



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS Wednesday July 11, 2012 – 8:30 am – 11 a.m.

******NEW LOCATION**** NORTH TAHOE EVENT CENTER******

NLTRA Mission

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

Meeting Ground Rules

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM – Chair

B. AGENDA AMENDMENTS AND APPROVAL MOTION

1. Agenda Additions and/or Deletions
2. Approval of Agenda

C. PUBLIC FORUM

Any person wishing to address the Board of Directors on items of interest to the Resort Association 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.

D. REPORTS & ACTION ITEMS

Marketing

3. MTRiP Update – Andy Chapman (10 minutes)
4. Creative Agency RFP Selection – Andy Chapman (15 minutes)
5. Ironman Lake Tahoe Update – Andy Chapman (5 minutes)
6. Olympic Bid Update – Andy Wirth (15 minutes)

Membership

7. Membership Plan update – Deanna Frumentti (5 minutes)
8. Membership Activities and Events – Deanna Frumentti (5 minutes)

Transportation/Infrastructure

2012 Board Members

Wally Auerbach
Auerbach Engineering

Eric Brandt
Tahoe TV

Phil GilanFarr
(Vice-Chair)
CB's Pizza & Grill

Allen Highfield
(Treasurer)
The Ritz-Carlton

Kali Kopley
(Secretary)
Uncorked/Petra/Soupa

Alex Mourelatos
*Mourelatos Lakeshore
Resort*

Valli Murnane
Tahoe XCountry

Ron Parson (Chair)
Granlibakken Resort

Bill Rock
Northstar California

Andy Wirth
*Squaw Valley/Alpine
Meadows*

Ron McIntyre
*RMC Consulting
(Ex-Officio)*

Jennifer Merchant
Placer County

Julie Regan
*TRPA
(Ex-officio)*

9. Night Rider Service extension request for funding (**MOTION**) – Ron Treabess (15 minutes)
10. North Tahoe Water Shuttle project update – Ron Treabess (5 minutes)
11. TRPA Regional Plan update – Sandy Evans Hall (5 minutes)
12. Tahoe City Visioning Process update – Sandy Evans Hall (5 minutes)

County Contract

13. County Contract negotiation update – Sandy Evans Hall (5 minutes)

Budget

14. Preliminary NLTRA departmental budgets – Lisa de Roulet / Allen Highfield (20 minutes)

E. DIRECTORS' COMMENTS

F. CONSENT CALENDAR – MOTIONS (5 min)

All items listed under the consent calendar-motions are considered to be routine and/or have been or will be reviewed by committee, and will be approved by one motion. There will be no 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.

15. Board Meeting Minutes – June 6, 2012

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

16. Joint Infrastructure/Transportation Committee – June 25, 2012
17. Marketing Committee – June 26, 2012
18. Membership Advisory Committee – June 13, 2012
19. Lodging Committee – No meeting in June
20. Conference Sales Directors Committee – No Meeting in June
21. Finance Committee – June 28, 2012
22. Approve Financials for April, 2012

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

23. Conference Sales Reports
24. Infrastructure/Transportation Activity Report – June

G. MEETING REVIEW AND STAFF DIRECTION

H. CLOSED SESSION

25. Personnel Policy

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed July6, 2012



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of May 31, 2012

Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,735 Units ("MTRIP Census")

| | | 2011/12 | 2010/11 | Year over Year % Diff |
|---|--------------------|---------|---------|--------------------------|
| a. Last Month Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe Occupancy for last month (May) changed by (-2.1%) | Occupancy (May) : | 27.7% | 28.3% | -2.1% |
| North Lake Tahoe Average Daily Rate for last month (May) changed by (4.4%) | ADR (May) : | \$153 | \$146 | 4.4% |
| North Lake Tahoe RevPAR for last month (May) changed by (2.3%) | RevPAR (May) : | \$42 | \$41 | 2.3% |
| b. Next Month Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe Occupancy for next month (June) changed by (10.4%) | Occupancy (June) | 37.3% | 33.8% | 10.4% |
| North Lake Tahoe Average Daily Rate for next month (June) changed by (4.1%) | ADR (June) : | \$190 | \$183 | 4.1% |
| North Lake Tahoe RevPAR for next month (June) changed by (14.9%) | RevPAR (June) : | \$71 | \$62 | 14.9% |
| c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe Occupancy for the prior 6 months changed by (-8.2%) | Occupancy | 41.0% | 44.7% | -8.2% |
| North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-3.8%) | ADR | \$225 | \$234 | -3.8% |
| North Lake Tahoe RevPAR for the prior 6 months changed by (-11.7%) | RevPAR | \$92 | \$105 | -11.7% |
| d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe Occupancy for the upcoming 6 months changed by (16.6%) | Occupancy | 25.4% | 21.7% | 16.6% |
| North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (2.2%) | ADR | \$208 | \$203 | 2.2% |
| North Lake Tahoe RevPAR for the upcoming 6 months changed by (19.3%) | RevPAR | \$53 | \$44 | 19.3% |
| e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: May. 31, 2012 vs. Previous Year | | | | |
| Rooms Booked during last month (May, 2012) compared to Rooms Booked during the same period last year (May, 2011) for all arrival dates has changed by (56.2%) | Booking Pace (May) | 10.1% | 6.5% | 56.2% |

*** MTRIP Census:**

**** Destination Census:** The total number of rooms available for rental within the community as established by the Transient Inventory Study of July 2009 and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy.

The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result.

Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst MTRIP's other participants.

As is the case in all MTRIP data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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RESERVATIONS ACTIVITY REPORT

SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2011/12 YTD (as of May 31, 2012) vs. 2010/11 YTD (as of May 31, 2011) vs. 2010/11 Historical

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

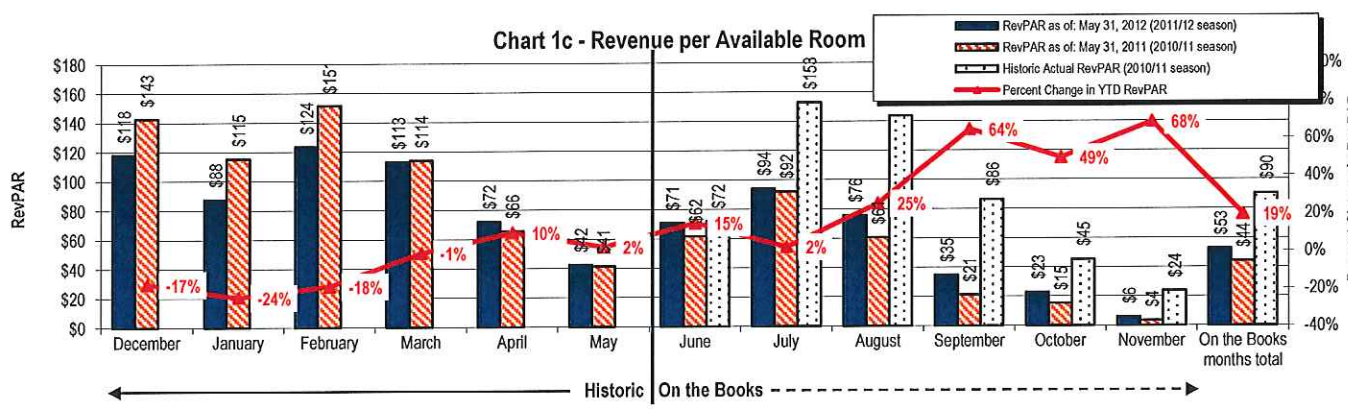
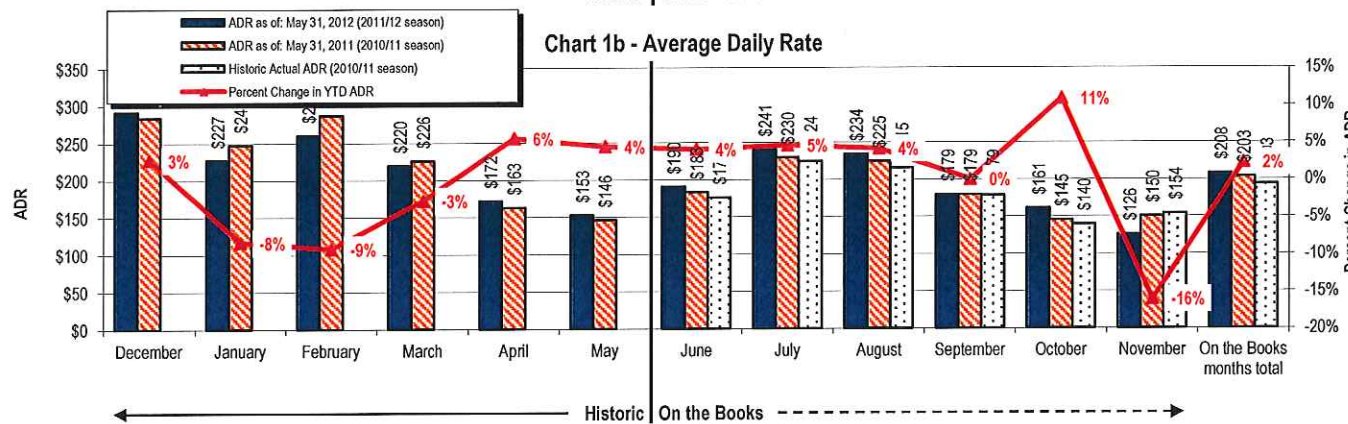
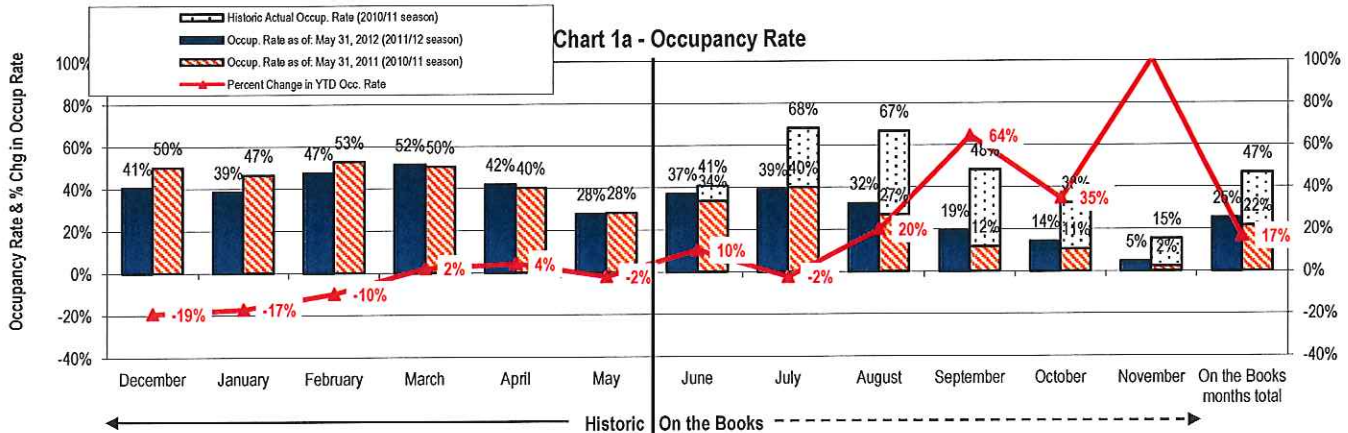
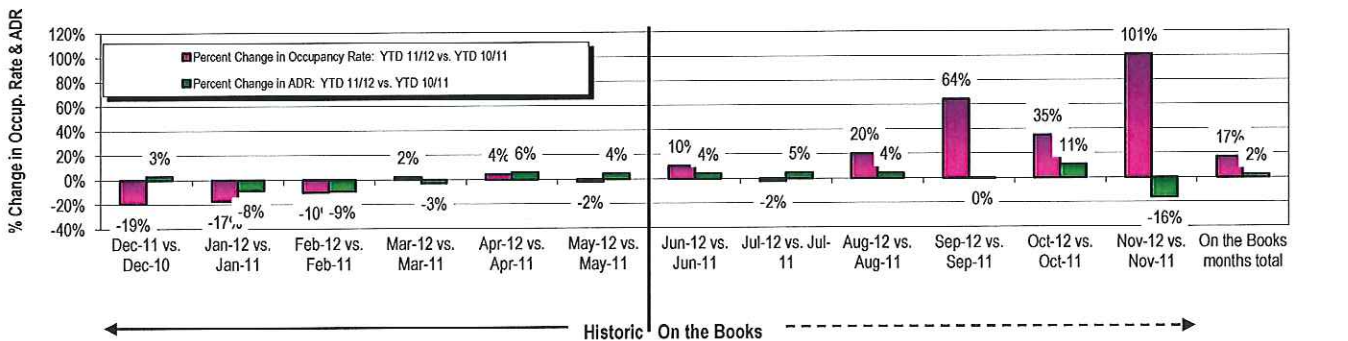


Chart 1d - Percent Change in YTD Occupancy Rate & ADR (2011/12 YTD vs. 2010/11 YTD)



RESERVATIONS ACTIVITY REPORT

SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2012 YTD (as of May 31, 2012) vs. 2011 YTD (as of May 31, 2011) vs. 2011 Historical

