

Action Plan: July-December

	July	Aug	Sept	Oct	Nov	Dec
Focus for Month	Liveable, Walkable, Bikeable Panels: July 25/26	Summit, Aug 13		-Final Plan EIS (2) released (3 weeks of public review?)	RTP Final Decision	RPU Final Decision
Meetings	July 25/26 Hearings + Panels on walkable communities	All day Issue Sheet meetings: Aug 2, 3, 14, 15 Aug 22/23 hearings	RPU Committee Meetings : Sept 6, 7 APC/GB Hearings Sept 26/27	APC/GB Hearings Oct 24/25	GB + APC Hearings Nov 14/15	GB + APC Hearings Dec 12/13
Communications/ Outreach	E-blast: 7.13: Next Steps/Panels E-blast: 7/23: reminder of meetings Release of video Road Show: Scheduling Latino Outreach Seniors Outreach Business Outreach Student/Green Outreach Radio Spots Newspaper Ad's	GB Workshop Dates TBD Summit Table to capture names	GB Workshop Dates TBD	GB + APC	GB + APC	GB + APC
Media	Letter to Editor (2) Column LTnews Radio Interviews TV Interviews	Letter to Editor (2) Response to comments, technical points	Letter to Editor	TBD	TBD	TBD

To Do List: July

Communications

- Newspaper Ad (July 23-August) depending on budget
 - Design newspaper ad: Seana/James (Tracy to work with James): July 15
 - Get quote for \$2,000 for local paper ads/North and South Shore (size, # of publications): Jessica: July 15
 - Place ad: Jessica—week of July 23
- Radio Spots (July 23-August)
 - Schedule: Jessica (after July 23)
 - Draft script (Tracy/Seana) July 15
 - Secure people for radio (Jessica/B)
- Website
 - Update with videos: Seana (post by July 23 or before)
 - Seana/Seana scheduling, James filming, editing
 - Tracy to work with James 7/15-7/18
 - Draft scripts for people: Tracy/Seana
 - On-going updates: Seana/James
 - Highlight Walkable Panel on Home Page/Add walking path image
 - Add tagline?
- E-News
 - July 12: Send update with info about panel: Tracy/Seana/James
 - July 23: Reminder about panels
- Media
 - Letter to Editor: Submit July 15-July 19 (North and South Shore papers)
 - Tracy to find writer to comment on bike trails, pedestrian friendly needs, safety. Different authors for North and South Shore (Theresa can help ID north shore person)
 - Tahoe Talk: schedule (Jessica)
 - Tahoe Today: schedule (Jessica)
 - TahoeProject: schedule (Jessica)

Outreach

- Service Club Road Show (Steve Teshara)
 - Start Scheduling for July-Oct
 - Tracy to start scheduling week of July 15 on South Shore
 - Seana to start scheduling on North Shore (starting July 23)
- Latino Outreach
 - Tracy to contact Jen Spina (and potentially Arturo) to discuss best strategy (July 15)
 - Seana to contact Emilio to discuss best strategy (July 23)

- Teach Teams
 - Steve Teshara to schedule TahoeChamber.org Tech Team meeting in person to start reviewing responses and submitting comments
 - Sandy to contact Tech Team about continuing
- Building Database/Getting More People to Sign up for TahoeFuture.org
 - Outreach to TahoeChamber.org members (Jessica) on-going
 - Sandy to outreach to NLTR lists + via Biz Bites (on-going)
 - Add Leadership Alumni to database (done)
 - Add Boulder Bay and Homewood lists (Seana) 7.25
 - Add Prosperity Center list (BG)
 - Outreach to Tahoe Fund (Seana/B/Sandy)
 - ✓ ○ TC Vision Team list (Sandy)
- Other Outreach (July)

Outreach to schedule presentation, update about TahoeFuture.org movement, discuss links, ways to access their database/members, involvement, etc

 - Sustainable Tahoe Event (Seana)
 - Green Team/South Tahoe High School Green Club (Tracy)
 - Bike Coalition/Karen Fink (Seana)
 - Senior Center in South Lake (Tracy)—link to public transportation, safe walking, town centers



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Tue, 07/24/12

2012 VALHALLA
Art, Theatre & Music Summer Festival

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SERVING ALL OF LAKE TAHOE'S LEGAL NEEDS WITH
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Opinion: North and South Shore chambers plot Tahoe's future

Posted by admin in [Voices](#) on July 21st, 2012 | [2 responses](#)

By Casey Blann

As a long-time resident of Lake Tahoe, my family and I have witnessed many changes. In fact, I am a strong proponent of change as it challenges status quo and requires us to look at situations in a whole new way; but it can also bring fear to some. It has been my experience that the only way to address these fears is through education.

Possessing the necessary information to make educated decisions has always been a challenge in Tahoe. Often, we are reading information from a variety of sources and it is impossible to determine whether it is factual, or biased. Faced with this situation, we decided to create a website that spoke to the scientific and verifiable facts of the issues that are facing us in the very near future; this site is [TahoeFuture.org](#).

The TahoeChamber, (in conjunction with the North Lake Tahoe Chamber) have launched the regionwide campaign to help better inform the people of Lake Tahoe. The concept is simple — to get more people in-the-know in the most user-friendly way possible. Basically, we want more people to have a voice in Tahoe's critical planning issues to create a brighter future for Lake Tahoe. The focal point is the [TahoeFuture.org](#) website which

will quickly link community members to easy-to-understand, straightforward information streamlining "getting involved".



Casey Blann

Over the next seven months, TahoeFuture.org will connect people to important information on two critical land use and transportation plans that create a blueprint for a revitalized Lake Tahoe. The overarching goal of these two plans, Tahoe Regional Planning Agency Regional Plan Update (RPU) and Regional Transportation Plan (RTP)/Mobility 2035, is to restore Lake Tahoe.

The draft environmental impact statement period for the RPU and RTP closed June 28. More than 70 people participated via speaking at hearings and writing letters to TRPA. Over the next few months, public comment in person and in writing will continue to be accepted on both plans.

We know the South Shore is sorely in need of change. And as many locals already know, there's a movement under way via various efforts, all around Lake Tahoe to shift the direction of Lake Tahoe away from one of continued decline toward one of environmental and human health, prosperity and sustainability. TahoeFuture.org is linked directly to these numerous efforts happening simultaneously around Lake Tahoe to chart a new direction.

The new direction and brighter future is about effectively integrating accelerated environmental restoration with community revitalization and a new economic model for prosperity for residents, second homeowners and visitors.

Lake Tahoe continues to suffer from damaging runoff and one of the worst periods of economic decline in its history. The environment and the economy are intertwined; and without change, the lake's clarity and the future of the region remain in serious peril. We must do something about it. Take a look at some facts:

- 72 percent of the fine sediment and pollutants clouding Tahoe's water clarity are the result of untreated runoff from the old built environment (before water quality standards were put in place) of roadways and aging infrastructure.
- The economic decline started in 1997 at Lake Tahoe and unemployment rates have averaged 16 percent for the past three years. Due to the loss of jobs and local services, families have opted to move. The result has been a 15 percent drop in permanent population (and still falling) and a sharp decrease in business levels. In 2011, the average occupancy rate for Lake Tahoe lodging properties — large and small combined — was 30 percent or less. In short, the outlook for our future is anything but bright.

Here's a quick description of additional collaborative efforts going on around the Region which are all aimed at fixing the mistakes of the past in order to achieve the goal of a healthier Lake Tahoe.

