



north lake tahoe

Chamber | CVB | Resort Association

**NLTRA Board of Directors Minutes
Wednesday, February 7th, 2018
Northstar Community Services District Board Room
900 Northstar Drive, Truckee**

Board Members in attendance:

Adam Wilson, Jennifer Merchant, Samir Tuma, Karen Plank, Aaron Rudnick, Christy Beck

Staff Members in attendance:

Cindy Gustafson, Ron Treabess, Daphne Lange, Andy Chapman, Amber Burke, Sarah Winters, Al Priester, Dawn Teran

Others in attendance: Erin Casey, Lindsay Romack, Mike Staudenmayer, John Hester

A. 8:35 a.m. Call to Order-Establish Quorum

B. 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.

- Mike Staudenmayer, GM Northstar CSD welcomed the Resort Association.
- Introduction of Daphne Lange, new Tourism Director.

C. Agenda Amendments and Approval-MOTION

MOTION to approve the Agenda

M/S/C Jennifer/Karen/5-0-0 (Christy not yet joined meeting)

D. Consent Calendar-MOTION

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.

MOTION to approve the Consent Calendar

M/S/C Samir/Karen/5-0-0 (Christy not yet joined meeting)

1. Board Meeting Minutes –

- a. January 10th, 2018 [Link to online preliminary document](#)

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

2. Committee Minutes

- a. BACC January 2018 [Link to online preliminary document](#)

- b. Tourism Development January, 2018 [Link to online preliminary document.](#)
- c. Finance
 - 1. January 8th [Link to online document](#)
 - 2. January 29th Will be posted online when available
- 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)
None at this time

E. Action Items

1. MOTION: Review and possible approval of the 2020 Mountain Travel Symposium (MTS) event sponsorship and contract
 - Amber reviewed the contract contained in the Board Packet.
 - Note that Meetings and Incentives Exchange (MICE) was not a part of the 2012 event and that is new addition this year.
 - Sarah Winters reviewed the results of past MTS events. Revenue and RTI has been increasing.

*Christy arrived at 8:44 am

- Cost savings with trades is being looked at. Transportation costs are being reviewed and are anticipated to come down.
- The contract still has not been finalized and Amber said she can provide financial and event schedule updates.
- Jennifer asked what the ROI was in 2012. Andy said there is not an ROI report from 2012. He stated that the top international trade and wholesale retailers are hosted and that is advantageous for our region. He said he could provide information from the 2012 information if needed.
- Jennifer asked about whether it is entirely funded from the budget for this year. Sarah reported that \$5,000 comes out of 18/19, and remaining \$61,000 is in the 19/20 budget. Amber said that there is a marketing reserve that can be utilized as well.
- Discussion about attendees' transportation to the lake for other activities and the fact that there is a lot of (other) resorts investment in the groups while they are here. Sarah said we are marketing as a year-round destination. Andy said NL Tahoe will be well represented. Adam said there is also much investment by the resorts into the local communities during the event.
- Jennifer suggested a tracking method for results, new relationships, etc.
- Christy said room nights could be the ROI, short term/long term. A yearly tracking would give generic ROI information. She said we could look at ROI of how many stayed but dollar amounts are not usually shared by lodging partners.
- Andy reported that COOP funds will be used for 3 staff who will be involved, and it is line-itemed in the COOP budget.
- Jennifer asked about the reimbursement amount under the total cost of \$29,000 in the budget. Amber and Sarah explained it is a reflection of specific food and lodging costs and that dollars are increased for reimbursement after renegotiations have been made.

MOTION to approve the 2020 Mountain Travel Symposium (MTS) event sponsorship and contract.

M/S/C Samir/Aaron/6-0-0

2. MOTION: Board Approval of the Committee Recommendations of NLTRA's Two Appointments to New Capital Projects Advisory Committee
 - Cindy recapped the recent Executive Committee meeting. The CAP Committee Applications are due on Feb 21st. She will meeting with Erin Casey on Jan 23rd to review the candidates.

