



north lake tahoe

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THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

December 7, 2011

Tahoe City Public Utility District

MINUTES

ATTENDANCE: Ron McIntyre, Phil GilanFarr, Kali Kopley, Andy Wirth, Wally Auerbach, Alex Mourelatos, and Ron Parson. Jennifer Merchant arrived at 8:36 AM. Andy Wirth and Kali Kopley left the meeting at 9:47 AM.

NOT PRESENT: Deanna Gescheider, Allen Highfield, Roger Beck, and Julie Regan

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Kym Fabel, Andy Chapman, Deanna Frumentti, and Kim Lambert

OTHERS IN ATTENDANCE: Steve Hoch, Maureen O'Keefe, Andrew Lange, Mike Staudenmeyer, Mike Geary, Steve Kastan, Cindy Gustafson, and Peter Kraatz

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:35 AM by Chairman Ron McIntyre and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions

2. Approval of Agenda

M/S/C (Kopley/Wirth) (5-0-0) to approve today's agenda as presented.

C. PUBLIC FORUM

Cindy Gustafson, General Manager of the Tahoe City Public Utility District (TCPUD) announced a Special TCPUD Board meeting today at 4:00 PM with a Golf Course Consultant to discuss operating options if the Tahoe City Golf Course is acquired. The public is invited to attend.

Andy Chapman distributed the April through September 2011 North Lake Tahoe Performance Report, as required by Placer County.

D. REPORTS & ACTION ITEMS

3. Northstar Entrance and Roundabout Improvement – Ron McIntyre

Wally Auerbach stated he may have a potential conflict because of work he does with the Northstar Community Service District (NCS D), however he is not involved in this project. It was agreed that there is no material conflict and Wally Auerbach participated in the discussion and vote of this item.

Ron Treabess presented the request for up to \$105,000 to fund roundabout improvements on Northstar Road, including wayfinding signage, landscaping, and concrete curbing around the roundabout to address drainage. The total project cost is \$650,000, but a NCS D bond, NCS D general funds, and Placer County have contributed. This request received unanimous support from the NLTRA Joint Infrastructure/Transportation Committee. Ron McIntyre asked if a proposed road widening project would affect the improvements being funded by this request.

NCS D General Manager Mike Staudenmeyer addressed the group, noting that \$85,000 of the requested \$105,000 is for reimbursement of the concrete curbs, \$12,000 is for landscaping and \$8,000 is for signage. He acknowledged the potential road widening project could impact the work already done. Peter Kraatz, Deputy Director of Placer County Department of Public Works, explained the road widening project, which will be paid for with funds already accrued by NCS D and earmarked for transportation projects. He asked for clarification on reimbursing completed projects versus requests for funding before work is done. Mike Staudenmeyer explained the permits were not issued until late August and there was an urgency to get the work done before winter. Discussion followed regarding the timing of this request and the scope of work. Jennifer Merchant suggested the Wayfinding Signage Manual be considered as the signage is developed and cautioned against using public funds for signs directed to specific businesses.

M/S/C (GilanFarr/Wirth) (7-0-0) to recommend approval of an allocation of up to \$105,000 to the Northstar Community Services District for the Northstar Drive entrance roundabout improvement project.

4. Squaw Valley Winter Pedestrian Trail Pilot Project - Ron McIntyre Motion

Ron Treabess presented this request for \$70,000 per year for two years to fund a pilot program to clear snow from the bike trail in Squaw Valley. The NLTRA Joint Infrastructure/Transportation Committee recommended approval this request with contingencies, including documentation from the Squaw Valley Business Association of their \$21,000 commitment, which has been received. Clarification of how the funds will be used were included in the Board packets. Letters of support have been received from residents and businesses in Squaw Valley, as well as the Squaw Valley Municipal Advisory Committee (SVMAC). The Squaw Valley Public Service District (SVPSD) has taken the lead on submitting this request.

Ron McIntyre noted this idea was first suggested in the 1995 Master Plan but put off because of concerns about drainage and ice on the trail. This pilot program presents an opportunity to see if those issues can be addressed. Phil GilanFarr explained his “no” vote at the Joint Committee meeting because negotiations to extend the length of the trail have not been completed with a landowner. Jennifer Merchant noted the bike trail is on a County easement, not on private property and Placer County has the right to operate the trail year-round. Although attempts will be made not to impact the adjacent property, there are funds available to address maintenance issues if needed.

