



# NLTRA Board of Directors Agenda and Meeting Notice

**Wednesday, January 6, 2016 at 8:30 am**  
**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.

## 2015 Board of Directors

**Wally Auerbach**  
Auerbach Engineering

**Christy Beck**  
The Village at Squaw Valley

**Sue Busby**  
Placer County BOS Appointee  
Castle Peak Property Mgmt.

**Brendan Madigan**  
Alpenglow Sports

**Valli Murnane**  
Tahoe X-Country

**Eric Pilcher**  
Moe's BBQ/Gear & Grind

**David Tirman**  
JMA Ventures, LLC

**Brett Williams**  
Agate Bay Realty

**Adam Wilson**  
Northstar California

**Jennifer Merchant**  
Placer County Rep

**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. 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.

### C. Agenda Amendments and Approval

### D. 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 – December 2, 2015 (pg. 1)

All committee meeting briefs are provided for informational purposes only. Minutes are available at [www.nltra.org](http://www.nltra.org)

#### 2. Capital Investment/Transportation Committee- No Meeting in December

#### 3. Marketing Committee – No Meeting in December

#### 4. Business Association and Chamber Collaborative – December 10, 2015 (pg. 6)

#### 5. Lodging Committee – No meeting in December

#### 6. Conference Sales Directors Committee – No meeting in December

#### 7. Finance Committee – December 17, 2015 (pg. 7)

#### 8. Financial Reports – No Financial Reports this month – October, November, and December Financials will be available in February

#### 9. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors) – No Contracts in December

### E. Strategic Discussion (60 minutes)

#### 1. Randy Hill update on CSD

#### 2. Discussion and direction on desired outcomes of NLTRA Structure Task Force Recommendations – Sandy Evans Hall (pg. 8)

### F. Action Items (30 minutes)

#### 1. MOTION: Appointment of At Large Board Seat – Sandy Evans Hall (pg. 12)

#### 2. MOTION: Election of Officers – Sandy Evans Hall (pg. 13)

#### 3. MOTION: Discussion and possible approval of Resolution naming signers on NLTRA and NLTMC accounts – Al Priester (pg. 14)

4. **MOTION: Discussion and possible approval of Board Committee Participation – Sandy Evans Hall** (pg. 17)
5. **MOTION: Discussion and possible approval of a policy outlining protocol for using \$100,000 TOT funds in Unrestricted Net Assets – Sandy Evans Hall** (pg. 18)
6. **MOTION: Discussion and possible approval of Spartan Race Bid Proposal – JT Thompson, Judy Laverty, Jason Neary** (pg. 23)
7. **MOTION: Discussion and possible approval of Tough Mudder Bid Proposal – JT Thompson, Judy Laverty, Jason Neary** (pg. 24)

#### **Supplemental Staff Reports**

##### **G. Staff Reports (20 minutes)**

###### **1. Marketing – JT Thompson**

- a. Destimetrics (pg. 25)
- b. Event updates: Spartan Races, Amgen Women's, World Cup (pg. 31)

###### **2. Membership - Ginger Karl**

- a. New Members
- b. Upcoming Events (pg. 35)

###### **3. CI/T – Ron Treabess**

- a. RFP for NLTE (pg. 36)

###### **4. Administration – Sandy Evans Hall**

- a. Contract Compliance Update (pg. 38)

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

5. **Conference Sales Reports** (pg. 43)
6. **Executive Committee Report – December 22, 2015** (pg. 49)
7. **Capital Investment/Transportation Activity Report – December** (pg. 51)
8. **Dashboard and Financial Project Report – November** (pg. 55)

##### **H. Directors Comments (5 minutes)**

##### **I. Meeting Review and Staff Direction (5 minutes)**

##### **J. Closed Session (if necessary) Reconvene to Open Session**

##### **K. Adjournment**

This meeting is wheelchair accessible

Posted and Emailed (12.31.15)



## north lake tahoe

Chamber | CVB | Resort Association

### THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday, December 2, 2015 – 8:30 am

Tahoe City Public Utilities Board District – Board Room

#### MINUTES

**BOARD MEMBERS IN ATTENDANCE:** Wally Auerbach, Brett Williams, Sue Busby, Tom Lotshaw, Valli Murnane, David Tirman, and Joseph Mattioli

**BOARD MEMBERS NOT PRESENT:** Kali Kopley, Adam Wilson, Phil GilanFarr, Jennifer Merchant, Brendan Madigan,

**RESORT ASSOCIATION STAFF:** Sandy Evans Hall, Ron Treabess, JT Thompson, Valerie Lomeli, Al Priester, Judy Laverty, Sarah Winters and Ginger Karl

**OTHERS IN ATTENDANCE:** Chris Perry, Kurt Althof, Joy Doyle, Samir Tuma, Mike DeGroff, Stacie Lyans, Steve Teshara, Randy Hill, Greg Jones, Todd Jackson, and Jim Phelan

