



north lake tahoe

Chamber | CVB | Resort Association

**NLTRA Board of Directors
Agenda and Meeting Minutes
Monday, October 16, 2017 – 11:00 a.m.
Village at Northstar
Boardroom**

A. Meeting Called to Order at 11am-Established Quorum

Board Members in attendance: Adam Wilson, Christy Beck, Erin Casey, David Tirman, Samir Tuma, Brett Williams, and Gary Davis via telephone.

Staff Members in attendance: Cindy Gustafson, Ron Treabess, Andy Chapman, Lauren Sully, Sarah Winters, Anna Atwood, Emily Detwiler, Jason Neary, Al Priester, Dawn Teran

Public in attendance: Lindsay Romack, Lauren Obrien and Keith Fountain via telephone.

- 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.

No public comment

C. Agenda Amendments and Approval

MOTION to approve agenda M/S/C (Samir/Brett/6-0-0)

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.

1. Board Meeting Minutes –

**MOTION to approve September 7, 2017 minutes and Consent Calendar items
M/S/C (Brett/Christy/6-0-0)**

Board Meeting Minutes –

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

2. Committee Minutes (all are posted online)
 - a. BACC October 12, 2017
 - b. Marketing July 29, 2017 (No Meeting in August)
 - c. Finance September 1st, 2017 and September 28th,
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: Review and possible approval for Winterwondergrass Squaw Valley Contract-Andy / Cindy

Recap of last year's events in packet.

MOTION to approve Winterwondergrass contract. M/S/C (Brett/Christy/6-0-0)

- Cindy: Regarding other events; Spartan, Tough Mudder, Lacrosse (that are not in the budget this year and multi-term contracts) she will meet with Erin before bringing them to the November Board meeting.
- Brett asked about survey results from Tough Mudder and Spartan. Cindy said that Amber is putting together statistics. Adam requested information from Andy regarding growth, and Andy will supply that information.

2. MOTION: Review and possible approval of contract with Andy Chapman during Tourism Director / CEO Transition. Not to exceed \$24,000.

- Erin asked about the recruitment process. Cindy reported that there are 12 candidates out of 49 applicants remaining. Screening next then reducing to smaller group of candidates. Well- rounded wide-spread candidates.

MOTION to approve contract with Andy Chapman during Tourism Director/CEO transition not to exceed \$24,000. M/S/C (Samir/Brett/6-0-0)

F. Informational Items

1. County Process/Negotiations Update

- Adam reviewed information regarding meetings with County, suggested a more formal press release prior to next week's board meeting.
- Transportation- will play a role as a member on the seat of the boards and support tourism master plan, and participate as a member of TMA, PCTDA
- Capital Improvement/Infrastructure- A new committee is being formed co-chaired with Placer County. A tentative Board structure: 2 seats/Business Assns., 2 seats/Special Dist. & PUDs. 2 seats/RA, 2 seats/County, 1 seat/Transportation 1 seat/Lodging, 3 seats/at large (focused on housing, social services, arts & culture.)
- Upcoming public community meetings regarding the NLTRA Board restructure co-chaired by Placer County and the NLTRA in support and implementation of the Tourism Master Plan. Will be presenting the board structure and accepting applications for At-Large Board seats.
 - November 1 in Kings Beach
 - Nov 7 Tahoe City
 - Nov 8th Donner Summit
- Erin added that the public meetings will include reviewing the Tourism Master Plan; what has been accomplished what's outstanding, what needs to be added, and funding. Samir petitioned all the public and county to "think new".

- Discussion regarding projects that are already in the works, that it would be important that the NLTRA be involved with determining what tasks are involved. It is also important that the changes be explained to current project managers.
- Discussion about current projects, and how to approach.
 - Funding – Adam explained that there has been discussion with the County regarding funding buckets, planning, prioritizing, a committee and community involvement and a plan for protecting dollars for the area. A TOT investment policy is hopeful to be adopted by Placer County at the next Placer County Board of Supervisors meeting that will guarantee 100% of the TOT dollars to this region. Erin confirmed that is the proposal amount.
 - At the Strategic Planning Retreat, three areas of increased funding-TBID, increased TOT and sales tax-will be evaluated for which would have the most success.
 - Ron commented that an additional source is matching funds, and that will continue to be sought.

2. Update on Squaw Valley |Alpine Meadows Micro Mass Transit

- Keith Fountain reported on history of Squaw Valley & HOA.
- Brett asked about the TBID range. Keith responded that the boundary is Squaw Valley and Alpine Meadows, intra-valley shuttle service is the goal. Brett expressed his concern about transportation and asked for consideration to put the TBID with the projects that are of concern in the entire region as well. Keith expressed that he believes that all their TOT should be put into transit as a top priority. Keith extended an invitation to Cindy to attend SV Monthly meetings.
- Samir asked when the busses in the valley might begin. He responded February, and reviewed dollar amounts which are included in the packet.
- Keith said that they are hoping for a chariot to/from TC and Truckee to compliment TART.
- Samir asked if there is an intent to start prior. The answer is no; that would require approval from the District, and funding from Squaw, and additional dollars from County. Samir asked if in the situation that the funding from the County didn't come through, would they still move forward? Keith reviewed dollar amounts, and believes that they could begin without the County funds.

G. 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 Membership Accounts Receivable Report August 2017
2. Membership Staff Report
3. Membership Upcoming Events/Programs
4. Conference Revenue Statistics Report
5. Capital Investment/Transportation Activity Report
6. Monthly Summary of Transportation Meeting Outcomes
7. Finance Committee Reports, *(Draft)* August, 2017

*One correction on Dashboard. Conference Revenue on page 38. Total revenue booked, total conference revenue should be up on the top of the line, so the conference numbers should be corrected.

8. CEO Updates (oral presentation)

- Brendan Madigan resigned effective immediately due to health reasons.
- Elections due, will be getting information out. 5 positions are up for renewal. *This is being delayed until early 2018 due to Board restructuring. See Board Strategic Planning Session minutes.
- Fish sculpture is owned by NLTRA but artist wanted \$8 mil compensation. We are requesting he move the sculpture, or allow us to move it.
- Cindy will be attending the Squaw Valley forum.

H. Directors Comments

- Erin: Agenda reviewed agenda items for the October 23rd County Board Meeting. Erin encouraged NLTRA Board attendance at upcoming Placer County Board Public Meetings.

I. Meeting Review and Staff Direction

- Cindy will provide feedback from special events regarding results and address the growth for events.

J. Board Adjourns to Strategic Planning Session with Lauren OBrien 12:00 p.m. – 5:00 p.m.

Meeting adjourned at 12:12 p.m.