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

Chart 2a - Occupancy Rate

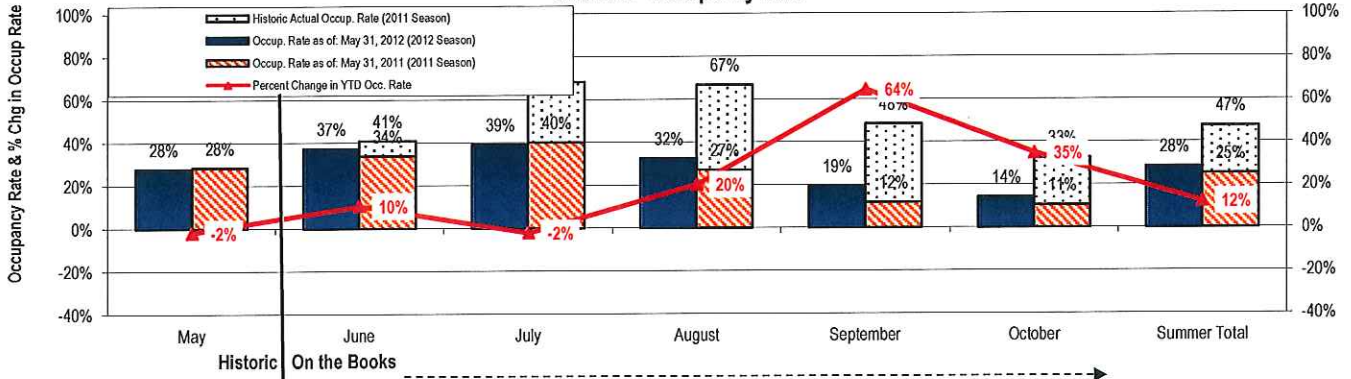


Chart 2b - Average Daily Rate

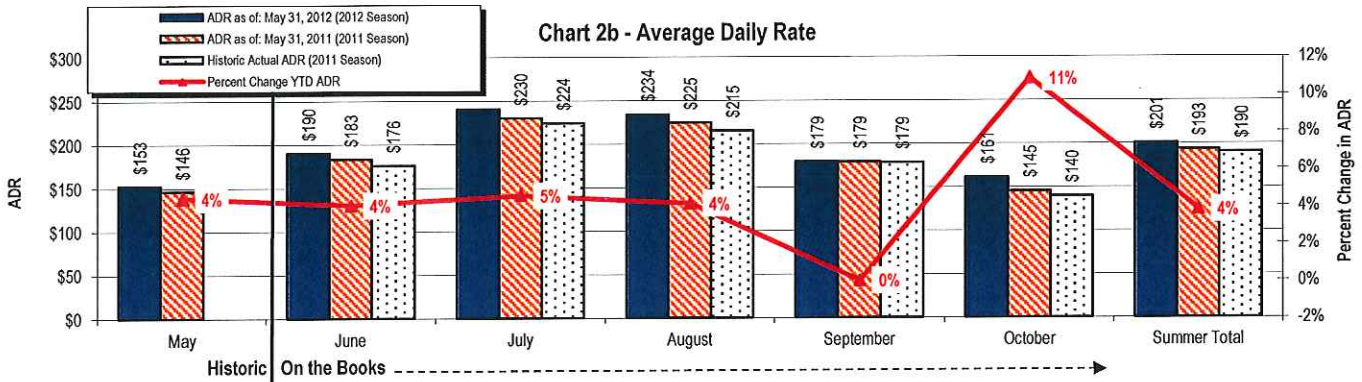


Chart 2c - Revenue per Available Room

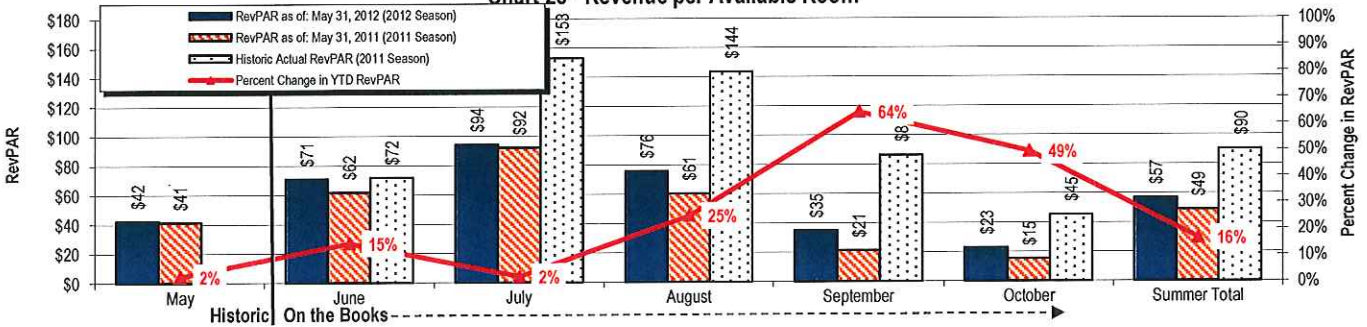
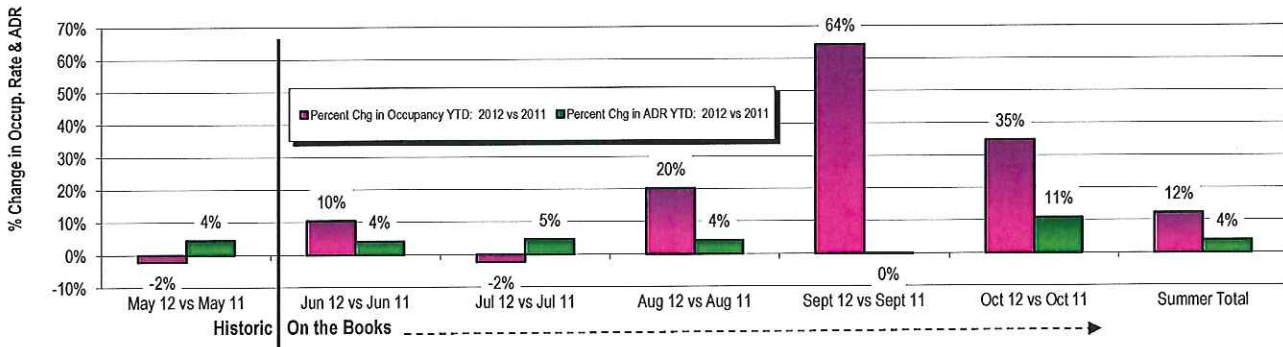


Chart 2d - Percent Change in YTD Occupancy Rate & ADR (2012 YTD vs. 2011 YTD)



RESERVATIONS ACTIVITY REPORT

SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2012/13 YTD (as of May 31, 2012) vs. 2011/12 YTD (as of May 31, 2011) vs. 2011/12 Historical

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

Chart 3a - Occupancy Rate

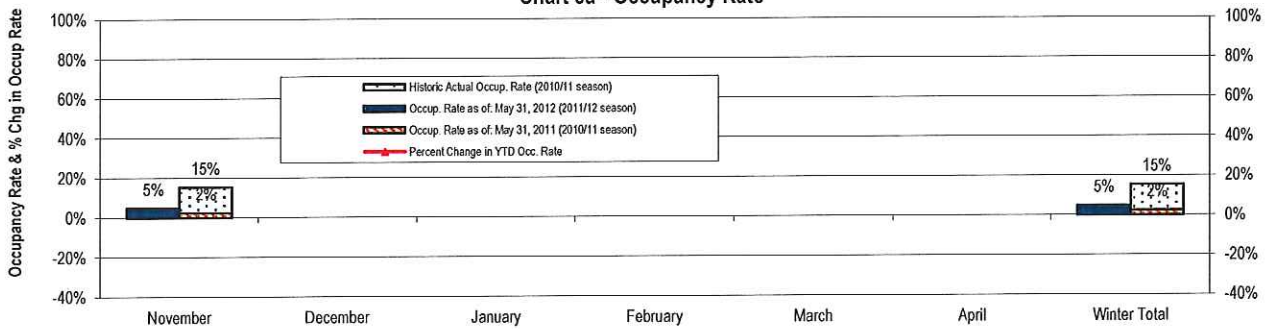


Chart 3b - Average Daily Rate

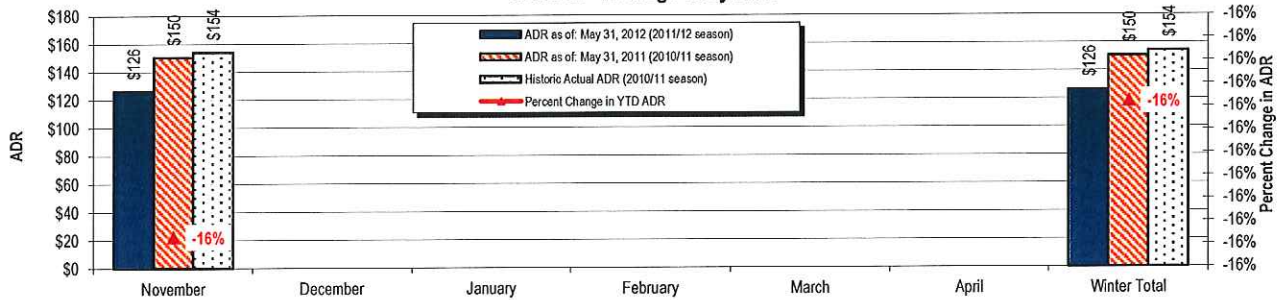


Chart 3c - Revenue per Available Room

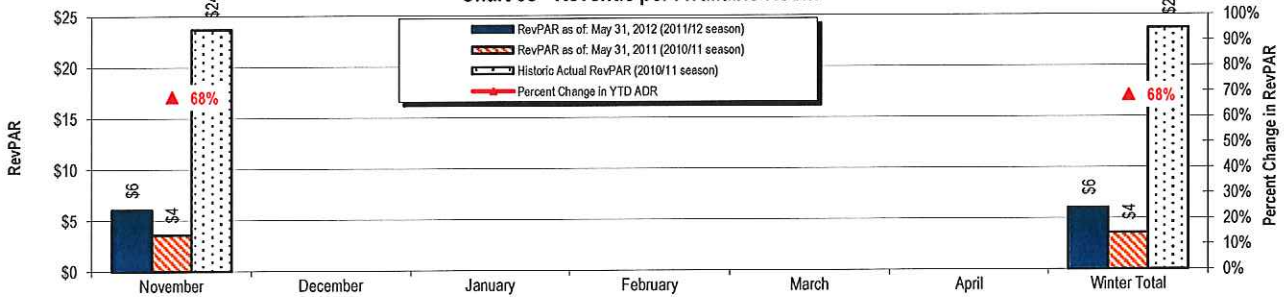
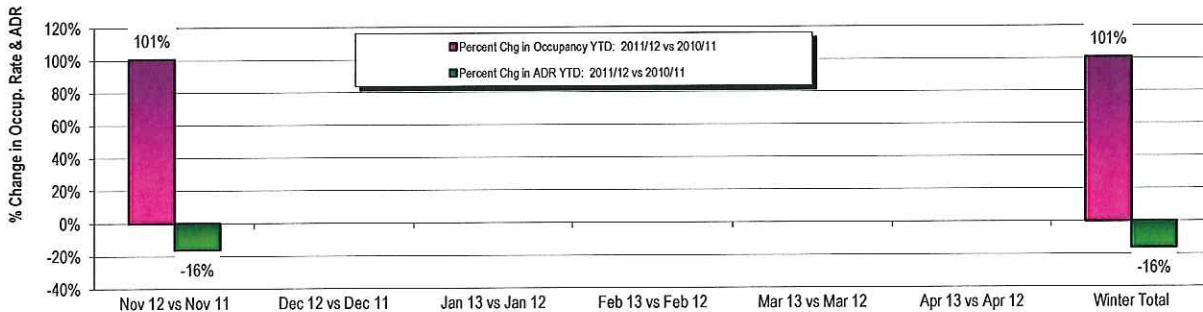


Chart 3d - Percent Change in YTD Occupancy Rate & ADR (2011/12 YTD vs. 2010/11 YTD)