#### **A. CALL TO ORDER – ESTABLISH QUORUM**

- The meeting was called to order at 8:35am by Brendan Madigan and a quorum was established

#### **B. Public Forum: 3:00**

- The At-Large candidates introduced themselves: Samir Tuma with Kiva Lake Tahoe, Jim Phelan with Tahoe City Marina, and Mike DeGroff with Squaw Valley | Alpine Meadows
- Kurt Althof with the Tahoe City Public Utility District presented a check for to the NLTRA \$50,417.37 in refunded project grant money. Another check in the amount of \$62,250 was presented to the Board of Directors representing TOT allocated funding that would not be needed for the Lakeside Trail project.

#### **C. Agenda Amendments and Approval**

**M/S/C (Wally Auerbach/Valli Murnane) (6/0/0) motion to approve agenda**

#### **D. Consent Calendar**

**M/S/C (Wally Auerbach/Brett Williams) (6/0/0) motion to approve Consent Calendar with the exception of removing item D7-Finance Committee brief.**

**M/S/C (Wally Auerbach/Sue Busby) (6/0/0) motion to approve item D7-Finance Committee brief to include Finance Committee discussion regarding not allowing advance loans/loans to any NLTRA staff.**

#### **1. Board Meeting Minutes –October 7, 2015 (pg. 1)**

All committee-meeting briefs are provided for informational purposes only. Minutes are available at [www.nltra.org](http://www.nltra.org)

#### **2. Capital Investment/Transportation Committee- October 26, 2015 (pg. 6)**

#### **3. Marketing Committee – October 27, 2015 (pg. 7)**

4. **Business Association and Chamber Collaborative – October 1, 2015** (pg. 8)
5. Lodging Committee – No meeting in October
6. Conference Sales Directors Committee – No meeting in October
7. **Finance Committee – October 21, 2015** (pg. 9)
8. **Financial Reports – August and September Financials** (pg. 10)
  - **Dashboard and project reports** (pg. 12)

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

9. **Conference Sales Reports** (pg. 30)
10. **Executive Committee Report – October 27, 2015** (pg. 34)
11. **Capital Investment/Transportation Activity Report – October** (pg. 36)
12. **Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors)**
  - 12.1 TCPUD – Truckee River Trail Reconstruction (15/16 compliance) (pg. 40)

#### **A. Action Items (45 minutes)**

1. **MOTION: Approval of the board election results – Sandy Evans Hall**
  - Sandy informed the Board that the ballots were counted on December 1<sup>st</sup>.
  - 129 ballots were collected. A 122% increase from last year.
  - Christy Beck with The Village at Squaw Valley was elected for the Large Lodging position.
  - Eric Pilcher with Moe's Original BBQ/Gear & Grind was elected for the Restaurant position.
  - Brendan Madigan with Alpenglowsports was elected for the Retail position.

**M/S/C (Brett Williams/Sue Busby) (6/0/0) motion to approve board election results.**

2. **MOTION: Discussion and possible approval of 2014/15 NLTRA Financial Audit – Al Priester, Bob McClintock** (Finance Committee approved 4-0)
  - Bob McClintock gave a short overview of the 2014/15 NLTRA Financial Audit. A few items included:
    - There were no material weaknesses in the NLTRA systems.
    - There were a few observation/recommendations suggested to the NLTRA, which included: reconciliation of quarterly 941 reports to general ledger wages, CEO expense reimbursements need to be approved by the Board treasurer subsequent to a reimbursement check being cut, to consider acquiring an asset keeper or asset manager software which will track fixed assets and related depreciation with a minimal chance of error.

**M/S/C (Wally Auerbach/Brett Williams) (6/0/0) motion to approve 2014/15 NLTRA Financial Audit.**

3. **MOTION: Discussion and possible approval of change in Bylaws/Supplemental Operating Procedures & Policies for BACC meeting frequency – Sandy Evans Hall (21:46mins)**
  - No Board discussion or comments.

**M/S/C (Brett Williams/Wally Auerbach) (6/0/0) motion to approve Bylaws/Supplemental Operating Procedures & Policies for BACC meeting frequency.**

4. **MOTION: Discussion and possible approval of FY 2015/16 Capital Project TOT Funding Requests – Ron Treabess** (CI/T Committee approved 13-0) (23:50mins)