- Erin reviewed appointments received. Dave Wilderotter to Seat #1 (Business Association), Krista Voosen to Seat #2 (Business Association), Sarah Coolidge to Seat #3 (Special District), John Wilcox to Seat #4 (Special District), Alex Mourelatos to Seat #7 (North Lake Tahoe Resort Association), Ron Parson to Seat #8 (North Lake Tahoe Resort Association), Jaime Wright to Seat #9 (Transportation), Drew Conly to Seat #10 (Lodging), Greg Dallas to Seat #11 (Ski Resorts). Erin reviewed page 35 of the packet regarding the appointments.
- Discussion about the process for filling the five remaining seats. Cindy will email current and oncoming Board members to review. Roster of names to go out to all board members, with recommendations. Process: Executive Committee would make CAP Committee recommendations via email (holding a meeting if necessary.) Then send the Executive Committee recommendations to the Board via email for review, then conduct the 30 minute call with all the Board Members.

MOTION: Executive Committee to meet the morning of February 23rd to review applications to make recommendations for the 3 CAP Committee appointments and call Board at 1pm.

M/S/C/ Samir/Aaron 6-0-0

3. MOTION: Board Acceptance of the Election Committee's Designation of the Qualified Candidates for the five elected NLTRA Board seats
 - Cindy reviewed the Election Committee meeting attendees, and the candidates. Ballots will have titles with their companies as well. Dawn added prior to sending ballots on 2.8.18
 - Cindy reviewed the election/ballot procedure.
 - At this time no one from CB/TV/KB running for the Board. Also lacking in Restaurant/F&B at this time. By February 7 please solicit nominations. New board first meeting is in April and hoping for onboarding of all Board at that time.

MOTION Board acceptance of the election Committee's Designation for the Qualified Candidate for the five elected NLTRA Board seats

M/S/C Christy/Jennifer 5-0-1 Aaron abstained

F. Informational Updates/Verbal Reports

1. Report on Tourism Development Annual Plan Process-Daphne Lange, Cindy Gustafson
 - Discussion regarding TOT Bid funding and our destination spending in relation to competitors.
2. Update on Membership and TOT Funding-Al Priester
 - Al explained the documents he provided in the packet.
 - Increased dues and dues revenue in January by 11 %. Membership levels according to employee numbers have been adjusted.
 - Breakfast Club Sponsorship program kicked off this month to provide additional funding for Chamber.
 - Jennifer inquired about page 37. Al explained the YTD total is through December. Second half of fiscal year is the larger funding source for our organization (Jan-June). With the revenue increase there should not be a large deferred balance at end of year; a larger Chamber profit is expected due to rate increase and annual awards dinner fundraising and breakfast club sponsorships, as well as personnel savings due to Natalie leaving the Chamber which will be adjusted into the budget. (Specifics of personnel transitions and HR strategies will be discussed in closed session.)
 - Samir questioned about the non-refundable nature of the dues and what the need is for following gap, 1/12 recognition, in a fiscal year. Al answered that it exists because it is based on delivery of services.
3. Cindy will present any additional informational updates at meeting

- Cindy will come back to the Board in March/April regarding the TBID. She will have a call with Squaw and Civitas to answer questions regarding integrating with their TBID. Jennifer commented that Placer has had a petition submitted by proponents of the Squaw Valley TBID and they received their 50+% needed votes to proceed. She suggested the NLTRA weigh in and what the broader community thinks about the Squaw TBID. She would like to be included in the conversations.
- Cindy commended the CAP Committee formation.
- Cindy will be focusing on internal inefficiencies, staffing levels, etc. within the NLTRA in preparation for budget negotiations with the County.

G. Special Report

1. TRPA, Development Right Strategic Initiative-John Hester

H. Reports/Back up Documents-Posted in 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 Staff Report and Accounts Receivable Report, January 2018
3. Conference Revenue Statistics Report
4. Monthly Summary of Transportation Meeting Outcomes – Will post online when available
5. Finance Committee Supplemental Reports, December 2017

I. Directors Comments

- Jennifer reported that Placer County Board approved Kings Beach center acquisition for 3Mil; entered into an agreement with developer out of San Diego with a history of hotel development; as part of area plan. Will be doing public outreach and an EIR.

J. Meeting Review and Staff Direction

- Thanks to Andy Chapman for his help during the interim
- Item E1-Provide measurement on reports from 2012 MTS with data/quarterly reports for MTS and then going to monthly as get closer to event and routine check-ins.
- Item E2-Will email recommendations to Board and conduct 30 minute phone call. Motion was adjusted corrected appropriately.
- Item F1-Update charts and comparisons on tourism development plans with TOT and TBID and self-assessment how promotions are funded in those destinations/total and compare and information about number of properties are affected.
- Will bring back to Board a plan for the membership services department/Manager position.

K. Adjournment at 10:27 a.m.