Regional Plan Update (RPU) is a blueprint for innovative, smart land use and transportation policy. About 4,500 citizens provided input that ultimately guided the TRPA RPU. The overarching objective is to restore Lake Tahoe and deliver environmental gains through a host of policy changes such as incentives for environmental redevelopment and the removal of existing development from the most sensitive areas. Expected to be approved at the end of 2012, its innovative new approaches include: creating livable walkable town centers, moving away from burdensome regulations that inhibit environmental redevelopment gains and investment in efforts to clean up blighted areas that have contributed to economic and environmental decline

over the past 30 years. As a foundation for this effort, TRPA will maintain the existing regional growth control systems that stopped the rampant overdevelopment that was a product of the 1960s and early 1970s.

Regional Transportation Plan (RTP)/Mobility 2035 is a blueprint for connecting communities and stopping pollution impacts. In conjunction with the RPU, the RTP/Mobility 2035 is being updated to support the goals of improving lake clarity and air quality by boosting alternative forms of transportation as well as reconfiguring communities to be more walkable. Highlights of the Mobility 2035 Plan include: implementation of 160 miles of new bicycle and walking trails, programs to catch sediment on approximately 78 miles of roads and garnering federal and state transportation investments.

Tahoe Prosperity Center is a regionwide collaborative economic prosperity strategy for enhancing environmental quality and living standards for all residents. The plan aims to move the region away from a gaming and tourism only reliant model to one that focuses on three clusters: Outdoor Recreation-based Tourism; Health and Wellness; and Environmental Innovation. Board members are developing strategies related to their region-wide 'pillar initiatives' to drive leadership, planning and policy, infrastructure, capital generation and economic development.

Pathways to Prosperity Trek took local leaders to study comparable community models for inspiration. We visited other communities that have faced similar challenges and in response, have implemented smart, creative, collaborative solutions to turn their region around. Specifically, when Monterey and Livermore faced economic and community decline, local political and community leaders took bold steps to reverse this decline including the development of a new economy (geotourism and downtown revitalization) along with transportation and community improvements. 2012 Trekkers represented a diverse group of Tahoe basin leaders across various sectors including tourism, science, government, transportation, economic, business, health care, and recreation.

I believe now is the time for more people to get involved and join this energizing momentum toward positive change. Together we can bring back our economic wellbeing and chart the path toward environmental improvements and community vitality.

I invite each and every person who cares about Lake Tahoe to visit [TahoeFuture](#) and become more informed and involved. Let's work together and actively participate in the process to build a healthier Lake Tahoe future. Let's make Lake Tahoe more walkable and bikeable and maybe it will be a place where our kids can return to work, play and raise a family.

Casey Blann is chairman of TahoeChamber and vice president-general manager of Kirkwood Mountain Resort.



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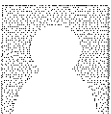
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2 Responses to "Opinion: North and South Shore chambers plot Tahoe's future"



1. *Chief Slowroller* says:
July 21, 2012 at 9:23 am

you could sum it all up with the statement
were going to be "LIKE ASPEN"
the real goal is to SHRINK the TOWN



2. *headroom* says:
July 21, 2012 at 2:01 pm

In our complex Tahoe environment we have had to follow the advice of experts more and more. For years Lahonton's experts told us that organic material mostly caused lake clarity loss. More recently however, Lahonton's experts discovered that very fine particulates suspended in the water were mostly responsible for diminished clarity.

"Scientific and verifiable facts" evolve, are altered and are sometimes discredited altogether. Education is a dynamic not static process and never free from the teacher's inevitable point of view. No Chamber of Commerce is free from bias either.

Sometimes, too, common sense experience-the voice of the heart has its own undeniable truth. We have been hearing plenty from that region lately.

Chambers, scientists, educators-we all see through a glass darkly. Can't be helped. In a social and natural environment as richly complex as Tahoe's, the best lesson for the whole lot of us to learn may be enhanced humility.

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Staff Report for Board

What: Bonus/Incentive Pay Policy and Wage Increase Policy

Who: CEO/Executive Director and CFO/HR Director, presented to Finance/HR Committee review with recommendation for board approval

Where, When, How:

- Bonus and wage increase history was provided to the Board in fall of 2011 by CEO
- Concern was expressed by board members and County CEO staff with the apparent lack of performance based review and professional development
- County CEO office placed a requirement into attachment A of the 2011/2012 contract that:

Prior to implementation, NLTRA CEO will submit for review and approval to County Executive Office a staff development plan, including measureable staff goals.

- After meeting with the County Interim CEO staff, Holly Heinzen, this was interpreted to mean a policy adopted by the NLTRA board regarding future pay raises and incentive pay
- CEO is currently using a goal setting and quarterly review program with all staff members as well as annual review forms completed by employee and supervisor, which have been shared with Finance/Human Resource Committee and CEO staff.

Why: This policy will lead to increased trust with County CEO office per our 2011-16 Strategic Goals

By 2016, the organization will have built trust, confidence and leadership with key partners through accountability, transparency, and frequent and consistent communication following a key partner communication plan.

Staff Recommendation: Approve attached Policy Guidelines for Bonus/Incentive Pay and Wage Increases



Policy Guidelines

Bonus/Incentive Pay

- Up to 10% base salary for management team (Finance, Marketing, Inf/Trans, Visitor Information, Chamber) for achievement above and beyond basic job description
- Incentives for hourly/supervisory employees based on specific goal achievement above and beyond basic job description
- Reviews to be conducted by supervisors in July of each year with objective performance evaluation to include annual goals, job description, positive attitude, fiscal management, team support, and professional development components
- Recommendation of incentive/bonus pay to be reviewed and approved by CEO and Finance/Human Resource Committee
- All incentive/bonus pay will be dispersed in the fiscal year within which it was earned, provided funds are available departmentally

Wage Increases

Employees will be eligible for wage increases based on the following:

- Job duties are expanded and a new job description is in place
- End of 90 day start period and performance evaluation merits
- End of fiscal year, based on performance, CPI, competitive analysis of similar wages in region
- Wage increases are also dependant on budgetary goals and allowances, and sound fiscal management
- Recommendation of wage increases to be reviewed and approved by CEO and Finance/Human Resource Committee

DRAFT
Strategic Goals 2012 – 2016

Key Initiative Areas – Opportunities to develop across all core function areas in addition to existing initiatives of downhill skiing, boating, culinary arts, music, and hiking

1. Biking
2. Paddle boarding/kayaking
3. Nordic Skiing

Core Function: Marketing/Sales (6 Red)

By 2013, conduct a sales department review and strategic plan to include an overall cost/benefit analysis. 36

ACTION ITEM 2012/13

- Develop a Reunion & Wedding marketing and sales strategy
- By 2014, conference revenue and attendance will have grown by 25% area wide over 2010/11

By 2016, the North Lake Tahoe Region will dominate the California market as a destination for alpine and Nordic skiing, biking, and paddle boarding/kayaking and in the top 5 for nationwide winter alpine destination choice according to visitor surveys and NSAA statistics. 26

By 2016, Transient Occupancy Tax collections will have increased by 15% over 2010/11 adjusted for inflation. 21

ACTION PLAN 2012/2013

- Invest in large events, community involvement, training other business opportunities
- Ensure a regional public relations focus, delivering messaging to all partners on a regular basis to create alignment
- Create a comprehensive social media plan with clearly aligned goals that can feed, lead, or compliment key partner plans

By 2013, the marketing department will have a clear marketing brand for North Lake Tahoe. 15

- Align in-market with out-of-market messaging in all mediums

By 2016, occupancy during identified strike zones will be 20% greater than 2011 and annual occupancy for all lodging will be increased by 10% over 2011. 8

Other areas for consideration:

- Recruit large region-wide events to spotlight key initiative areas as well as existing brand.
- Increase web site visits
- Leverage new technology to increase visitation
- Develop in-town collateral and information to better deliver brand

