



north lake tahoe

Chamber | CVB | Resort Association

**NLTRA Board of Directors  
Preliminary Meeting Minutes**

**Wednesday, January 4, 2017 at 8:30 a.m.  
Tahoe City Public Utility District**

A. Call to Order-Established Quorum at 8:37 a.m.

Board Members in attendance: Adam Wilson, Samir Tuma, Brett Williams, Christy Beck, Aaron Rudnick, Gary Davis via telephone, Tom Lotshaw via telephone, Jennifer Merchant

Others in attendance: Sandy Evans Hall, Natalie Parrish, Ron Treabess, JT Thompson, Dawn Baffone, Sarah Winters, Amber Burke, Jason Neary, Al Priester, Emily Detweiller, Greg Howie, Erin Casey, Mike Geary, Andy Chapman

B. 8:30 a.m. Public Forum: Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum. No public comment.

C. Agenda Amendments and Approval-Motion

**MOTION to approve Agenda Amendments and Approval.**

**M/S/C (Jennifer/Brett/7-0-0)**

D. Consent Calendar-Motion

**MOTION to approve Consent Calendar items.**

**M/S/C (Jennifer/Samir/7-0-0)**

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.

▪ **Board Meeting Minutes –December 7, 2016**

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

▪ **Committee Action Summary – December, 2016**

○ **BACC December 8, 2016**

○ **Finance December 22, 2016**

- Jennifer commented that Placer County is working with accountant and staff with AI on the 16/17 agreement on how to handle budgeting versus spending.

▪ **Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)**

- NTPUD – MOA Amendment identifying a revised scope of work and time schedule for North Tahoe Regional Park Trail and Wayfinding Signage – Ron Treabess

- E. 1. Strategic Discussion-6 Month review of 2016-17 Work Plan – NLTRA staff
- JT Thompson presented Marketing/PR
    - Jennifer questioned why the numbers of lodging referrals were all from 2014/15, and that is because there is not accurate data to compare to a more recent year.
    - The fourth bullet point on the report shows website traffic is compared to 2017
    - Samir asked about website traffic numbers, JT explained that direct traffic number is that of unique users and from our site to lodging partners.
    - A suggestion is to add another metric to track better who is going to the website and JT will come back with the ratio of visits and the correct ratios as compared to 14/15.
    - In the next 30 days there will be better reporting from the website and blog due to reconstruction of the website and newsletter.
    - Social media is doing well; just hit 100,000 Facebook fans.
  - Sarah Winter presented Leisure Sales
    - Sarah reviewed goals that have been met.
    - Research is being done on constructing a Travel/Trade page on the Website.
    - Adam questioned who is being targeting. She explained it is both large scale wholesalers and smaller tour operators.
    - Adam asked about measuring and it based on product placement
    - Christy asked how the tracking is done and if we have data that we can share between tour operators and local lodging businesses. Sarah explained what is in place at the moment and that it is a work in progress and there is limited information received from the lodging partners. Jennifer suggested a confidentiality agreement between large lodging partners in order to share some of their tour operator information. Sarah offered her information when needed.
    - She has been working hard to get more product in order to sell more.
  - Jason Neary reported on Conference Sales
    - Reviewed goals that have been met.
    - Explained that numbers reported are year to date.
    - Confident that the goals will be met or exceeded.
    - Jennifer questioned Spartan information and the fact that it is an existing group, and she thought that only new leads were counted as new bookings. Jason explained that depending on how they are booked, and how long the contract is written, (if it's a one year contract) repeat events could count as new bookings.
    - Adam asked what the percentage of large events vs. conference/meeting bookings. Jason explained in general it is split 40% Corporate/40% Assn./20% sporting events bookings.
  - Amber Burke reported on Events
    - Amber reviewed goals.
    - Brett suggested to add Sun-Thurs midweek to strike zone
  - Emily Detweiller presented on Visitor Information
    - Emily reviewed report
    - Clarification that emails are "responses."
    - Discussion regarding reason that Kings Beach visitors are down over 100%, mostly due to Iron Man, but additional reasons including construction.
    - Discussion regarding in-market and out-of-market visitors and where information is gathered. In-market is gauged by visitors to Gotahoenorth website.
    - Discussion about Hospitality Training video and how that will be distributed to properties. Samir suggested a webinar for lodging employees.