3-4

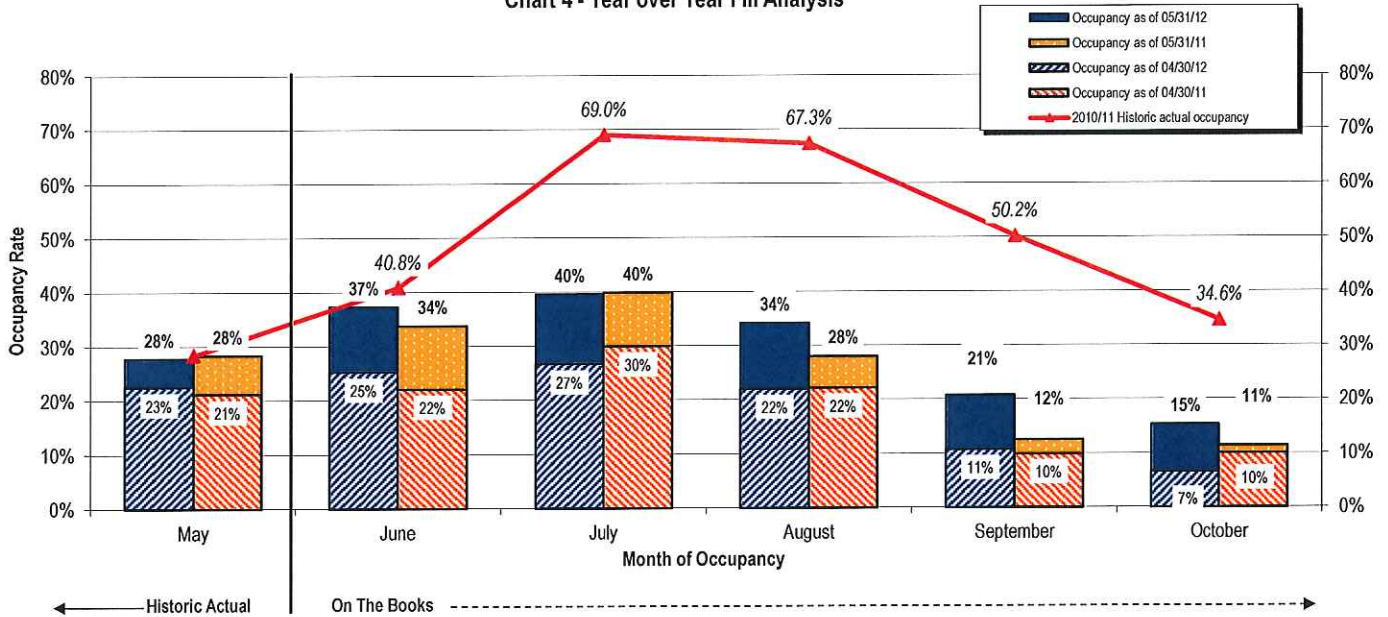
RESERVATIONS ACTIVITY REPORT

SECTION 4 - FILL ANALYSIS

2011/12 Occupancy Pace as of May 31, 2012 and Apr. 30, 2012 versus same period 2010/11

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

Chart 4 - Year over Year Fill Analysis



Supporting Table for Chart 4* & Change in Incremental Fill

| Month of Occupancy: | OCCUPANCY AS OF MAY 31 | | | OCCUPANCY AS OF APR 30 | | | INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED) | | CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL) | | 2010/11 Historic actual occupancy |
|---------------------|--------------------------------|--------------------------------|--------------------|--------------------------------|--------------------------------|--------------------|--|---|---|--|---|
| | Occupancy as of 05/31/12 | Occupancy as of 05/31/11 | Absolute Change | Occupancy as of 04/30/12 | Occupancy as of 04/30/11 | Absolute Change | Incremental occupancy booked during May, 2012 | Incremental occupancy booked during May, 2011 | Absolute Change in Incremental Fill | Percent Change in Incremental Fill** | |
| | May | 27.7% | 28.3% | -0.6% | 22.5% | 21.2% | 1.3% | 5.2% | 7.1% | -1.9% | |
| June | 37.3% | 33.8% | 3.5% | 25.3% | 22.1% | 3.2% | 12.0% | 11.7% | 0.3% | 2.6% | 40.8% |
| July | 39.6% | 39.8% | -0.3% | 26.7% | 29.9% | -3.3% | 12.9% | 9.9% | 3.0% | 30.2% | 69.0% |
| August | 34.1% | 28.0% | 6.1% | 22.0% | 22.2% | -0.2% | 12.1% | 5.8% | 6.3% | 107.4% | 67.3% |
| September | 20.8% | 12.5% | 8.3% | 10.7% | 9.9% | 0.8% | 10.0% | 2.6% | 7.4% | 289.8% | 50.2% |
| October | 15.3% | 11.4% | 3.9% | 6.5% | 10.0% | -3.5% | 8.7% | 1.3% | 7.4% | 556.2% | 34.6% |
| Total | 29.2% | 25.8% | 3.4% | 19.1% | 19.3% | -0.2% | 10.1% | 6.5% | 3.6% | 56.2% | 48.0% |

*Based on providing complete pacing data within a given month of occupancy only. Results may differ from those presented elsewhere in report if property set differs."

**Results for "percent change in incremental fill" indicate how room nights booked during the month just ended compare to room nights booked during the same month in the prior year, for occupancy in the month just ended and for the upcoming five months (as well as the six-month period in total). These results provide an indication of the degree to which booking activity occurring during the month just ended was greater or less than booking activity occurring in the same month a year ago -- i.e. a measure of the strength of booking activity occurring during the month just ended.

RESERVATIONS ACTIVITY REPORT
SECTION 5A - SUPPORTING DATA TABLES
Bookings as of May 31, 2012

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

| OCCUPANCY RATE | | <u>OCCUPANCY RATE: YTD 2011/12 VS. YTD 2010/11</u> | | | Historic Actual Occup. Rate (2010/11 season) | # of Properties in Sample |
|--|----------------------|--|--|---------------------------------------|--|---------------------------------|
| | | Occup. Rate as of: May 31, 2012 (2011/12 season) | Occup. Rate as of: May 31, 2011 (2010/11 season) | Percent Change in YTD Occ. Rate | | |
| Month of Occupancy (2011/12 & 2010/11) | | | | | | |
| December | ↑ Historic Actual | 40.5% | 50.2% | -19.3% | | 11 |
| January | | 38.6% | 46.6% | -17.2% | | 11 |
| February | | 47.5% | 52.8% | -10.0% | | 11 |
| March | | 51.5% | 50.5% | 2.1% | | 11 |
| April | | 41.9% | 40.2% | 4.2% | | 11 |
| May | | 27.7% | 28.3% | -2.1% | | 11 |
| June | ↓ On the Books | 37.3% | 33.8% | 10.4% | 40.8% | 11 |
| July | ↓ | 39.1% | 40.0% | -2.3% | 68.2% | 11 |
| August | | 32.4% | 27.0% | 20.1% | 66.7% | 11 |
| September | | 19.4% | 11.8% | 64.3% | 48.4% | 11 |
| October | | 14.2% | 10.5% | 34.7% | 32.6% | 11 |
| November | | 4.8% | 2.4% | 100.7% | 15.4% | 10 |
| Grand total | | 33.2% | 33.4% | -0.7% | 45.7% | 11 |
| Historic months total | | 41.0% | 44.7% | -8.2% | 44.7% | 11 |
| On the Books months total | | 25.4% | 21.7% | 16.6% | 46.8% | 11 |

| AVERAGE DAILY RATE | | <u>ADR: YTD 2011/12 VS. YTD 2010/11</u> | | | Historic Actual ADR (2010/11 season) | # of Properties in Sample |
|--|----------------------|--|--|---------------------------------|--|---------------------------------|
| | | ADR as of: May 31, 2012 (2011/12 season) | ADR as of: May 31, 2011 (2010/11 season) | Percent Change in YTD ADR | | |
| Month of Occupancy (2011/12 & 2010/11) | | | | | | |
| December | ↑ Historic Actual | \$292 | \$284 | 2.7% | | 11 |
| January | | \$227 | \$248 | -8.4% | | 11 |
| February | | \$260 | \$287 | -9.2% | | 11 |
| March | | \$220 | \$226 | -2.8% | | 11 |
| April | | \$172 | \$163 | 5.6% | | 11 |
| May | | \$153 | \$146 | 4.4% | | 11 |
| June | ↓ On the Books | \$190 | \$183 | 4.1% | \$176 | 11 |
| July | ↓ | \$241 | \$230 | 4.6% | \$224 | 11 |
| August | | \$234 | \$225 | 4.1% | \$215 | 11 |
| September | | \$179 | \$179 | 0.0% | \$179 | 11 |
| October | | \$161 | \$145 | 10.8% | \$140 | 11 |
| November | | \$126 | \$150 | -16.1% | \$154 | 10 |
| Grand total | | \$219 | \$224 | -2.5% | \$214 | 11 |
| Historic months total | | \$225 | \$234 | -3.8% | \$234 | 11 |
| On the Books months total | | \$208 | \$203 | 2.2% | \$193 | 11 |

| REVENUE PER AVAILABLE ROOM | | <u>REVPAR: YTD 2011/12 VS. YTD 2010/11</u> | | | Historic Actual RevPAR (2010/11 season) | # of Properties in Sample |
|--|----------------------|---|---|------------------------------------|---|---------------------------------|
| | | RevPAR as of: May 31, 2012 (2011/12 season) | RevPAR as of: May 31, 2011 (2010/11 season) | Percent Change in YTD RevPAR | | |
| Month of Occupancy (2011/12 & 2010/11) | | | | | | |
| December | ↑ Historic Actual | \$118 | \$143 | -17.1% | | 11 |
| January | | \$88 | \$115 | -24.1% | | 11 |
| February | | \$124 | \$151 | -18.3% | | 11 |
| March | | \$113 | \$114 | -0.8% | | 11 |
| April | | \$72 | \$66 | 10.0% | | 11 |
| May | | \$42 | \$41 | 2.3% | | 11 |
| June | ↓ On the Books | \$71 | \$62 | 14.9% | \$72 | 11 |
| July | ↓ | \$94 | \$92 | 2.2% | \$153 | 11 |
| August | | \$76 | \$61 | 25.1% | \$144 | 11 |
| September | | \$35 | \$21 | 64.3% | \$86 | 11 |
| October | | \$23 | \$15 | 49.3% | \$45 | 11 |
| November | | \$6 | \$4 | 68.4% | \$24 | 10 |
| Grand total | | \$73 | \$75 | -3.2% | \$98 | 11 |
| Historic months total | | \$92 | \$105 | -11.7% | \$105 | 11 |
| On the Books months total | | \$53 | \$44 | 19.3% | \$90 | 11 |

RESERVATIONS ACTIVITY REPORT
SECTION 5B - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of May 31, 2012

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

| OCCUPANCY RATE | | <u>OCCUPANCY RATE: YTD 2011 VS. YTD 2010</u> | | | Historic Actual Occup. Rate (2011 Season) |
|----------------------------------|-----------------|---|---|---------------------------------------|---|
| | | Occup. Rate as of: May 31, 2012 (2012 Season) | Occup. Rate as of: May 31, 2011 (2011 Season) | Percent Change in YTD Occ. Rate | |
| Month of Occupancy (2012 & 2011) | | | | | |
| May | Historic Actual | 27.7% | 28.3% | -2.1% | |
| June | On the Books | 37.3% | 33.8% | 10.4% | 40.8% |
| July | | 39.1% | 40.0% | -2.3% | 68.2% |
| August | | 32.4% | 27.0% | 20.1% | 66.7% |
| September | | 19.4% | 11.8% | 64.3% | 48.4% |
| October | | 14.2% | 10.5% | 34.7% | 32.6% |
| Summer Total | | 28.3% | 25.3% | 12.2% | 47.5% |

| AVERAGE DAILY RATE | | <u>ADR: YTD 2011 VS. YTD 2010</u> | | | Historic Actual ADR (2011 Season) |
|----------------------------------|-----------------|---|---|------------------------------|---|
| | | ADR as of: May 31, 2012 (2012 Season) | ADR as of: May 31, 2011 (2011 Season) | Percent Change YTD ADR | |
| Month of Occupancy (2012 & 2011) | | | | | |
| May | Historic Actual | \$153 | \$146 | 4.4% | |
| June | On the Books | \$190 | \$183 | 4.1% | \$176 |
| July | | \$241 | \$230 | 4.6% | \$224 |
| August | | \$234 | \$225 | 4.1% | \$215 |
| September | | \$179 | \$179 | 0.0% | \$179 |
| October | | \$161 | \$145 | 10.8% | \$140 |
| Summer Total | | \$201 | \$193 | 3.8% | \$190 |

| REVENUE PER AVAILABLE ROOM | | <u>REVPAR: YTD 2011 VS. YTD 2010</u> | | | Historic Actual RevPAR (2011 Season) |
|----------------------------------|-----------------|--|--|------------------------------------|--|
| | | RevPAR as of: May 31, 2012 (2012 Season) | RevPAR as of: May 31, 2011 (2011 Season) | Percent Change in YTD RevPAR | |
| Month of Occupancy (2012 & 2011) | | | | | |
| May | Historic Actual | \$42 | \$41 | 2.3% | |
| June | On the Books | \$71 | \$62 | 14.9% | \$72 |
| July | | \$94 | \$92 | 2.2% | \$153 |
| August | | \$76 | \$61 | 25.1% | \$144 |
| September | | \$35 | \$21 | 64.3% | \$86 |
| October | | \$23 | \$15 | 49.3% | \$45 |
| Summer Total | | \$57 | \$49 | 16.4% | \$90 |

RESERVATIONS ACTIVITY REPORT
SECTION 5C - SUPPORTING WINTER DATA TABLES
Winter Bookings as of May 31, 2012