Core Function: Infrastructure/Transportation (4 Red)

By 2016, a fully integrated transportation system within the North Lake Tahoe area will effectively link visitor destinations, recreation and lodging products with increased ridership on service on recreational routes of 20% (3% per year). 76

ACTION PLAN 2012/2013

- By 2013, create a Vision for an integrated transportation system through a regional executive leadership team that includes funding alternatives and governance, and review of existing studies

By 2013, review existing criteria for infrastructure funding and develop an infrastructure strategy for project funding priorities in the future as well as in the existing integrated work plan to include temporary support for regional events. 34

By 2016, there will be additional lift of 200,000 seats into Reno Tahoe International airport or Sacramento airport servicing Northeast and Southeast consumers as well as other markets. 28

By 2016, the lodging and commercial environment on the North Lake Tahoe shore will be upgraded to include 3 new or re-developments consistent with our environmental stewardship goals. (removed metric of 100 quality lodging units) 27

By 2016, there will be a completed trail system linking all areas within the North Lake Tahoe region resort triangle and West Shore to Incline Village to include: 13

- Bike path system including paved multi recreation trails, bike lanes, and unimproved backcountry trails
- Completed visitor ready infrastructure and signage for paddle boarding/kayaking
- Trail development and signage for providing Nordic skiing throughout the region.
- Marketing of completed infrastructure assets

By 2014, there will be 30 way finding signs in place within the North Lake Tahoe region, and 50 by 2016. 4

Other areas for consideration:

- Create a “Green” brand to everything we do

- Identify alternative funding mechanisms wherever possible
- Increase transit ridership
- Provide a convenient rent-a-bike system with stations throughout the region
- Develop proof of feasibility of water born transportation services
- Develop more indoor recreation and cultural centers
- Develop **and advocate for** workforce housing

Core Function: Membership Services/Economic (0 Red) Development/Business Advocacy

By 2014, evaluate membership component and value of retaining a Chamber of Commerce entity within the organization. 25

By 2016, the organization will have provided advocacy for all project and program development that aligned with our mission. 22

By 2016, the organization will be the recognized business leader with public and private partners in the regulatory environment. 6

By 2016, the organization will be the recognized voice of business for legislative issues as they impact tourism in E. Placer County. 5

ACTION ITEM 2012/13

- Strengthen legislative voice by working with County staff and lobbyist with regular reporting (quarterly or as needed) to the board and membership on issues impacting business in North Lake Tahoe

By 2013, the organization will have taken the lead on components of Economic Prosperity Plan, Redevelopment Plan, and County Road Map that align with our mission of tourism development, and will be the B.O.S. authority through required organization endorsement or consultation. 2

By 2016, the organization will have increased dues and non-dues revenue by a total of 50% (\$100,000) through development of programs and communication that add value to membership, unless decision is made to eliminate Chamber of Commerce in 2014. 0

Other areas for consideration:

- Provide opportunities for businesses to package products for promotion.
- Be an advocate for business education either through our organization on a regional basis or through business associations on a more localized basis
- Advocate for social issues such as affordable housing or employee services

Core Function: Visitor Information (0 Red)

By 2013, create and begin to execute a customer service strategy throughout North Lake Tahoe as a part of the greater in-market visitor information strategy. 39

By 2013, the organization will have assessed regional needs for Visitor Information distribution via virtual or physical locations and by 2016, will have implemented plans. 23

By 2016, the organization will have increased net promoter scores by 20% over 2011/12 or up to 85, whichever is lower. 7

Core Function: Community Relations (0 Red)

By 2013, the organization will have developed and executed comprehensive communications plan that utilizes all available mediums with consistency and frequency. 33

By 2016 (ongoing), the organization will have built trust, confidence and leadership with key partners through accountability, transparency, and frequent and consistent communication following a key partner communication plan. 18

By 2016 (ongoing), the organization will be a recognized voice of community in all core function areas, and is approached as an entry point for projects and programs seeking support or endorsement. 9

By 2013 (ongoing), the organization will have a recognized brand message of “Who we are and what we do,” through recurring outreach to all identified partner organizations and members. 0

ACTION PLAN 2012/13

- Continue outreach to community

Other items for consideration

- Increase public relations efforts and celebrations of projects using TOT funds and recognize county staff, agencies and board of supervisors for their role in achieving goals



Plan and Timeline for Review of the 1995 North Lake Tahoe Tourism Development Master Plan

Month	Project	Who	Cost
August	Form MP Review Task Force and divide up areas of review, identify key stakeholders and fundamental truths of existing plan	Kali, Ron P., Ron M., Alex, Ron T., Jennifer, Phil	
September	Develop RFP for studies needed and/or technical assistance	Ron T.	
	Report to Board of Directors on progress	Sandy	
	Request funding for RFP from joint Infrastructure/Transportation	Sandy	Est. \$40,000
October	Take funding request before NLTRA Board and P.C. Board of Supervisors for approval	Sandy	
January	Review reports and recommendations with MC Review Task Force and determine public input process and integration	Task Force	
February	Outreach to selected individuals and groups	Task Force, staff	
March - June	Update Master Plan	Task Force, staff	
June	NLTRA Board and P.C. Board of Supervisors review and adopt updated Master Plan		
July	Distribute copies to key partners		Est. \$10,000



north lake tahoe

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THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday, July 11, 2012 – 8:30 am – 11 am

North Tahoe Event Center

Preliminary Minutes

ATTENDANCE: Ron Parson, Andy Wirth, Phil GilanFarr, Alex Mourelatos, Kali Kopley, Wally Auerbach, Jennifer Merchant, Bill Rock, Allen Highfield, and TRPA Representative (Kristi Boosman)

NOT PRESENT: Julie Regan, Valli Murnane, Ron McIntyre, and Eric Brandt

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Emily Detwiler, Andy Chapman, Deanna Frumentti, Lisa de Roulet, and Jessica Walker

OTHERS IN ATTENDANCE: Carl Caley, Steve Hoch, Kathy Long

A. CALL TO ORDER - ESTABLISH QUORUM

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

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions
2. Approval of Agenda

M/S/C (X/X) (9-0-0) to approve the agenda with items taken out of order if necessary.

C. PUBLIC FORUM

Carl Caley from Vicky's Cyber Café spoke out about the Visitor Information Center (VIC). He said he was representing his cyber café and also a list of people whose signatures he had, presumably local business owners. They oppose the retail component of the visitor center as they believe that it goes against the mission of the Resort Association and Chamber and is in direct competition with several local businesses. Specifically, the computers that allow internet access and printing affects three local Tahoe City businesses. He is asking the Board to take action and stop the retail and computer components of the VIC. He stated that the Board should have received correspondence about the issue. He does not think staff is doing enough to solve this issue and therefore is asking for the Board to take action.

Ron Parson acknowledged that this item is not on the agenda, but feels that the issue warrants a discussion, and suggested a motion to add this item to the agenda.

M/S/C (Auerbach/Mourelatos) (9-0-0) to approve adding discussion of the VIC to the agenda as item C.1.

1. This issue was discussed at length by the Directors. Some of the main points are below.
 - The retail component is not new as the previous VIC also had retail. The VIC is operating with all of the proper permits and licensing.
 - The computers are there to leverage the investment of the GoTahoeNorth.com website. They are not to be used for personal use, email, social media or banking. The keyboards and mice have been disabled. Guests are being sent to Vicky's Cyber Café if they need to take care of those needs.

