



## north lake tahoe

Chamber | CVB | Resort Association

NLTRA Board of Directors

### Meeting Minutes

Wednesday, September 6, 2017 - 8:30 a.m.

North Tahoe Event Center

A. 8:30 a.m. Call to Order-Established Quorum

- Board Members in attendance: Brett Williams, Christy Beck, Gary Davis, Jennifer Merchant, Karen Plank, Eric Pilcher. Tom Lotshaw (ex-officio). Samir Tuma and Aaron Rudnick via telephone
- Others In attendance: Cindy Gustafson, JT Chevalier, Natalie Parrish, Lindsay Romack, Emily Detwiler, Dawn Baffone, Amber Burke, Andy Chapman

B. 8:35 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.

- JT Chevalier announced the Tahoe City Downtown Association's event Octoberfest on September 30<sup>th</sup>.

C. **Agenda Amendments and Approval-MOTION**

**M/S/C Christy/Karen/8-0-0**

D. Consent Calendar-MOTION

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 requested to pull out the finance minutes for discussion.

**MOTION to approve the Consent Calendar with the exception of the Finance Committee minutes, Item 2.c.**

**M/S/C Jennifer/Karen 8-0-0**

1. Board Meeting Minutes –

- a. June 28, 2017 [Link to online document](#)
- b. July 17, 2017 [Link to online document](#)

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)

2. Committee Minutes – June, 2017

- a. BACC July 13, 2017 [Link to online document](#)
- b. Marketing July 29, 2017 [Link to online document](#)
- c. Finance June 22, 2017 [Link to online document](#)

- Jennifer questioned the Packet, Section 2 A/R Report, P&L Budget Performance, page 46; Regarding the Chamber membership balance \$18,562.43
  - What is the reserve amount?
  - Is the \$18,000 inclusive of the reserve amount
  - Is the 120 delinquent amount on the A/R Report included in that total?
  - Regarding the Community Awards Dinner. Is that \$6,000 in addition to the amount (is that reflected in the total)?
  - Where the money is coming from to fill the gap.
  - Cindy will provide information.

**MOTION to approve Item 2.c. Finance Committee minutes**

**M/S/C Jennifer/Karen/8-0-0**

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)

- None at this time

E. Action Items

1. MOTION (below): Review and possible approval for Autumn Food & Wine Festival Northstar Contract- Amber Burke

- Christy asked whether the ticket sales cover the cost and the answer is no. She asked if there could be a way to track on property lodging. Christy suggested a booking code. Cindy suggested to forward this discussion to the Strategic Planning Committee. Cindy said beginning now there will be more tracking, RTI, lodging numbers. Jennifer requested Committee input be included or updated into the contract prior to the motion being brought to the Board. It is requested that Northstar be asked provide more tracking and Andy suggested more survey work at the event. In the future Northstar will be asked to provide additional lodging information. Christy offered help.

**MOTION: approval for Autumn Food & Wine Festival Northstar Contract, with the following stipulations:**

- **Northstar to provide available lodging and other economic impact data**
- **Northstar to provide assistance with post event surveys**
- **An understanding that there will be additional elements to be determined in future, including Return on Investment data for the subsequent 2 years of the contract**

**M/S/C Jennifer/Gary 8/0/0**

- Tom suggested inviting representatives from Northstar at future meetings to provide input.
- Cindy pointed out that there are copies provided of all the event monetary breakdowns.

2. MOTION (Below): Identify Representative(s) for Mountain Housing Council - Discussion and Appointment – Cindy Gustafson

- Quarterly meetings required, and in addition there are separate groups that meet on various issues.
- Brett volunteered to be the primary representative, and Cindy for the alternate.
- Gary volunteered to have committee involvement.

**MOTION to elect Brett as the primary Mountain Housing Council representative and Cindy as the alternate.**

**M/S/C Karen/Christy 8/0/0**

3. MOTION: Discussion and Possible Approval of Resolution Naming Signers on NLTRA and NLTMC Bank Accounts-Al Priester

**MOTION to remove John Thompson and Sandy Evans Hall as signers on NLTRA and NLTMC bank accounts, and add Cindy Gustafson and Al Priester as signers, in addition to Ron who is currently a signer.  
M/S/C Samir/Jennifer 8/0/0**

4. MOTION: Discussion and Possible Approval of Extension of Contract with Andy Chapman through October 6, 2017.
- Cindy reported currently advertising for Marketing Director position is underway, and the position will most likely will not be filled until mid-November. At Oct 4<sup>th</sup> meeting, there will be a revised contract. There are currently 38 applicants and out of that 6 are qualified applicants. Until position is filled, Andy would serve as interim Marketing Director.
  - May need additional funding for Andy's contract after October 4<sup>th</sup>, and will bring that to the Board for approval after more analysis. Requesting extension until 10/6.