- Ron Treabess gave a short overview of CI/T Committee recommendations for FY 2015/16 Capital Project TOT funding.
- There were twelve projects presented requesting TOT funding. The total TOT funding being requested was approximately \$2.8 million. Total TOT funding available is \$1.4 million.
- During and at the conclusion of the presentations, some questions and direction to staff occurred but no decisions were made by the Committee.
- After discussions with applicants, staff brought suggestions and recommendations to the November 16<sup>th</sup> CI/T meeting for final discussion and recommendation of project funding.
- After thoroughly discussing staff recommendations, the CI/T unanimously recommended the following projects:
  1. Water Trail Wayfinding Signage (full amount)
  2. Historic Donner Summit Gateway (reduced amount)
  3. Solar Powered Message Boards (reduced amount)
  4. Tahoe City Ice Rink (reduced)
  5. Northstar/Martis Valley Trail 1B-2, 3A, 3B (reduced)
  6. TART Bus Shelters (reduced)
  7. North Tahoe Share-Use Trail (reduced)
  8. Truckee River Access Trail (reduced)
  9. Tahoe City Mobility Improvements (reduced)
  10. Memorial Overland Emigrant Trail (no 15/16 recommendation)
  11. Take Care Human Powered Messaging (no 15/16 recommendation)
  12. Tahoe City Field Station Exhibits (no 15/16 recommendation)
- Wally Auerbach recused himself from the following projects: Northstar/Martis Valley Trail 1B-2, 3A, 3B and Truckee River Access Trail – since he is the designer for the project.
- On Truckee River Access Trail, Board member felt perplexed and frustrated that County takes a pot of money, goes down one road and decides that maybe they need to make changes to the project description, but doesn't really involve the funders or the public in this decision process and suddenly the money disappears. The County expects absolute transparency on everything else from other entities who are involved.
- Valli Murnane recused herself from the Tahoe City Ice Rink project – she's a partner in the project.
- Board members suggested reviewing conflict of interest policy – in regards to Board members being associated to projects coming to the Board for approval.

**M/S/C (Wally Auerbach/Valli Murnane) (6/0/0) motion to approve staff recommendations for the nine items presented in the BOD packet.**

**M/S/C (Wally Auerbach/Brett Williams) (5/0/0) motion to approve Tahoe City Ice Rink TOT Funding (Valli Murnane abstained)**

**M/S/C (Sue Busby/Valli Murnane) (5/0/0) motion to approve Northstar/Martis Valley Trail TOT Funding (Wally Auerbach abstained)**

**M/S/C (Valli Murnane/Sue Busby) (5/0/0) motion to approve Truckee River Access Trail TOT Funding (Wally Auerbach abstained)**

#### **5. MOTION: Discussion and possible approval of Committee Rosters - Staff**

- a. **Capital Investment/Transportation – Ron Treabess**
- b. **Marketing – JT Thompson**
- c. **BACC – Ginger Karl**
- d. **Lodging – Emily Detwiler**
- e. **Finance – Al Priester**

**Action for Ron:** to remove Jennifer Merchant from the CI/T roster as a Board representative.

**M/S/C (Valli/Brett) (6/0/0) motion to approve 2016 Committee rosters.**

**\*David Tirman and Joseph Mattioli left at 10:25 am.**

**6. MOTION: Discussion and possible approval of Spartan Race Bid Proposal – JT Thompson, Judy Lavery, Jason Neary**

**M/S/C (Brett Williams/Valli Murnane) (4/0/0) motion to approve Spartan Race proposal including email opportunities and zip code data from participants.**

**B. Strategic Discussion (30 minutes)**

**1. Placer County and NLTRA Agreement – Sandy Evans Hall**

- Sandy went over the Placer County and NLTRA Agreement PowerPoint.
- Board member Questions and Comments:
  - Board members felt the contract and the language create confusion and would like to see the contract paired down to the essentials.
  - Board members felt that reports provided to the County in hard copy and electronic – needs to stop. If the County is going to limit the G&A growth and going to require as much monitoring, they need to assist with tools to provide documentation more efficiently.
  - Board member wanted to see a discussion regarding tracking the cost for Contract Compliance and recording (G & A).
  - Board requested a Board Discussion regarding prioritizing the 20% spent on county services in the next contract opportunity and possible multi-year contract.

**E. Staff Reports**

**1. Marketing – JT Thompson**

**a. Destimetrics**

- As of October 31<sup>st</sup>, overall forecasting is looking to pace well for the next six month.
- With recent snowfall there should be a large uptick in numbers moving forward.

**b. Event updates: IronMan, USA Cycling, Spartan Races**

- Spartan Race, staff is currently working with Squaw Valley on the event and a bid is being presented later this week.
- Amgen, the NLTRA is again partnering with the IVCBVB and South Lake Tahoe as a sponsor.

**2. Membership - Ginger Karl**

**a. Performance Metrics**

- None

**b. New Members**

- Members to date, 483.

