



**NLTRA Board of Directors
Wednesday, June 7, 2017 at 8:00 a.m.
TCPUD Boardroom
MINUTES**

- A. 8:00 a.m. Open closed session to discuss County contract and CEO search. Closed session over at 9:30 a.m.
- B. 9:31 a.m. Open Session Call to Order-Established Quorum
Board Members in attendance: Christy Beck (arrived at 8:30am), Gary Davis, Jennifer Merchant, Eric Pilcher, Karen Plank, Aaron Rudnick, David Tirman, Samir Tuma, Brett Williams, Tom Lotshaw, Adam Wilson
Others in attendance: Al Priester, Natalie Parrish, Sandy Evans Hall, Ron Treabess, Joy Doyle, Kurt Althoff, Wally Auerbach , Amber Burke, Lindsay Romack, Cindy Gustafson, Erin Casey.
- C. 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.

D. Agenda Amendments and Approval-MOTION
MOTION to approve Agenda M/S/C (Eric/Brett/10-0-0)

E. 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.

- Jennifer questioned Items 3 a. **MOTION: Discussion and possible approval of 2016-17 Community Marketing Grant of \$10,000 for West Shore (BACC approved 6-0-0), 3 c. MOTION: Discussion and possible approval of 2017-18 Community Marketing Grant of \$10,000 for NorthStar(BACC approved 5-0-0), and 3 d. MOTION: Discussion and possible approval of pedestrian Safety Device Maintenance Funds of \$37,450 to be used over two years at \$18,725 per year. – Ron Treabess (CI/T Committee approved 10- 0-0)**

MOTION to approve Consent Calendar with exception of item 3 A, C, and D. M/S/C (Jennifer/Samir /10-0-0)

- Jennifer questioned Item 3 a-Discussion and possible approval of 2016-17 Community Marketing Grant of \$10,000 for West Shore (BACC approved 6-0-0). She asked whether there were funds left over and how leftover fund balances are handled. Sandy answered that the funds are not held. Jennifer recommended that this policy may be something to look at in the future.
- Jennifer question regarding page 17, Item 3 c-regarding the Northstar BACC Grant; whether the funds are peak or non-peak. The answer is that they are not designated for non-peak.
- Jennifer questioned page 27, Item 3 d-Discussion and possible approval of pedestrian Safety Device Maintenance Funds of \$37,450 to be used over two years at \$18,725 per year regarding maintenance funds. She believes that all the funds can be covered in one fiscal year. Ron clarified that this item will be spent in one fiscal year.

MOTION to approve the Consent Calendar items 3 A, C, D. M/S/C (Jennifer/Samir /10-0-0)

1. Board Meeting Minutes –May 3, 2017

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

2. Committee Minutes – May, 2017

- a. BACC May 11, 2017 (minutes posted [online here.](#))
- b. CI/T May 22, 2017 (minutes posted [online here.](#))
- c. Marketing May 30, 2017 (minutes posted [online here](#))
- d. Finance May 25, 2017 (minutes posted [online here](#))

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. MOTION: Discussion and possible approval of 2016-17 Community Marketing Grant of \$10,000 for West Shore (BACC approved 6-0-0)
- b. MOTION: Discussion and possible approval of 2016-17 Community Marketing Grant of \$10,000 for Squaw Valley (BACC approved 6-0-0)
- c. MOTION: Discussion and possible approval of 2017-18 Community Marketing Grant of \$10,000 for Northstar (BACC approved 5-0-0)
- d. MOTION: Discussion and possible approval of pedestrian Safety Device Maintenance Funds of \$37,450 to be used over two years at \$18,725 per year. – Ron Treabess (CI/T Committee approved 10-0-0)

F. Strategic Discussion

1. Update on Host Compliance and TOT collections – Erin Casey

- As of the end of May, Placer County has received 100 new TOT certificates, 76 new in Eastern Placer County and 24 in Western Placer County. TOT from those new certificates total \$209,483.00 (from one year of back payment of TOT.) Reporting on the properties that paid the back TOT fees will be done on a quarterly basis from now forward.
- Christy questioned how the Air BNB/VRBO software tracking works and Erin didn't have that information. The software is monitored by an outside company.
- Samir asked about working with online platforms like Air BNB, Erin said with some platforms like Air BNB the address is not given so Placer doesn't have access to the location for audits of the properties. Jennifer said that once the ordinance for platforms is in place, the properties using those platforms will be expected to comply as it will be incorporated into the procedure.
- Discussion about efficiency with collections/catching up and signing up new TOT payers.
- Brett asked about the new buyers and what type of procedure the County has set in place to notify buyers. Erin said there is not a procedure for new buyers at this time but that setting in place a procedure for new buyers is a good suggestion.
- Adam asked about the TOT collection being a year in arrears; how this additional money collected is going to be distributed to the organizations entitled to the funds. She said that is something that can be discussed. Jennifer said (the \$209,483.00) would come forward and distributed in the fund balance.
- Tom reported that there was a TRPA meeting regarding restrictions on allocations being used for homes that are being rented and it was decided not to put any allocation into place. The local government will be meeting to discuss this in August. There had also been discussions also about eliminating Vacation rentals altogether in order to fill the need for year-round workforce housing.
- Discussion about workforce housing and vacation-renting out homes.