**MOTION to extend contract with Andy Chapman through 10/6/2017.  
M/S/C Gary / Christy 8/0/0**

5. MOTION: Discussion and Possible Approval of Contract with Shift Communications & Consulting – Cindy Gustafson
- This workshop is funded through the account titled Staff Meeting Travel and Training for Board members. The 2-4 Board members and/or 2-3 partners will be selected by the executive committee, and may be a random decision.
  - Jennifer suggested the Chamber subcommittee be involved. Brett suggested Adam and two committee members that are not part of the executive committee, not to exceed \$5,000 additional cost.
  - Gary motioned to include all board members as well as the Chamber subcommittee.
  - Add to motion-Not to exceed \$5,000

**MOTION to approve contract with Shift Communications and Consulting with the addition that:**

- **The strategic planning session will include all Board Members as well as the Chamber Subcommittee (including Stacy Caldwell, Joy Doyle and JT Chevalier) not to exceed \$5,000 additional cost.**

**M/S/C Gary / Christy/8-0-0**

6. MOTION: Discussion and Possible Approval of Contract Amendments with Placer County for July 2017 and August 2017-January 2018 – Cindy Gustafson and Erin Casey-ITEM OMMITTED FROM MEETING AGENDA

- Do not need to take action on these administrative changes, this had been worked out with the County prior to the Board meeting.
- **OMITTING ITEM 6 FROM THE AGENDA, item added onto agenda in error.**
- Discussion regarding Employee Handbook and additional holidays to be considered, item was not included in agenda but back up documents were in packet. Handbook changes will be brought back at next Board Meeting. Jennifer suggested that the request be considered along with the current

full salary and benefit packages of employees. More information and details will be included in next Board meeting.

#### F. 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 June 2017, July 2017
3. Membership Upcoming Events/Programs
4. Conference Revenue Statistics Report
5. Executive Committee Report – August 28, 2017
6. Capital Investment/Transportation Activity Report
7. Finance Committee Reports, June 2017, July 2017
8. Progress Report on Key Performance Indicators
9. CEO Updates (oral presentation)
  - Cindy asked Board members to begin thinking about top priorities for Strategic Planning session.
  - Cindy encourages Board Members to attend Chamber functions such as mixers and she announced upcoming events including a Chamber Training Session and the Tahoe Economic Summit by Tahoe Prosperity Center in October. Let Cindy know if any Board members want to attend.
  - Brett asked about Board preparation for the Strategic Planning retreat. Cindy said to bring any issues want to discuss at the retreat to Lauren and Cindy will ask Lauren O'Brien to send out an email to correspond with Board members about the workshop.
  - Jennifer will send documents in response to what was discussed in the mediation meeting prior to the Strategic Planning session and will come during the first part of the strategic planning session to review.
  - The County is working to schedule a follow up meeting to the mediation meeting and will send agenda topics by the end of this week.
  - Brett will be gone Sept 29-Oct 13. Cindy added that we will do our best to schedule the session for dates that all Board members can attend.
  - Jennifer announced that David Bosch will be resigning/retiring end of year. Executive search will be upcoming.
  - Jennifer expressed desire to talk to Executive Committee to finalize Cindy's hiring details/contract. Cindy said she will share her signed contract with the Board. This will be an agenda item for the next Board meeting.

#### G. Directors Comments

- Tom Lotshaw reported on TRPA
  - Governing Board Best in Basin Meeting 10:30 September 27<sup>th</sup> at N. T. Event Center.
  - Board approved permits for 875 dead or dying tree removals.
  - A harmful algae bloom in Tahoe Keys was discovered. Lowest level caution urged.

#### H. Meeting Review and Staff Direction

- Cindy reviewed and gave upcoming direction
  - Will give report/clarification about Chamber membership loss/reduction and develop a plan to bring forward. There will be action at the October meeting on this subject.

- Will amend the Autumn Food and Wine contract with Northstar and request more information from them.
- Regarding the Mountain Housing Council; Brett will be primary and Cindy will serve as alternate with Samir and Gary as potential committee members.
- Cindy will ask Lauren O'Brien to interview/email questions to Board members prior to the Strategic Planning Meeting as well as Chamber Committee members Stacy Caldwell, Joy Doyle and JT Chevalier, and not to exceed \$5,000.
- Bring back the Employee Handbook Policy Changes subject with more information regarding competitive benefit packages and NLTRA salaries historically.
- Brett added: Speak with Northstar representatives for feedback regarding past Autumn Food and Wine events providing information not seen in existing data. The same procedure should be followed with all large scale events going forward.

I. Adjournment 10:19