- The VIC is selling more than at its previous location, but that difference in profit is only to offset additional rent and employees. The retail sales are tracking very close to the forecast.
- It was also mentioned that no Chamber funds were used in the build-out of the VIC. The Chamber receives no public funding. Staff came to the Board with a request for funding up to \$82,000 TOT dollars for the build-out of the VIC

Ron Parson summarized the discussion. Staff is directed to ensure the VIC is not in competition with local businesses. Procedures will be implemented to make sure computers are not used in a way that competes with local business. An oversight task force will be created that includes concerned business owners as well as supportive Board and staff members. Finally the staff will engage with the community and business owners to address any complaints immediately.

D. REPORTS & ACTION ITEMS

Marketing:

1. Andy Chapman, Chief Marketing Officer, gave an update on the May MTRiP reports. The last report showed July down 12%, but it is now down just 2% over last year. He expects that number to get even smaller when the June reports come in. ADR, RevPar and Occupancy are all on the increase as indicated on the chart on page 3-2. He also mentioned that current bookings for the upcoming winter are rising. He believes we are right on track for the rest of summer and upcoming winter.

Comparatively, we are ahead of our competitive set which includes Central Summit, Mammoth Lakes, the Park City area and Telluride.

2. Andy also discussed the new creative agency selection. The North Lake Tahoe Marketing Cooperative conducted a request for proposal. There were 11 proposals received and reviewed and condensed to 4 finalists. After much deliberation, it was decided to go with a new agency, School of Thought. At the next meeting there will be a contract brought to the Board for review. The current agency has a plan in place through September that will play out. That will allow the new agency to prepare and have their plan in place to roll out for the fall/winter season.
3. Andy gave an update on IRONMAN Lake Tahoe. On June 12th the contract was executed. Monday, June 18th the event went on sale and sold out in 18 hours filling 2600 spaces. While it was not a record sell out, it was a record sell for a 1st time location. Sixty percent of participants are from California with 45% of those from Southern California. There are 45 states and 26 countries represented, which equates to lots of travelers. As of last Monday, 1,700 room nights have been booked for 18 months from now. That is 22% of what is expected to be sold by the time of the event. Andy then showed a 3-minute video that was created for the event. Between now and September, Andy will be finalizing contracts with Northstar neighborhood associations. Andy also thanked the Board for their support in getting this event to North Lake Tahoe.
4. Andy Wirth, Squaw Valley, gave an update on the Olympic Bid. He has assembled an impressive Board of Directors for the Lake Tahoe Winter Games Exploratory Committee (LTWGEC). While the Reno/Tahoe Winter Games Coalition and the California Winter Games Coalition have both been around, it is critical to understand that LTWGEC is a new bi-state group. He also addressed the announcement that USOC will not be bidding on 2022 games. While the LTWGEC was to be prepared for a bid request, it would have been a huge task to accomplish in a very short amount of time. The next step will be in December when the USOC will make a recommendation on summer 2024 vs. winter 2026. The LTWGEC is now working towards 2026. Andy also discussed the probability of the USOC's December decision; he believes that a summer 2024 bid is most likely because summer games are most profitable. But also that a winter 2026 bid is certainly probable. There has not been much public discussion or disclosure on members of the Board, but Andy assured the group that it is a great group and they are all being fully vetted. Lastly, Andy believes that the games could come and leave the lake in better condition than before.

Membership:

1. Deanna Frument, Membership Manager, gave a membership update. During the month of June there were 10 new members, 0 write-offs and 5 renewing members. Retail businesses account for less than one percent of the members, but it is an area of focus. The Visitor Center has been helpful as quite a few of the new vendors have joined.
2. Deanna is also working on the WebLink integration with GoTahoeNorth.com and is hoping to launch that in a couple weeks. Data is currently being tested.
3. Lastly, she has heard from a lot of members that people don't want to join the Chamber because they don't have time to go to meetings. She realizes that is a valid concern and will be working to create an online chamber community.
4. Deanna also gave an update on the upcoming membership activities and events.
 - a. July 12, Mixer at Lighthouse Spa
 - b. July 19, Mixer at Pomin's Tahoe Hot Tubs
 - c. July 26, ChamberEd Seminar "Sexual Harassment Workshop"
 - d. Aug 3, Mixer at The Potlach

Transportation/Infrastructure:

1. Ron Treabess requested funding for the Night Rider Service extension. He is requesting up to \$10,000 of transportation funds for the extension of Night Rider to 2am. The additional 2 hours are costing \$17,500 and local business owners have already raised and contributed \$7,500. During the first week of service 14% of ridership occurred between midnight and 2am. That showed immediate use of this service and that is expected to continue. He stated that there is money for this and the money has been included in next year's budget in case we want to continue the extension into the winter season.

Jennifer Merchant stated that she will be voting no because the request did not go through normal procedure. In the future she hopes that this sort of request will go through the proper procedures.

M/S/C (Wirth/Kopley) (8-1-0) to fund up to \$10,000 for extension of Night Rider to 2am.

2. Ron then gave an update on the North Tahoe Water Shuttle project. He said that the water shuttle boat is scheduled to be on the water around July 25th. He has a signed contract with all necessary parties except NTPUD. He believes there will be an agreement and signed contract soon, but is prepared to go forward without them. It has been difficult to get a contract both parties can agree to, but it is looking promising that a contract will be agreed upon soon. The intent is for the service to begin on the 27th.
3. Sandy Evans Hall, CEO, gave an update on the TRPA Regional Plan. A letter has been written to the TRPA governing Board following review of the plan by the Technical Advisory Task Force meetings, a copy of that letter is in the Board packet. They specifically focused on the chapters about redevelopment and commented to the Board about specific things that need changing. They will be continuing to work with tahoefuture.org, a coalition that includes north and south shore chambers. They will be working through December when the Regional Plan Update is adopted.

Kristi Boosman, TRPA, thanked the Board for the extensive time and effort the Board put into this. She also wanted to make sure that the Board was aware of a meeting called "find out what TRPA is not telling you about RPU," put on by some conservation groups.

Jennifer Merchant, Placer County, mentioned that Placer County is working on follow-up to RPU with the community plan and there will be a meeting about that tonight at the North Tahoe Event Center. They are hoping to have that plan completed in a year-and-a-half.

4. Sandy then gave an update on the Tahoe City Visioning Process. The workshop wrapped up with a 3-day charrette. The PowerPoint presentation is online on ntra.org. The next step will be to look at the regional plan and how to integrate this vision. She also reiterated that this vision is only an idea of future possibilities, not a plan. Sandy said that there was a lot of drop-in

participation during the workshop. The final document should be ready in late August or early September for review.

Ron Parson mentioned that he participated at beginning and end. He does not agree with the scope of this project and believes it only incorporates a part of Tahoe City. He believes that it would have been a better report if it included greater Tahoe City area. He concluded that it is a good plan for downtown Tahoe City but really needs to be more inclusive.

County Contract

5. Sandy Evans Hall gave an update on the County Contract negotiations. She reported that they are in the process of identifying specific numbers. She will be sitting down with Jennifer Merchant shortly.

Budget

6. Lisa de Roulet, CFO, gave an update on the preliminary NLTRA departmental budgets. Included in the Board packet are consolidated departmental budgets. They look different than previous budgets because they were produced using QuickBooks. There are more visible accounts such as salaries, broken down within departments. The budget is starting off with \$4.9 million in funding plus other miscellaneous revenue. Some of the expense changes are a change in rent for VIC and Reno Airport. There has been an increase in salary and insurance but some of that has been offset by decreasing the company contribution to health insurance. Another change is bringing in fiber optic internet. While that is about \$1000 more a month, it will eliminate about 7 different telephone accounts. Another new cost will be WebLink maintenance. Worker's comp is up 30%, but not incorporated in the budget yet.

Andy Wirth asked about timing of the audit. Lisa said it is scheduled for the end of October. She noted that the fiscal year will be closed in August.

