



north lake tahoe

Chamber | CVB | Resort Association

NLTRA Board of Directors

Agenda and Meeting Notice

Wednesday, June 28, 2017 at 8:30 a.m.

In attendance: Christy Beck, Samir Tuma, Jennifer Merchant. Board members via telephone: Brett Williams, Gary Davis, David Tirman, and Aaron Rudnick. Also in attendance: Sandy Evans Hall, Cindy Gustafson, Erin Casey, Sarah Winters, Ron Treabess, and Dawn Baffone.

- A. 8:32 a.m. Meeting called to Order- Quorum established.
- 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.

None.

C. Agenda Amendments and Approval-MOTION

MOTION to approve Agenda M/S/C (Jennifer/Christy/7-0-0)

D. Consent Calendar-

All items 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 whether Item D. 3 is fiscal year 2016/17 funds. Ron answered yes and there is adequate funding.

MOTION to approve consent calendar items M/S/C (Jennifer/Christy/7-0-0)

1. Board Meeting Minutes –June 7, 2017
2. Special Board Meeting Minutes – June 15, 2017

Minutes are available as finalized at www.nltra.org

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. Approval of 2017 Summer Traffic Management to Highway patrol for \$11,098.52 – Ron Treabess

E. Action Items

1. Review and Input on Abbi Agency Draft Three Year Contract – Andy Chapman
 - Andy reported that the Abbi Agency draft contract has been reviewed at the Marketing Committee meeting and next it will go to the Co-op Committee for final changes.
 - Per Andy, in the current contract copy in the packet, the following changes are needed:
 - In item vi. On page 17-the word “expensive” should be “expense.”
 - In item vii. On page 17- the word “Client” should be “Consultant”.
 - In item vii. An additional sentence is added to the end; “Documentation sufficient to satisfy IRS expense deductibility requirements.”
 - Andy reported regarding the scope of work. He referred to page three. The two RFP finalists were Abbi Agency and Catapult. Abbi Agency was chosen.
 - The project budget was increased by approx. \$80,000 based on findings by the Co-op Committee since there are added responsibilities included in the contract.
 - Sandy clarified that this is not a motion item for approval, but a review and input item.

- Jennifer asked who the Members of the Co-op Committee are. They are Brett Williams, Sandy Evans Hall, Christine Horvath and Carlyne Fajkos, Andy Chapman, Bill Wood, Heather Bacon, and Chris Stoikos.
 - Christy asked what the total amount is for PR. \$312,000 is total for PR.
 - Jennifer questioned how the outreach was done to develop the list of interested parties. Andy said he sent out a notice in publications like the Sacramento Business Journal, and sent out letters to past interested parties (There were 9-11 interested parties.)
 - Jennifer questioned how the co-op can sign the contract when it is not an actual entity. She asked if the two organizations should be the signers on the campaign. She suggested Placer County have indemnification. Samir clarified that the NLTRA would be/is indemnified. Andy offered to change the language regarding the contracting parties and find out whether the co-op has the authority to be indemnified.
 - Jennifer questioned about the County contract not being completed. She pointed out that there is not a clear return of investment in the scope of work. Suggests a shorter term contract, possibly Winter-Spring in order to have consistent performance indicators with the new CEO and new Marketing Director to allow time to look at the 3 year plan.
 - Andy reminded that it is a co-op effort and (the contract) has been through the processes required. Discussion about the feedback and processes.
 - Cindy asked that what the 30-day clause includes. The co-op 30 day clause was reviewed.
 - Samir clarified where the County and Marketing relationship is now and where they are heading; that Placer County will be pulling back from the Marketing involvement but that there will be performance measures that need to be driven into the contract moving forward.
 - Christy pointed out that there are no performance measuring in the current contract.
 - Jennifer said that the contract should include or connect to the performance measures.
 - Sandy said we can include what we currently have.
 - Discussion about the RFP process in relationship to the County involvement changes.
 - Andy said he can add language in the scope of work that states that there are a set of established metrics and the expectation is that we stick to the metrics although they may be adjusted throughout the contract period. Sandy said we will get that language out today.
 - Jennifer asked about the Marketing the Events and Coordination with the large resorts, and she observed that the contract doesn't address that. She thinks that the integration should be more strategic with other area entities (Northstar/Squaw, etc.)
 - Brett said that would be more tactics/strategy and not scope of work, and those subjects are addressed in the co-op and marketing meetings. He suggested that prior to the meetings to send email to Andy or Brett with questions and concerns.
 - Amber said there is a meeting next week to discuss better ways to communicate with the partners.
 - Jennifer expressed concerned about Abbi agency professionalism at least on the BACC side.
 - Discussion about BACC.
 - Sarah pointed out that the RFP from Abbi was very detailed and the contract version that is supplied is very condensed.
 - Discussion about RFP and procedures with County and throughout transition.
2. Review and Input on Black Diamond UK/IRE Representation Contract and Scope of Work - Sarah Winters
 - Sarah reviewed that there 9 RFPs were submitted. She said there has been an addition two staff members.
 - Jennifer asked about the difference in cost. It is a \$5,000 increase. UK is number one market. Christy asked about the growth measurement and it is through Visa Spend which tracks who is spending and how many people have visa in other countries.
 - Discussion about lodging data acquisition in the future.
 - Discussion about obtaining other European markets in the future.
 - Discussion about market diving into these areas, as well as getting international visitors from Yosemite on a multi-stop itinerary.
 3. Review and Input on Gate 7 AUS/NZ Representation Contract and Scope of Work – Sarah Winters/Bart Peterson