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

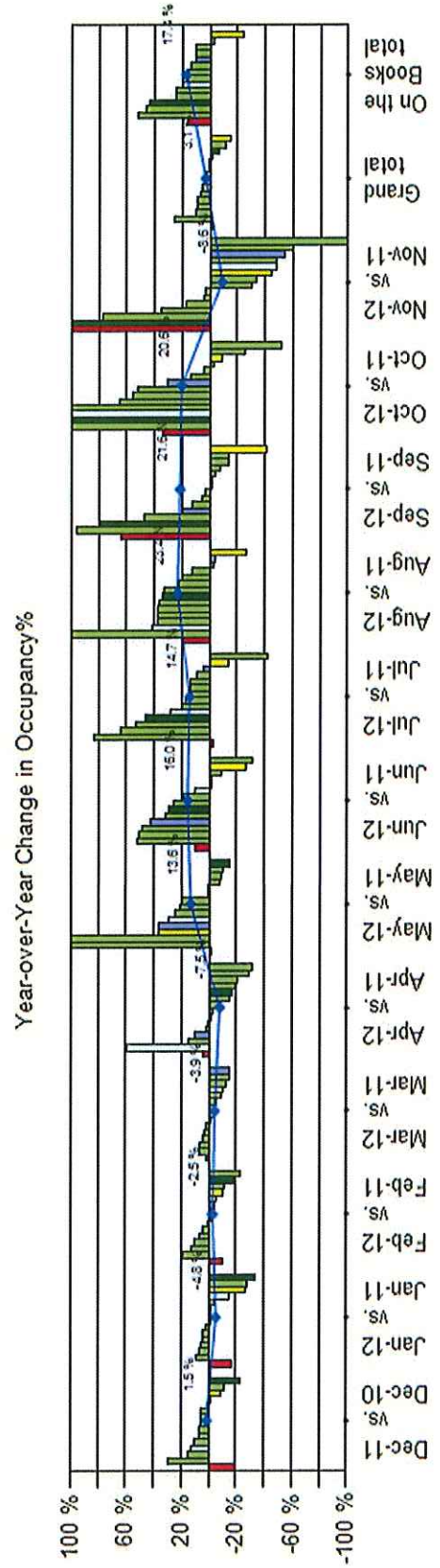
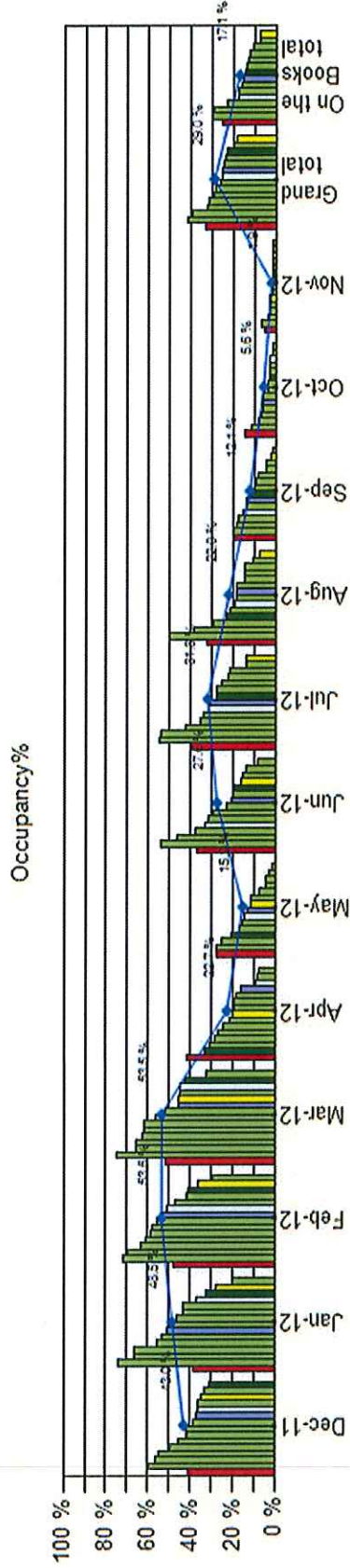
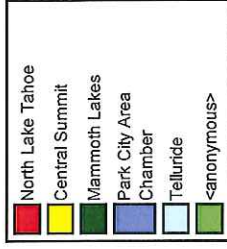
| OCCUPANCY RATE | | <u>OCCUPANCY RATE: YTD 2011/12 VS. YTD 2010/11</u> | | | Historic Actual Occup. Rate (2010/11 season) |
|--|--------------|--|--|---------------------------------------|--|
| Month of Occupancy (2011/12 & 2010/11) | | Occup. Rate as of: May 31, 2012 (2011/12 season) | Occup. Rate as of: May 31, 2011 (2010/11 season) | Percent Change in YTD Occ. Rate | |
| November | On the Books | 4.8% | 2.4% | 100.7% | 15.4% |
| December | | | | | |
| January | | | | | |
| February | | | | | |
| March | | | | | |
| April | | | | | |
| Winter Total | | 4.8% | 2.4% | 100.7% | |

| AVERAGE DAILY RATE | | <u>ADR: YTD 2011/12 VS. YTD 2010/11</u> | | | Historic Actual ADR (2010/11 season) |
|--|--------------|--|--|---------------------------------|--|
| Month of Occupancy (2011/12 & 2010/11) | | ADR as of: May 31, 2012 (2011/12 season) | ADR as of: May 31, 2011 (2010/11 season) | Percent Change in YTD ADR | |
| November | On the Books | \$126 | \$150 | -16.1% | \$154 |
| December | | | | | |
| January | | | | | |
| February | | | | | |
| March | | | | | |
| April | | | | | |
| Winter Total | | \$126 | \$150 | -16.1% | |

| REVENUE PER AVAILABLE ROOM | | <u>REVPAR: YTD 2011/12 VS. YTD 2010/11</u> | | | Historic Actual RevPAR (2010/11 season) |
|--|--------------|---|---|---------------------------------|---|
| Month of Occupancy (2011/12 & 2010/11) | | RevPAR as of: May 31, 2012 (2011/12 season) | RevPAR as of: May 31, 2011 (2010/11 season) | Percent Change in YTD ADR | |
| November | On the Books | \$6 | \$4 | 68.4% | \$24 |
| December | | | | | |
| January | | | | | |
| February | | | | | |
| March | | | | | |
| April | | | | | |
| Winter Total | | \$6 | \$4 | 68.4% | |

3-8

**North Lake Tahoe Lodging Occupancy
Enhanced Destination Comparative Report as of 5/31/2012 11:59:00 PM
Confidential Not for Redistribution**



**North Lake Tahoe Lodging Occupancy
Enhanced Destination Comparative Report as of 5/31/2012 11:59:00 PM
Confidential Not for Redistribution**

Destinations Compared:

| | | | | |
|------------------|----------------|---------------|------------------------|-----------|
| North Lake Tahoe | Central Summit | Mammoth Lakes | Park City Area Chamber | Telluride |
|------------------|----------------|---------------|------------------------|-----------|

Occupancy Rate as of 5/31/2012 11:59:00 PM:

| Month of Occupancy | North Lake Tahoe | Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | Next Highest Occupancy | All Destination Average |
|-----------------------|------------------|-------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|
| Dec-11 | 41% | 59% | 56% | 54% | 49% | 46% | 42% | 41% | 38% | 37% | 36% | 36% | 36% | 34% | 33% | 33% | 33% | 33% | 33% | 43% |
| Jan-12 | 39% | 74% | 67% | 66% | 55% | 53% | 51% | 48% | 46% | 43% | 43% | 43% | 43% | 32% | 28% | 28% | 28% | 28% | 28% | 48% |
| Feb-12 | 47% | 72% | 69% | 63% | 61% | 59% | 58% | 56% | 53% | 50% | 47% | 47% | 47% | 40% | 36% | 36% | 36% | 36% | 36% | 54% |
| Mar-12 | 52% | 75% | 66% | 65% | 63% | 62% | 61% | 56% | 52% | 45% | 45% | 45% | 45% | 40% | 40% | 40% | 40% | 40% | 40% | 53% |
| Apr-12 | 42% | 38% | 31% | 28% | 27% | 25% | 22% | 20% | 19% | 19% | 18% | 18% | 18% | 9% | 8% | 8% | 8% | 8% | 8% | 23% |
| May-12 | 28% | 27% | 25% | 21% | 17% | 15% | 15% | 13% | 12% | 11% | 7% | 7% | 7% | 4% | 3% | 3% | 3% | 3% | 3% | 15% |
| Jun-12 | 37% | 54% | 46% | 38% | 33% | 31% | 29% | 23% | 21% | 20% | 19% | 19% | 19% | 15% | 13% | 13% | 13% | 13% | 13% | 28% |
| Jul-12 | 39% | 54% | 54% | 43% | 35% | 34% | 31% | 31% | 28% | 27% | 25% | 25% | 25% | 22% | 22% | 22% | 22% | 22% | 22% | 32% |
| Aug-12 | 32% | 50% | 39% | 29% | 23% | 21% | 19% | 19% | 19% | 18% | 15% | 15% | 15% | 14% | 10% | 10% | 10% | 10% | 10% | 22% |
| Sep-12 | 19% | 20% | 18% | 17% | 15% | 14% | 14% | 12% | 10% | 9% | 9% | 9% | 9% | 4% | 2% | 2% | 2% | 2% | 2% | 12% |
| Oct-12 | 14% | 11% | 8% | 7% | 6% | 6% | 6% | 4% | 3% | 3% | 3% | 3% | 3% | 2% | 0% | 0% | 0% | 0% | 0% | 6% |
| Nov-12 | 5% | 6% | 4% | 3% | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 2% |
| Grand total | 33% | 41% | 39% | 32% | 31% | 29% | 28% | 26% | 25% | 25% | 23% | 23% | 23% | 20% | 20% | 20% | 20% | 20% | 20% | 29% |
| historic months total | 41% | 54% | 54% | 46% | 46% | 44% | 40% | 39% | 36% | 33% | 33% | 33% | 33% | 30% | 29% | 29% | 29% | 29% | 29% | 40% |
| On the Books total | 25% | 30% | 29% | 23% | 18% | 17% | 16% | 15% | 14% | 14% | 13% | 13% | 12% | 11% | 7% | 7% | 7% | 7% | 7% | 17% |



North Lake Tahoe Lodging Occupancy Enhanced Destination Comparative Report as of 5/31/2012 11:59:00 PM

Confidential Not for Redistribution

Destinations Compared:

| | | | | |
|------------------|----------------|---------------|------------------------|-----------|
| North Lake Tahoe | Central Summit | Mammoth Lakes | Park City Area Chamber | Telluride |
|------------------|----------------|---------------|------------------------|-----------|

% Change in Occupancy Rate as of 5/31/2012 11:59:00 PM

| Occ Months Compared | North Lake Tahoe | Highest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | All Destination Average |
|-----------------------|------------------|----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------------------|
| Dec-11 vs. Dec-10 | -19% | 30% | 15% | 12% | 10% | 7% | 6% | 6% | 6% | 6% | 1% | 1% | 6% | 6% | 6% | 1% |
| Jan-12 vs. Jan-11 | -17% | 9% | 7% | 6% | 5% | 4% | 3% | 0% | -1% | -1% | -4% | -1% | -1% | -1% | -1% | -5% |
| Feb-12 vs. Feb-11 | -10% | 19% | 13% | 10% | 7% | 5% | 0% | 0% | -1% | -4% | -5% | -4% | -4% | -4% | -4% | -3% |
| Mar-12 vs. Mar-11 | 2% | 7% | 7% | 4% | 4% | 2% | 2% | -4% | -4% | -5% | -9% | -9% | -7% | -7% | -7% | -4% |
| Apr-12 vs. Apr-11 | 4% | 59% | 15% | 10% | 2% | 1% | -1% | -3% | -7% | -15% | -7% | -7% | -7% | -7% | -7% | -7% |
| May-12 vs. May-11 | -2% | 4,067% | 126% | 37% | 36% | 29% | 24% | 21% | 20% | 1% | 1% | 1% | 1% | 1% | 1% | 14% |
| Jun-12 vs. Jun-11 | 10% | 52% | 51% | 49% | 43% | 32% | 29% | 26% | 18% | 11% | 0% | -2% | -2% | -2% | -2% | 16% |
| Jul-12 vs. Jul-11 | -2% | 83% | 64% | 53% | 46% | 28% | 20% | 17% | 15% | 14% | 14% | 9% | 9% | 9% | 9% | 15% |
| Aug-12 vs. Aug-11 | 20% | 109% | 41% | 38% | 38% | 38% | 37% | 35% | 33% | 22% | 20% | 12% | 12% | 12% | 12% | 23% |
| Sep-12 vs. Sep-11 | 64% | 97% | 78% | 47% | 20% | 12% | 5% | 3% | -1% | -1% | -4% | -7% | -7% | -7% | -7% | 22% |
| Oct-12 vs. Oct-11 | 35% | 229% | 208% | 118% | 112% | 66% | 56% | 52% | 30% | 13% | 5% | -2% | -2% | -2% | -2% | 21% |
| Nov-12 vs. Nov-11 | 101% | 468% | 77% | 36% | 18% | 5% | 3% | -30% | -34% | -44% | -48% | -48% | -48% | -48% | -48% | -9% |
| Grand total | -1% | 26% | 10% | 10% | 9% | 7% | 5% | 4% | 3% | 1% | 0% | -1% | -1% | -1% | -1% | 3% |
| Historic months total | -8% | 10% | 9% | 6% | 6% | 3% | 0% | 0% | -2% | -2% | -3% | -8% | -8% | -8% | -8% | -2% |
| On the Books total | 17% | 52% | 46% | 44% | 25% | 25% | 20% | 17% | 16% | 14% | 11% | 10% | 10% | 10% | 10% | 17% |



July 3, 2012

To: Board of Directors

From: Andy Chapman, Chief Marketing Officer
Sandy Evans Hall, Chief Executive Officer

Re: Update on Advertising Agency RFP Process and Results

BACKGROUND

As the Board is aware, the North Lake Tahoe Marketing Cooperative recently conducted a Request for Proposal (RFP) for Advertising and Marketing Services. This process was designed to review the existing and future needs of the Coop's advertising support efforts and related qualified firms. The Coop Committee appointed a four member sub-committee to review the proposals, interview final agency candidates and bring forward a recommendation to the full Coop Committee. Two members from each partner organization were appointed to the sub-committee and included the following members:

- Davy Ratchford, Director of Marketing, Northstar California
- Les Pedersen, Director of Sales and Marketing, Resort at Squaw Creek
- Lee Weber Koch, Owner, The Right Brain Agency
- John Hernstat, Director of Sales and Marketing, Hyatt Lake Tahoe

The release date of the RFP was March 15 with qualified proposals due on April 16, 2012. Eleven qualified agencies responded to the RFP request. In late April the sub-committee met to review the 11 proposals and condensed that list to a final four. Those final four agencies presented to the committee in early June. After much discussion and debate, the Coop sub-committee presented its recommendation to the full North Lake Tahoe Cooperative Committee at its June meeting. At that meeting the full Coop Committee approved the sub-committee's recommendation. The recommendation approved by the Coop Committee is to contract with a new agency, School of Thought.

