

NLTRA Mission

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

Board of Directors:

Chair: Adam Wilson, Vail Resorts | **Vice Chair: Samir Tuma**, Tahoe City Lodge

Treasurer: Christy Beck, Squaw Alpine | **Secretary: Brett Williams**, Agate Bay Realty

Aaron Rudnick, Sierra Tahoe Recreation | **Andre Priemer**, Resort at Squaw Creek | **Bruce Seigel**, Ritz-Carlton, Lake Tahoe

Chris Brown, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**,

Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain

Resort | **Lynn Gibson**, Keoki Gallery | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection

Advisory Committee: **Erin Casey**, Placer County Executive Office, **Tom Lotshaw**, Tahoe Regional Planning Agency

1. Called to order and established quorum at 8:32 a.m.

Board Members in Attendance: Adam Wilson, Kevin Mitchell, Jim Phelan, Lynn Gibson, Greg Dallas, Christy Beck, Samir Tuma, Dan Tester, Bruce Seigel via telephone, Chris Brown, Stephanie Hoffman, Karen Plank, Tom Lotshaw (non-voting), Erin Casey (non-voting). Brett Williams arrived at 8:39. Gary Davis and Tom Turner arrived at 8:49.

Board Members not in attendance: Aaron Rudnick, Andre Priemer

Staff Members in Attendance: Cindy Gustafson. Bonnie Bavetta, Ron Treabess, Daphne Lange, Liz Bowling, Dawn Teran, Amber Burke, Andy Chapman.

Others in Attendance: Lindsay Romack

2. 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.

3. Agenda Amendments and Approval

Motion to approve agenda M/S/C Dan/Samir/12-0-0

4. 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.

- Jim requested a correction, Board Meeting Minutes 4.23.18 on page 2, Item 4.A.1. TBID fate s/b rate fee-Assessment collection. BOX s/b BOD *changed by Dawn Teran. Corrected minutes are located [online here](#).
- Cindy asked to remove the resolution of Bank Account Consent, item 4.E.1. And replace with motion to remove Al and Ron from signatories and adding adoption of Bonnie Bavetta, Cindy Gustafson, Daphne Lange and Brett Williams as the signatories.

Motion to approve Consent Calendar with corrections to minutes (Item 4.A.1) and removal of Bank Account Consent item (Item 4.E.1.) M/S/C Jim/Dan/12-0-0

Motion to remove Al and Ron from signatories and adoption of Bonnie Bavetta, Cindy Gustafson, Daphne Lange and Brett Williams as the signatories. M/S/C Christy/Karen/12-0-0

A. Board Meeting Minutes

1. 4.23.18 Specially Called Board Meeting Minutes Link to online document
2. 5.2.18 Board Meeting Minutes Link to online document

B. Committee Minutes-The committee summary is provided for information purposes only. Minutes are available as finalized at www.nltra.org.

1. BACC April, 2018 [link to online document](#)
2. Tourism Development Committee April, 2018 *See [online board packet](#) for past minutes
3. Finance Committee April, 2018-Will become available when finalized.

C. Approval of NLTRA Financial Statements April 30, 2018

D. Contract Approval-Projects that funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)

- None

E. Resolution Changing Signatories for the following:

1. Bank accounts *Item was removed/changed/approved

F. Community Marketing Grant – West Shore Association

5. Action Items

A. Approval of Proposed NLTRA Budget for FY 2018-2019

- Bonnie reviewed two financial sheets that were distributed ([posted online 5.29.18](#)).

**Brett arrived at 8:39 a.m.*

- Daphne explained information regarding salary changes.
- Liz explained variances in membership budget.

**Gary and Tom Turner arrived at 8:49 a.m.*

- Discussion and clarifications regarding budget distribution amounts.

Motion to approve NLTRA Budget for FY 2018-2019 M/S/C Brett/Christy/15-0-0

B. NLTRA Contract with Placer County for FY 2018-2019

- Cindy reviewed the power point. She stated that final approval of the contract is not sought today but Board recommendations are to be forwarded to executive committee.
- The following items of the County Contract were distributed at meeting and posted [online here](#) on 5.29.18.
 - [2018-2019 Placer County Contract \(Handout\).pdf](#)
 - [2018-2019 Scope of Work - ATTACHMENT A \(Handout\).pdf](#)2018-2019 Draft ATTACHMENT
 - [A2 2018.05.29v2 \(Handout\).pdf](#)
 - [2018-2019 Placer County ATTACHMENT C. Revised 2018.05.29 \(Handout\).pdf](#)
 - [2018-2019 Budget conformed to Attachment C- Revised 2018.05.29 \(Handout\).pdf](#)
 - [2018-2019 All Depts Summary Revised 2018.05.29 \(Handout\).pdf](#)
- NLTRA will be working on a dispute resolution clause.
- Attachment B is being developed.
- Seeking approval from Board to have Executive Committee work with Erin Casey to complete the contract with updated language and attachments.