**c. Upcoming Events**

- Dec. 1-Breakfast Club-Granlibakken Tahoe, Tahoe City-7:00am-8:30am, \$15
- Dec. 2-Hospitality Holidays-North Tahoe Event Center, Kings Beach-5:00pm-8:30pm
- Dec. 4-Chamber Mixer-Incline Village, Village Center-5:00pm-7:00pm
- Dec. 11-Chamber Mixer-Sunnyside Restaurant, Toys for Tots-5:00pm-7:00pm
- Dec. 15-Winter Recreation Event-Moe's Original BBQ, Tahoe City-3:00pm, \$20 Members/\$30 Non-Members-*Apres Party Starts at 2:15pm-Come Early!*

**3. Administration – Sandy Evans Hall**

**a. Contract Compliance Update**

- No Board comments
- b. At Large Board Seat Appointment Update**
- c. Board Member Committee participation form**
  - Sandy requested the Board to fill out the form and send back to her in a timely matter.
- d. Officer nomination form**
  - Sandy informed the Board that David Tirman is willing to be the new Chair, Adam Wilson is willing to be Vice Chair and Sandy is still looking for a treasurer.

**F. Directors Comments**

- Valli Murnane informed the Board that the Tahoe City Winter Sports Park is now open.
- Tom Lotshaw informed the Board that the TRPA's Governing Board is meeting on December 16<sup>th</sup>.

**G. Meeting Review and Staff Direction: None**

**H. Closed Session (if necessary) Reconvene to Open Session: None**

**I. Adjournment:**

- Meeting was adjourned at 11:24 am.

Submitted by  
Valerie Lomeli  
Executive Assistant  
NLT Chamber/CVB/Resort Association





## north lake tahoe

Chamber | CVB | Resort Association

**COMMITTEE:** Business Association and Chamber Collaborative

**MEETING DATE:** December 10, 2015

**COMMITTEE MEMBERS PRESENT:** Adam Wilson, Caroline Ross, Stacie Lyans, Joy Doyle, Amber Burke (via-phone), Chris Perry, Cody Hanson (via-phone), and Ginger Karl

### **ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:**

**Action for Ginger:** to work with Allegra with the information provided from the Committee to come up with a new plan.

**Action for Ginger:** to remove Incline Village and Crystal Bay from the list unless an agreement is reached for these 2 communities to "pay to play". Ginger will reach out to the Co-Op if they'd like to participate in the program.

**Action for Stacie and Joy:** to provide a list of businesses they'd like to feature on the Touch Lake Tahoe map for their respective communities.

**Action for Committee:** to pick-up all holiday cards from their businesses in their district and have them tallied before the next meeting.

**Action for Ginger:** to provide results of data that should be tallied from the committee from the Shop Local Holiday cards-look at past years tally results for the program and communicate the results required from the Committee members collecting cards.

**Action for Ginger:** to look into Facebook and Pinterest for pricing for the Shop Local stickers and merchandise to be sold.

### **MOTIONS MADE/VOTE:**

**M/S/C (Stacie Lyans/Adam Wilson) (5/0/0) motion to approve agenda amendments**

**M/S/C (Stacie Lyans/Adam Wilson) (5/0/0) Motion to approve Business Association and Chamber Collaborative Committee meeting minutes from November 12<sup>th</sup>, 2015**





**north lake tahoe**

Chamber | CVB | Resort Association

**COMMITTEE:** Finance Committee

**MEETING DATE:** December 17, 2015

**COMMITTEE MEMBERS PRESENT:** Wally Auerbach, Ramona Cruz, and Jennifer Merchant (via-phone)

### **ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:**

**Action for Valerie:** to create new Action Item list that reads well and number the action items.

**Action for Valerie & AI:** to review Action Items and email the Committee which items have been completed with a short brief.

**Action for AI:** to make sure correspondence is delivered to the CEO offices correcting the numbers and correcting the records. Also provide the background of what's going on with respect to cleaning up the financials and formulating a cash flow report.

**Action for AI:** to provide a detailed work plan of what is incomplete and what is complete in a weekly progress report. A copy of this report will need to be submitted to the CEO's Office.

**Action for Jennifer:** to send an email to AI of any questions regarding Item H.

**Action for AI:** to bring this item back to the Committee at the January 21<sup>st</sup> Finance meeting.

### **MOTIONS MADE/VOTE:**

**M/S/C (Jennifer Merchant/Ramona Cruz) (2-0-0) motion to approve CEO expenses.**

**M/S/C (Ramona Cruz/Wally Auerbach) (3/0/0) motion to accept staff recommendation for additional signers for the Operations and Co-Op bank accounts.**

**M/S/C (Ramona Cruz/Jennifer Merchant) (3-0-0) Motion to approve Finance Committee minutes from November 19, 2015 with the clarification of page 2 of the minutes, action item 4 to include FDIC.**

**M/S/C (Ramona Cruz/Jennifer Merchant) (3-0-0) motion to approve agenda amendments with the addition of adding an item to the agenda regarding the letter received from Placer County regarding the reimbursement of TOT funds (E.1).**