Discussion followed regarding specifics of the request, how to evaluate the success of the program, and methods used to collect data on costs, benefits, and use. Mike Geary, General Manager of Squaw Valley Public Service District, said the District has maps showing snow storage easements and the draft Request for Proposals (RFP) being circulated to snow removal contractors. He answered questions from the Board and stated it has been determined that the best option is to clear the path down to bare pavement. The contractor will remove snow berms from 6 locations along the trail to provide additional access.

The topic was opened to public comment. Peter Kraatz voiced concern that this trail was not built for year-round use and cautioned that the stability of the trail needs to be addressed. Mike Geary said snow removal vehicle weights have been discussed in his meetings with Placer County Department of Parks and Facilities and noted the requirement that the trail be restored to bike trail standards in the spring.

Maureen O’Keefe, a member of SVMAC, explained why she championed this project and the support she has received from various County departments.

Steve Kastan, Tahoe Field Deputy for Placer County District 5 Supervisor Jennifer Montgomery, said Supervisor Montgomery strongly supports this project. He reported on his discussions with various County departments to secure approval.

Andrew Lange, a member of SVMAC and Squaw Valley Property Owner's Association, spoke in support of the pedestrian trail.

Mike Staudenmeyer stated the data collected from this pilot project will be helpful in making a decision on a similar proposal in Northstar.

Public comment was closed and the Board continued to discuss the project.

M/S/C (Kopley/Merchant) (7-0-0) to recommend an allocation of up to \$140,000 (\$70,000 per year) to the Squaw Valley Public Service District for the Squaw Valley Winter Pedestrian Trail Snow Removal two-year pilot program.

5. Planning funds for North Lake Tahoe Water Shuttle – Ron McIntyre

Ron Treabess presented this request for \$9,250 for Ogilvy Consulting and \$9,620 for LSC Consultants to determine land use and permits required for a Water Shuttle. Based on their findings, the Tahoe Transportation District (TTD) will issue a Request for Proposals (RFP) for a service provider and a marketing plan, data collection and analysis monitoring program, and ticketing plan will be developed. Discussion followed regarding the request, additional funding being provided for the program, and proposed timing of the project, which is expected to begin around Memorial Day. Alex Mourelatos asked that when routes are being determined, use of the lake by other watercraft, water skiers, and the visual impact be considered. Ron Parson asked that consideration be given to extending service beyond the Placer County line, so stops at State Parks on the west shore can be included. **ACTION: Ron Treabess will discuss the options with California State Parks.**

M/S/C (Parson/Merchant) (5-0-0) to recommend Research and Planning funds from the 2011/12 budget to be used to hire Ogilvy Consulting and LSC Consultants to prepare the advanced planning for the North Lake Tahoe Water Shuttle as detailed in their respective scopes of work.

6. RTIA Welcome Center Scope of Service Update – Ron Treabess

Ron Treabess reported the fabrication for the Phase 1 improvements to the Reno Tahoe International Airport (RTIA) North Lake Tahoe Welcome Center are being done and installation should be completed by December 20. He explained the outreach done to contract with local firms, but there was little response. In order to meet the December 20 deadline, both the fabrication and installation are being done by BANG! Creative. The Center will include the North Lake Tahoe Express ticketing counter. Ron Treabess said the 4-month remodel of the baggage claim area will be done in 4 phases beginning December 1.

7. Election – New Board Members/Officer and Committee Selection Process

Sandy Evans Hall

Sandy Evans Hall announced the results of the recent Board election. Valli Murnane has won the Recreation seat, Bill Rock won the Ski Area seat, Ron Parson was re-elected to the Real Estate seat, and Alex Mourelatos and Andy Wirth were unopposed. Sandy Evans Hall will set up orientation meetings for the new Board members. Supervisor Jennifer Montgomery is considering Eric Brandt for the Placer County appointee. His nomination is expected to be confirmed at January's Board of Supervisors meeting. Sandy Evans Hall is considering electronic voting options for next year's election.

8. Supplemental Operating Procedures and Policies Amendments – Conflict of Interest and Procurement (Local Preference) – Sandy Evans Hall

Sandy Evans Hall and Wally Auerbach met to consider the Conflict of Interest and Procurement policies. The Board discussed the suggested revisions, which were included in the Board packets.

M/S/C (GilanFarr/Auerbach) (5-0-0) to approve the proposed revisions to the Conflict of Interest and Procurement policies.