REQUESTED BOARD ACTION

As outlined in the Agency RFP, the contracting agencies are the North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau. Staff is working with the new agency in the drafting of a services contract.

Staff will update the Board on the action steps taken to date with the proposed new agency and will place on the August Board agenda an item to review and approve this new contract.



July 8, 2012

Subject: Membership Update

From: Deanna Frumenti, Membership Manager

Decisions and Considerations:

- No decision is being requested from the Board
- Staff will provide an oral status report at the meeting

2012 June Membership Update:

For the month of June we had 10 new members, 0 write-offs, and 5 renewing members.

June was a busy month for the North Lake Tahoe businesses and was difficult scheduling time with owners between the Memorial Day holiday and the 4th of July holiday.

This month we had more retail members join, as opposed to last month's 90% summer activities as new members. Within the last two years, retail has fallen to 1% of the businesses currently members. Providing opportunities within the Visitor's Information Center to sell local products and promote local business has been a valuable benefit.

Weblinks

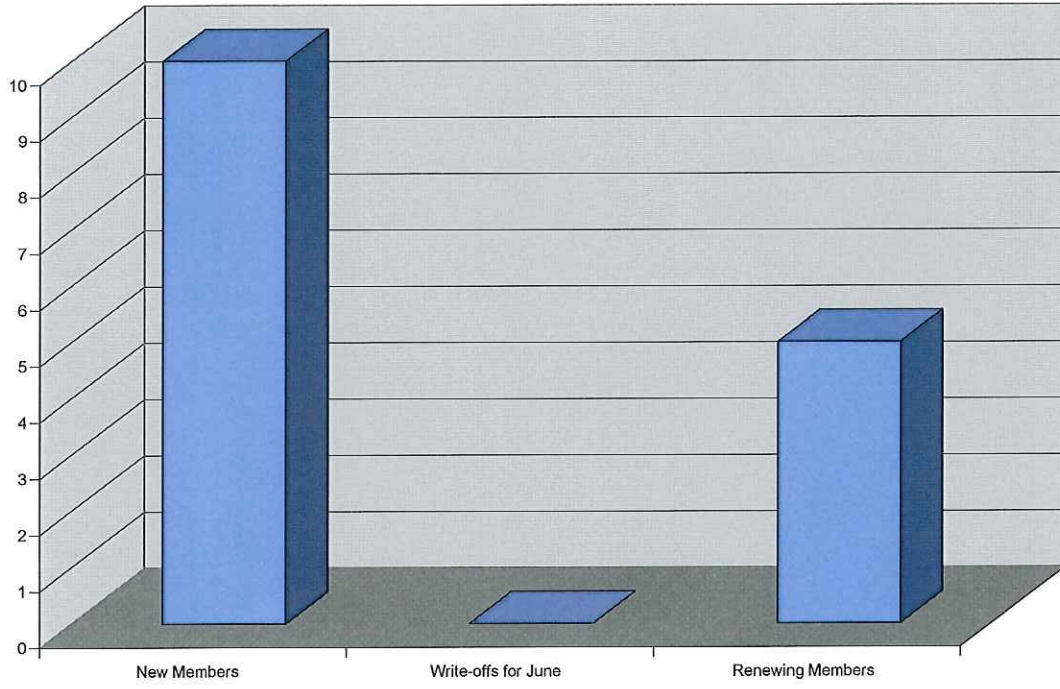
The new website for the Chamber is currently being integrated. The data is in the process of being tested and the web pages are being built. We should be launching the portion of GoTahoeNorth.com website within the next month.

More Online Events

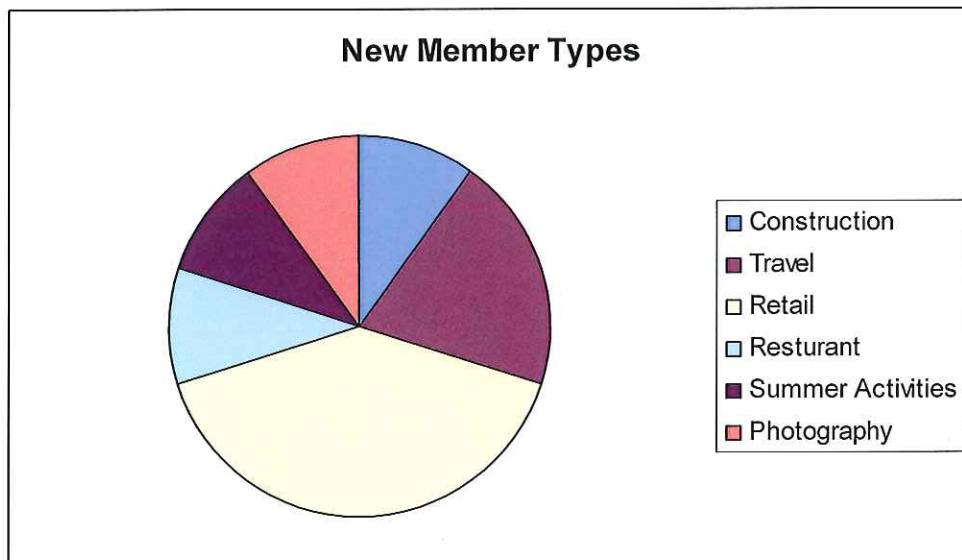
How to get value out of membership when I am too busy to attend functions?

Speaking to new and existing members I hear this objection/question often. In 2012-2013 the Chamber Membership will need to look at other classes and events outside of the traditional method. The Chamber will need to create valuable events online for busy owners who would like to attend. This will also be an attractive advantage for savvy online business owners, and a way to attract an even larger audience to North Lake Tahoe's businesses.

June Membership



New Member Types





north lake tahoe

Chamber | CVB | Resort Association

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

Event and Education Schedule

July

- | | | |
|----|--|--------|
| 12 | Mixer-Lighthouse Spa 20 th Anniversary | 5-7 |
| 19 | Mixer-Pomin's Tahoe Hot Tubs | 5-7 |
| 26 | Chamber Education Seminar: "Sexual Harassment Workshop" | 9-noon |

August

- | | | |
|---|-------------------|-----|
| 3 | Mixer-The Potlach | 5-7 |
|---|-------------------|-----|



north lake tahoe

Chamber | CVB | Resort Association

July 8, 2012

Subject: Request for up to \$10,000 of Transportation Funds for extension of Night Rider to 2:00 am.

From: Ron Treabess, Infrastructure/Transportation Committee approved full funding 7-0-0 vote (GilanFarr/Davis)

Decision Considerations:

- TCDA, NTBA, Restaurant Coalition requested later service to increase vitality in town centers (see attached Request and Proposal for Pilot Program Extension)
- One season pilot program to evaluate night service extension from midnight to 2:00 am
- \$7,500 has been raised by the private sector, estimated total cost to run through Labor Day is \$17,500)
- Private sector funding has allowed service to begin on June 28th
- Airport Minibus will perform the service, not TART
- Restaurants have agreed to assist with marketing to their customers and will present a marketing plan through TCDA
- Hourly ridership numbers will be provided at the end of summer for success measurement
- Not all of budgeted expense for NLTRA transit services will be spent this year, estimate approximately \$30,000 savings to budget

Tourism Master Plan/Strategic Goals:

By 2016, transportation systems within the North Lake Tahoe area will effectively link visitor destinations, recreation and lodging products with increased ridership on service and recreational routes of 20% (3% per year).

By 2016, the organization will have provided advocacy for all project and program development that aligned with our mission.

Staff Recommendation:

- Fund, for one season only, up to \$10,000 from 2011/12 Transportation Budget
- Collect data on ridership by hour, route and who is using, bar performance, marketing expenses, DUI occurrence, etc. to determine success of service
- Work with TCDA, restaurant coalition, and TMA to provide analysis to be presented to Infrastructure/Transportation committee in October 2012
- Determine future continuation of service based on data analysis and possible fare collection from ridership

**Request & Proposal For Pilot Program Extension
To Night Rider Service Hours For Summer 2012**

June 16, 2012

REQUEST

TCDA and affiliated businesses and residents in the Tahoe City and adjoining areas request that the NLTRA Infrastructure & Transportation Committee recommend Board approval for up to \$10,000 of incremental funding to extend Night Rider service until 2:00am during the 2012 summer season. This service extension will take the form of a pilot program which, if successful, may form the foundation for future service program development.

SUMMARY

Night Rider is a terrific free service meeting the needs of N. Tahoe visitors, residents and employees, spanning the area from Stateline to the east, Tahoma to the south, and Squaw/Truckee to the west. That said, current schedule limitations are restraining opportunities for late-night bar business and employee service. As a result of discussions between local businesses, TMA and NLTRA staff, the TCDA and its bar / restaurant council respectfully requests and proposes a pilot program for the summer of 2012 to extend service hours on the major lines passing to and through Tahoe City. We believe that this service extension (detailed on the schedule below) will fuel business, aid employees, assist public safety (DUI, loitering and nuisance crimes) and bolster Tahoe City's reputation among visitors. (Note: TCDA and TMA met with local taxi companies to see if they could provide a solution; this proved unsuccessful due to cost and rider demographic issues.)

The incremental cost of the service extension jointly planned by NLTRA's Infrastructure & Transportation Committee (represented by Ron Treabuss) and TCDA (represented by Steve Hoch and AJ Kranz) will be approximately \$17, 110. We propose a cost sharing partnership, with up to \$10,000 from NLTRA and up to \$10,000 "skin in the game" from Tahoe City bars / restaurants and affiliated N. Shore business partners. During and after this pilot phase, participating parties will analyze ridership and other data to craft longer term plans and proposals to best meet community and visitor needs.

(Note: Analysis of schedules shows a possible benefit of extending service even later on some routes. Although we are not formalizing a request beyond the schedule detailed below at this time, if sufficient funding commitments from local businesses materializes, we will consider funding even later service. This may involve unexpected operational adjustments, and would certainly require reprinting or supplementing schedule collateral.)

TRACKING

TMA (Jan Colyer) will take responsibility for tracking the proposed extended Night Rider service, primarily measuring ridership on all of the lines during the extended service hours, but also tracking increases during other hours. We hypothesize that more folks will use the service overall knowing that they can stay out later and still catch a bus home. We also expect that some late working employees may take advantage of Night Rider where today they have to use their cars in order to have a late means for getting home. Additional metrics may be gathered via formal and/or informal surveys of patron counts, late show attendance, patron transportation feedback (did they drive or ride?), employee ridership, or even parking lot car counts. (Some of this data will be need to be gathered longer term since first-season data will not yet prove trends.)

MARKETING

We propose a modest increment to current Night Rider marketing and promotion, primarily on the part of bar and club management. Currently planned ads will be encouraged to include specific reference (and QR codes) to Night Rider service and schedules. We also expect extra pieces – e.g. table tent cards, possibly restroom signs, etc. – to be printed encouraging bar patrons to use Night Rider, especially after a few drinks would make them unsafe (or illegal) behind the wheel. Bar management could also give discount drink or other goodies to bus riders as an incentive that increases buzz and interest.



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July 8, 2012

Subject: North Lake Tahoe Water Shuttle Update

From: Ron Treabess, Director of Community Partnerships and Planning

Decision Considerations:

- No decision is being requested from the Board
- Staff will provide an oral status report at the meeting

Tourism Master Plan/Strategic Goals:

By 2016, transportation systems within the North Lake Tahoe area will effectively link visitor destinations, recreation and lodging products with increased ridership on service and recreational routes of 20% (3% per year).

By 2016, the organization will have provided advocacy for all project and program development that aligned with our mission.