E. DIRECTOR'S COMMENTS

1. Kristi Boosman, TRPA, announced that there are two upcoming speaker panels on livable, walkable, communities. Myles Rademan and Michael Ronkin will be here speaking on July 25th in Kings Beach at the North Tahoe Event Center from 5-8pm. On the 26th he will be speaking on the South Shore.
2. Allen Highfield reminded everyone the Grand Opening of the new Tahoe Cancer Center will be July 21st from 1-4pm.

F. CONSENT CALENDAR – MOTIONS

1. Board Meeting Minutes – June 6, 2012
2. Joint Infrastructure/Transportation Committee – June 25, 2012
3. Marketing Committee – June 26, 2012
4. Membership Advisory Committee – June 13, 2012
5. Lodging Committee – No meeting in June
6. Conference Sales Directors Committee – No Meeting in June
7. Finance Committee – June 28, 2012
8. Approve Financials for April 2012

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

9. Conference Sales Reports
10. Infrastructure/Transportation Activity Report – June

M/S/C (Wirth/Auerbach) (9-0-0) to approve the consent calendar as presented.

G. MEETING REVIEW AND STAFF DIRECTION

1. Staff is directed to create oversight task force and create clear guidelines for VIC. Staff is to make sure the VIC is not competing with local businesses. Staff will be addressing complaints immediately

2. The Board Retreat is next Wednesday at Northstar in the Idea Room. The Board will be talking about strategic goals and if they are still going in right direction. They will also be looking at the Tourism Master plan. The retreat begins at 8:00am.

H. CLOSED SESSION

1. The board went into closed session at 10:30am to discuss personnel policy

I. RECONVENE TO OPEN SESSION

1. There was no closed session report

J. ADJOURNMENT

The meeting adjourned at X am.

Submitted by
Jessica Walker, Executive Assistant
NLT Chamber/CVB/Resort Association



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Joint Infrastructure/Transportation Committee

MEETING DATE: July 23, 2012

BOARD MEMBERS PRESENT: Wally Auerbach, Phil GilanFarr

ACTION ITEMS TAKEN:

MOTIONS MADE/VOTE:

M/S/C (Coyler/Garner) (7-0-0) to approve the Joint Infrastructure/Transportation Committee Agenda.

M/S/C (GilanFarr/Pang) (7-0-0) to approve the Joint Infrastructure/Transportation Committee Meeting minutes, with the correction of item 5.4 (Auerbach), from June 25, 2012.

M/S/C (Pang/Kyler) (7-0-0) to approve \$4940 to have LSC move forward with submitting the application for a Bicycle Friendly Community 2012

M/S/C (Garner/Pang) (7-0-0) to approve the water shuttle monitoring plan and bring reports back to the committee in the fall

BOARD APPROVAL/DIRECTION REQUESTED:

Direction to Ron to show RFP to sub-committee before sending out and bids will be reviewed at the next minute



north lake tahoe

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COMMITTEE: Marketing
MEETING DATE: July 24, 2012
BOARD MEMBERS PRESENT: Alex Mourelatos

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action to staff (Andy): Follow up with properties and who they would like serve on the Wedding Task Force Group.

Action to staff (Judy/Andy): Talk to Tahoe Nalu about moving the event one week later in August; preferred dates 3rd Saturday in August.

MOTIONS MADE/VOTE:

- 3.2 M/S/C (Ratchford/Mourelatos) (7/0) to approve the agenda with the above changes.
- 6.1 M/S/C (Maurer/Darby) (7/0) to approve the Marketing Committee meeting minutes from June 26, 2012 as presented.
- 7.2 M/S/C (Ratchford/Darby) (7/0) to approve the draft NLT Marketing Cooperative budget.
- 8.2 M/S/C (Parson/Allison) (7/0) to authorize staff to work with the ad agency to allocate weddings funds as they deem appropriate.

BOARD APPROVAL/DIRECTION REQUESTED:



COMMITTEE: Lodging
MEETING DATE: July 12, 2012
BOARD MEMBERS PRESENT: Alex Mourelatos

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action to staff (Sandy): Discuss advertising cost with the publishers of the Summer Visitors Guide and the Travel Planner.

Action to staff (Emily): Provide education to the lodging properties about the different Visitors Information Center Opportunities and share the following events/services: High Notes Campaign, Night Rider Service, Water Shuttle

Action to staff (Andy/Sandy): Spend the next 60 days doing research on what kind of programming is available before Lodging Committee Meeting in September.

MOTIONS MADE/VOTE:

A quorum was not established and no votes were made.



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COMMITTEE: Group Sales Subcommittee

MEETING DATE: July 26, 2012

BOARD MEMBERS PRESENT: None

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action to staff (Jason): Follow up for bid book generating software.

MOTIONS MADE/VOTE:

A quorum was not established and no votes were made.

Monthly Report June 2012**CONFERENCE REVENUE STATISTICS****North Shore Properties****Year to Date Bookings/Monthly Production Detail FY 11/12**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 6/30/12:	\$2,021,295	\$1,636,764	23%
Forecasted Commission for this Revenue:	\$137,777	\$100,042	38%
Number of Room Nights:	10860	9713	12%
Number of Delegates:	4800	4785	0%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	56	44	27%

Monthly Detail/Activity	<u>June-12</u>		<u>June-11</u>	
<u>Number of Groups Booked:</u>	5		0	
Revenue Booked:	\$2,375,246		\$0	
Projected Commission:	\$137,777		\$0	
Room Nights:	10860		162	
Number of Delegates:	4800		56	
Booked Group Types:	1 Corp., 1 Assn. 3 Smf		1 TA	
Lost Business, # of Groups:	5		2	
 <u>Arrived in the month</u>	 <u>June-12</u>	 Est.	 <u>June-11</u>	
Number of Groups:	6		1	
Revenue Arrived:	\$145,013		\$7,238	1903%
Projected Commission:	\$4,063		\$723	462%
Room Nights:	1033		77	1242%
Number of Delegates:	570		50	1040%
Arrived Group Types:	4 Assoc., 1 Smf, 1 Soc.		1 Assoc.	

Monthly Detail/Activity	<u>May-12</u>		<u>May-11</u>	
<u>Number of Groups Booked:</u>	3		1	
Revenue Booked:	\$51,424		\$18,808	173%
Projected Commission:	\$1,530		\$0	
Room Nights:	360		162	122%
Number of Delegates:	152		56	171%
Booked Group Types:	2 Corp., 1 Smerf		1 TA	
Lost Business, # of Groups:	3		2	
 <u>Arrived in the month</u>	 <u>May-12</u>		 <u>May-11</u>	
Number of Groups:	2		0	
Revenue Arrived:	\$209,619		\$0	
Projected Commission:	\$20,021		\$0	
Room Nights:	1082		0	
Number of Delegates:	460		0	
Arrived Group Types:	1 Assoc., 1 Smerf			

Monthly Detail/Activity	<u>April-12</u>	<u>April-11</u>	
<u>Number of Groups Booked:</u>	2	4	
Revenue Booked:	\$50,148	\$95,192	-47%
Projected Commission:	\$4,216	\$5,239	-20%
Room Nights:	260	812	-68%
Number of Delegates:	145	635	-77%
Booked Group Types:	2 Assoc.	2 Assoc., 1 Filr	
Lost Business, # of Groups:	2	4	

<u>Arrived in the month</u>	<u>April-12</u>	<u>April-11</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$87,343	\$98,559	-11%
Projected Commission:	\$7,802	\$9,855	-21%
Room Nights:	546	944	-42%
Number of Delegates:	525	305	72%
Arrived Group Types:	1 Assoc., 1 Govt.	1 Govt., 1 Film	

Monthly Detail/Activity	<u>March-12</u>	<u>March-11</u>	
<u>Number of Groups Booked:</u>	4	2	
Revenue Booked:	\$61,339	\$34,141	80%
Projected Commission:	\$6,643	\$3,414	95%
Room Nights:	495	340	46%
Number of Delegates:	390	140	179%
Booked Group Types:	2 Assn. 2 Smerf	1 Smerf., 1 Corj	
Lost Business, # of Groups:	5	6	

<u>Arrived in the month</u>	<u>March-12</u>	<u>March-11</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$91,524	
Projected Commission:	\$0	\$0	
Room Nights:	0	488	
Number of Delegates:	0	150	
Arrived Group Types:		1 Corp.	