## NLTRA Organization Structure Task Force

Form Task Force by January 31, 2016

Recommendations by June 30, 2016

## Suggestions from Board Retreat June 24, 2015

- Provide opportunity for better Board understanding of roles and responsibilities
- Possibly rebrand and change the organization structure to better accommodate County oversight
- Continue to make sure that TOT has the flexibility of use that it has had over the past 20 years
- Have NLTRA do what it does well and not do what others are already doing or can do

## Master Plan, 5 Year Goals and County Agreement

- These documents dictate current function expectations
- These functions would need to be considered in any new or revised structure
- Structure and funding are also interdependent

## Direction from Board: Task Force

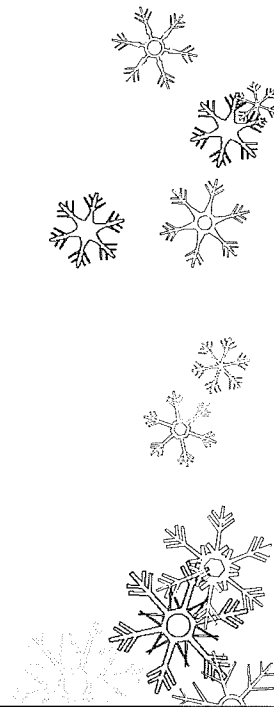
- Who should be on the Task Force?
- Board only? Board + Community Members? Chamber Members? Agencies? County?
- How many people?

## Direction from Board: Goals

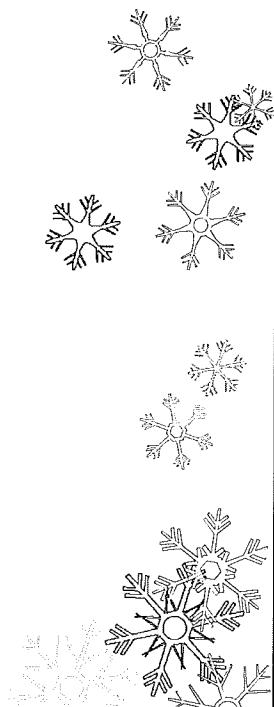
- If NLTRA did not exist, what type of organization would you want, for what purpose, and with what resources?
- Just Rebrand? And leave function/funding alone?
- Where are there gaps in services?
- Where is there duplication?
- Consolidation vs. Independence of functions?

## Direction from Board

Direction from Board



Direction from Board





## **2015/16 Appointment of At Large Seat**

- ☐ Mike DeGroff – Squaw Valley
- ☐ Jim Phelan – Tahoe City Marina
- ☐ Samir Tuma – Tahoe City Lodge



## 2015-16 Officer Ballot

Chair:

\_\_\_\_ David Tirman

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Vice Chair:

\_\_\_\_ Adam Wilson

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Treasurer:

\_\_\_\_ Eric Pilcher

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Secretary:

\_\_\_\_ Wally Auerbach

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Date: December 23, 2015

TO: Board of Directors

FROM: Al Priester, Director of Finance and Human Resources

RE: Discussion and Possible Approval of Resolution Naming Signers on NLTRA and NLTMC Accounts

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Currently, all bank accounts of North Lake Tahoe Resort Association, Inc. and North Lake Tahoe Marketing Cooperative are with Bank of the West North Lake Tahoe Branch. With the removal of Marc Sabella and Andy Chapman as signers, only two signers remain, Sandy Hall Evans and Ron Treabass. In that each check needs two signatures, there have been occasions where one of the only two signers on the account have not been available. To prevent delays of weekly check runs and the occasional "need it now" check, it is proposed that the number of signers be increased to four, with the addition of Al Priester and John Thompson. This needs a board resolution, attached, and an affirmative statement from the Secretary of the Board in the format required by Bank of the West, also attached.

Staff recommends that the board approve this resolution and that the Secretary affirm such to the Bank of the West.

WHEREAS, the Board of Directors has determined it to be in the best interest of the Corporation to increase the number of signers for checking and credit card accounts through a banking resolution with The Bank of the West, be it:

RESOLVED, that the Corporation execute and deliver to said bank a duly signed original of the completed banking resolution as is annexed thereto, and that the authority to transact business, including but not limited to the maintenance of savings, checking, credit card and other accounts of the Corporation, shall be as contained in said resolution with the named officers therein authorized to so act on behalf of the Corporation as specified hereto.

The undersigned hereby certifies that he/she is the duly elected and qualified Secretary and the custodian of the books and records and seal of North Lake Tahoe Resort Association, Inc., a corporation duly formed pursuant to the laws of the state of California and that the foregoing is a true record of a resolution duly adopted at a meeting of the Board of Directors of North Lake Tahoe Resort Association, Inc. and that said meeting was held in accordance with state law and the Bylaws of the above-named Corporation on January 6, 2016, and that said resolution is now in full force and effect without modification or rescission.