9. Conference Parity Proposal – Ron Parson/Lisa deRoulet

Ron Parson reported on the Committee meetings with Placer County regarding the mechanism to determine parity. Although there is basic agreement on the process to be used, the County has agreed not to hold to the December deadline. Action on this item was tabled. **ACTION: Work will continue to develop definitions of attaining parity.**

10. Final Audit Approval – Ron Parson

The final audit was included in the Board packets. Jennifer Merchant reported on her research identifying designated infrastructure funds in the budget. Sandy Evans Hall discussed the issue with the auditor and will show the funds in a separate line item moving forward. However, past infrastructure funds were not necessarily separated and it is difficult to reconstruct past allocations. Discussion followed regarding how unrestricted infrastructure net assets have been shown in the past and the revisions made moving forward. **ACTION: A separate budget line item will be established for undesignated infrastructure funds.**

M/S/C (Parson/GilanFarr) (4-0-1 abstention from Merchant) to approve the final audit.

E. CONSENT CALENDAR

Ron Parson asked that Item E12 be pulled for discussion.

M/S/C (GilanFarr/Merchant) (5-0-0) to approve the Consent Calendar as presented except Item E12:

- 11. Board Meeting Minutes – November 2, 2011**
- 12. Financial Statements – September and October, 2011**
- 13. Joint Infrastructure/Transportation Committee – November 28, 2011**
- 14. Marketing Committee – November 28, 2011**
- 15. Conference Sales Reports**
- 16. Infrastructure/Transportation Activity Report – November 2011**
- 17. Membership Advisory Committee – November 16, 2011**
- 18. Chamber of Commerce Business Plan Progress Report – November**
- 19. Group Sales Director Sub Committee – October 28, 2011**
- 20. Lodging Committee – November 3, 2011**
- 21. Finance Committee – November 1, 2011**

Item E12: Ron Parson and Kim Lambert presented an updated variance report, which are revisions to the September and October Financial Statements.

M/S/C (Parson/Auerbach) (5-0-0) to approve the September and October 2011 Financial Statements.

F. CHAMBER OF COMMERCE REPORTS

Kym Fabel noted the Chamber was charged with increasing the number of votes received in the Board election by 10%. There were 121 ballots received, representing a 20% increase in votes cast.

22. Chamber Activities and Events – Kym Fabel

Kym Fabel thanked everyone for attending the recent mixer at Gallery Kioki and announced upcoming events, including the December 9 Chamber Mixer at Sunnyside and the January 17 Chamber Education Class explaining labor law updates in California and Nevada.

G. DIRECTORS' COMMENTS

Jennifer Merchant thanked Sandy Evans Hall for the gifts of wine distributed at today's meeting. Jennifer Merchant expressed gratitude to Ron McIntyre for his many years of dedication to this organization both as staff and as a Board member.

Ron McIntyre said if he is not able to attend January's Board meeting, today will be his last meeting as a Board member. He is thankful of this Board's validation of the Tourism Master Plan and leaves the Board comfortable with the direction being taken. He appreciates the diligence of this Board and their work for the betterment of both Placer County and this community. He is confident that work will continue to improve North Lake Tahoe.

H. MEETING REVIEW AND STAFF DIRECTION

Sandy Evans Hall reviewed the action items from today's meeting.

Sandy Evans Hall reported on the request to support the Lake Tahoe Restoration Act of 2011, put forth by Senators Feinstein and Reid. Sandy Evans Hall asked lobbyist Doug Houston for an update on California's Redevelopment Agencies (RDA) court case. Mr. Houston reported that regardless of how the court decides, there could be a nuanced opinion to modify the language disbanding RDAs in the state and the issue could come up again next year. Alex Mourelatos added that he heard the consultants felt the courts would rule the State's requirement of payment from the Counties is unconstitutional, which could pave the way to dissolving RDAs.

Andy Chapman reported he is working with the Ironman Triathlon about the possibility of bringing a qualifying event to this region. There are no qualifying events on the west coast. Andy Chapman is reviewing the bid process, which if approved, would bring the event to Tahoe in September 2013 for a 5 year contract. He discussed the logistics of the event.

Sandy Evans Hall reported on the RFP for the North Lake Tahoe Visitor's Guide. She stated NLTRA will have space at the new Truckee Welcome Center. She is working with Truckee Tomorrow on a coordinated skier shuttle for next year. This year a park-and-ride system is being developed and NLTRA will be a financial partner.

I. CLOSED SESSION

Closed session was convened at 11:10 AM to discuss:

- 23. Tahoe City Golf Course funding discussion – Phil GilanFarr**

J. RECONVENE TO OPEN SESSION

Open Session was reconvened at 11:40...and the following action reported...*- No action taken.*

K. ADJOURNMENT

The meeting adjourned at

Submitted by
Judy Friedman, Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



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COMMITTEE: Finance
MEETING DATE: December 5, 2011
BOARD MEMBERS PRESENT: Ron Parson, Ron McIntyre, Jennifer Merchant

ACTION ITEMS TAKEN:

The \$5000 Wanderlust receivables discrepancy will be corrected in November.