Monthly Detail/Activity	<u>February-12</u>	<u>February-11</u>	
<u>Number of Groups Booked:</u>	3	0	
Revenue Booked:	\$109,989	\$0	
Projected Commission:	\$8,640	\$0	
Room Nights:	731	0	
Number of Delegates:	375	0	
Booked Group Types:	1 Corp, 1Smf, 1 Seminar	0	
Lost Business, # of Groups:	5	6	

<u>Arrived in the month</u>	<u>February-12</u>	<u>February-11</u>	
Number of Groups:	3	2	
Revenue Arrived:	\$153,869	\$49,579	210%
Projected Commission:	\$7,917	\$4,385	81%
Room Nights:	650	257	153%
Number of Delegates:	210	115	83%
Arrived Group Types:	2 Assn., 1 TA	1 Assoc.	

Monthly Detail/Activity	<u>January-12</u>	<u>January-11</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$8,019	\$2,902	176%
Projected Commission:	\$802	\$145	453%
Room Nights:	90	25	260%
Number of Delegates:	50	10	400%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	3	6	

<u>Arrived in the month</u>	<u>January-12</u>	<u>January-11</u>	
Number of Groups:	6	1	
Revenue Arrived:	\$706,729	\$6,412	10922%
Projected Commission:	\$39,489	\$0	
Room Nights:	2844	28	10057%
Number of Delegates:	975	14	6864%
Arrived Group Types:	4 Corp. and 1 Assoc.	1 TA	

Monthly Detail/Activity	<u>December-11</u>	<u>December-10</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$4,500	\$36,491	-88%
Projected Commission:	\$450	\$3,649	-88%
Room Nights:	50	65	-23%
Number of Delegates:	34	194	-82%
Booked Group Types:	1 Smerf	1 Corp.	
Lost Business, # of Groups:	6	2	

<u>Arrived in the month</u>	<u>December-11</u>	<u>December-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$4,176	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	48	0	
Number of Delegates:	18	0	
Arrived Group Types:	1 Govt.		

Monthly Detail/Activity	<u>November-11</u>	<u>November-10</u>	
<u>Number of Groups Booked:</u>	3	2	
Revenue Booked:	\$54,885	\$176,553	-69%
Projected Commission:	\$0	\$9,922	-100%
Room Nights:	380	1530	-75%
Number of Delegates:	210	525	-60%
Booked Group Types:	1 Assn., 1 Film Crew 1 Society	1 Govt. and 1 A	
Lost Business, # of Groups:	3	1	

<u>Arrived in the month</u>	<u>November-11</u>	<u>November-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$13,352	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	120	0	
Number of Delegates:	60	0	
Arrived Group Types:	1 Film Crew		

Monthly Detail/Activity	<u>October-11</u>	<u>October-10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$7,546	\$293,259	-97%
Projected Commission:	\$377	\$14,775	-97%
Room Nights:	30	1525	-98%
Number of Delegates:	65	247	-74%
Booked Group Types:	1 TA	1 Corp., 1 TA	
Lost Business, # of Groups:	0	1	

<u>Arrived in the month</u>	<u>October-11</u>	<u>October-10</u>	
Number of Groups:	3	9	
Revenue Arrived:	\$151,694	\$427,827	-65%
Projected Commission:	\$15,169	\$12,594	20%
Room Nights:	1549	2991	-48%
Number of Delegates:	725	1715	-58%
Arrived Group Types:	1 Assn., 1 Smf, 1 Govt.	2 Corp., 4 Assoc. 1 Govt, 1 Smf, 1 Foundation	

Monthly Detail/Activity	<u>September-11</u>	<u>September-10</u>	
<u>Number of Groups Booked:</u>	5	1	
Revenue Booked:	\$581,803	\$26,865	2066%
Projected Commission:	\$32,350	\$0	
Room Nights:	2797	150	1765%
Number of Delegates:	1041	50	1982%
Booked Group Types:	2 Assoc., 1 Corp, 1 TA, 1 Govt.	1 Corp.	
Lost Business, # of Groups:	4	5	

<u>Arrived in the month</u>	<u>September-11</u>	<u>September-10</u>	
Number of Groups:	5	4	
Revenue Arrived:	\$51,977	\$145,651	-64%
Projected Commission:	\$2,785	\$14,565	-81%
Room Nights:	399	980	-59%
Number of Delegates:	262	302	-13%
Arrived Group Types:	1 Corp, 3 Assoc. 1 Smerf	4 Corp.	

Monthly Detail/Activity	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$464,992	\$52,758	
Projected Commission:	\$46,076	\$5,275	1458%
Room Nights:	1758	430	679%
Number of Delegates:	823	575	494%
Booked Group Types:	3 Corp, 1 Smf., 1 Govt.	1 Corp, 1 Assoc. 1 TA, 1 Foundation	139%
Lost Business, # of Groups:	2	9	

<u>Arrived in the month</u>	<u>August-11</u>	<u>August-10</u>	
Number of Groups:	4	7	
Revenue Arrived:	\$371,268	\$219,566	69%
Projected Commission:	\$36,583	\$14,117	159%
Room Nights:	1759	1294	36%
Number of Delegates:	695	830	-16%
Arrived Group Types:	2 Corp, 1 Assoc. 1 Smf	1 Corp, 5 Assoc., 1 Society	

<u>Monthly Detail/Activity</u>	<u>July-11</u>	<u>July-10</u>	
<u>Number of Groups Booked:</u>	5	5	
Revenue Booked:	\$737,507	\$47,336	1458%
Projected Commission:	\$36,875	\$4,733	679%
Room Nights:	2873	484	494%
Number of Delegates:	890	373	139%
Booked Group Types:	1 Corp., 4 Assoc.	1 Corp.,3 Assoc	
Lost Business, # of Groups:	0	8	

<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>	
Number of Groups:	2	8	
Revenue Arrived:	\$61,096	\$579,888	-89%
Projected Commission:	\$4,855	\$44,258	-89%
Room Nights:	541	2813	-81%
Number of Delegates:	220	1479	-85%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp.,6 Assoc.,1 Smerf	

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$947,268	(Goal) \$750,000
For 2014/15:	\$3,663,952	\$500,000

NUMBER OF LEADS Generated as of 6/30/12: 110

Total Number of Leads Generated in Previous Years:

2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

Monthly Report June 2012

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 6/30/12:	\$80,604	\$216,150	-63%
Forecasted Commission for this Revenue:	\$9,462	\$23,170	-59%
Number of Room Nights:	798	1993	-60%
Number of Delegates:	416	1220	-66%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	48	32	50%

<u>Monthly Detail/Activity</u>	<u>June-12</u>	<u>June-11</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$21,420	\$0
Projected Commission:	\$2,142	\$0
Room Nights:	200	0
Number of Delegates:	150	0
Booked Group Types:	1 Corp., 1 Smerf	0
Lost Business, # of Groups:	1	2

<u>Arrived in the month</u>	<u>June-12</u>	<u>June-11</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:	0	0

<u>Monthly Detail/Activity</u>	<u>May-12</u>	<u>May-11</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$35,424	\$34,042	4%
Projected Commission:	\$5,313	\$5,106	4%
Room Nights:	240	425	-44%
Number of Delegates:	110	80	38%
Booked Group Types:	1 Corp., 1 Smerf	1 Smerf	
Lost Business, # of Groups:	1	2	

<u>Arrived in the month</u>	<u>May-12</u>	<u>May-11</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$14,007
Projected Commission:	\$0	\$0
Room Nights:	0	203
Number of Delegates:	0	79
Arrived Group Types:		1 Corp.