IN WITNESS WHEREOF, I have executed my name as Secretary and have hereunto affixed the corporate seal of the above-named Corporation this 6<sup>th</sup> day of January, 2016.

Wally Auerbach, 2016 NLTRA Secretary

North Lake Tahoe Resort Association, Inc.

As the undersigned corporate secretary, I hereby certify the following:

The complete and correct name of the Corporation is North Lake Tahoe Resort Association, Inc. The Corporation is duly organized, validly existing and in good standing under the laws of the State of California.

**Resolution Adopted.** At a meeting of the Directors of the Corporation, duly called and held on January 6, 2015 at which a quorum was present and voting, or by other duly authorized action in lieu of a meeting, the resolutions set forth in the Resolution were adopted.

**Officers.** The following named person(s) are delegated authority by the board of North Lake Tahoe Resort Association, Inc.

Name	Title	Authorization	Signature
Sandy Evans-Hall	CEO/Executive Director	Yes	
Al Priester	Finance & HR Director	Yes	
John Thompson	Tourism Director	Yes	
Ron Treabess	Director of Planning & Partnerships	Yes	

**Authorized Actions.** Any one of the authorized persons listed above may open or close any checking, savings or credit card account with Bank of the West and sign any agreements necessary thereto and these agreements will bind the corporation.

On behalf of the Corporation, I certify that all statements and representations made herein are true and correct.

\_\_\_\_\_  
Wally Auerbach, Secretary

\_\_\_\_\_  
Date



## 2016 Committee Positions for Board Members

### Marketing (monthly 4<sup>th</sup> Tuesday, 2 p.m.)

Primary **Brett Williams**

Alternate **Brendan Madigan**

### Lodging (monthly April, May, June, Sept, Oct, Nov, 1<sup>st</sup> Thursday, 2 p.m.)

Primary **Christy Beck**

Alternate **Sue Busby**

### BACC (monthly, 2<sup>nd</sup> Thursday, 2 p.m.)

Primary **Adam Wilson**

Alternate \_\_\_\_\_

### Finance (monthly, 3<sup>rd</sup> Thursday, 3:30 p.m.)

Primary **Eric Pilcher**

Alternate \_\_\_\_\_

### Capital Improvements/Transportation (monthly, 4<sup>th</sup> Monday, 1:30 p.m.)

Primary **At Large Appointee**

Alternate **Brendan Madigan**

Alternate 2 **Wally Auerbach**

### Organization Structure Task Force (Feb 1 – June 30, time and day TBD)

Primary **David Tirman**

Primary **Adam Wilson**

Primary **Brett Williams**

Primary \_\_\_\_\_

### Golf Course Oversight (Quarterly, Feb 8, May 9, 1:30 p.m.)

Primary **Valli Murnane**

Primary **Wally Auerbach**

Primary **Sandy Evans Hall**

### Whistle Blower Policy Compliance Officer

Board Secretary **Wally Auerbach**

**Primary Role:** Attend all committee meetings, represent board position/direction, report on any action items/request for approval to board at monthly board meetings. Contact Alternate when unable to attend a meeting. If alternate is also unable to attend, contact CEO to reach out to other board members and brief them on issues and agenda packet.

**Alternate Role:** Read all committee agendas, packets and minutes and stay apprised of all committee issues. Attend meetings as desired or when Primary committee member is unable to attend.



**Staff Report for Board**

**Subject:** Use of TOT Unrestricted Net Assets

**From:** Sandy Evans Hall

**Decision Considerations:**

- This policy is required per a letter from the Placer County CEO Office dated December 16, 2015 demanding payment
- Remittance of \$262,262 has been made to Placer County on December 30, 2015
- All other remittances referenced in the letter have been made to Placer County

**Staff Recommendation:** Approve the policy on the use of the \$100,000 TOT Unrestricted Net Assets



December 22, 2015

Jennifer Merchant  
Office of County Executive  
775 North Lake Blvd, Suite 202  
Tahoe City, CA 92145

Re: Response to 12-16-15 Letter of Demand for payment owed by December 30, 2015

Dear Jennifer,

I am writing to formally notify you that we are planning to fully comply with the letter sent on December 16, 2015 demanding payment in three areas:

**Item 5.D., Page 11: Transportation Account**

Per the contract, the fund balance payment was due no later than August 15, 2015. However, in conversations with former staff member Cadence Matijevich, we agreed that the timing should be after approval of the Financial Audit and she intended to make that adjustment within the amendment to the Placer-NLTRA Agreement when bringing the 2014-15 fund balance and other revenues to the Board of Supervisors.

The letter sent on December 16 further states that "Placer County demands that the entire balance of \$205,203 be remitted by December 30, 2015." This amount was taken from the Independently Audited Financial Statements, Statement of Financial Position, Exhibit A. However also on this Exhibit A, there is an amount recorded for 2014 Transportation designated assets of \$157,716, which was remitted to the County on July 23, 2015. This leaves a remaining balance of \$47,487 which will be remitted by December 30, 2015.