Sandy Evans Hall will explain to the Board the software/phone upgrades and related cost savings in her Executive Director report.

Lisa de Roulet will clarify PTO accrual recording.

The Conference Equity Committee will meet to continue discussing the conference equity issue.

MOTIONS MADE / VOTE:

M/S/C (Merchant/McIntyre) (5/0) to approve the agenda as presented.

M/S/C (Parson/McIntyre) (3/0/2 abstentions - Merchant, Salmon) to approve the Finance Committee minutes of Tuesday, November 1, 2011.

BOARD APPROVAL / DIRECTION REQUESTED:

M/S/C (McIntyre/Salmon) (5/0) to recommend that the Board of Directors approve the September 2011 Financial Statements.

M/S/C (McIntyre/Merchant) (5/0) to recommend that the Board of Directors approve the October 2011 Financial Statements.

Monthly Report November 2011

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 11/30/11:	\$1,709,492	\$1,621,693	5%
Forecasted Commission for this Revenue:	\$136,307	\$103,744	31%
Number of Room Nights:	9593	9969	-4%
Number of Delegates:	4524	4760	-5%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	36	44	-18%

<u>Monthly Detail/Activity</u>	<u>November-11</u>	<u>November-10</u>	
<u>Number of Groups Booked:</u>	3	2	
Revenue Booked:	\$54,885	\$176,553	-69%
Projected Commission:	\$0	\$9,922	-100%
Room Nights:	380	1530	-75%
Number of Delegates:	210	525	-60%
Booked Group Types:	1 Assn., 1 Film Crew 1 Society	1 Govt. and 1 A	
Lost Business, # of Groups:	3	1	

<u>Arrived in the month</u>	<u>November-11 Est.</u>	<u>November-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$10,710	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	120	0	
Number of Delegates:	60	0	
Arrived Group Types:	1 Film Crew		

<u>Monthly Detail/Activity</u>	<u>October-11</u>	<u>October-10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$7,546	\$293,259	-97%
Projected Commission:	\$377	\$14,775	-97%
Room Nights:	30	1525	-98%
Number of Delegates:	65	247	-74%
Booked Group Types:	1 TA	1 Corp., 1 TA	
Lost Business, # of Groups:	0	1	

<u>Arrived in the month</u>	<u>October-11</u>	<u>October-10</u>	
Number of Groups:	3	9	
Revenue Arrived:	\$151,694	\$427,827	-65%
Projected Commission:	\$15,169	\$12,594	20%
Room Nights:	1549	2991	-48%
Number of Delegates:	725	1715	-58%
Arrived Group Types:	1 Assn., 1 Smf, 1 Govt.	2 Corp., 4 Assoc. 1 Govt, 1 Smf, 1 Foundation	

Monthly Detail/Activity	<u>September-11</u>	<u>September-10</u>	
<u>Number of Groups Booked:</u>	5	1	
Revenue Booked:	\$581,803	\$26,865	2066%
Projected Commission:	\$32,350	\$0	
Room Nights:	2797	150	1765%
Number of Delegates:	1041	50	1982%
Booked Group Types:	2 Assoc., 1 Corp, 1 TA, 1 Govt.	1 Corp.	
Lost Business, # of Groups:	4	5	

<u>Arrived in the month</u>	<u>September-11</u>	<u>September-10</u>	
Number of Groups:	5	4	
Revenue Arrived:	\$51,977	\$145,651	-64%
Projected Commission:	\$2,785	\$14,565	-81%
Room Nights:	399	980	-59%
Number of Delegates:	262	302	-13%
Arrived Group Types:	1 Corp, 3 Assoc. 1 Smerf	4 Corp.	

Monthly Detail/Activity	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$464,992	\$52,758	
Projected Commission:	\$46,076	\$5,275	1458%
Room Nights:	1758	430	679%
Number of Delegates:	823	575	494%
Booked Group Types:	3 Corp, 1 Smf., 1 Govt.	1 Corp, 1 Assoc. 1 TA, 1 Foundation	139%
Lost Business, # of Groups:	2	9	

<u>Arrived in the month</u>	<u>August-11</u>	<u>August-10</u>	
Number of Groups:	4	7	
Revenue Arrived:	\$371,268	\$219,566	69%
Projected Commission:	\$36,583	\$14,117	159%
Room Nights:	1759	1294	36%
Number of Delegates:	695	830	-16%
Arrived Group Types:	2 Corp, 1 Assoc. 1 Smf	1 Corp, 5 Assoc., 1 Society	

