



Marketing Committee Agenda and Meeting Notice

Tuesday, June 23rd 2:00 pm
Tahoe City Public Utility District Board Room

NLTRA Mission

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

Tourism Mission

To promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.

Marketing Committee

NLTRA Board
Brett Williams
Brendan Madigan, Alt.

Committee Members

John Monson, Chair
Sugar Bowl

Larry Colton
Resort at Squaw Creek

Becky Moore
Squaw Valley Lodge

Paul Raymore

Marguerite Sprague
North Tahoe Arts

Cara Whitley
Squaw Valley/Alpine Meadows

Giles Priestland
The Ritz Carlton- Lake Tahoe

Rachael Woods
Northstar California

Gregg Gibboney
Notched

Placer County Rep
Cadence Matijevich

NLTRA Staff
JT Thompson

Quorum
6 Members with 1 Board Member

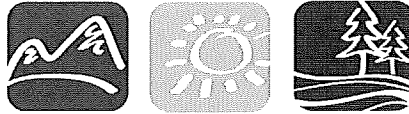
Items May Not Be Heard In the Order They Are Listed

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee 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 Committee on items addressed under Public Forum. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – May 26, 2015 (3 min)
- E. Committee Member Rachael Woods Resignation and replacement recommendation and procedure – JT Thompson (10 min)
- F. FY 15-16 Draft NLTRA Budget Review – JT Thompson (10 min)
- G. FY 15-16 Draft NLT Marketing Cooperative Budget Review – JT Thompson (10 min)
- H. Discussion and Possible Recommendation on Transfer of Funds from Designated Marketing Reserve – JT Thompson (10 min)
- I. Six Month Performance Report (10/14 – 3/15) Review - JT Thompson/SOT/TAA (20 min)
- J. Discussion of Summer/Fall PR Messaging – Abbi Agency Staff (20 min)
- K. Discussion of Summer/Fall Advertizing – School of Thought (20 min)
- L. Introduction of GoTahoeNorth.com – James Hipkin, Red8 (20 min)
- M. Departmental Reports
 - Advertising
 - Conference Sales
 - Leisure Sales
 - Special Projects/Events
 - Website Content
 - PR/Social Communication
- N. Committee Member Comments (5 minutes)
- O. Standing Reports (posted on www.NLTRA.org)

- May DestiMetrics Report
- May Lodging Referral Report
- Conference Activity Report
- Google Analytics Reporting

This meeting is wheelchair accessible

Posted and Emailed (6/19/15)



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MARKETING COMMITTEE MEETING MINUTES

Tuesday, May 26, 2015 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams, Paul Raymore, John Monson, Cara Whitley, Becky Moore, Cadence Matjevich, Giles Prieslant (2.10 pm)

RESORT ASSOCIATION STAFF: JT Thomson, Jeremy Jacobson, Anna Atwood, Sandy Evans Hall, Ginger Karl, Jason Neary

OTHERS IN ATTENDANCE: Caroline Ross, Shelley Fallon, Liz Bowling, Brooke Rose, Joy Doyle, Stacia Lyans, Kirsten Guinn

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2: 05 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Williams/Moore) (6/0) to approve the agenda as presented.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM APRIL 28, 2015 AND MAY 20, 2015

4.1 **M/S/C (Matjevich/Williams) (6/0) to approve the Marketing Committee Meeting Minutes from April 28, 2015 and May 20, 2015.**

5.0 BACC MARKETING GRANT REQUEST FOR SHOP LOCAL SEED/"SHOPPING" PRODUCT FOR FY 15/16

5.1 Ginger and Caroline presented their request for \$8750 for Shop Local Seed/"Shopping" product for FY 15/16. The feedback given at last month's meeting was taken to both the sub-committee and committee level for discussion. BACC reworked the Shop Local product and is asking for \$8750 with a buy-in of matching funds by the Business Associations of \$1250 and \$2250 from Truckee and Incline for this year's funding. Moving forward to future years, all Business Association will then pay in \$250 each be the 10 entities (Northstar, Squaw, NTBA, TCDA, NLTRA, West Shore, Truckee Chamber, Truckee Downtown Merchant Assoc, Town of Truckee, Incline Village) The BACC Committee will use this year's final seed money request to purchase merchandise to kick start profit for the program in addition to the business kits. They will also charge businesses \$25 to participate in the Shop Local Holiday Contest each year. The remaining funds (\$1,025) from the initial \$10,000 grant to film testimonials and video and gain photography assets from the Made in Tahoe festival ultimately placing a portion of the initial grant money towards a "Shopping" product collateral as requested by the Marketing Committee. The Committee will spend the remaining funding request not allocated to Shop Local this fiscal year (\$11,250) on creating compelling

collateral (videos and photos) for the new GoTahoeNorth.com website. Future action goals include an invite to business owners to develop some guidelines of standards for the Shop Local program moving forward.