Staff Report for Board

What: Regional Plan Update

Who: CEO/Executive Director, Technical Advisory Task Force

Where, When, How:

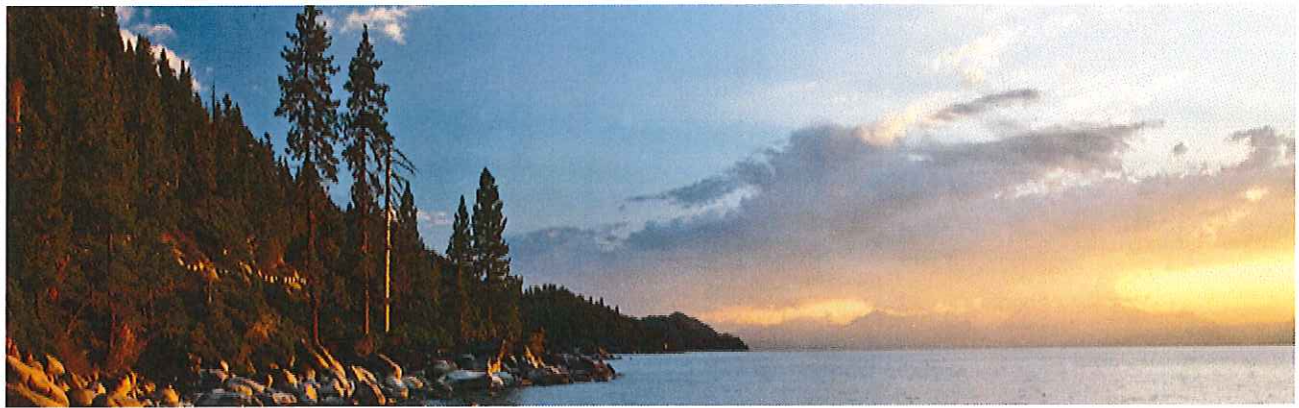
- Three meetings were held with the Technical Advisory Task Force
- TRPA staff, John Hitchcock attended two of the meetings
- Chapters of the Code of Ordinances as well as the 5 alternatives were addressed
- A table of specific modifications was developed and a letter of support was prepared and delivered to the TRPA governing board
- County alignment on position was confirmed
- Tahoefuture.org website has been developed by Seana Doherty for the basin wide business voice initiative
- Consortium is currently planning for future engagement of business community in the regional plan timeline

Why: By 2013, the organization will have taken the lead on components of Economic Prosperity Plan, Redevelopment Plan, and County Road Map that align with our mission of tourism development, and will be the B.O.S. authority through required organization endorsement or consultation.

Staff Recommendation: No recommendation at this time



ABOUT



Thanks for visiting TahoeFuture.org!

Launched in May of 2012, TahoeFuture.org is a campaign designed to garner public involvement in critical plans that affect the future of Lake Tahoe. Areas of focus are sustainable land use, water and air quality, environmental redevelopment and transportation. The goal of TahoeFuture.org is to increase the number of businesses and community members participating in critical land-use and transportation issues in 2012; specifically, in the refining and ultimate improvement of the Tahoe Regional Planning Agency Regional Plan Update and the Regional Transportation Plan/Mobility 2035 Update. [Sign up today](#) to be on the list for regular updates.

A BRIEF DESCRIPTION OF THE PLANS

Tahoe Regional Planning Agency Regional Plan Update

The overarching objective of the Plan is to restore Lake Tahoe and deliver environmental gains through a host of policy changes such as incentives for environmental redevelopment and the removal of existing development from the most sensitive areas. Some highlights of the Plan include creating liveable, walkable town centers; moving away from burdensome regulations that inhibit environmental redevelopment gains; and investing in efforts to clean up blighted areas which have contributed to economic and environmental decline over the past 30 years.

Tahoe Regional Transportation Plan/Mobility 2035



June 22, 2012

Ms. Joanne Marchetta, Executive Director
Tahoe Regional Planning Agency
PO Box 5300
Stateline, NV 89449

SUBJECT: North Lake Tahoe Chamber/CVB/Resort Association DRAFT Regional Plan Update Comments

Dear Ms. Marchetta,

Our organization formed a Technical Advisory Task Force specifically for the purpose of reviewing the Regional Plan proposed alternatives and the Code of Ordinances. We chose to look through the lens of how the draft plan and code will assist us in achieving our organizations top strategic goal:

By 2016, the lodging and commercial environment on the North Lake Tahoe shore will be upgraded to include 3 new or re-developments consistent with our environmental stewardship goals, of which there will be a minimum of 100 quality lodging units.

The Task Force consisted of several members of our board of directors and community that are fairly familiar with the existing code. They were:

Gary Davis – Engineer/Architect with Gary Davis Group
Wyatt Ogilvy – Ogilvy Consulting, Land Use & Development Strategies
Phil GilanFarr – Architect with GilanFarr Architectural Group
Ron Parson – Proprietor Granlibakken, Chair, NLTRA Board of Directors
Wally Auerbach – Civil Engineer with Auerbach Engineering
David Tirman – Executive V.P. with JMA Ventures, LLC
Ron Treabess – NLTRA Director of Infrastructure and Transportation
Alex Mourelatos – Proprietor, Mourelatos Lake Shore Resort, Tahoe Vista

Members of the Task Force met on four different occasions and divided up the research within the code. A member of the TRPA staff, John Hitchcock, was able to join the group on three occasions to answer specific questions regarding changes to the code. The results of the review are contained in the attached Table.

I will summarize the list of suggestions as follows:

- Alternative 3 could be acceptable as long as it could be modified to include more incentive to redevelop tourism based commercial in North Lake Tahoe. This

could be accomplished by transferring a number (200) of proposed residential bonus units to TAUs or replicating the proposal in Alternative 4 of adding new TAUs (200).

- Commodity pricing would need to be addressed. In areas of fewer TAUs, the supply and demand equation could nullify the incentive to develop simply due to cost. A commodity banking system by an agency such as CTC or TRPA might help with keeping these costs down.
- The fact that Tahoe City is both a SEZ as well as Town Center will need to be addressed as either an exception to the RPU or allowances within the Area Plan Comprehensive Coverage Management Plan that could still incentivize redevelopment. It is necessary to remember that other areas around the lake may need different treatment or flexible alternatives and not to base all regulations on mitigating the issues in South Lake Tahoe.
- The incentive system is a good start but will need to be tested and possibly modified against economic models of today's market. Multiple forms of ownership as well as use should be allowed to be aggregated for density purposes for example.
- The science based foundation within the threshold evaluation is very important and constant monitoring in order to truly align development regulations with impacts will be critical over time. Flexibility with coverage requirements should be clearly tied to ability to mitigate impacts to the lake.
- The general feeling of the group was that the Regional Plan Update is going in the right direction. Consistent threshold monitoring and short (4 years) life of plan, incentives for redevelopment, local jurisdictional governance, focus on town centers, comprehensive coverage management approach vs. parcel by parcel approach – are all good steps.

Thank you for taking the socio-economic conditions into consideration with this plan and working on true triple bottom line solutions.

Yours sincerely,

Sandy Evans Hall
CEO/Executive Director
North Lake Tahoe Chamber/CVB/Resort Association
(530)581-8789



north lake tahoe

Chamber | CVB | Resort Association

Regional Plan Update

Technical Advisory Task Force

| Alternative/Chapter | Support | Oppose | Suggested Modification |
|---------------------|------------------|--|---|
| Alternative 1 | | Oppose lack of change | |
| Alternative 3 | Mixed Use | No new TAUs, not advantageous for tourism, high cost of commodity, combines uses but still too restrictive | <ul style="list-style-type: none"> • Have bonus TAUs available – add 200 new TAUs as suggested in Alternative 4 • mixed use incentive needs to be more flexible • allow multiple ownership models in one project with incentive |
| | Incentive System | Incentives insufficient for commercial redevelopment | <ul style="list-style-type: none"> • Adjust Single Family and Multi-Family definitions to be able to aggregate total units for incentive purposes and density equation • Provide incentives such as CFA or bonus units for employee housing |

| | | | | |
|---------------|------------------------------------|--|--|---|
| | | | | <ul style="list-style-type: none"> • Reduce sf coverage required for bonus |
| | Frequent Monitoring | | | |
| | Predictable Regulatory Environment | | | |
| | | | | |
| Alternative 4 | Coverage Mitigation | | | |
| | Air Quality Mitigation | | | |
| | | | | |
| Alternative 5 | Most aggressive for redevelopment | | | |
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| Code of Ordinances Alternative/Chapter | Support | Oppose | Suggested Modification |
|---|---|---------------|--|
| Chapter 13 – Area Plans | Shift approvals to local jurisdictions | | Consider urban motel renewal district with special incentives (Town Center concept does this to some extent but could be more extensive such as Tahoe Vista) |
| 13.5.3-B | | | Tahoe City exception with land coverage plan (CCMS) |
| Chapter 30 – Land Use | Waiver for field verification | | |
| | Bonus for pervious pavement | | |
| | Deck provision up to 500 sf – not counted as coverage | | Exception needed for one time commercial properties – Class 1A – 3 – allowing ability to achieve maximum coverage, as long as it meets increased threshold |
| | | | Need a coverage management system to address low capability land (i.e. Tahoe City) |
| 30.6.3 | | | 100% coverage should be OK with good collection system, no impact on the lake. Provide flexibility to increase coverage with good run-off capture plan – this is the intent of Alternative Comprehensive |

| | | | | |
|-------------------------|--|--|--|---|
| | | | | Coverage Management Systems allowed in area plans |
| | | | | Incentives provided for coverage reduction need to be enhanced in areas like Tahoe City (SEZ) with possible trade-offs elsewhere (CCMS) |
| | | | | Provide alternatives such as reduce coverage AND/OR filter all water (CCMS) |
| 30.6.1 | | | | Consolidate security/bond posting among agencies – preferably with local jurisdiction RESOLVED WITHIN AREA PLAN |
| Chapter 31 | | | | Base density equation on maximum TMDL vs. use in some cases. This should be site specific and determined at local jurisdiction level. Need alternative flexibility for performance based solutions. |
| Chapter 32.4.2 and 31.1 | | | | All projects should be following the most current codes – not sure why this language is needed |
| Chapter 36.2.2 | | | | Include adopted ski area master plans or other master plans as mentioned in opening paragraph; this after county standards ADDRESSED |

| | | | |
|--------------------|--|--|--|
| Chapter 36.5.4.A. | | | 20 foot set backs on frontage is too much for commercial development on Hwy 28. This might be more appropriate to be addressed in Community Area Plans |
| Chapter 36.6.1 | | | Define "Munsell Colors" or add language that an "equal or equivalent" would be acceptable – MUNSELL COLORS ARE TO PROVIDE A GRADIENT GUIDELINE Not always possible to screen transformers or satellite dishes, need flexibility for exceptions – NOT CURRENTLY AN ISSUE |
| Chapter 36.7.2 ABC | | | Need flexibility and less specificity, use County area plan to determine |
| Chapter 36.8.1 | | | Add language that recognizes some use of string lights on a seasonal/temporary basis; this is mentioned later on but is important to mention up front – THIS CAN BE ADDRESSED IN THE AREA PLAN |
| Chapter 36.9 | | | Duplicative of Federal, State, and County ordinances |
| Chapter 37 | | Overly complicated and confusing; building height is | Use average grade methodology for height |

| | | | | |
|----------------|---|--|---|---|
| | | | still based on low point of grade to high point of roof structure; had thought that TRPA was going to use average grade methodology like the majority of jurisdictions do | measurement |
| Chapter 37.4.2 | Like breaking building into 3 segments for purposes of measuring height | | | Add the illustration that is included in the EIS to the Code of Ordinances to demonstrate the point |
| Chapter 37.5.2 | | | | Provide code section reference for 'findings' referred to for certain building types There are a variety of maximum heights allowed with special provisions (42 ft., 56 ft., 73 ft.) What is the rationale for the specific numbers? 56 FT IS A 48 FT. ROOF BASED ON FLOOR HEIGHT PLUS A PITCHED ROOF. NOT SURE ABOUT THE OTHER NUMBERS. |
| Chapter 37.5.3 | | | | Add "Master Plan areas" and appropriate description |
| Chapter 37.5.4 | | | | Add "Master Plans" in addition to already stated "Redevelopment Plans" |
| Chapter 37.7.6 | | | | Add "Master Plan" Mention in addition to "approved" |

| | | | |
|----------------------------|--|--|--|
| Chapter 50 – 50-C | | | community plan” Tahoe City SEZ – add LAND CAPABILITY DISTRICT 3 or “an appropriate offset has been adopted in Community area plan” |
| Chapter 50-1 | All the bullets on the chart are reasonable and do not inhibit commercial development in any extraordinary way | | Should have a minimum of 200,000 sf of commercial floor area |
| Chapter 50 – 50.1.6 and 51 | | | Terminology confusion with ‘area plan’, ‘community plan,’ ‘area exemption clause’ |
| Chapter 50.4.1 | | | Address ‘mother-in-law’ units in some manner for affordable housing to be regulated by local jurisdictions |
| Chapter 50.4.3 | | | Provide incentives for multi-family residential rental units for workforce housing |
| Chapter 50.5 | Accessory use definition is valuable for small expansions | | 50.5.1.c penalizes commercial projects, particularly in Tahoe city with a 2:1 coverage disincentive. Would prefer special consideration for Tahoe City (town centers within SEZ) |
| Chapter 50.5.B | | | 40,000 sf may not be sufficient for areas outside of a community plan, such as the Truckee River corridor |

| | | | | |
|---|--|--|---|--|
| Chapter 50.5.A.2.b. | Ability to transfer CFA between jurisdictions is good | | | Unclear on how 400 additional TAU's can be approved |
| Chapter 50.6.c.1 | | | Unnecessary constraint to restrict CFA for public service projects | |
| Chapter 50.7.3 | | | | Unclear how election of conversion of use would work |
| Chapter 50.9 | | | | In Tahoe City, there need to be incentives for transferring development rights INTO a SEZ |
| Chapter 51 | Well thought out! | | | Shift 200 TAUs from Bonus Residential pool proposed in Alt. 3 or add 200 TAUs from Alternative 4 |
| Chapter 52 | | | | |
| Chapter 53 | This chapter deals with impacts and should be brought to the front | | | |
| Chapter 66 | | | Find this chapter complicated and confusing, takes concentration to grasp | |
| Chapter 66 - ALL WILL BE WORKED ON AFTER REGIONAL PLAN UPDATE HAS BEEN APPROVED | | | | Define "Pioneer Trail" |
| Chapter 66.3.2 | | | | Define "Levels" |
| Chapter 66.3.3 | | | | Under level 4, item b, define what "minimum contrast score" |

| | | | |
|----------------|--|--|--|
| | | | is and the "Contrast Rating System" |
| Chapter 66.3.5 | | | Define "Marshall Swift" calculations; terms need to be defined upfront |
| | | | |
| | | | |
| | | | |