Monthly Detail/Activity	<u>July-11</u>	<u>July-10</u>	
<u>Number of Groups Booked:</u>	5	5	
Revenue Booked:	\$737,507	\$47,336	1458%
Projected Commission:	\$36,875	\$4,733	679%
Room Nights:	2873	484	494%
Number of Delegates:	890	373	139%
Booked Group Types:	1 Corp., 4 Assoc.	1 Corp., 3 Assoc	
Lost Business, # of Groups:	0	8	

<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>	
Number of Groups:	2	8	
Revenue Arrived:	\$61,096	\$579,888	-89%
Projected Commission:	\$4,855	\$44,258	-89%
Room Nights:	541	2813	-81%
Number of Delegates:	220	1479	-85%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp., 6 Assoc., 1 Smerf	

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2012/13:	\$570,530	\$750,000
For 2014/15:	\$1,286,368	\$500,000

NUMBER OF LEADS Generated as of 11/30/11: 36

Total Number of Leads Generated in Previous Years:

2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

Monthly Report November 2011
CONFERENCE REVENUE STATISTICS
South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 11/30/11:	\$149,343	\$200,977	-26%
Forecasted Commission for this Revenue:	\$8,254	\$22,995	-64%
Number of Room Nights:	1852	1829	1%
Number of Delegates:	1225	1131	8%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	25	35	-29%

<u>Monthly Detail/Activity</u>	<u>November-11</u>	<u>November-10</u>
<u>Number of Groups Booked:</u>	0	0
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	1	0

<u>Arrived in the month</u>	<u>November-11</u>	<u>November-10</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$927
Projected Commission:	\$0	\$0
Room Nights:	0	13
Number of Delegates:	0	8
Arrived Group Types:		1 TA

<u>Monthly Detail/Activity</u>	<u>October-11</u>	<u>October-10</u>
<u>Number of Groups Booked:</u>	0	0
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	1	0

<u>Arrived in the month</u>	<u>October-11</u>	<u>October-10</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$15,354	\$5,280	191%
Projected Commission:	\$767	\$264	191%
Room Nights:	132	48	175%
Number of Delegates:	90	100	-10%
Arrived Group Types:	2 Assn.	1 Assn.	

Monthly Detail/Activity	<u>September-11</u>	<u>September-10</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$4,455	\$0	
Projected Commission:	\$668	\$0	
Room Nights:	50	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Smf	0	
Lost Business, # of Groups:	2	0	
<u>Arrived in the month</u>	<u>September-11</u>	<u>September-10</u>	
Number of Groups:	1	4	
Revenue Arrived:	\$4,459	\$67,983	-93%
Projected Commission:	\$668	\$6,042	-89%
Room Nights:	47	616	-92%
Number of Delegates:	50	291	-83%
Arrived Group Types:	1 Smf	2 Corp, 1 Assoc, 1 TA	

Monthly Detail/Activity	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	0	3	
Revenue Booked:	\$0	\$37,580	
Projected Commission:	\$0	\$3,724	
Room Nights:	0	484	
Number of Delegates:	0	296	
Booked Group Types:		1 Corp, 1 Assoc.	
Lost Business, # of Groups:	2	8	
<u>Arrived in the month</u>	<u>August-11</u>	<u>August-10</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$33,959	\$3,730	810%
Projected Commission:	\$5,093	\$0	
Room Nights:	372	10	3620%
Number of Delegates:	75	37	103%
Arrived Group Types:	1 Govt.	1 Smf.	

Monthly Detail/Activity	<u>July-11</u>	<u>July-10</u>	
<u>Number of Groups Booked:</u>	0	2	
Revenue Booked:	\$0	\$5,148	
Projected Commission:	\$0	\$558	
Room Nights:	0	80	
Number of Delegates:	0	30	
Booked Group Types:		1 Corp, 1 TA	
Lost Business, # of Groups:	0	8	
<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>	
Number of Groups:	0	4	
Revenue Arrived:	\$0	\$98,226	
Projected Commission:	\$0	\$12,964	
Room Nights:	0	832	
Number of Delegates:	0	495	
Arrived Group Types:		1 Corp, 2 Smerf 1 Non-Profit	

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2012/13:	\$0	\$100,000
For 2014/15:	\$0	\$50,000

NUMBER OF LEADS Generated as of 11/30/11: 24

Total Number of Leads Generated in Previous Years:

2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

North Shore:						
Oct-11						
Groups Booked: 1						
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	1	Room Nights:	65	Delegates:	30	Revenue: \$7,546
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 4						
Placer County:	2	Room Nights:	927	Delegates:	325	Revenue: \$93,809
Washoe County:	1	Room Nights:	622	Delegates:	400	Revenue: \$57,885
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nov-11						
Groups Booked: 3						
Placer County:	2	Room Nights:	260	Delegates:	150	Revenue: \$44,175
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	1	Room Nights:	120	Delegates:	60	Revenue: \$10,710
Groups Arrived: 1						
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	1	Room Nights:	120	Delegates:	60	Revenue: \$10,710
Sep-11						
Groups Booked:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Quarter total by county:						
Groups Booked:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:



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DATE: January 4, 2012

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
and Planning

SUBJ: December 1-31, 2011
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Express

The TTD Board has its expected approval of the new NLTE contract on hold pending clarification of a technicality with the provider. This may require rebidding the contract. The new service will be initiated as soon as possible and will continue operating on the new schedule until final approval can be made. Ridership is up 752 for the first 5 months of 2011-1012, and passenger revenues are up over \$20,200 for the same period. (NLTE Monthly Summary attached)

2. North Lake Tahoe Welcome Center

Staff opened the Welcome Center at the Reno Tahoe International Airport with a temporary exhibit on September 2nd. Since that time, the space has been renovated and is now ready for the installation of exhibitry and information/NLTE counters. This installation will take place during the last week in December and the first week in January. It does appear that the airport-wide remodel will have some fairly minor negative effect during the airport renovation. Staff is in communication with airport staff to insure coordination of the two projects.

3. Regional Wayfinding Signage - NLTRA

NLTRA staff and consultant are moving forward with creating a final, functioning Wayfinding Signage Design Guidelines Manual. This is in accordance with the scope of service as approved by the NLTRA Board of Directors. The remaining wayfinding funds and Research and Planning funds will be used to complete the Manual. The time to complete these tasks is 12-14 weeks. At the time of completion, staff will move forward will specific design and construction documents necessary for permitting, fabrication, and installation of pilot/demonstration signs in spring, 2012.

The part of the Boards approval that is not being pursued at this time is the expensive submittal of Placer County's Environmental Questionnaire and Zoning Text Amendment, as well as an Amendment to TRPA's Regional Plan. The participants at the meeting from those agencies discussed the possibility that individual sign projects may qualify for permitting under existing regulations. They agreed to revisit the possibility with each agency before we move ahead with the time and expense of preparing those submittals. NLTRA staff will address those issues if and when it is determined what permitting actions will be required to move forward with individual signage projects.

Pilot signage, following the Design Guidelines Manual have been installed along North Shore bike trails, on Fairway Drive just off of Hwy. 89, and will soon be placed near the Tahoe City Transit Center.

4. Possible Public Purchase of the Tahoe City Golf Course

Tahoe City Public Utility District (TCPUD) has submitted an offer to purchase the Tahoe City Golf Course property which has been accepted by the seller, pending several due diligence reports and studies needing completion over the next six months. Discussions between the Tahoe City Public Utility District (TCPUD), Placer County, the Redevelopment Agency, the Tahoe Conservancy, and the NLTRA have determined that efforts should be made to pursue this opportunity to keep this ownership local and a key part of the future of the North Lake Tahoe community through a public partnership. The funding for the due diligence is being provided by the aforementioned agencies and organizations to check the property, including soils testing, coverage, and land use, in order to determine possible future uses of the site. Most of these reports have been or are nearing completion. Discussions between the agencies and their respective Boards are on-going to determine the best possibilities for funding this purchase. It is anticipated that a TOT funding request will come to the Joint Committee in January and to the Board in February.

5. Regional Coordinated Skier Shuttle Program

Through the leadership of the newly organized Truckee Tomorrow Transportation Committee and Truckee North Tahoe-Transportation Management Association (TMA), there is a strong interest to develop a coordinated regional skier shuttle program with possible implementation at some trial level this winter. The more major program would not begin until the 2012/13 winter season. The TMA has solicited a proposal from LSC Transportation Consultants to develop a specific plan for service, rather than a conceptual study. Staff is recommending that the NLTRA fund \$3,320 (1/3) of the necessary \$9,960 to complete this plan for service. The remaining funds will be contributed by the 12 partners including the ski areas and the Town of Truckee. Staff will make the request at the time there are commitments from the partners for the remainder of the needed funding. While this program would not begin until 2012/13, the opportunity to gather important data this winter season through a six-day pilot park-and-ride

skier shuttle service has been put together. The service will be provided over the Martin Luther King holiday weekend and the Presidents Day weekend.