**Item 5.E.3., Page 14, Payment Schedule**

A meeting with the County Auditor-Controller, County Chief Financial Officer and the Resort Association Finance Director was held prior to October 31. Shortly following that meeting the NLTRA experienced a transition in our Finance Department. We requested that any remittance of the Unrestricted Assets of our organization be delayed until after approval of the Independent Financial Audit and completing the corrective entries that were recommended by the audit.

We also wanted to perform another cash flow analysis with our new Finance Director, to ensure that we had adequate operating capital to run the organization in the future. When the County was six weeks late with a payment due September 1, 2015 of \$814,010, NLTRA was in a



position of not being able to pay bills. While we have been assured that this was accidental, it made it very challenging to operate our organization.

With the staffing transition, it is taking some time to correct and adjust entries in order to get a clear view on the cash flow implications of the reduction of net assets. We anticipate being able to remit the agreed upon amount of \$262,262 by the December 30 deadline. If there are significant issues with our new cash flow projections we may request a meeting with CEO staff to discuss options to increase operating capital in the future.

**Tahoe City Public Utility District Refund**

The NLTRA did receive a check from the TCPUD at the December 2 Board of Directors meeting in the amount of \$62,250 of TOT granted monies that had not been used. A check for this amount along with complete documenting materials was delivered to the County on December 18, 2015.

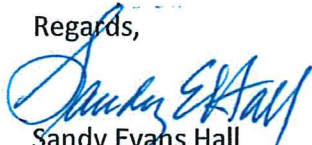
**Policy on Use of Unrestricted Net Assets**

A policy directing the use of the Unrestricted Net Assets in the amount of \$100,000 that is being left on the NLTRA Balance Sheet, is being developed and will be on the January 6 Board of Directors Agenda for approval.

The final remittance to the County by December 30 will be \$309,479, (not \$467,465 as demanded in the letter) which is the total of the first two items in this response. This will be remitted by check to the Placer County Executive Office, 775 North Lake Blvd., Suite 202, Tahoe City, CA 96145.

Please let me know if you have any questions that I can assist you with.

Regards,



Sandy Evans Hall  
CEO/Executive Director  
North Lake Tahoe Resort Association

Cc: David Boesch, David Tirman



### Use of \$100,000 of Placer County TOT in Unrestricted Net Assets

On December 30, 2015, the North Lake Tahoe Resort Association reduced the Unrestricted Net Assets and cash by remitting \$262,262 of an agreed upon \$362,262 to Placer County to be used for capital investments and transportation projects in North Lake Tahoe.

Placer County allowed \$100,000 of agreed upon TOT revenues to remain with NLTRA for operating capital and cash flow purposes. The following policy is to restrict the use of these unrestricted assets for any purpose without the prior consent of the NLTRA Board of Directors and without prior notification to the Placer County CEO Office. It is understood that operating cash may fall below \$100,000 during the normal course of operations of any given month should anticipated revenues not be timely. This normal course of operations would not require prior consent or notification of the NLTRA Board of Directors or the Placer County CEO Office.

The Balance Sheet of the NLTRA monthly financials will reflect two separate Unrestricted Net Asset lines. One will be labeled TOT and the other will be labeled Non TOT. All Non TOT revenues to include sponsorships, commissions, and net profit on Visitor Center retail sales will be calculated at the end of the fiscal year as a percentage of total revenues excluding Membership, and this percentage will be applied to any net profit/loss of all departments excluding Membership. This amount plus any profit/loss from the Membership department will positively or negatively affect the Non-TOT Unrestricted Net Assets. The remainder of the profit/loss of the fiscal year will be added/subtracted from the TOT Unrestricted Net Assets.

Following the NLTRA Board of Directors approval of the Independent Financial Audit each year, the adjusting entries will be made and any amount in excess of \$100,000 in the TOT Unrestricted Net Assets will be remitted to Placer County to be used for capital investments and transportation projects in North Lake Tahoe providing that cash on hand allows for such distribution.

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NLTRA

Fiscal Year 2015/16 Projected Cashflow @ 12/30/15

Including Payment of \$157,716 Paid to Placer County in July, Transportation Expenditures Reimbursed, TOT Reduced