Staff Report for Board

What: Tahoe City Visioning Process

Who: CEO/Executive Director

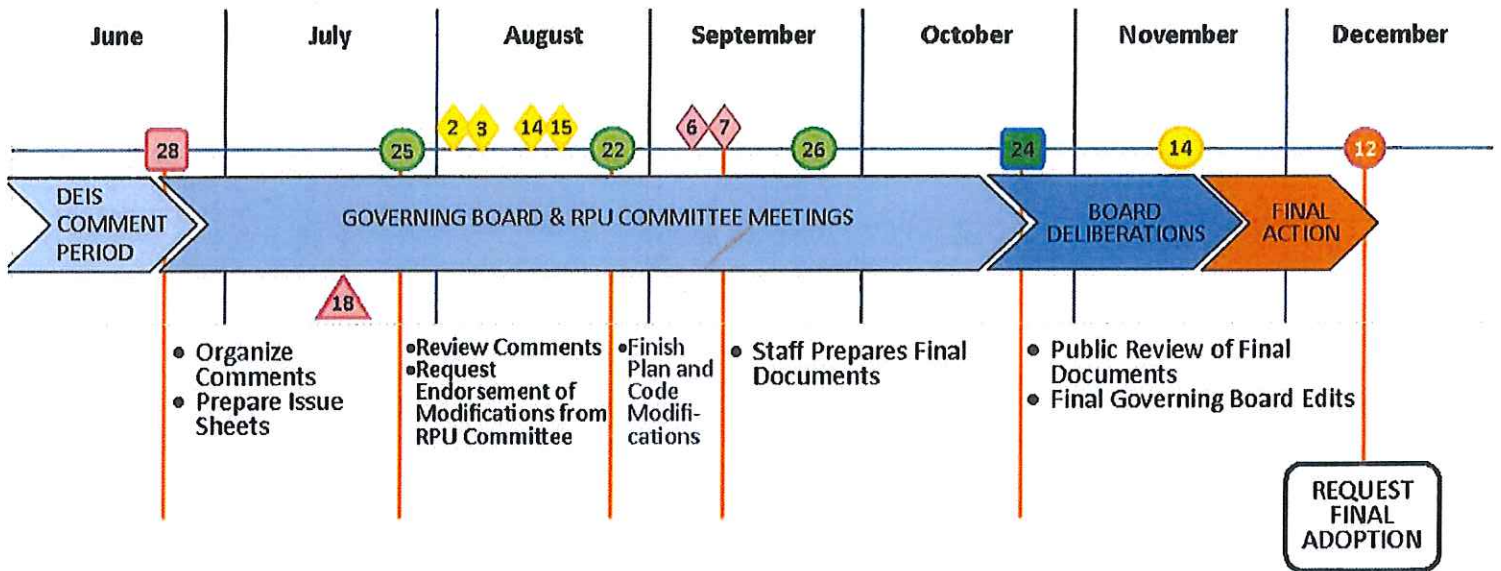
Where, When, How:

- Charette process took place from Wed. afternoon to Friday end of day
- People from various aspects of the community dropped in and provided input
- Input from the first meeting with stakeholders as well as continuous input during the design process led to presentation Friday afternoon
- Good participation from TRPA and County staff throughout
- Next steps will be to identify areas in vision that need corresponding allowances in RPU and to integrate land uses and design elements into County Tahoe City Area Plan

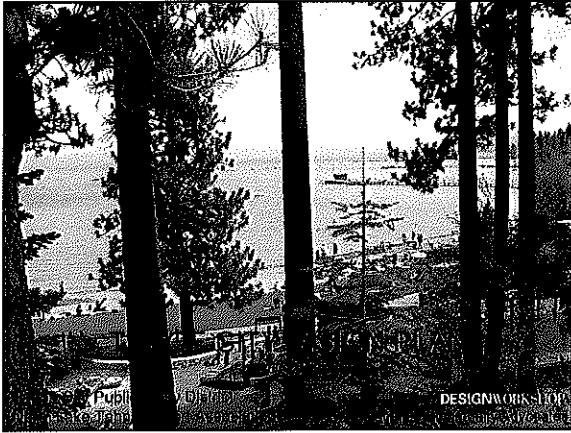
Why: By 2013, the organization will have taken the lead on components of Economic Prosperity Plan, Redevelopment Plan, and County Road Map that align with our mission of tourism development, and will be the B.O.S. authority through required organization endorsement or consultation.

Staff Recommendation: No recommendation at this time

PUBLIC PARTICIPATION AND BOARD DISCUSSION THROUGH 2012




| | | | | | | | |
|--|---|---------------------------------|---------------------------|-------------------------|--|--|---------------------------------------|
| | RPU DEIS COMMENT PERIOD ENDS -Final Public Hearing on Draft Documents | GOVERNING BOARD MEETINGS | | Status Report and Input | REGIONAL PLAN UPDATE COMMITTEE MEETINGS | | Review Comments/Endorse Modifications |
| | BI-STATE CONSULTATIONS COMPLETE | | Review Plan & Final Edits | | Contingency Meetings | | Final Adoption |
| | RELEASE FINAL EIS, RPU, RTP/SCS & CODE | | | | | | |



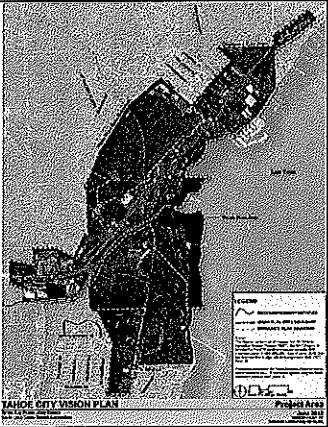
Agenda


- Process Overview – Purpose
- TRPA Regional Plan Update
- Conversations with You
- Principals
- Evolved Plan
- Districts and Character
- Next Steps



Process Overview

- Plan study area
- Overlaps with Community Plan Area Boundary
- Includes Tahoe City Golf Course

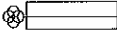
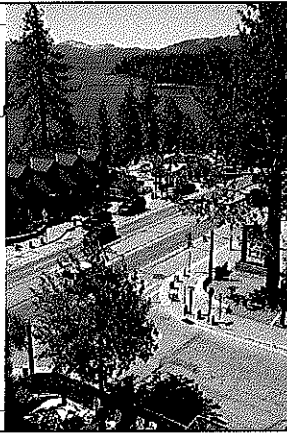




Process Overview

Purpose

- Plan to be incorporated into the Tahoe City Area Plan and TRPA RPU
- Describe and illustrate the possibilities
- Illustrate zoning and land use



1994 Tahoe City Community Plan

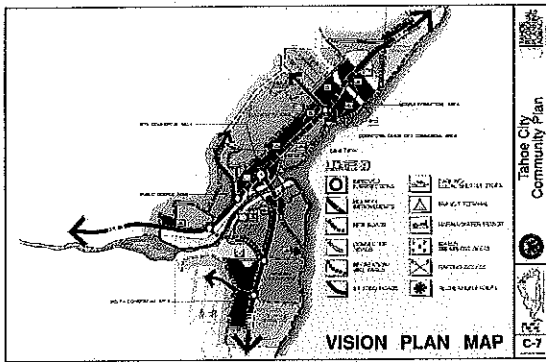
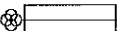
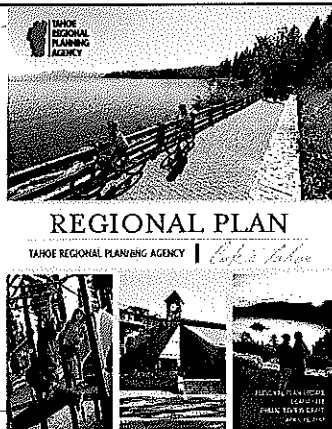


Figure 2

TRPA Regional Plan Update

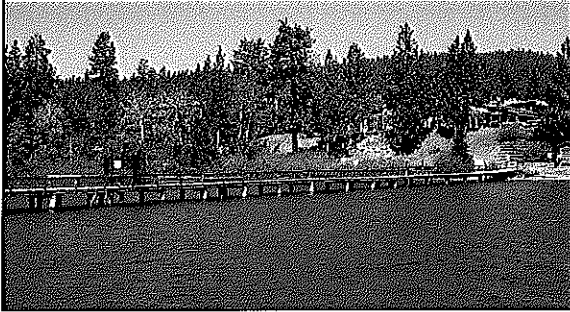
TRPA Regional Plan Update

- Potential for a new planning context
- 5 Alternatives
- A launching point to go beyond previous visioning efforts
- Alternatives aimed to eliminate regulatory barriers to stimulate redevelopment of aged buildings



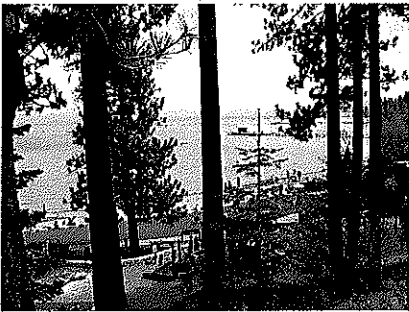
Vision Plan Principles

- 2** Encourage prime accommodation sites on Lake Tahoe that carry waterfront access and the expected views and surrounding context that make investment possible.



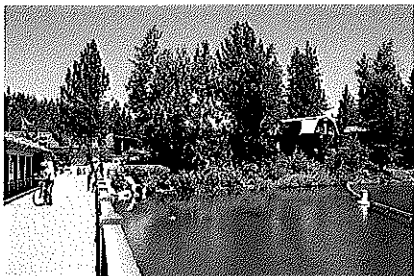
Vision Plan Principles

- 3** Make connections to existing recreation sites desirable and convenient and expand their capability.



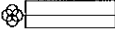
Vision Plan Principles

- 4** Make public connections to Lake Tahoe in the form of education and recreation facilities and visitor center.



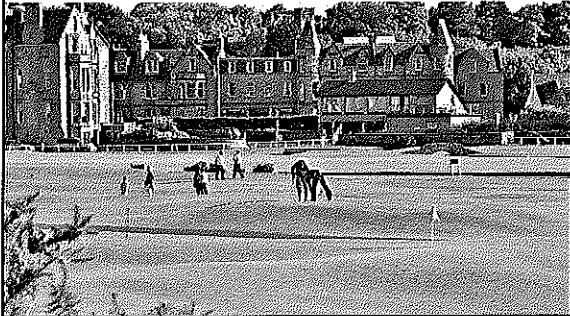
Vision Plan Principles

- 5 Streamline infill and redevelopment approaches so they become expedited and allow for site by site improvements.



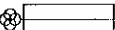
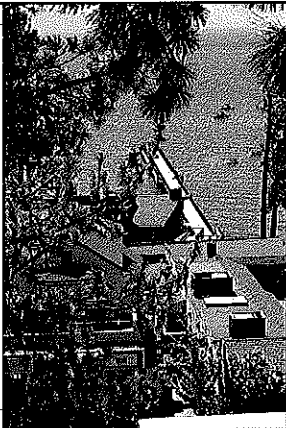
Vision Plan Principles

- 6 Expand community from a one-lane linear road to a more interesting, explorable, dynamic town form with side streets and village form.



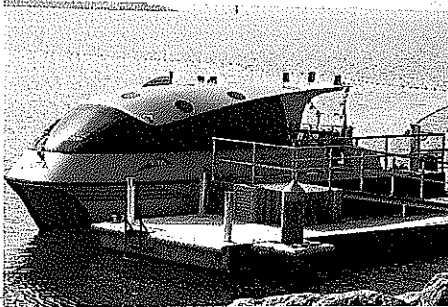
Vision Plan Principles

- 7 Expand public visual connectivity to Lake Tahoe that supports the recreation facilities currently in place. Allow people to see more of the lake.