6. North and West Shore Water Shuttle

Utilizing the *Lake Tahoe Waterborne Shuttle Service Concept Design and Feasibility Study* (Feasibility Study) recommended actions and implementation plan, staff has been working with TTD, TNT/TMA and LSC to determine advanced planning needs for initiation of a North Lake Tahoe Water Shuttle for operation during summer of 2012. A request to use Research and Planning funds to do this advanced planning was approved by the Board at its December meeting. The planning that is necessary is 3-fold: 1) landside facilities, use agreements, and permits; 2) RFP preparation for shuttle service provider; 3) ticketing, marketing, and monitoring programs. These will be three separate efforts that will each result in determination of direction, actions, and related funding needs to provide a successful shuttle service. Consultants have prepared proposals that will allow planning work to be completed by mid to later January. Specific funding needs will have then been identified for items such as selected piers, usable landside facilities, necessary improvements to landside facilities, permitting requirements, access and use agreement requirements, and initial negotiations with landing site owners. The RFP would be ready to release for soliciting proposals from shuttle service providers. And we will know what funding will be necessary to set up a defined ticketing system, to design a marketing program and materials, and formulate a data collection and analysis monitoring program.

With the completion of this planning information, TTD can make the final decision to implement the water shuttle program and determine the Water Shuttle Program manager in January. TTD would also submit any necessary Infrastructure funding request, and release the RFP for solicitation of shuttle service proposals in January. After the 30 day solicitation period, the proposals would be reviewed for recommendation to TTD for selection. TTD would then prepare to enter into a contract with the selected shuttle service provider. If TTD determines that it cannot implement this service in timely fashion, staff will recommend that the NLTRA/TMA do so.

Simultaneously, in February, the ticketing system/program will be designed, as will the marketing program and materials. Draft access and use agreements with landing site owners will be prepared in February, with finalization of the agreements occurring in March.

April will be when the schedule is finalized, the ticketing system is set up, and any necessary signage and landing site improvements installed. The marketing program will be initiated in April/May and all agreements will be in place. Operation of the service and the Water Shuttle Program manager's monitoring program will commence on Memorial weekend or in June, 2012. Monitoring will be continuous from June to October with recommendations for program changes as findings indicate.

7. Squaw Valley Winter Pedestrian Trail Maintenance

A funding request has been received from the Squaw Valley Public Services District to partially fund a pilot program to provide an off road pedestrian trail to eliminate the need for visitors to walk on Squaw Valley Road with the multitude of auto traffic. The request was recommended by the Joint Committee at its November 28th meeting and the Board of Directors on December 7th. This project is before the Board of Supervisors on January 10th.

8. Auburn/Placer County California Welcome Center

Staff continues to provide assistance to Placer County Visitor Bureau to develop the new California Welcome Center which will contain North Lake Tahoe exhibitry and information. Staff visited the space and will request proposals for an appropriate North Lake Tahoe exhibit in this Auburn facility. The intent is to bring a funding request to the Joint Committee at its February meeting.

9. North Lake Tahoe Bike Trail (Dollar Creek Shared-Use Trail)

This bike trail project, partially funded with \$200,000 of Infrastructure TOT, is being managed by Placer County Department of Public Works (DPW). It is in the middle of environmental/preliminary engineering that should be complete by June 30, 2012 using \$435,000 of Tahoe Conservancy funding. The existing NLTRA \$200,000 allocated to the project is reserved for detailed design to occur in the latter half of 2012. DPW will pursue construction funding next year with hopes of breaking ground in 2013. However, the construction estimate could be as high as \$5,000,000, which could delay the start, while funding is being secured. NLTRA staff will help seek other funding sources in addition to Infrastructure TOT. DPW has requested that staff hold off on preparing a letter of support to DWP to continue with this important project until they are applying for specific funding grants.

10. Truckee California Welcome Center

Staff is working with the Truckee Donner Chamber of Commerce to possibly install an "Explore North Lake Tahoe" information exhibit in the California Welcome Center that they operate in the Truckee railroad station.

11. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, January 23, 2012, 1:30 p.m., at TCPUD.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Truckee Tomorrow Transportation Meeting
- West Shore Café/Chamber Mixer
- Tuesday Morning Breakfast Club
- Met with Consultant on Tahoe City Golf Course
- Tahoe Transportation District Board
- Sunnyside/Chamber Christmas Mixer

- Reno Welcome Center/Contractor Meeting
- TNT/TMA Board
- Resort Triangle Transportation Planning Coalition
- TRPA Governing Board/Homewood
- Airport Welcome Center Exhibit Planning
- Ribbon Cutting Northstar Zephyr Lodge

2010-11 Business Plan Progress Report

DEC 2011

Goal: Promote Business and Tourism with emphasis on promoting and supporting Chamber members

- Weekly Newsletter — Biz Bytes Distribution to members
- Weekly Radio Show promoting timely events and business members
- Dec 2—Mixer at Christmas Tree Village
- Dec 9—Mixer at Sunnyside

Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community

- Dec 6 —Breakfast Club

Goal: Create, promote and deliver improved value, marketing and delivery of Chamber Member services

- Administration of the Tahoe Fund “Plate for Powder” program
- Called to review all data for every chamber member
- Completed SHRA partnership education calendar

Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community: Economic Development, Redevelopment, Diversification and

- Administration of the Tahoe Fund “Plate for Powder” program
- NLTRA Board of Directors Election

Percentage of Membership by Location							
	Jun '11	Jul '11	Aug '11	Sep '11	Oct'11	Nov '11	Dec '11
Incline/Crystal Bay	25%	25%	25%	25%	25%	25%	24%
Tahoe City	27%	27%	27%	27%	27%	27%	28%
Truckee	14%	14%	14%	14%	14%	14%	16%
KB/CB/ Tahoe Vista	13%	13%	13%	13%	13%	13%	13%
Reno/Sparks/Carson	5%	5%	5%	5%	5%	5%	5%
South Shore	5%	5%	5%	5%	5%	5%	4%
Squaw Valley	3%	3%	3%	3%	3%	3%	4%
Other	6%	6%	6%	6%	6%	6%	4%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	638	601	601	575	555	500	444



north lake tahoe
Chamber | CVB | Resort Association

www.NorthLakeTahoeChamber.com

North Lake Tahoe's #1 Resource for Business & Community Information

Event Schedule

January

- | | | |
|-----------|--|-----------------|
| 17 | Chamber Education Seminar:
Labor Law Update 2012
Cedar House Sport Hotel, Truckee | 9am-Noon |
| 19 | Mixer: "Party Like It's Snowfest" Fundraiser
Blue Agave, Tahoe City | 5-8pm |



What's On Your Mind?
“Legal Update for California Business Leaders and Managers”

When: Tuesday, Jan 17 9:00 a.m. to 12:00 p.m.
 Registration & Snack 8:30 a.m.

Where: Cedar House Sport Hotel
 10918 Brockway Road
 Truckee, CA
 530-582-5655

This employment law seminar includes updated information managers and business professionals need to know for 2012. The popular format includes a great presentation followed by plenty of time to ask what is on your mind. Submit questions confidentially in advance to Laura Moriarty, SPHR, SHRA President-Elect @ Laura@tahoetrainingpartners.com.

The Year in Review and Looking Forward to 2012

- New laws that take effect in 2012 and how they impact employers;
- California legislative update – credit check ban, PDL amendment, commission agreements
 California case law updates – wage and hour, meal periods, harassment;
- Important U.S. Supreme Court and California court rulings regarding arbitration, discrimination, class actions;
- Significant agency regulations, opinions and trends to watch in 2012;
- Best practices to prepare your organization for employment law compliance in the new year and beyond

MARY L. GUILFOYLE Special Counsel
Miller Law Group San Francisco, CA



Ms. Guilfoyle has been practicing labor and employment law exclusively for 20 years, representing management in both federal and state court in employment litigation matters involving claims of wrongful termination, discrimination, sexual harassment and retaliation. Ms. Guilfoyle also represents employers in administrative proceedings before the California State Labor Commissioner, the Department of Fair Employment and Housing and the Equal Employment Opportunity Commission. Additionally, Ms. Guilfoyle advises clients on all aspects of employment law, including wage and hour laws, sexual harassment policies and investigations, drug testing policies, the Family and Medical Leave Act and the Americans with Disabilities Act

Registration Fees: Early Bird registration (before January 9th): \$55 for Chamber & SHRA members
 \$65 for non-members
 Last Minute registration (after January 9th): \$60 for Chamber & SHRA members
 \$70 for non-members

Easy Online Registration at www.sierrahra.com at the Online Store. Pay safely by check or by credit card through PayPal. The registration form will be emailed to you. Seating is limited for this popular event. *No refunds; substitutions welcome.*

For more information, contact Laura Moriarty, SPHR at 530-573-0224 or Linda Pendleton at the Truckee Chamber at 530-587-8808 or Kym Fabel, North Lake Tahoe Chamber Manager at 530 581 8764.

Co-sponsored by the North Lake Tahoe Chamber of Commerce and the Truckee Chamber of Commerce in partnership with the Sierra Human Resources Association (SHRA)

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