- Discussion about a longer than one-year contract in the future. Cindy stated that a multi-year contract is favored by both NLTRA and the County. On page 4 changes were made on the contract, to item 5.A. She pointed out that additional language was added to allow a multi-year agreement in the future.
- Samir requested on item 5.A., instead of current language “consistent with the prior fiscal year” substituting with “an amount equal to or greater than the prior fiscal year...”
- Brett would like to see more incentive based-on-performance for staff in Scope of Work Key Performance Indicators. Currently the contract is based on Consumer Price Index (CPI), and as the TOT increases, the staff incentives should increase and currently the budget isn’t increasing if CPI is doing well.
- Christy expressed concern regarding the increase of TOT funds. She would like that increase to go towards transportation. She questioned where the extra funds are going if not towards the NLTRA.
- Erin replied that the Tourism Master Plan needs are the foundation of where the budget equal to or greater than what it had been in the past with an increase tied to CPI and as TOT grows that has increasing transportation funds and capital development could grow more than the marketing budget based on needs established by the Tourism Master Plan.
- Samir commented that it has been clear that the county is probably not going to contribute to more than the NLTRA marketing efforts which has been a reason TBID funding is being pushed and can fill the gap and may even result in more money going back to the county than what is currently. He stressed that our broader goal is the implementation of the Tourism Master Plan and creating more funds for infrastructure and transportation.
- Brett is concerned about the dollars going to capital improvement because of being tied to CPI for growth and for example, wildfire, the dollars may be needed somewhere else. He pointed out again that there is not an employee “incentive” for performing well in the scope of work.
- Adam said an agreement can be put together with the County. He said the community in general doesn’t understand what the NLTRA and County are doing with the TOT funds.
- Brett requested County TOT updates to KPI, Goals, etc. to be included in the Scope of Work.
- Samir said that adding “In an amount equal or greater than” to the language would establish a baseline and release the tie to CPI’s.
- Erin said that the County has funding in research and planning set aside. Public dollars could fund some but beyond Phase One of the Scope of Work, what phases look like and what can be funded need to be examined. Door is open for conversations to continue.
- Discussion about TBID and retaining a baseline for county funding.
- Adam recommended staff bringing forward this item for public input on prioritizing those dollars since this year’s TOT will result in the biggest collection to date due to the retro collection which is not a part of the contract as it has been in the past.
- Greg asked Daphne if there were items that could not be funded due to lack of funds. Airlift is one area, Truckee airport opportunities, research needed. Brett said destination market and airlift research and special event dollars, strike zone research. Samir added that strategically, the TBID budget could contribute to Marketing dollars to release current marketing funds into other areas within the Tourism Master Plan.

Motion to approve the NLTRA Contract with Placer County, subject to addition of the aforementioned exhibits required along with changed language, and to authorize the Executive Committee to review and approve the exhibits as well as the changed language. M/S/C Samir/Gary/15-0-0

- Item will go to Board of Supervisors on June 26th. Live telecast.

C. Approval of Marketing Cooperative Agreement

- Cindy introduced Andy Chapman and Heather Bacon, president of IVCBVB Board of Directors.
- Cindy explained exemptions from competitive bidding. Cindy reviewed the changes which were submitted.
- Brett reported that the group consists of 3 NLTRA Board Members, 3 IVCBVB Board and staff.
- Heather Bacon spoke about IVCBVB Board being supportive of the partnership. Additional reporting metrics were added.
- Tom Turner asked whether there is an agreement with South Lake Tahoe and Truckee. Cindy commented concern with Truckee partnership with their TBID and the amount of money being spent with NLTRA funds on Spartan for example. Andy commented about South Lake Tahoe, that there is some agreement working with South Lake on a number of international efforts.
- Discussion about county boarders and other possible partnerships in the future.

