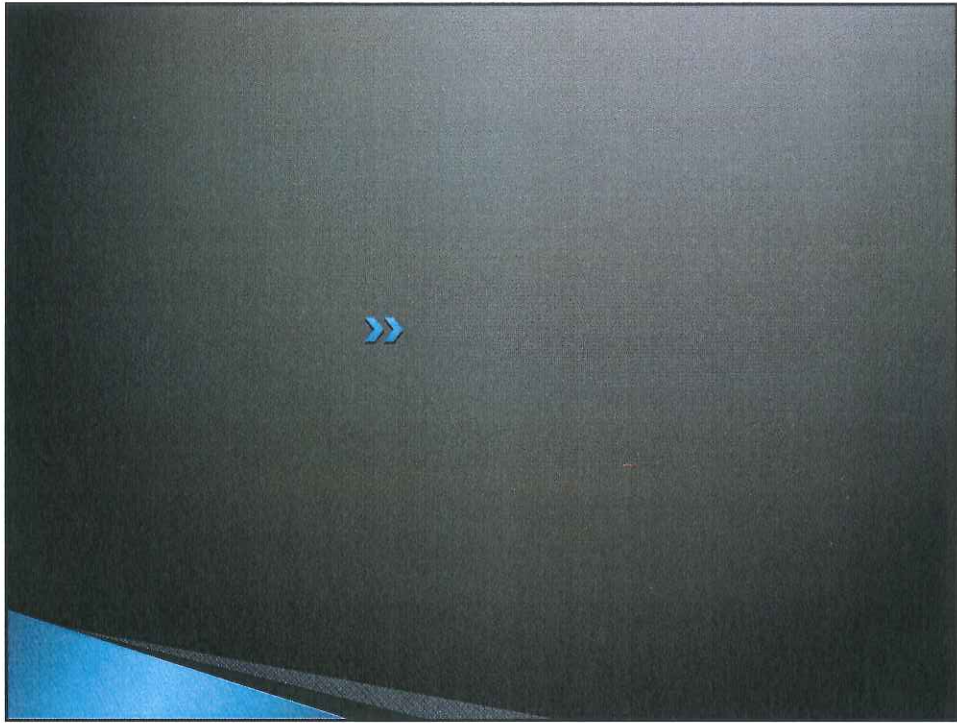
Thursday, May 24 - 9:30 a.m., TRPA Office Board Room
TRPA Governing Board holds public hearings

June through September

Governing Board meetings and public workshops on regional issues and potential solutions.
Specific dates/times/locations TBA

October through December

Release of proposed Regional Plan Update and public hearings to certify final Environmental Impacts Statements (EIS). Governing Board decisions on updated plans and ordinances.
Specific dates/times/locations TBA



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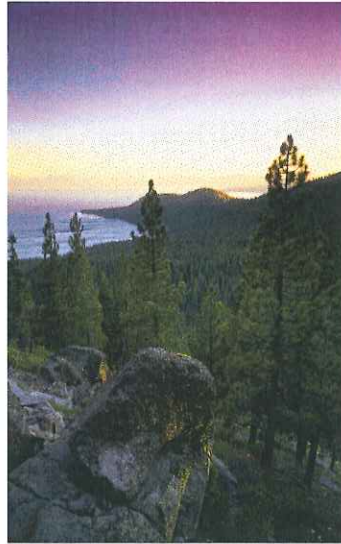
REPORT TO OUR
Community

North Lake Tahoe's TOT
Renewal Update

A scenic photograph of a lake with a wooden railing in the foreground. The background shows a forested shoreline and mountains under a blue sky with light clouds. The text and logo are overlaid on the image.

What is North Lake Tahoe's TOT?

- ▶ Overnight lodging guests in NLT pay a 10% transient occupancy tax (TOT)
- ▶ 2% of this TOT is designated exclusively for NLT public projects & services
- ▶ This 2% was originally approved in 1996



What Has the Additional 2% TOT Done for North Lake Tahoe?

