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NLTRA Board of Directors Agenda and Meeting Notice

Wednesday, October 5, 2016 at 8:00 a.m.
Tahoe City Public Utility District

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

2016 Board of Directors

Wally Auerbach (Secretary)
Auerbach Engineering

Christy Beck
The Village at Squaw Valley

Sue Busby
Placer County BOS Appointee
Castle Peak Property Mgmt.

Brendan Madigan (Past Chair)
Alpenglow Sports

Valli Murnane
Tahoe X-Country

Eric Pilcher (Treasurer)
Moe's BBQ/Gear & Grind

David Tirman (Chair)
JMA Ventures, LLC

Samir Tuma
Kila Lake Tahoe

Brett Williams
Agate Bay Realty

Adam Wilson (Vice Chair)
Northstar California

Jennifer Merchant
Placer County Rep

Erin Casey
Placer County Rep-substitute

Tom Lotshaw
TRPA (Ex-officio)

Quorum - 6
Majority of the NLTRA Board Representatives

Items May Not Be Heard In the Order They Are Listed

A. 8:00 a.m. Call to Order-Establish Quorum

B. Closed Session to discuss personnel issues.

C. Reconvene to Open Session.

D. **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.

E. Agenda Amendments and Approval

F. Consent Calendar-MOTION (5 minutes)

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 –September 7, 2016** (pg. 1-4)

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

2. **Capital Investment/Transportation Committee- September 26, 2016** (pg. 5)
3. **Marketing Committee – September 27, 2016** (pg. 6)
4. Business Association and Chamber Collaborative – No Meeting in September
5. **Lodging Committee – September 22, 2016** (pg. 7)
6. Conference Sales Directors Committee – No meeting in September
7. **Finance Committee – September 29, 2016** (pg. 8)
8. **Financial Reports – Financial Reports for August, 2016** (pg. 9-68)
9. **Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors)**
    a. **MoA with Donner Summit Business Group for $6,000 to assist in funding the Historic Donner Summit Gateway Welcome Sign & Visitor Kiosk – Ron Treabess** (pg. 69-87)
    b. **MoA Amendment #1 with California Tahoe Conservancy identifying a revised scope of work, time schedule, and additional $69,575 to assist funding the Kings Beach Public Pier Concept Plan – Ron Treabess** (pg. 88-90)

c. **MoA with Tahoe City Public Utility District for $300,000 to assist in funding the Winter Sports Park Ice Skating Rink Project – Ron Treabess** (pg. 91-102)
d. **Agreement between NLTRA and PCVB for $40,000 in Visitor Services – Sandy Evans Hall** (pg. 103-106)

G. Strategic Discussion (60 minutes) 8:35 – 9:35

a. **Pam Hobday – Board Governance 101** (pg. 107-110)

H. Action Items (40 minutes) 9:35 – 10:15

1. **MOTION: Discussion and possible approval of CI/T Subcommittee for Organization Structure recommendation regarding administration of Capital Investment contracts – Ron Treabess (CI/T Committee vote 10-0)** (pg. 111-114)
2. **MOTION: Discussion and possible approval of Contract Amendment for the additional fund balance for 2015-16 and changes to contract language regarding administration of Capital Investment contracts – Sandy Evans Hall** (pg. 115-145)
3. **MOTION: Discussion and possible approval of new metrics for measuring the success of the marketing programs to replace the metrics in the Agreement between Placer County and NLTRA in Attachment E-1 – JT Thompson (Marketing Committee vote 5-0 plus proxy for Carlynne Fajkos)** (pg. 146-158)
4. **MOTION: Discussion and possible approval of the Special Event Grant Fund of $50,000 – JT Thompson (Marketing Committee vote 4-0-1 Abstention Todd Jackson)** (pg. 159-164)
5. **Appointment of 2016-17 Election Committee members to include 1 Board Member plus Stacie Lyans, Alex Mourelatos, and Kay Williams. – Sandy Evans Hall** (pg. 165)