2. TOT funding for Transit Vision – Ron Treabess

- Ron presented how the vision has changed since the time that Measure M did not pass.

- Ron reported that the largest amount of TOT on record have been approved for upcoming projects.
- He explained that the process to put a measure on the 2018 ballot is laid out on page 30 “Possible Transportation Funding Considerations and Approach”. An example of how taxes will be distributed to transportation is diagramed on the Transportation Account Flows chart in the packet.
- Discussion about Measure M voting and results.
- Jennifer commented that this work is focused on next year and there isn’t a contract that exists at this point. Adam pointed out that there is no vote, just a recommendation at this point.

**Jumped forward to H1.*

G. Financial Report

1. Review of financial reports for April.

- Al referred to the Accounts Receivable negative balance on page 42 under Apr ’16. He explained that there was a missed invoice from the County that has been located and resolved. Al reported that there are no continuing negative balances in Accounts Receivable.
- Jennifer asked if the Chamber Awards Dinner revenue has helped offset the cost of the event. Natalie explained the challenges with the current data base which makes it difficult to obtain exact numbers at this time. She will present a report next month with the exact figures. Sandy estimated the revenue at approximately \$7,000.

MOTION to approve April Financial Reports M/S/C (Jennifer/ Eric 6-0-0)

Eric left at 11:22 a.m.

H. Action Items

1. MOTION: Discussion and possible acceptance of the Board Governance Subcommittee Recommendations – Sandy Evans Hall, Wally Auerbach

- Adam reminded the Board that the findings are recommendations of the subcommittee, and no action is required. The group will meet in the future and look at how to implement the recommendations.
- Samir commented that the findings reflect many of the current County concerns.
- Wally added that the process which began 18 months ago was important and that the discussions should be made on an ongoing and frequent basis.

MOTION to accept the Board Governance Subcommittee Recommendations report M/S/C (Brett/Aaron/9-0-1 Jennifer abstained.)

2. MOTION: Discussion and possible approval of change to Whistle Blower Policy – Sandy Evans Hall

1. Whistle Blower policies. Sandy explained that the red line change is only one line about the recommendations being shared with the Board.

- Add “For approval” at the end of the sentence and omit “when necessary.”

MOTION for approval of change to Whistle Blower Policy M/S/C (Jennifer/Samir 10-0-0)

3. MOTION: Discussion and possible approval of agreement with McClintock Accountancy for NLTRA independent audit services, Marketing Coop review and tax preparation – Al Priester

- Hand out was distributed. (Posted online 6/7/17 at 12:34 pm by Dawn Baffone)
- Jennifer asked if the Resort Assn. is responsible for the entire amount and the answer is yes because it is a DBA.
- Samir asked with the change of CI/T contracts going directly through County, does it affect the total. The answer is no.

MOTION to approve the agreement with McClintock Accountancy for NLTRA independent audit services, marketing Coop review and tax preparation. M/S/C (Jennifer/Eric 10-0-0)

Brett left at 11:00 a.m.

David left at 11:01 a.m.

Aaron left at 11:11 a.m.

Gary left at 11:15 a.m.

****Jumped back to item G1.***

Eric left at 11:22 a.m.

I. Staff Priorities

1. Administration – Sandy Evans Hall
 - a. Organization Structure Process
 - b. CEO Transition
 - c. Staff Reviews
2. Marketing – Sandy Evans Hall
 - a. Completing PR Contracts for July 1 transition. Abbi Agency will be signed for an additional 3 years.
 - b. 2017-18 Budget for NLTRA and NLT Coop
 - c. FY 2017-18 Marketing and PR Plan with agencies
3. Membership – Natalie Parrish
 - a. Member Recruitment/Retention
 - b. 2017-18 Budget for Chamber
 - c. Recreation Luncheon June 14
4. CI/T – Ron Treabess-
 - a. Prepare draft process for soliciting 2017/18 Capital Investment Projects
 - b. Work with RTTVC on funding for Transit Systems Plan
 - c. Begin outreach for Call for Projects see #6 below
5. Visitor Services – Emily Detwiler
 - a. Summer Visitor Guide finalized
 - b. 2017-18 Budget for Visitor Services
 - c. Summer Sponsorship opportunities in the Visitor Information Center

J. Reports/Back up Documents-Meeting Packet **Part Two**

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 – May, 2017
6. Capital Investment/Transportation Activity Report
7. Dashboard – April, 2017
8. Report from Houston Magnani – Sacramento lobbyist
9. May progress report on Key Performance Indicators

K. Directors Comments

- a. David Tirman resignation – Adam Wilson Will not be resigning until the outcome of the County work is complete.

- b. Special Board Meetings for June and July – Adam Wilson
- c. 1st special Board meeting which will be closed sessions the week of June 12th - 16th. There will not be public input. A draft of the 30-day plan will be reviewed today between Sandy and Adam. If there is a public component needed it will be arranged at a later date.
- d. Tom-Nordic search and rescue from 11-3 Saturday at Tahoe Nordic Search and rescue. New issue of Tahoe In Depth is out. Shoreline Plan initiative being scoped for environmental review.

L. Meeting Review and Staff Direction

M. Adjournment at 11:38