Comments from committee members:

- Great new approach.
- Reach out to business owners regarding assets like photos and video – what makes the shopping experience in Tahoe unique. This could help offset some of the cost.

5.2 M/S/C (Raymore/Priestland) (7/0) to approve BACC Marketing Grant request for \$20,000 for Shop Local Program.

6.0 FY 15-16 BUDGET DISCUSSION/STRATEGY – JT THOMPSON & COMMITTEE

6.1 JT would like a discussion on media direction for FY 15-16. Winter of 2014/15 School of Thought did go in the Los Angeles market but in order to effectively reach and brand in LA the cost is over \$1 million. JT asked if there were any major changes the committee would like to see for the destination.

Comments/Direction from Committee members:

- Ad buys – pull out of Bay Area and focus those dollars in other markets.
- Get feedback from Ski Lake Tahoe to better leverage the dollars in the markets they are spending in.
- We have some awareness in Southern California (including San Diego) and it's important that we continue those efforts. Also good flight access from there.
- Reserve funds for when it snows – through PR. Reactionary message.
- Look at how we utilize PR – will make our dollars go a lot further. Need to allocate more dollars towards PR.
- Mammoth is heavily present in LA – more competition there.
- Look at key performance indicators and shift markets accordingly.
- Due to four harsh years media buys from individual properties are smaller than it used to be in the Bay Area. Still need to be present there.
- We are selling an experience – important to keep that in mind.
- Focus on PR and Digital.
- Time stamp on the digital billboards is powerful.

JT shared School of Thought will be up next month. A more in depth discussion will take place then.

7.0 REVIEW, DISCUSSION AND MOTION MARKETING RESERVE - JT THOMPSON

7.1 JT reported that both the county and NLTRA agreed that a "marketing reserve" should be created, and has been in place since 2003. The objective is to secure a fund representing 15% of the average annual marketing budget, over several years. Based on a \$1,848,000 budget (2003), the 15% target was \$277,200. With the FY 2015-16 Budget is \$2,831,509, a 15% Marketing Reserve should total \$424,726. The current Marketing Reserve Balance is \$309,401 (+\$7,000 in remainder of FY 14-15 Budget). The current shortfall of \$115,325 will need to come out of FY 15-16 Marketing Budget. JT shared the agreement need to be in compliance with the county contract and there need to be a discussion on what this reserve should be used for. He shared a couple of different options that we may look at for an updated Marketing Reserve policy.

Some of the Committee member comments:

- We have been in an economical challenging environment the last 3 winter and that is our "emergency".
- We may be looking at a potential bad fire season – we may need funds for marketing campaigns to let visitors know our trails are open.
- If significant events like fire and earthquake happen there will be federal funding available.
- Lower the percentage and do it over a three year average.
- Make it a flat fee.

- Keep it at a percentage but lower it to 10%.
- Three years average gives a better viewpoint of what we may need.

7.2 M/S/C (Williams/Priestland) (6/0/1 – Matjevich abstained) recommend for Board approval a three-year average (over the current and previous two years) and lower the reserve percentage to 10%.

8.0 REVIEW, DISCUSSION AND MOTION ON NORTH LAKE TAHOE MARKETING COOPERATIVE AGREEMENT

8.1 Staff is requesting the approval of the revised 2015-16 North Lake Tahoe Marketing Cooperative Participation Agreement, with the following revisions made to go into effect July 1, 2015:

- 1.6 – Budget Administrator: The NLTRA will perform all bookkeeping and accounting services and an annual independent review of the NLT Marketing Coop financial accounts.
 - i. This review replaces the annual audit which was considered to be a financial burden, with a financial review producing the same results.
- 5. – Term: It is further agreed by the Participants that either party hereto may request a review/modification of this agreement upon a 60 day written notice to the other.
 - i. This replaces the three year term of the agreement and allow it to live in perpetuity either party the option to change the agreement with a 60 day notice.