Supplemental Staff Reports

I. Staff Reports (40 minutes) 10:15– 10:35

1. **Marketing – JT Thompson (5 minutes)** (pg. 166,167)
   a. Destimetrics
   b. Autumn Food and Wine Event Recap/Spartan Race Recap
2. **Membership – Sandy Evans Hall (5 minutes)**
   a. Accounts Receivable Update (pg. 168)
   b. Upcoming Events/Programs (pg. 169)
3. **CI/T – Ron Treabess- (5 minutes)**
   a. Call for projects update (pg. 170,171)
   b. Measure M update (pg. 172)
4. **Administration – Sandy Evans Hall (10 minutes)**
   a. Organization Structure Update (pg. 173-181)

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

5. **Executive Committee Report – September 20, 2016** (pg. 182-184)
6. **Capital Investment/Transportation Activity Report – September** (pg. 185)
7. **Dashboard – August** (pg.186-193)

J. Directors Comments (5 minutes)

K. Meeting Review and Staff Direction (5 minutes)

L. Adjournment 11:00 a.m.

This meeting is wheelchair accessible

Posted and Emailed (x)

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NLTRA Board Meeting – October 5, 2016
Executive Summary of Key Items

F. Consent Calendar

9. Memorandum of Agreements

- These MOAs are from last year's call for projects that were approved. The funds became available July 1, 2016 and now the agencies are completing their agreements stipulating use of funds and reimbursement process.
- The final MOA (9-d) is between Placer County Visitor Bureau and NLTRA and is a renewal of the agreement that has been in place for several years. Major changes were made to this agreement 3 years ago identifying trade shows, reporting, and lead sharing opportunities in exchange for the $40,000 in TOT that is provided to the PCVB.

G. Strategic Discussion

1. Board Governance and Responsibility Review – Pam Hobday

- Pam Hobday, CEO of Pamela Hurt Associates will provide a strategic discussion of some general standards of excellence in board governance to include board culture and fiduciary responsibilities.
- What are ways that the board members would like to improve their governance?

H. Action Items

1. CI/T Subcommittee Final Recommendation

- The CI/T Subcommittee, Chaired by Samir Tuma and including Jaime Wright, Will Garner, Mike Staudenmayer, Cindy Gustafson, Erin Casey, Alex Mourelatos, and Jim Phelan met twice during September to come to agreement on the recommended changes
- The biggest change will be that MOAs or Contracts with applicants for TOT funds will be written and monitored by Placer County. NLTRA staff will continue to lead the grant allocation process with the CI/T Committee and will be expected to focus more on the outreach for potential projects that align with the Tourism Master Plan.
- There is no revenue impact to this change, which has been agreed to by the County and will be integrated into the NLTRA/Placer County Contract Amendment before the Board on October 5.

2. NLTRA/Placer County Contract Amendment

- This amendment integrates the changes discussed in H-1 above as well as some issues with a late permit for the Spartan Race this year.
- You have a red-line version of both the contract and Scope of Work so that you can see the changes.
- Attachment C (Contract Budget) also shows a change from the original budget by an increase of $2,233,580 for Capital Improvements. This increase places money in the County Treasury to cash flow all prior allocations and commitments as well as provide funds for this year's TOT grants.

3. **Metrics for Marketing Success**
    - In conjunction with members of the Marketing Committee, our agency, Augustine Ideas, and the Abbi Agency, NLTRA staff reviewed all of the metrics required by Placer County to evaluate the success of the publicly funded marketing programs.
    - The changes proposed are highlighted in red, yellow, and green for easy reference.
    - Once approved, these new sets of metrics will replace the former Attachment E-1 and will be used for semi-annual and annual reporting.
    - This change is intended be integrated into the Contract Amendment above as it goes to the Placer Board of Supervisors.

4. **Special Event Grant Fund Recommendations**
    - The Task Force comprised of members of the BACC, NLTRA staff, County staff and Marketing Committee.
    - The total allocation was $46,000 of the total $50,000
    - There were two events that were not given any funding, both of which will be asked for further event concept development before being considered.

5. **Appointment of Election Committee**
    - According to the NLTRA Bylaws, the Board must appoint an election committee to assist with identifying qualified candidates and conducting the election process
    - The committee must consist of at least 3 members of which at least 1 must be a Board Member. More than 1 Board Member may participate.
    - The other members that have agreed to serve are Stacie Lyans, Kay Williams, and Alex Mourelatos, all leaders within diverse geographic sectors of our region.

Supplemental Staff Reports

- There are no Conference Sales Reports in the packet this month due to the new CRM which has not been able to generate the reports yet.