

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

Board Members In attendance: Jim Phelan, Gary Davis, Greg Dallas, Karen Plank, Brett Williams, Samir Tuma, Christy Beck, Dan Tester, Aaron Rudnick, Chris Brown, Andre Priemer via telephone, Adam Wilson, Tom Turner arrived at 8:50 am, Erin Casey (non-voting), Tom Lotshaw (non-voting)

Staff Members in attendance: Cindy Gustafson, Ron Treabess, Dawn Teran, Andy Chapman, Amber Burke, Greg Howey Sarah Winters, and Daphne Lange

Others in attendance: Andy Chapman, Allegra Demerjan, Lindsay Romack, Alexis Kahn

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.

- Gary congratulated Cindy and staff for a great event (Community Awards Dinner).

3. Agenda Amendments and Approval

MOTION to approve the agenda, no amendments M/S/C Samir/Brett 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.

MOTION to approve the Consent Calendar M/S/C Brett/Gary/12-0-0

A. Board Meeting Minutes*

*4.11.18 Board Minutes were included and approved as part of the special meeting 4.23.18 packet.

B. Committee Minutes-The committee Summary is provided for information purposes only.

Minutes are available as finalized at www.nltra.org.

1. BACC March, 2018-Will be posted when available
2. Tourism Development Committee March, 2018
3. Finance Committee March, 2018-Will become available when finalized

C. Approval of NLTRA Financial Statements March 31, 2018

D. Approval of NLTMC Financial Statements March 31, 2018

E. 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

F. Review and approve recommended \$10,000 Community Marketing Grant for the Squaw Valley Business Association.

G. Review and approval of 2017/2018 Special Event Partnership Funding allocation recommendations.

***Tom Turner arrived at 8:50am**

5. Action Items

A. Tourism Development Plan Review and Feedback-Daphne Lange

- Daphne presented a slide show highlighting Strategic Objectives and Target Market Strategy.
- Samir asked if we had information regarding airport partnership opportunities. Daphne said she is pursuing that avenue with the Reno-Tahoe International Airport and will provide information when available.
- Erin questioned the length of the Strategic Plan and Daphne clarified that it was previously a 3 year plan, but now focusing on 2 years to coincide with the two year Tourism Master Plan, with an end of year 2020 timeframe.
- Alexis Kahn explained in more detail the Social media/media tactics regarding page 25-28 in the slide show (documents available online at nltra.org/meetings).
- Allegra from the Abbi Agency reported on North Lake Tahoe owned entities. Daphne defined the meaning of owned channels. She further reported on earned strategy.
- Sarah Winters reported on Leisure Sales.
- Greg Howie reported on Conference Sales.
- Amber Burke reported on Events including event funding areas.
- Cindy stressed the importance of getting direction from the Board on this item within the next 30 days.
 - Brett recommended going after longer stays and 30, 60, 90 day prior commitments in winters and summers. Then, in Spring and Fall focusing on bringing in from other primary destinations- New York, Austin, LA and San Diego, etc.
 - Tom asked the budget for Tourism. Daphne answered 2.3M and our contribution is 1.4M. Tom suggested going after corporate sponsors, and suggested GM due to their two truck models- Sierra and Tahoe. He said Reno is booming and suggested pursuing a cooperative agreement with them and also with South Lake Tahoe. He also suggested TV readiness.
 - Samir spoke on the importance of marketing to millennials and using a less traditional direction for marketing. He also suggested marketing to international travelers and to the bay area which encompasses all ethnic/international influencers.
 - Daphne said there is value in adding our content in multiple languages.
 - Discussion about international markets. Brett suggested working together more with SL Tahoe, like currently done through RASC.
 - Dan Tester suggested adding more measurable tangible goals into the document and tying them to the strategies.
 - Adam asked Board members for any suggestions for different measurables than are already included.
 - Jim requested adding a summary of destination drivers.
 - Christy suggested adding lodging data from properties that will share information showing visitation origins and compiling information. Sarah said that information can be obtained.
 - Erin requested providing a current chart containing a budget for the upcoming year (A-2) breakdown for event strategy. Daphne and Amber said that will be included.
 - Erin asked if there were significant strategy changes. Daphne said it isn't new but there are more refined changes, the over-all strategy is consistent with what has been.