8.2. M/S/C (Williams/Moore) (7/0) to approve the North Lake Tahoe Marketing Cooperative Agreement with the changes stated.

9.0 INTERNATIONAL MARKETING CO-OP STRATEGY – JT THOMPSON/JEREMY JACOBSON

9.1 JT reported that NLTRA are in a cooperative agreement with LTVA and Mammoth. LTVA's Board of Directors has instructed LTVA to pull out of their efforts in the Australian international market and UK. That will mean increased funding to stay in the Australian & UK market or find other cooperative partners. JT is heading to International Pow Wow (IPW) in Florida next week which is the travel industry's premier international marketplace. He will be meeting with several reps and continue to do research and come back with more information at the June Marketing meeting.

Several committee members shared we have strong relationships with Australia, their length of stay is long and also the time of year they visit is great. The cooperative agreement cost for each of the UK and Australian market is \$20,000. More discussion regarding this will continue next month.

10.0 DISCUSSION ON SUMMER LAKE WATER LEVEL MESSAGING – ABBI AGENCY STAFF

10.1 Liz reported on their efforts on the summer lake water level message. The Abbi Agency created a release along with a video to help the misperception about boating on Lake Tahoe. She stated the video and release was sent to weather reporters and weekend assignment key people. She shared they have a solid plan in place for the drought.

11.0 GOTAHOENORTH.COM UPDATE – JT THOMPSON

11.1 JT shared NLTRA went through training on the new website about a week and half ago. Launch date will be sometime in June. A web-based voice-over tutorial is being created to help guide people with making changes on their own listing. The edits made by the members will come back to us for approval before it goes live.

12.0 LEISURE SALES MANAGER POSITION UPDATE – JT THOMPSON

12.1 JT shared that this has been a difficult process as he received a lot of qualified candidates. He will narrow the search down to about 5 people for an in-person interview. He is hoping to have the replacement by July 4th.

13.0 SPECIAL EVENTS UPDATE – JT THOMPSON

13.1 JT shared that reporting on lodging for this event has been difficult tracking. There will be talk with US Cycling regarding this issue going forward. The Ironman event planning is going smooth.

14.0 DEPARTMENTAL REPORTS

14.1 Advertising – This report is located in the departmental section of the Marketing packet.

14.2 Conference Sales – Jason shared his report located in the departmental section of the Marketing packet.

14.3 Leisure Sales – Jeremy shared his report located in the departmental section of the Marketing packet.

14.4 Special Projects – Judy report's is located in the departmental section of the Marketing packet.

14.5 Web – Shelley shared her report located in the departmental section of the Marketing packet.

14.6 Social – Liz shared her report located in the departmental section of the Marketing packet.

15.0 COMMITTEE MEMBER COMMENTS

15.1 No committee member comments.

16.0 STANDING REPORTS

12.1 The following reports were posted on www.nltra.org:

- **APRIL MTRiP REPORT**
- **APRIL RENO TAHOE AIRPORT REPORT**
- **APRIL WEB/GEO TRACKING REPORT**
- **APRIL LODGING REFERRAL REPORT**
- **CONFERENCE ACTIVITY REPORT**

17.0 ADJOURNMENT

17.1 The Marketing Committee meeting adjourned at 4.00 pm.

Submitted By:
Anna Atwood, Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association



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Date: June 19, 2015

To: Marketing Committee

From: JT Thompson, Tourism Director

Re: Updated Marketing Committee Appointments

Background

Rachael Woods, Senior Manager of Communications, Northstar California has relocated and is no longer able fulfill her obligation to The NLTRA Marketing Committee. Staff has spoken to and recommends Glenn M. Cademartori, Director of Resort Marketing, Northstar California as Rachael's replacement to complete her term through 2016.

Below is the current make-up of the committee and the specific pools associated with each.

