



## north lake tahoe

Chamber | CVB | Resort Association

### NLTRA Board of Directors

#### Minutes

Wednesday, April 5, 2017 at 8:30 a.m.

TCPUD Boardroom

**A.** 8:30 a.m. Closed Session for contractual purposes.

In attendance: Jennifer Merchant, Aaron Rudnick, Karen Plank, Christy Beck, Adam Wilson, Samir Tuma, Brett Williams, Brendan Madigan, Sandy Evans Hall

10:55-Closed session adjourned.

Also in attendance (at Public Session) Al Priestler, JT Thompson, Natalie Parrish, Sandy Evans Hall, Ron Treabess, Dawn Baffone, Erin Casey, Lora Nadolski, Lindsay Romack

**B.** Public Session Called to Order at 10:57am-Established Quorum

**C.** Public Forum: Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.

- No public Forum

**D.** Agenda Amendments and Approval

**MOTION to approve agenda M/S/C (Brett/Aaron/8-0-0)**

**E.** Consent Calendar-(MOTION below.)

All items (in Bold) listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

1. Board Meeting Minutes –March 1, 2017

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 Action Summary – March, 2017

a. BACC March 9, 2017 ([link to full minutes](#))

- CI/T March 27, 2017 ([link to full minutes](#))
- Jennifer commented that on Page 6, the Transportation project vote has an error in vote recording. Should be 6/4/3 not 7/3/3 Mike S, Dan, Aaron and Wyatt voted no \*Corrected and posted by Dawn Baffone

b. Marketing March 28, 2017 ([link to full minutes](#))

c. Finance March 30, 2017 ([link to full minutes](#))

- Regarding page 13 in Scope of Work, Task 3; Jennifer asked to include Air BNB vacation rentals, and to include compliance, as there could be impacts addressed in the categories. Data from post compliance requested by Sandy. Jennifer stated that 3600 properties do not have certificates, Ron said this was recommended by the CIT committee as well. Sandy will include the addition.
- Page 19, Jennifer requested more information about Event Opportunities. Amber gave report and explained Attachment A-3. The items in blue are new and have been added in, and the R.O.I's are being worked on. We will have the R.O.I after results come in.

Tough Mudder has not been re-allocated, since the cancellation of the event. The money is in the process of being refunded. We are determining what to do with those funds. Jennifer recommended being mindful of what is brought into the next year's funds.

- On page 20, Jennifer questioned the RFP final tally number. JT said he corrected the information. He did not receive two responses. It should say that everyone but two voted. It should read, "2 have not responded" and not "2 no votes". *\*Corrected and posted by Dawn Baffone*
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. Proposal from Dean Runyan Associates for \$24,900 to update *Economic Significance of Travel to North Lake Tahoe 2003 to 16* – Ron Treabess (CI/T Committee Vote: 13-0-0)
    - b. Additional \$10,000 sponsorship for Broken Arrow Sky Race – Amber Burke (Marketing Committee Vote: 7-0-2 Jackson, Horvath abstained)
    - c. Final RFP approval for distribution – Public Relations Services three year contract for \$220,000+ per year – JT Thompson (Marketing Committee vote 10-0-0; Coop Board Vote 5-0-0)
    - d. Final RFP approval for distribution – International trade and PR representation in Australia – Partner with Mammoth \$30,000 + per year – JT Thompson (Marketing Committee Vote 10-0-0; Coop board Vote: 5-0-0)
    - e. Final RFP approval for distribution – International trade and PR representation in UK – Partner with Mammoth \$32,000 + per year – JT Thompson (Marketing Committee Vote 10-0-0; Coop board Vote: 5-0-0)

#### **MOTION TO APPROVE CONSENT CALENDAR M/S/C (Jennifer/Samir/8-0-0)**

#### **F. Financial Report**

1. Review of financial reports for December, January, and February
2. Update on financial status of organization and recovery process– Al Priester
  - Al reviewed the history of the server file deletion error. Still work to be done, financials agree with the audit. (This should be under item 1.)
  - Al reviewed the Previous Year Comparison. Note: Rent number is not just the lease amount but all building operating costs.
  - He explained reasons for differences in previous compared to current year figures. Jennifer questioned page 61, A/R Summary and the balance with \$23,770 outstanding dues balance. He explained that January is the largest billing month which represents 40% of the total billing for the year. 15% of revenue is being reserved for bad debt reserve.