- The two RFP finalists were Gate 7 and Connectivity (Travel Nevada representative). Gate 7 was chosen. They have met or exceeded goals with previous RFP's.
 - Two major changes are that New Zealand was added and in the past it was only a summer contract and now it will be year round.
 - Andy noted that the signature pages will be adjusted.
4. MOTION: Review and approval of Abbi Agency Enhanced Event Public Relations and Social Outreach – Amber Burke (Marketing Committee vote on 6/27/17 Eric Brandt/Becky Moore/7-0-0)
- Amber reported that this enhancement came out as a result of the RFP process. The expectations in using the Abbi agency in regards to events were not clear in the past. Specific deliverables have been added. She outlined 5 events that would require additional PR help within a guaranteed contract with Abbi.
 - Amber reviewed the social contests that have occurred in the past.
 - She pointed out that the additions would require no additional funding.
 - Jennifer asked about Wanderlust fiscal year. It will be twice in this fiscal year, and in the future it will be in the year prior to the event. Dedicated blog will be per event.
 - Abbi Agency would provide onsite staff support includes arranging accommodations and event passes, media meet & greets, Facebook lives, and social media takeovers and being a contact for the event.
 - Discussion about how Winterwondergrass interaction/coordination between us and the site (Squaw) takes place, depending on event. There is much flexibility with this.
 - Jennifer pointed out that under Events-frequency recommendation, the word Winterwondergrass is misspelled. There is also some other boiler plate language that will be updated per Andy/Sandy.

MOTION to approve Agenda M/S/C (Jennifer/Christy/7-0-0)

Directors Comments

5. Update on Scope of Work discussion with County – Samir Tuma
- David Boesch, Erin Casey, Jennifer Merchant, Adam Wilson, Samir Tuma, Brett Williams and attended the mediation last Friday. The outcome was a set of options/components for what the relationship between Placer County and the NLTRA will/could look like going forward. There will be much significant change and it will take time so a six month contract was discussed to prepare for the future of which work will begin today. A new draft Scope of Work which will include information about Placer County entering into a marketing contract with NLTRA that will develop a work plan, milestones and measurement tools that are clear and more detailed.
 - Regarding transportation, Placer County will work with the Truckee North Tahoe Transportation Management Association (TMA), the Resort Triangle Transit Visitor Coalition (RTTVC), to implement the Regional Transit Plan. The County and the NLTRA will have representation on the RTTVC. Placer County will discuss how the leadership and RTTVC can work to prioritize projects and review new transit plans. The six-month plan will look similar to what the one month extension plan with the County is currently.
 - Samir said that probably the most crucial a component of the meeting mediation is regarding capital improvements. Placer County and the NLTRA will develop a new capital improvements partnership, working together to convene community conversations, project priorities in the Tourism Master Plan (TMP), monitor how the TMP is proceeding and review proposals for opportunities outside of the TMP. Over the course of the next six months, the new partnership will be defined. NLTRA would take on a co-convening or co-chairing with respect to capital projects. It was recognized that the community voice/relationship needs to be maintained and the County desires to be more involved in the community interaction.
 - The NLTRA would review, prioritize and implement decide what to do with the recommendations of the 18 months best practices process report which was completed. There may be a retreat and Placer County will have the opportunity to provide feedback about the recommendations. It is time for decisions to be made to implement the changes.
 - Samir reported that there will be a revamp of communications between staff and County, and a potential of meetings outside of Board meetings, at the staff level. The County is

transitioning into stepping off of the Board as members but have will a County agenda item monthly to provide information. They will be involved at the executive committee level but not be involved in Board decisions going forward.

- In the Board of Supervisors meeting a one-month NLTRA contract was approved. Another Board meeting will be looking at the six-month contract.
- Samir welcomed Cindy Gustafson as she has accepted the CEO position. She will be donating time to help with the transition prior to her official start day of August 2nd.
- Jennifer added that the Capital Partnership will be expanded for a broader community voice and engagement, whether it is geographic or interest-based.
- Erin added that the six-month agreement would help facilitate and give time to share with the community.
- Samir addressed the perception of the NLTRA being Tahoe City focused. This is being looked at and there are plans for outreach to begin in a broader scope and engagement inclusive to other areas.
- Jennifer suggested a timeline for all of the upcoming due dates of drafts, community meetings, and NLTRA Board meetings. Timeline will be discussed between Board and County. She said the Placer County deadline for their meeting materials is July 10th and it will be posted publicly on Wednesday the 19th. She suggested scheduling the NLTRA Board meeting near Friday the 14th.

6. CEO Transition timeline-(from above)

- Cindy Gustafson will be donating time to help with the transition prior to her official start day of August 2nd.

G. Meeting Review and Staff Direction

- Sandy and Andy will work on revising contracts and language updated regarding performance measuring today.
- Sandy is working with Cindy Gustafson on her transition.
- Cindy will be donating time to help with the transition prior to her official start day of August 2nd.
- Sandy is finishing reviews and end of year performance reports.
- Ron commented that the NLTRA staff and Placer County having periodic discussions is a great addition. Also the advantage of a new committee and recommends deciding on the purpose of the committee first.
- Ron pointed out that Capital Investment funds have been distributed all around the Tahoe area, including Martis Valley, Donner Summit, and Kings Beach, for example, and there have been attempts to include all areas. Cindy said that more outreach and education is needed, and she will be making this subject a priority.
- Ron questioned information he heard regarding the Tourism Master Plan. Samir clarified that the Tourism Master Plan is currently and will continue being used as our guiding document.

H. Adjourn to CLOSED SESSION – CEO Performance Review/Incentive **CLOSED SESSION CANCELLED**

Removed from agenda, per Samir.

I. Reconvene to OPEN SESSION – vote to be taken and reported in minutes if necessary on any item from closed session.

J. Adjournment at 10:18