- Greg Dallas requested providing google analytics measurement piece. Including measuring engagement on website.
- Greg Dallas asked about what content is lacking. Daphne said there is a need for more ethnic/family and diversity content in addition to lifestyle/non-skiing/boarding content.
- Cindy added that more imagery/video content is needed.
- Allegra mentioned that video assets are being added and are growing. Influencers are being added and through them we can gain reciprocal value and more reach.
- Please send feedback to Daphne at daphne@gotahoenorth.com by May 11th.

6. Information Updates/Verbal Reports

A. Budget 2018 – 19 Preparation Timeline Get the timeline she passed around.

- Cindy reviewed the Budget/ Scope of work draft timeline
This will go to Tourism Committee, finance then board of directors and lots of opportunity for input prior to the end of May.

B. Marketing Coop Agreement Discussion

- Cindy referenced the red-lined document contained in the Board packet. Board approval of TOT items over \$25,000 by the Board. Marketing Coop measurements will be added, covering partnering with Incline Village/Crystal Bay and will be seen as attachment A to the agreement. Also an opportunity clause will be added if there are other opportunities that come up and require urgent action. Dispute resolution clause will also be added. Will be brought back to the Board May 30th.

C. 2018 – 19 Scope of Work-Development Update

- Cindy distributed additional copies of the existing Scope of Work. Submit any input on the Scope of Work to Cindy. Cindy@gotahoenorth.com

D. Preliminary Report on Annual Awards Dinner

- Cindy reported that approx. \$21,000 was raised, and was a successful event. Survey will go out. Print ads placed for thank you's to sponsors.

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. Membership Accounts Receivable Report

C. Conference Revenue Statistics Report

D. Finance Dashboard and CEO Expenses, March, 2018

E. CEO and Staff Updates

8. Director's Comments

- Tom Lotshaw reported on the Shoreline Plan, draft environmental review going out on May 8th, then public review for 2 months, plan estimated to be implemented in the fall.
- KB State Recreation Area Plan Revision Draft Environmental document was released yesterday.
- CAP Committee's first meeting was last night. He thanked for NLTRA support. Meetings will be held last Thursday of each month rotating throughout community, next May 30th Tahoe City. 30 grant applications have been received and voted for June meeting for Applicants to present projects. Recommendations in July. Minutes for CAP committee are on their website and will be posted on the NLTRA website. Samir requested Board be notified. Erin will notify NLTRA with date of June meeting.
- Aaron reported that Eric Brandt will be putting a live cam on the top of the Visitor Center roof during the summer construction period.
- Brett reported that the Tourism Development Committee is looking at a strategy on conveying proactive construction information to visitors.
- Jim-Shoreline committee is working towards providing a balanced public/private lake use plan.

- Gary reported that stakeholders have not received any notifications regarding construction calendar and no signage has been erected as of yet.
- Gary announced a Kiwanis May 7 fundraiser.

9. Meeting Review and Staff Direction

- TAB ALIGN Cindy reported that Downtown association and NLTRA are trying to get TTD to get the construction signage out. She will keep Board posted.
- Yesterday, SV Alpine/Keith Fountain regarding TBID, agreed to assess ski lift tickets they will revamp or disband their current TBID proposal, with a greater component with Ski Tickets related to number of tickets sold. Commended Board for their input. Timeline to BOS is late July/August.
- Alex Mourelatos, Ron Parson and Drew Connelly from RSC were appointed to the CAP committee.
- Tourism Development Plan revisions will be made.
- Daphne Visitor California tomorrow board meeting in the SV Village Palisades room.

10. Closed Session to Discuss Personnel Matters

11. Adjournment at 10:41, moved to closed session at 10:45.

This meeting is wheelchair accessible

Posted online at www.nltra.org