#### **MOTION TO APPROVE FINANCIAL REPORTS M/S/C (Samir/Aaron 8-0-0)**

#### **G. Action Items**

1. TOT funding proposal from Tahoe Maritime Museum for \$60,700 to provide site preparation for Welcome Center portion of Tahoe Maritime Center Campus Project.- Ron Treabess (CI/T Committee Vote: 12-0-0)
  - Ron described the history of the funding proposal, and this new request
  - Jennifer questioned page 107, section 2 and feels that the numbers seem large (section 2). She also commented that in Section 3, where it states that the number should attract 15,000 room nights a year=41 room nights per day which seems overstated. She recommends a survey component to help with a direction when the contract is put together. Ron suggested a track record for estimates in the future.
  - Jennifer pointed out that holidays/weekdays may need to be looked at closer and specify what holidays are being included.

#### **MOTION TO APPROVE TOT FUNDING FOR TAHOE MARITIME MUSEUM FOR \$60,700 M/S/C (Brett/Aaron/7-0-1 Jennifer abstained)**

2. Final approval for the revised Event Grant/Sponsorship Program – Amber Burke (Marketing Committee Vote: 8-0-0; BACC Vote: 4-0-0)
  - Amber reviewed outline – "Proposed Changes" on page 118.

- Brendan/Jennifer commented on Amber's professionalism and great job.
- Amber said that it is noted that 50% must be used for Marketing purposes only, and they must have received a receipt in return. She has rewritten the contract so that is clearly stated.
- Contract states funds must be received by applicant within 60 days.
- Samir suggested possibly releasing some funds to get them over the hurdle of beginning.
- Suggested reaching out to see what the issues may be as to why there have not been as many applications for the funding program. Brendan suggested offering a higher upfront amount.

**MOTION to approve the revised Event Grant/Sponsorship program. M/S/C (Brendan/Christy/8-0-0)**

**H. Reports/Back up Documents-Meeting Packet**

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

1. Destimetrics Report
  2. Membership Accounts Receivable Report
  3. Membership Upcoming Events/Programs
  4. Conference Revenue Statistics Report
  5. Executive Committee Report –March, 2017
  6. Capital Investment/Transportation Activity Report
  7. Dashboard – February, 2017
  8. Report from Houston Magnani – Sacramento lobbyist
  9. Whistle Blower Memo from Steve Gross
- Jennifer questioned back up documents. Whistle blower policy recommendation. Adam stated that it will be reviewed in Section J.

**I. Director's Comments**

- a. Search Committee Update – Adam Wilson
  - Adam has two strong applicants. Goal is to have 8-9 applicants. There are two currently and by end of this week there will be 4. First official report/recap will be this Friday. There will be another search committee report, with details about the process/individuals.
  - Samir asked how many applications. We don't have that info.
  - Committee interviews will be in May.
  - Jennifer asked Adam to share the avenues in order to get out the information.

*\*Brendan left at 11:50*

**J. Meeting Review and Staff Direction**

- a. Whistle Blower Policy recommendation
    - Sandy met with Steve Gross and he gave some ideas, and she compiled the information on page 30, and is requesting input for approval to input into the Bylaws. Draft will be made for approval in May. Please get back to Sandy.
  - b. Doug Houston monthly report on lobbying activities
    - Sandy reviewed the information provided.
    - Jennifer requested that Sandy provide information to her or Erin since Chris is not available until June. Sandy will provide Jennifer with email conversations.
- Community Awards Dinner and auction tomorrow night.
  - May 3<sup>rd</sup> meeting will most likely be longer than usual. Lunch may be provided. An email will be sent out as to the length and to find out if anyone will have conflict.

**K. Adjournment at 11:55am.**

NEXT BOARD MEETING MAY 3<sup>rd</sup>.