Vision Plan Principles

8 Transit and alternative transportation modes are included as essential part of a destination stay.

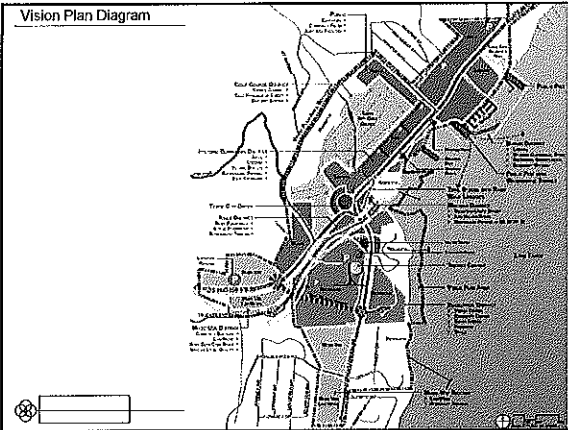


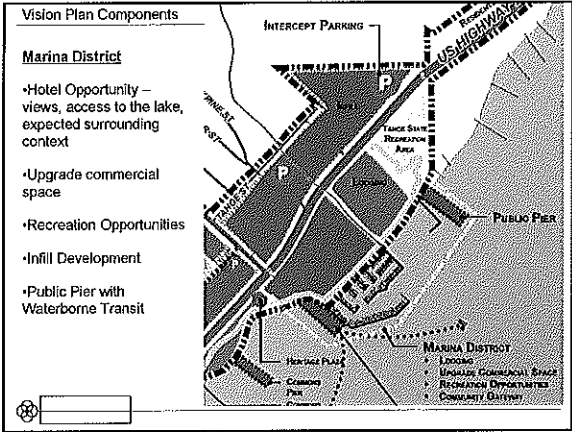
Vision Plan Principles

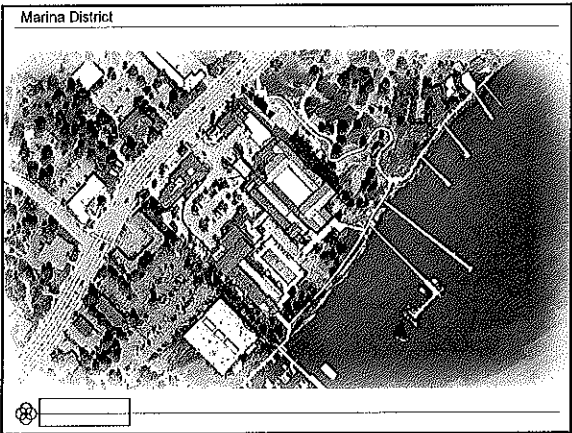
9 Encourage walkable retail at ground level with appropriate mixed use reinforcing main street vitality.

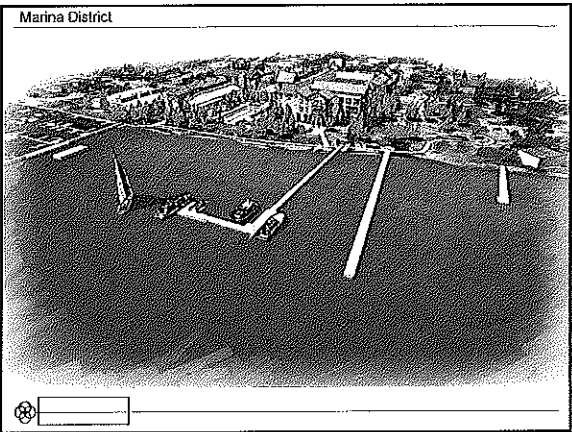


Vision Plan Diagram

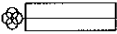




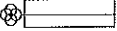




Marina District



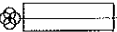
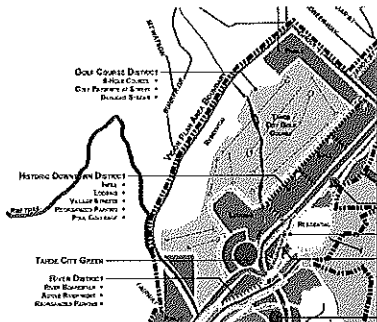
Marina District



Vision Plan Components

Golf Course District

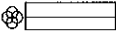
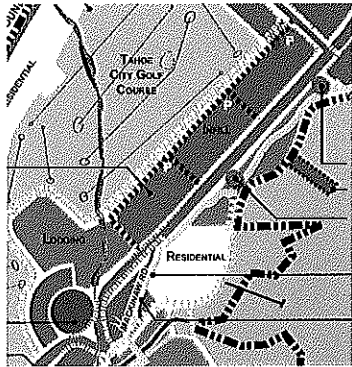
- 9-Hole Course
- Potential for Winter Recreation
- Daylight Stream
- Public Facilities include Play Fields



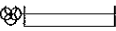
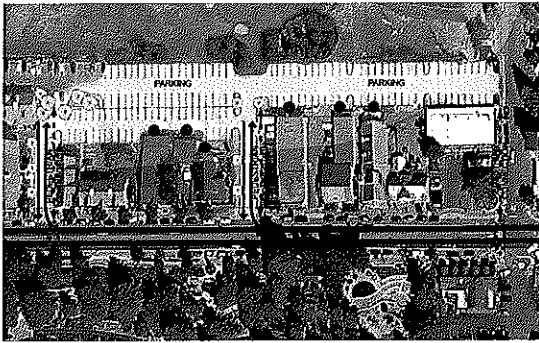
Historic Downtown District

Historic Downtown District

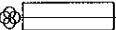
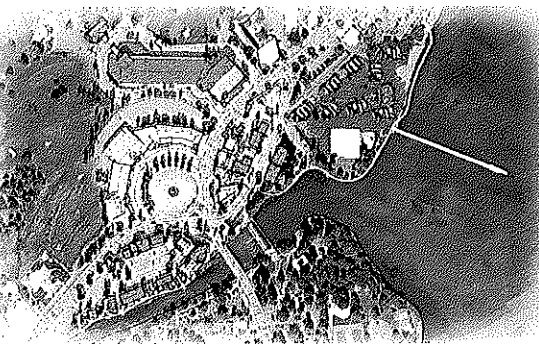
- Lodging
- Village Streets
- Infill Development
- Reorganized Parking
- Pool Coverage
- Tahoe City Green



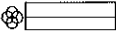
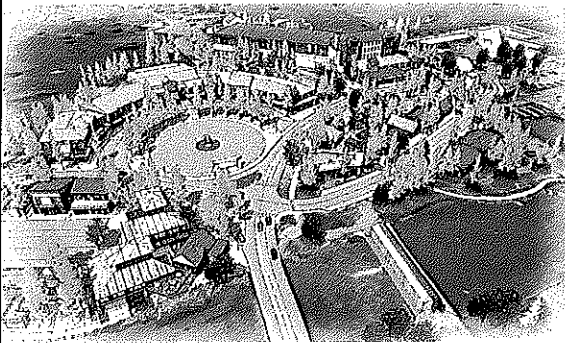
Golf Course District



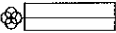
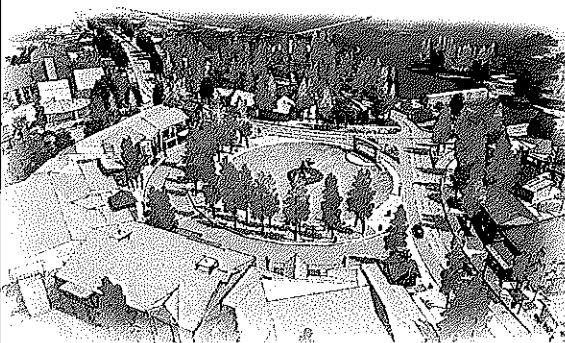
Tahoe City Green



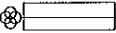
Tahoe City Green



Tahoe City Green



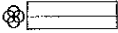
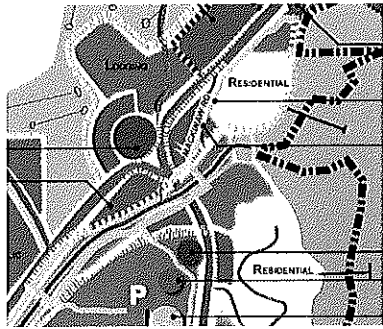
Tahoe City Green



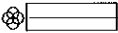
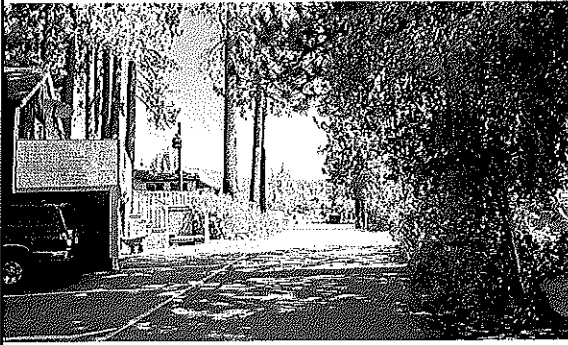
Macinaw District

Macinaw District

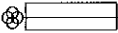
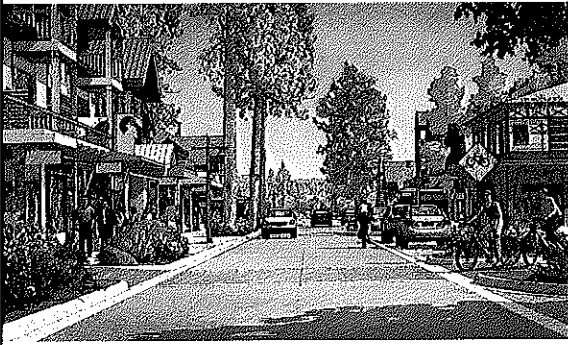
- Pedestrian and Auto Oriented Street
- Low Volumes/Speeds
- Reorganize Parking at SR 89/SR 28
- Enhance trail connectivity and access to river and lake



Macinaw District



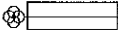
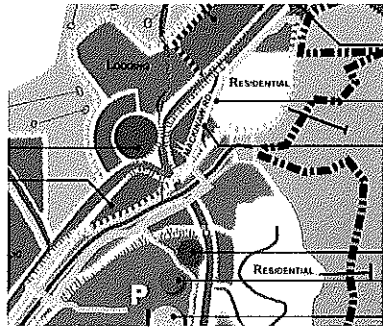
Macinaw District



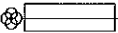
Vision Plan Components

River District

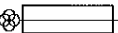
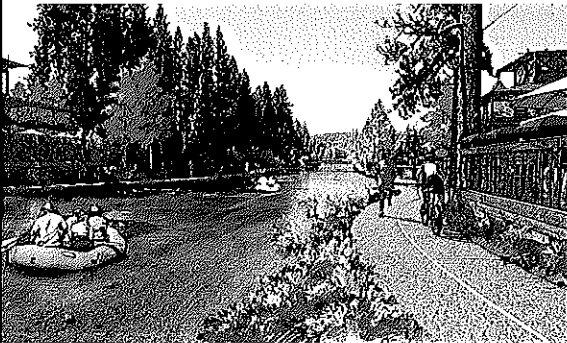
- Riverfront Boardwalk
- Active Riverfront
- Reorganized Parking



River District



River District



Vision Plan Components

Mixed Use Districts

- Community Services
- Live-work accommodations
- River Edge Open Space
- Improve Visual Quality

A detailed map showing the layout of the Vision Plan Components. It features several shaded areas representing different districts. Key streets labeled include Highway 89, Highway 101, and various local roads like Bunker Avenue, Bunker Blvd, and Bunker Dr. The map also shows a river and various landmarks.

Recreation District

Recreation District

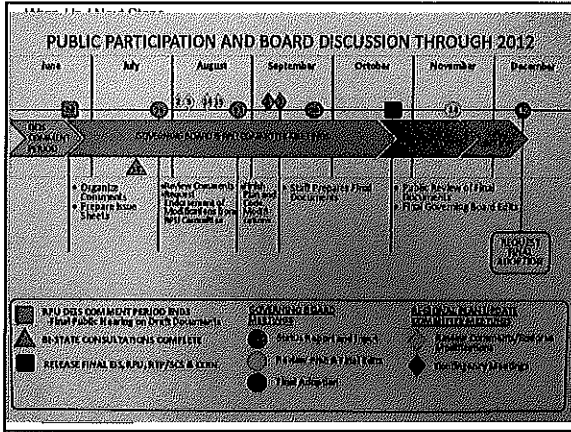
- Major Visitor Center
- Community Center
- Beach Access
- Picnicking
- Trails
- Potential for winter recreation

A map of the Recreation District showing various recreational areas. Labels include 'Major Visitor Center', 'Community Center', 'Beach Access', 'Picnicking', 'Trails', and 'Potential for winter recreation'. The map also shows streets like Bunker Avenue and Bunker Blvd.

Thoughts

- Thoughts

A map showing various streets and landmarks. Labels include 'Thoughts', 'Bunker Avenue', 'Bunker Blvd', and 'Bunker Dr'. The map also shows a river and various landmarks.



Wrap-Up / Next Steps

- Develop Draft Plan
 - Review Draft in August
- Contacts:
 - Cindy Gustafson: cindyg@tcpud.org
 - Sandy Evans Hall: sandy@puretahoenorth.com
 - Stephanie Grigsby: sgrigsby@designworkshop.com

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