Monthly Detail/Activity	<u>April-12</u>	<u>April-11</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$45,432	\$0
Projected Commission:	\$2,271	\$0
Room Nights:	370	0
Number of Delegates:	250	0
Booked Group Types:	1 Assoc.	0
Lost Business, # of Groups:	0	1

<u>Arrived in the month</u>	<u>April-12</u>	<u>April-11</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$1,193
Projected Commission:	\$0	\$179
Room Nights:	0	7
Number of Delegates:	0	10
Arrived Group Types:		1 Corp.

Monthly Detail/Activity	<u>March-12</u>	<u>March-11</u>
<u>Number of Groups Booked:</u>	0	0
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	1	1

<u>Arrived in the month</u>	<u>March-12</u>	<u>March-11</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$4,791
Projected Commission:	\$0	\$718
Room Nights:	0	39
Number of Delegates:	0	50
Arrived Group Types:	0	1 Assoc.

Monthly Detail/Activity	<u>February-12</u>	<u>February-11</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$166,374	\$12,295	1253%
Projected Commission:	\$0	\$0	
Room Nights:	2340	198	1082%
Number of Delegates:	1800	79	2178%
Booked Group Types:	2 Assoc.	1 Corp.	
Lost Business, # of Groups:	1	3	

<u>Arrived in the month</u>	<u>February-12</u>	<u>February-11</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$14,265	\$20,013	-29%
Projected Commission:	\$1,510	\$3,002	-50%
Room Nights:	85	225	-62%
Number of Delegates:	150	150	0%
Arrived Group Types:	2 Corp.	1 Assoc.	

Monthly Detail/Activity	<u>January-12</u>	<u>January-11</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$9,997	\$16,137	-38%
Projected Commission:	\$0	\$1,752	-100%
Room Nights:	92	250	-63%
Number of Delegates:	70	190	-63%
Booked Group Types:	1 Corp., 1 SMF	1 Assoc., 1 TA	
Lost Business, # of Groups:	0	3	

<u>Arrived in the month</u>	<u>January-12</u>	<u>January-11</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:		0

Monthly Detail/Activity	<u>December-11</u>	<u>December-10</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$9,423	\$0
Projected Commission:	\$1,413	\$0
Room Nights:	30	0
Number of Delegates:	120	0
Booked Group Types:	1 Corp.	0
Lost Business, # of Groups:	4	0

<u>Arrived in the month</u>	<u>December-11</u>	<u>December-10</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:	0	0

Monthly Detail/Activity	<u>November-11</u>	<u>November-10</u>
<u>Number of Groups Booked:</u>	0	0
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	1	0

<u>Arrived in the month</u>	<u>November-11</u>	<u>November-10</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$927
Projected Commission:	\$0	\$0
Room Nights:	0	13
Number of Delegates:	0	8
Arrived Group Types:		1 TA

Monthly Detail/Activity	<u>October-11</u>	<u>October-10</u>	
<u>Number of Groups Booked:</u>	0	0	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:	0	0	
Lost Business, # of Groups:	1	0	
<u>Arrived in the month</u>	<u>October-11</u>	<u>October-10</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$15,354	\$5,280	191%
Projected Commission:	\$767	\$264	191%
Room Nights:	132	48	175%
Number of Delegates:	90	100	-10%
Arrived Group Types:	2 Assn.	1 Assn.	

Monthly Detail/Activity	<u>September-11</u>	<u>September-10</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$4,455	\$0	
Projected Commission:	\$668	\$0	
Room Nights:	50	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Smf	0	
Lost Business, # of Groups:	2	0	
<u>Arrived in the month</u>	<u>September-11</u>	<u>September-10</u>	
Number of Groups:	1	4	
Revenue Arrived:	\$4,459	\$67,983	-93%
Projected Commission:	\$668	\$6,042	-89%
Room Nights:	47	616	-92%
Number of Delegates:	50	291	-83%
Arrived Group Types:	1 Smf	2 Corp,1 Assoc, 1 TA	

Monthly Detail/Activity	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	0	3	
Revenue Booked:	\$0	\$37,580	
Projected Commission:	\$0	\$3,724	
Room Nights:	0	484	
Number of Delegates:	0	296	
Booked Group Types:		1 Corp,1 Assoc.	
Lost Business, # of Groups:	2	8	
<u>Arrived in the month</u>	<u>August-11</u>	<u>August-10</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$33,959	\$3,730	810%
Projected Commission:	\$5,093	\$0	
Room Nights:	372	10	3620%
Number of Delegates:	75	37	103%
Arrived Group Types:	1 Govt.	1 Smf.	

Monthly Detail/Activity	<u>July-11</u>	<u>July-10</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$5,148
Projected Commission:	\$0	\$558
Room Nights:	0	80
Number of Delegates:	0	30
Booked Group Types:		1 Corp, 1 TA
Lost Business, # of Groups:	0	8

<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>
Number of Groups:	0	4
Revenue Arrived:	\$0	\$98,226
Projected Commission:	\$0	\$12,964
Room Nights:	0	832
Number of Delegates:	0	495
Arrived Group Types:		1 Corp, 2 Smerf 1 Non-Profit

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$191,194	(Goal) \$100,000
For 2014/15:	\$257,562	\$50,000

NUMBER OF LEADS Generated as of 6/30/12: 110

Total Number of Leads Generated in Previous Years:

2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

NORTH SHORE 4 QUARTER - FY.2011/12						
Apr-12						
Groups Booked: 2						
Placer County:	1	Room Nights:	105	Delegates:	55	Revenue: \$15,970
Washoe County:	1	Room Nights:	155	Delegates:	90	Revenue: \$34,177
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 2						
Placer County:	2	Room Nights:	525	Delegates:	546	Revenue: \$87,343
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
May-12						
Groups Booked: 3						
Placer County:	3	Room Nights:	360	Delegates:	152	Revenue: \$51,424
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 2						
Placer County:	2	Room Nights:	1082	Delegates:	460	Revenue: \$209,619
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Jun-12						
Groups Booked: 5						
Placer County:	3	Room Nights:	9842	Delegates:	4972	Revenue: \$1,873,206
Washoe County:	1	Room Nights:	1800	Delegates:	600	Revenue: \$197,480
Nevada County:	1	Room Nights:	1720	Delegates:	950	Revenue: \$304,560
Groups Arrived: 6						
Placer County:	4	Room Nights:	523	Delegates:	305	Revenue: \$64,472
Washoe County:	1	Room Nights:	480	Delegates:	225	Revenue: \$77,328
Nevada County:	1	Room Nights:	30	Delegates:	40	Revenue: \$3,213
						Estimated
Quarter totals by county:						
Groups Booked: 10						
Placer County:	7	Room Nights:	10307	Delegates:	5179	Revenue: \$1,940,600
Washoe County:	2	Room Nights:	1955	Delegates:	690	Revenue: \$231,657
Nevada County:	1	Room Nights:	1720	Delegates:	950	Revenue: \$304,560
TOTAL:	10		13982	Delegates:	6819	\$2,476,817
Groups Arrived: 10						
Placer County:	8	Room Nights:	2130	Delegates:	1311	Revenue: \$361,434
Washoe County:	1	Room Nights:	480	Delegates:	225	Revenue: \$77,328
Nevada County:	1	Room Nights:	30	Delegates:	40	Revenue: \$3,213
TOTAL:	10		2640		1576	\$441,975



north lake tahoe

Chamber | CVB | Resort Association

DATE: August 1, 2012
TO: Board of Directors
FROM: Ron Treabess, Director of Community Partnerships and Planning
SUBJECT: Monthly Activity Report—July, 2012

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Express

The TTD Board approved a new contract with Airport Mini Bus at its June 8th meeting. The 3-year contract is in effect as of July 1st. The new contract requires all passenger revenues to be collected by the TMA and applied toward the monthly contract payment due to the service provider. Any passenger revenues in excess of the monthly contract will be reconciled toward the subsidy costs of the program. Ticket sales and information will continue to be provided by the operator within the North Lake Tahoe Welcome Center at the airport. To date no subsidy has been requested during this fiscal year. The annual ridership is up 20% for the 12 months of 2011-1012, and passenger revenues have increased 13% for the same period.