Motion to approve the Marketing Coop Agreement. Brett/Tom/15-0-0

D. Approval of 2-Year Tourism Development Strategic Plan

- Greg asked for clarification regarding website update. Daphne clarified that there are two separate websites. One for NLTRA.org and one for gotahoenorth.com. The website update will be for nltra.org and also include the Chamber of Commerce.
- Samir asked for clarification of duration of strategic plan, timing of, should align with 2-year contract? Daphne said the aligning time frame is one year from now.
- Daphne agreed with Brett's suggestion of scaling the document back to 7 pages, to make it clearer and more to the point.
- Lindsay suggested renaming the organization. Brett commented that becoming a more tourism based organization may include a name change.
- Andy commented 80% of execution of the plan will be through the Coop, and is a broader document than for the Association itself.

Motion to approve 2-Year Tourism Development Strategic Plan M/S/C Dan/Brett/15-0-0

E. Approval of Contract with Strategic Marketing and Research Insights (SMARI)

- Daphne presented item and explained the SMARI method for research. It would be implemented this year in June, in all paid markets. A sample size of 100 participants. Including fall, winter and spring. Results in fall. Already approved by Tourism Development Committee, then to Marketing Coop Committee next.
- \$24,000 coming out of 17/18 budget includes research and presentation. Brett added that they would present in late August, then a Sept 11th strategic meeting followed by strategic meeting with the NLTRA board.
- Lynn asked if it were measuring all paid advertising efforts. Other surveys at events and/or visitor center could be implemented for visitor satisfaction while here, that would be separate from SMARI. Daphne said a visitor profile survey/study could be implemented in 18/19.
- Christy offered survey information obtained from the hotels, she would provide whatever survey information they have.
- Daphne said the NLTRA could help structure the survey questions.

Motion to approve Contract with Strategic Marketing and Research Insights (SMARI) M/S/C Greg/Lynn/15-0-0

F. Resolution of Appreciation – Ron Treabess

- Cindy reviewed Ron’s involvement in the NLTRA for the last 19 years and presented a resolution of appreciation for Ron Treabess. Ron spoke and stressed the importance of focusing on future needs, working for the community, and listening and responding to the needs of the community.
- Brett commented about Ron’s commitment to his work.
- Samir commented on Ron’s involvement in all different facets of the community, and his volunteerism.
- Gary commented on Ron’s ability to bring people together.
- Dan complimented his sense of humor.
- Jim recalled Ron saying “if you don’t like it, do something about it” and he has been involved ever since.
- Mike Staudenmayer also spoke of how Ron inspired him to become involved in community service.
- Adam complimented his collaborative efforts and how he has impacted our community.

Motion to approve the Resolution of Appreciation for Ron Treabess M/S/C Gary/Jim/15-0-0

6. Information Updates/Verbal Reports

- None

A. CEO and Staff Updates

7. Reports/Back up Documents

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

- A.** Destimetrics Monthly Occupancy Data
- B.** Conference Revenue Statistics Report
- C.** Membership Accounts Receivable Report
- D.** Finance Dashboard and CEO Expenses, April, 2018

8. Director’s Comments

- Tom: Draft Shoreline Plan went out on May 8th for 2 months. June 7 Community Workshop in Kings Beach.
- Brett: Workforce Housing Meeting June 8th, Truckee Airport
- Samir: Tahoe City Lodge, frivolous lawsuit filed, project on hold and not moving forward at this time.
- Christy: Squaw closes on Monday.
- Lynn: International Luxury Hotel Organization 3-day summit in Las Vegas- ilha.org
- Gary: Kiwanis food & wine auction was successful.
- Tom Turner: New restaurant “Sparks Wine Bar” at Sparks Marina opening in 10 months
- Erin: Capital Projects Advisory meeting tomorrow. June 12th meeting all day to review grant applications. Recommendations at end of June. Re: Fanny Bridge project-Will be adding outreach to streamline. TCDA proposal for additional outreach and signage near construction throughout project.

9. Meeting Review and Staff Direction

- Regarding Item 5b. Staff to work with executive committee to finalize.
- Regarding Item 5d. Prepare Tourism Executive Summary for public distribution.
- Regarding Item 5e. Add questions to SMARI interviews providing fulfillment on the destination.
- Cindy announced that at July 11th Board meeting (Squaw Valley Public Service District) Destimetrics representative will be present for an opportunity to expand the Destimetrics pool to get more statistics.
- Will make determination at the July 11st meeting whether the August 1st meeting is tentative, possibly substituted with a strategic session, or have a Sept 5 possible strategic retreat.
- Suggestion for a later August Board meeting and survey or email poll.

11. Adjourned at 11:30 am.