- ▶ More than **\$30 million** has been funded by TOT since 1996
- ▶ This \$30 million has been leveraged to secure **\$160 million** in state and federal funding for projects the region could not otherwise afford

What Projects Has North Lake Tahoe's 2% TOT Funded?



- ▶ **Beaches/Parks**
- ▶ Commons Beach
- ▶ Squaw Valley Community Park
- ▶ North Tahoe Regional Park
- ▶ Tahoe Vista Recreation Area

More Projects Funded By North Lake Tahoe's 2% TOT

- ▶ **Bike Trails**
- ▶ Tahoe City Lakeside Trail
- ▶ Midway Bridge to Squaw Valley
- ▶ West Shore



Still More Projects/Services Funded by North Lake Tahoe's 2% TOT

- ▶ **Transportation**
- ▶ North Lake Tahoe Airport Express Shuttle
- ▶ Free Night Rider Shuttles
- ▶ Bus Shelters
- ▶ Seasonal Traffic Management
- ▶ Airport Welcome Center



North Lake Tahoe's 2% TOT Expires in 2012

Unless Renewed

- ▶ North Lake Tahoe voters will vote on whether or not to renew North Lake Tahoe's 2% TOT on the June 5, 2012 ballot
- ▶ NLT's Transient Occupancy Tax, called **Measure F** on the ballot, is not a new tax but a renewal of an existing measure
- ▶ There is a 10 year sunset on Measure F

Measure F Details

- ▶ This tax is NOT paid by residents
- ▶ Measure F continues funding specifically for NLT public improvement projects and services
- ▶ Approval of Measure F requires a 50% + 1 affirmative vote on the June 5, 2012 ballot



How Does North Lake Tahoe's TOT Compare to Other Destinations?

- ▶ NLT = 10%
- ▶ Mammoth Lakes = 13%
- ▶ Sun Valley = 12%
- ▶ Park City = 11.35%
- ▶ Aspen = 11%
- ▶ Telluride = 10.4%
- ▶ Vail = 9.8%
- ▶ Sacramento = 12%



TOT Renewal Research Results

- ▶ More than 80% of NLT voters surveyed said they would support a measure that maintains public improvement projects



More TOT Research Results

The voters surveyed expressed the following project priorities:

- ▶ Public beaches/shoreline recreational areas
- ▶ Existing bike trails, beaches, parks and public facilities
- ▶ Projects that create local jobs, stimulate economic development and avoid impacts on natural habitats



What Happens if Measure F is Not Renewed?

- ▶ North Lake Tahoe will **LOSE** approximately **\$2 MILLION** in revenue **each year** for public improvement projects and services
- ▶ These projects keep NLT competitive as a destination



What Happens if Measure F is Renewed?



- ▶ Funds will continue
- ▶ Maintenance and Project Improvements will continue

How Will Revenue From Measure F Be Monitored?

- ▶ All Measure F funds and expenditures are audited annually by a private CPA firm.
- ▶ This audit is available to the public.



Summary of Measure F

- ▶ This is not a new tax, it's a renewal
- ▶ This tax is not paid by residents
- ▶ Measure F funds are **ONLY** for North Lake Tahoe public improvement projects and services
- ▶ If Measure F is not passed, NLT will lose approximately \$2 million annually for projects and services that keep our destination competitive

Questions?



- ▶ *This presentation is intended for educational purposes only*





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Retail/Restaurant Coordinated Promotion in Conjunction with Opening Day at the Lake

During the meeting last week it was discussed to change the sidewalk sale to the "Retail/restaurant coordinated promotion in conjunction with Opening Day at the Lake." The idea is to expand the event of Opening Day at the Lake to a week long celebration including incredible dining, shopping, and activities around the lake.

Strategy:

- Put Wednesday and Friday advertisements in the Sierra Sun/Bonanza. (Meeting with Mike Gelbman next week)
- Have Pettit mention the week long celebration in the news release about Opening Day at the Lake. (She already has the information)
- Create a QR code
- Create an event website connected to twitter and Google Analytics
- Gather all events from members of Associations' Create Registration Form for business associations to send out to their members and add them to webpage
- Tweet promotion
- Put event information on Social media



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