2. Regional Wayfinding Signage - NLTRA

The consultant has submitted the final, functioning Wayfinding Signage Design Guidelines Manual. Staff is now scheduling meetings to get concurrence from partnering agencies. At the time of concurrence, staff will move forward will specific design and construction documents necessary for permitting, fabrication, and installation of pilot/demonstration signs. simultaneous, staff will prepare a RFP to solicit proposals for preparation of an area-wide signage site plan identifying specific signs, locations, wording, costs, and permit requirements for installation. Staff presented this at the July Joint Committee meeting and received direction to move forward with the RFP.

3. TRPA Regional Plan Technical Advisory Task Force

In response to the TRPA Regional Plan Update process and comment period, the NLTRA has 1) brought together a task force to review the proposed Code of Ordinance that specifically relate to the ability to redevelop the commercial

product in North Lake Tahoe; and 2) work with the South Lake Tahoe Chamber of Commerce to fund a proposed consultant contract to coordinate a basin-wide business voice on the Regional Plan. Comments were presented to the TRPA Governing Board on June 27th. The NLTRA Board approved a \$10,000 contribution to the \$40,000 contract. These funds will come from the 2012/13 Infrastructure Research and Planning budget. The outreach portion of the program is TahoeFuture.com

4. Tahoe City Visioning Process

At the May meeting, the NLTRA Board approved \$16,500 toward a \$41,500 consultant contract with Design Workshop to facilitate a Tahoe City Visioning Process as the first step in addressing the incorporation of the golf course property into the Tahoe City commercial core planning and to prepare for the broader Community Plan and Regional Plan efforts. The first meeting was May 25th to capture the full array of ideas for distribution and compilation by Design Workshop. The 2 ½ day workshop on June 26-28 brought out great ideas and discussion as to the potential for Tahoe City. Consultant Richard Shaw of Design Workshop brought forth many possibilities based on participants input. He is now incorporating the visions into presentation graphics and will return to share the visuals in August.

4. Regional Coordinated Skier Shuttle Program

Through the leadership of the newly organized Truckee Tomorrow Transportation Committee and Truckee North Tahoe-Transportation Management Association (TMA), there is a strong interest to develop a coordinated regional skier shuttle program, with actual service anticipated in the 2012/13 winter season. The TMA has received a first draft from LSC Transportation Consultants which develops a specific plan for service, rather than a conceptual study. The plan is intended to provide a reasonable starting point for designing an initial-year skier shuttle program. Funding for the plan has been contributed by 9 partners including the ski areas, the Town of Truckee, and the NLTRA.

5. North and West Shore Water Shuttle

Utilizing the *Lake Tahoe Waterborne Shuttle Service Concept Design and Feasibility Study* (Feasibility Study) recommended actions and implementation plan, staff has been working with TTD, TNT/TMA and consultants for initiation of a North Lake Tahoe Water Shuttle. The intent is for the operation of this 3-year pilot water shuttle service and the water shuttle manager's monitoring program to commence in mid to late July, 2012. Monitoring will be continuous from June to October with recommendations for program changes as findings indicate. To date the necessary funding for the 3-year pilot program has been approved by Placer County; the TTD, which is the project manager, has signed a contract for a vessel and operator to provide the service; landside facility agreements have been signed by the 4 dock owners, the TRPA permit has been issued, and the ticketing/marketing programs are underway. Required engineer inspection of the docks has been completed, and US Coast Guard inspection as well as noise standards

measurement will be accomplished August 1st when the vessel is launched. Scheduled service will commence on August 3rd and run daily through September 30th.

6. Auburn/Placer County California Welcome Center

Staff continues to provide assistance to Placer County Visitor Bureau to develop the new California Welcome Center which will contain North Lake Tahoe exhibitry and information. The funding for the North Lake Tahoe exhibit in this Auburn facility has been approved by the Placer County Board of Supervisors. The consultant is now preparing the exhibit design for review. Installation should be completed by early August.

7. Truckee California Welcome Center

Staff has reached agreement with the Truckee Donner Chamber of Commerce to install an "Explore North Lake Tahoe" information exhibit in the California Welcome Center that they operate in the Truckee railroad station. A temporary exhibit is in place while the permanent one is being fabricated. The permanent installation should be completed in mid-August.

8. Bicycle Friendly Communication Application

Staff and LSC Transportation Consultants are reevaluating the previous application to the League of American Bicyclists to prepare and resubmit to achieve a higher designation than North Lake Tahoe's current honorable mention designation. The awards will be made in February 2013.

9. Summer Night Rider Service Extension 2012

Because of some changing conditions that are limiting TART's participation, TMA has recommended an extension of the TTD contract with Airport Mini Bus to provide the entire summer Night Rider service for the summer of 2012. TTD approved this change at its Board meeting on June 8th. The advantages to completing this extension are the avoidance of any service delay, a lesser hourly rate, a later service each evening, and a unified appearance of all shuttles to the visitors and other riders. A funding request has been approved by NLTRA to partner with North Shore business owners to do a pilot program to provide service until 2:00 am this summer. To date, 32% of the total ridership has occurred between 11:00 pm and 2:00 am.

Based on the anticipated success of this summer's program, it is the intent of the partners to develop a multiyear contract through a RFP process for night rider services starting in the winter of 2012/13.

10. TOT Funded Project Openings

Tahoe City Public Utility District held a very successful grand opening and ribbon cutting for the Lakeside Trail through Tahoe City. The American Black Bear exhibit was official opened for public viewing and enjoyment by the North Lake Tahoe Historical Society.

11. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, August 27, 2012, 1:30 p.m., at TCPUD.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Tuesday Morning Breakfast Club
- Tahoe Vista Dock Inspection for Water Shuttle
- Kings Beach Commercial Core Project with Dept. of Public Works
- Rotary Fund Raiser
- TMA/Water Shuttle Operator Strategy Meeting
- TCDA Farm to Table Fund Raiser
- Placer County Community Plan Work Session
- NLTRA Lodging Committee
- Chamber Mixer/Lighthouse
- Northstar/Martis Trail Work Session
- North Lake Tahoe Historical Society Fund Raiser
- Ironman Presentation/North Tahoe PUD
- Caltrans Work Program Review
- Tahoe City Visioning Workshop
- Tahoe Fund Reception
- Lakeside Trail Ribbon Cutting
- Placer County Board of Supervisors Reception
- Placer County Board of Supervisors Meeting
- TRPA Walkable/Bikable Workshop
- Supervisor Montgomery Monthly Community Coffee
- USCG Certification Testing of Water Shuttle