	Actual	Actual	Projected	Projected	Projected	Projected	Projected	Projected	Projected	Projected	Projected	Projected	Projected	Line Totals
	July	August	September	October	November	December	January	February	March	April	May	June	Net Cash Act.	
Beginning Cash	\$531,914	\$404,581	\$529,291	\$137,957	\$1,062,872	\$872,051	\$549,723	\$537,850	\$569,760	\$599,966	\$560,600	\$523,742		
Receipts														
Placer County TOT	302,552	302,552	0	1,085,360	271,350	271,350	271,350	271,350	271,350	271,350	271,350	271,350	\$3,861,264	
Membership Related	13,523	15,924	1,765	15,925	15,925	15,925	15,925	15,925	21,641	49,088	15,924	21,641	\$219,131	
VIC Merchandise Sales	12,730	16,377	9,054	9,868	4,721	6,063	4,061	4,179	5,064	5,250	12,404	19,214	\$108,985	
Commissions	3,071	26,643	7,914	2,683	6,885	3,854	4,423	28,693	3,290	5,108	6,403	25,780	\$124,747	
Other	2,999	554	9,482	86,500	554	554	5,000	4,554	4,554	4,554	4,554	554	\$124,413	
Total Receipts	\$334,875	\$362,050	\$28,215	\$1,200,336	\$299,435	\$297,746	\$300,759	\$324,701	\$305,899	\$335,350	\$310,635	\$338,539	\$4,438,540	
Disbursements														
Salaries & Wages	94,106	98,999	112,500	164,634	164,634	105,550	105,550	105,550	105,550	164,634	105,550	105,550	\$1,432,807	
Rent	12,872	12,291	13,820	14,884	15,884	15,884	15,884	15,884	15,884	14,884	14,884	14,884	\$177,939	
Inventories	6,570	6,168	4,588	5,859	3,114	4,432	2,539	2,234	2,100	2,539	7,201	27,562	\$74,906	
Marketing Cooperative	48,500	97,000	97,000	48,500	48,500	135,800	135,800	116,400	48,500	48,500	48,500	97,000	\$970,000	
Events	206	3,155	178,546	0	0	0	7,500	0	28,000	57,000	0	35,000	\$309,407	
Community Marketing	0	0	0	20,000	0	0	20,000	0	0	20,000	0	0	\$60,000	
Non Co-Op Marketing	16,000	0	0	0	8,000	20,000	0	10,000	1,800	5,000	6,000	70,000	\$136,800	
Membership Activities	2,193	3,155	3,125	3,394	208	3,508	209	2,573	209	17,009	208	2,158	\$37,949	
Telephone	737	487	4,047	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	\$32,271	
Equipment Rental/Leasing	2,400	1,365	1,214	2,150	2,150	2,150	2,150	2,150	2,150	2,150	2,150	2,150	\$24,329	
Market Study Reports	225	0	4,709	0	0	0	0	0	18,500	20,000	20,000	35,000	\$98,434	
Transportation Projects	9,482	0	0	0	0	0	0	0	0	0	0	0	\$9,482	
Other Outgo/Transfers	168,917	14,720	0	13,000	10,000	20,000	20,000	35,000	50,000	20,000	140,000	20,000	\$511,637	
Total Disbursements	\$362,208	\$237,340	\$419,549	\$275,421	\$255,490	\$310,324	\$312,632	\$292,791	\$275,693	\$374,716	\$347,493	\$412,304	\$3,875,961	
Prior Year Transactions	100,000					(309,750)								
Net Increase/Decrease	(\$127,333)	\$124,710	(\$391,334)	\$924,915	\$43,945	(\$12,578)	(\$11,873)	\$31,910	\$30,206	(\$39,366)	(\$36,858)	(\$73,765)	\$562,579	
Ending Balance	\$404,581	\$529,291	\$137,957	\$1,062,872	\$872,051	\$549,723	\$537,850	\$569,760	\$599,966	\$560,600	\$523,742	\$449,977		



Date: December 23, 2015

TO: Board of Directors

FR: JT Thompson, Judy Lavery, Jason Neary

RE: Revised Spartan Race World Championships presented by North Lake Tahoe RFP

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The Marketing, Events and Sales team have been in additional negotiations with the Spartan Race executive team as the Spartan team tendered a counter-offer to our original RFP.

We would like the board to consider the additional expenditure of cash to host this important event. The marketing team is looking for a vote of approval of the revised RFP to Spartan (copies will be handed out at the BOD meeting).





Date: December 23, 2015

TO: Board of Directors

FR: JT Thompson, Judy Lavery

RE: Tough Mudder Sponsorship Proposal

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The Marketing, Events and Sales team have been in negotiations with Tough Mudder executive team with the intent to support the event with a cash sponsorship. The original RFP included a cash amount of \$50,000 which was declined by Tough Mudder. TM is looking for a \$65,000 fee.

It is the intent of the marketing department to approach the Town of Truckee and the Truckee Chamber to help underwrite the additional \$15,000 cost of the sponsorship as this event has a definite impact on the Town of Truckee with lodging, restaurant and retail. We feel if we approach Tough Mudder with a collaboration of the three entities, they will understand that we acknowledge the importance of keeping this event in North Lake Tahoe.

The marketing team is looking for a vote of approval of the RFP for Tough Mudder (copies will be handed out at the BOD meeting).