



Wednesday, November 2, 2016 at 8:00 a.m.
Tahoe City Public Utility District

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

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 (if needed)

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 –October 5, 2016 (pg. 1)

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

2. Capital Investment/Transportation Committee- October 24, 2016 (pg. 6)

3. Marketing Committee – October 25, 2016 (pg. 7)

4. Business Association and Chamber Collaborative – October 13, 2016 (pg. 8)

5. Lodging Committee – No meeting in October
Conference Sales Directors Committee – No meeting in October

6. Finance Committee – October 27, 2016 (pg. 10)

7. Financial Reports – Financial Reports for September, 2016 (pg.11)

8. 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. Northstar \$10,000 Community Marketing Grant (BACC approved 7-0; Marketing approved 5-0) (pg. 62)

b. Abbi Agency Contract for Touch the Lake \$20,000 (BACC approved 7-0; Marketing approved 5-0)(pg. 65)

c. Tahoe City Gateway Holiday Lighting Repairs -\$10,000 (pg. 70)

d. Truckee River Trail Midway Erosion Maintenance Repair -\$15,000 (pg. 79)

- e. **WinterWonderGrass Tahoe Sponsorship Agreement - \$15,000**
(Marketing approved 5-0) (pg. 85)

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

- a. **Financial Audit – McClintock Accountancy (30 minutes)** (pg. 89)

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

1. **MOTION: Discussion and possible approval of 2015-16 Financial Audit – Al Priester/McClintock Accountancy (Finance approved 2-0-1 Erin Casey Abstained)**(pg. 89)
2. **MOTION: Discussion and possible approval of Winter Snow Removal on the Squaw Valley Trail - \$70,000 (CIT 10-0)** (pg. 124)
3. **MOTION: Discussion and possible approval of Winter Snow Removal on the Tahoe City Area Trail - \$55,000 (CIT 10-0)** (pg. 142)
4. **MOTION: Discussion and possible approval of a Contract with Spartan World Championships for 5 years - \$250,000 annually (Marketing approved 4-0-1 Todd Jackson abstained)** (pg. 147)

Supplemental Staff Reports

I. Staff Reports (25 minutes) 10:15 – 10:40

1. **Marketing – JT Thompson (5 minutes)** (pg. 153)
 - a. Destimetrics
 - b. Spartan Race Recap
 - c. Introduction of Amber Burke
2. **Membership – Sandy Evans Hall (5 minutes)**
 - a. Accounts Receivable Update (pg. 156)
 - b. Upcoming Events/Programs (pg. 157)
3. **CI/T – Ron Treabess- (5 minutes)**
 - a. Call for projects update (pg. 158)
 - b. Measure M update-To be verbally presented.
4. **Conference Review Statistics Report**
5. **Administration – Sandy Evans Hall (10 minutes)**
 - c. Board Candidates for Election-To be distributed at meeting.
 - d. Officer Nominations (pg. 165)
 - e. Organization Structure Update (pg. 166)

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

6. **Executive Committee Report – October 18, 2016** (pg. 171)
7. **Capital Investment/Transportation Activity Report – October** (pg. 173)
8. **Dashboard – September** (pg. 175)

J. Directors Comments (5 minutes)

K. Meeting Review and Staff Direction (5 minutes)

L. Adjournment 10:50 a.m.

This meeting is wheelchair accessible

Posted and Emailed (x)



NLTRA Board Meeting – November 2, 2016

Executive Summary of Key Items

F. Consent Calendar

9. Contract Approvals

- Northstar \$10,000 Community Marketing Grant – proposed is a plan to bring 'ambassadors' in the social media world to Northstar to write stories, post, blog and spread the word about the North Lake Tahoe area.
- Abbi Agency Contract for Touch the Lake \$20,000 – will create a coupon/map both in print as well as digitally to give to guests checking in at the area ski resort lodging, vacation homes, and other lodging properties to encourage guests to visit shopping, restaurants, and activities at the lake during the winter.
- Tahoe City Gateway Holiday Lighting Repairs \$10,000– TCDA will contract for this service which will maintain and replace the lighting in the Tahoe City downtown area.
- Truckee River Trail Midway Erosion maintenance Repair \$15,000 – these funds will come from the maintenance fund and will allow TCPUD to repair erosion along the bike trail from Tahoe City to Squaw Valley.
- WinterWonderGrass Tahoe Sponsorship Agreement - \$15,000 – provides sponsorship funds for this popular bluegrass festival in early April.

G. Strategic Discussion

1. Financial Audit

- Bob McClintock and Kendall Galka will present the results of the Financial Audit for 2015-16.
- There were no material weaknesses found and there are 14 observations and recommendations that will be implemented in the 2016-17 Fiscal Year

H. Action Items

1. Approval of the 2015-16 Financial Audit

- Finance Committee approved the audit conditional on the completion of a memorandum of position on a marketing department change in use of funding that occurred when the County withheld funding. This was completed to the satisfaction of the auditors on Friday, October 28, following the Finance Committee meeting on October 27.

2. Winter Snow Removal on the Squaw Valley Trail - \$70,000

- This is a continuation of the service and contract that has been done in Squaw Valley for the last 3 years. The Business Association and Squaw Valley ski area both contribute to the match for this service.

3. Winter Snow Removal on the Tahoe City Area Trail - \$55,000

- TCPUD would clear snow from the trail starting at Cathedral and going to Lake Forest entrance near Dollar Hill.

4. Spartan World Championships Sponsorship - \$250,000 annually

- In order to retain this event in Squaw Valley, an agreement has been reached between NLTRA staff and Spartan World Championship organizers to hold this event in North Lake Tahoe for the next 2 years with an option on the following 3 years.