- Ron reviewed Transportation and Capital Investments Strategic Goals
  - Jennifer suggested in the future to move away from the design process on the trail design and construction performance indicator.
  - Aaron Rudnick asked about signage possibilities at new roundabouts especially at gateway to Tahoe City
- Natalie Parrish reported on Chamber of Commerce

#### E. 2. Organization Structure Update – Sandy Evans Hall

- Suggestion by Jennifer to List Board member in alphabetical order on agenda. Board appointment, item G-1, Placer County members aren't listed committee members, suggestion to add that.
- Sandy explained that with Measure M not passing, NLTRA will be looking at other funding mechanisms.
- Sandy Reviewed the Organization Structure update slideshow.
- The Chamber/DMP Vision slide, this vision will most likely look differently in May, and the Vision is a framework that was created by the Subcommittee and not approved by the Board, to be used as a tool based on best practices of other Chambers. Specific organizational structure has not been discussed.
- Aiming for Organizational Structure to be wrapped up for a May recommendation back to the Board and be implementing into the Bylaws.

#### F. 1. Financial Report

AI reported.

- Discussion regarding page 50, Financial Numbers to Know, and whether the figures are representative of the actual totals.
- Jennifer asked why the numbers would be different. AI explained that the financial numbers to know are Net numbers. Christy pointed out that you could look at the Balance Sheet to get the numbers.
- Adam pointed out that the "Financial Numbers to Know" sheet was created from what the State of California wanted the board to understand, but it is not required.
- Aaron suggested to provide the sheet to the newcomers and every month in the b=packet just to provide the balance sheet.
- In Financial Numbers to Know: Samir suggested to highlight the specific numbers within the Balance Sheet that are of critical/state mandated number. Not a separate spreadsheet but within the Balance Sheet document, but marking with an asterisk, bolding or highlighting for example.
- Jennifer suggested presenting any numbers to know.
- AI will provide that information next month.
  - **MOTION: Discussion and approval of Financial Reports for November, 2016 – M/S/C Jennifer/Aaron/7-0-0**
  - **MOTION: Resolution to open a bank account at US Bank M/S/C Jennifer/Christy/7-0-0**
  - **MOTION: Resolution to open a bank account at Bank of America M/S/C Christy/Aaron/7-0-0**

#### G. Action Items

**MOTION: Appointment of Board Members to Committees – M/S/C Aaron/Samir/6-1-0 Jennifer Merchant opposed**

- G. 2 Discussion and possible appointment of Search Committee members –  
Sandy reviewed members and Adam explained process and document provided in packet which is not part of the motion. The funding process will be discussed in a later meeting and that information will go back to the board.

**MOTION: Appointment of Search Committee members as listed.  
M/S/C Jennifer/Christy/7-0-0**

- G. 3. Discussion about revised contract. JT and AI described.

**MOTION: Approval of revised contract with Placer County taking \$12,371 from marketing reserves and adding to Coop Marketing Public Relations/Social Media budget for 2016-17**

**Samir/Christy 6-0-1 Jennifer abstained**

H. 1 Staff Priorities

- Administration – Sandy Evans Hall
  - Organization Structure Process
  - Employee Handbook Update
  - 6 Month Financial Reforecast
- Marketing – JT Thompson
  - Marketing – Snow message to LA, Texas, NY, and N. Cal; RASC new flight promotion, competitive set data collection
  - Events – Sponsorship agreements
  - Sales – Community participation and client events
- Membership – Natalie Parrish
  - New Members
  - Member Retention
  - Shop Local Wrap Up/ Bridal Faire
- CI/T – Ron Treabess-
  - Finalize projects for Board of Supervisors approval
  - Begin discussion on funding for Transit Vision/Plan
  - Finalize contract responsibilities between County and NLTRA
- Visitor Services – Emily Detweiller
  - Hospitality Training Video
  - Visitor Center Sponsorship
  - Lodging Liaison Visits

- Reports/Back up Documents-Meeting Packet Part Two

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

1. Destimetrics Report
2. Membership Accounts Receivable Report
3. Membership Upcoming Events/Programs
4. Conference Revenue Statistics Report
5. Executive Committee Report – December, 2016
6. Capital Investment/Transportation Activity Report
7. Dashboard – November
8. Full Financial Reports for November
9. 2016-17 Work Plan

- Directors Comments

- Jennifer commented that Placer County will be sending letters to TOT certificate holders and property managers to better collect TOT revenue this week. Also a letter regarding contract compliance and presenting to two advisory councils talking about the host compliance and collecting of TOT funds.
- -Samir reported that on 1/25 the North Tahoe Area Plan will go to the NT Governing Board, Tahoe City Lodge will be on agenda. Also, he talked about simultaneously looking at the structure of the organization and searching for CEO, and expressed a risk is of bringing a new CEO on the edge of a new structure formation. Jennifer suggested that committee members look at a possible different strategy or timeline but that the committees should think about the process. The structure may have an impact on the replacement CEO and whether they would line up with the potential new structure of the organization.
- Adam welcome and thanked the new board members for joining. He expressed gratitude for being able to be candid within the board

- Meeting Review and Staff Direction

Sandy- Website, webinar, new vs. design vs. maintenance on trail construction. Finance report.

- Adjournment 10:59