POOL B (Term Ends 2015)

1. Becky Moore, Director of Sales, Squaw Valley Lodge
2. Larry Colton, Director of Sales and Marketing, Resort at Squaw Creek
3. John Monson, Director of Sales and Marketing, Sugar Bowl Ski Resort

POOL C (Term Ends 2016)

1. Rachel Woods – Senior Manager of Communication, Northstar California
2. Giles Priestland – Director of Sales and Marketing, The Ritz-Carlton, Lake Tahoe
3. Cara Whitley, Chief Marketing Officer, Squaw Valley/Alpine Meadows

POOL A (Term Ends December 2017)

1. Gregg Gibboney, Notched
2. Marguerite Sprague, Tahoe Public Art Program Coordinator, North Tahoe Arts
3. Paul Raymore

Possible Marketing Committee Action

Staff recommends replacing Rachel Woods with Glenn Cademartori effective immediately, for the remainder of the Pool C Term.

North Lake Tahoe Resort Association Marketing Profit Loss Budget Overview July 2015 through June 2016

Marketing Ordinary Income/Expense	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	TOTAL Fiscal Yr. 2015-16	2014-15 Budget	Variance
Income															
Placer County TOT	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	2,204,989	2,067,693	137,296
Special Events	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	86,500	86,500	0
Total Income	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	183,749	2,291,489	2,154,193	137,296
Expense															
5000-00 - Salaries & Wages	16,563	16,563	16,563	24,844	24,368	16,563	16,563	16,563	16,563	24,844	16,563	16,563	223,123	236,067	12,944
5000-00 - Salaries & Wages	0	0	0	14,500	0	0	0	0	0	0	0	0	14,500	14,500	0
5000-00 - In Market Administration	2,319	2,319	3,100	3,478	3,393	2,319	2,319	2,319	2,319	3,478	2,319	2,319	32,001	30,869	-1,132
5020-00 - PIR - Tax Expense	4,177	4,177	4,177	6,265	4,177	4,177	4,177	4,177	4,177	6,265	4,177	4,177	54,299	46,287	-8,012
5030-00 - PIR - Health Insurance Expense	128	128	128	128	128	128	128	128	128	128	128	128	1,530	1,612	82
5040-00 - PIR - Workmans Comp	663	663	840	994	907	663	663	663	663	994	663	663	9,035	7,394	-1,641
5060-00 - 401 (K)	0	0	1,310	655	437	0	437	437	437	655	437	437	5,678	0	-5,678
506X-00 - Merit	225	2,000	0	225	0	0	225	2,000	0	225	0	0	4,900	4,900	0
66000 - Other Payroll Expenses	24,074	25,849	26,118	51,089	33,408	24,285	24,510	26,285	24,285	36,589	24,285	24,285	345,065	341,629	-3,436
Total 5000-00 - Salaries & Wages	175	175	175	175	175	175	175	175	175	175	175	175	2,100	2,100	0
5100-00 - Rent	125	125	125	125	125	125	125	125	125	125	125	125	1,500	1,500	0
5110-00 - Utilities	252	252	252	252	252	252	252	252	252	252	252	252	3,024	3,024	0
5140-00 - Repairs & Maintenance	1,567	1,567	1,567	1,567	1,567	1,567	1,567	1,567	1,567	1,567	1,567	1,567	18,810	18,810	0
5150-00 - Office - Cleaning	2,119	2,119	2,119	2,119	2,119	2,119	2,119	2,119	2,119	2,119	2,119	2,119	25,434	23,750	-1,684
5100-00 - Rent	884	884	884	884	884	884	884	884	884	884	884	884	10,608	10,608	0
5320-00 - Telephone	45	45	45	45	45	45	45	45	45	45	45	45	540	1,152	612
5420-00 - Mail - USPS	300	300	300	300	300	300	300	300	300	300	300	300	3,600	2,892	-708
5510-00 - Insurance/Bonding	289	289	289	289	289	289	289	289	289	289	289	289	3,467	3,312	-155
5520-00 - Supplies	311	311	311	311	311	311	311	311	311	311	311	311	3,732	2,400	-1,332
5700-00 - Equipment Support & Maintenance	60	60	60	60	60	60	60	60	60	60	60	60	720	720	0
5710-00 - Taxes, Licenses & Fees	220	220	220	220	220	220	220	220	220	220	220	220	2,640	2,640	0
5740-00 - Equipment Rental/Leasing	0	0	0	0	0	0	0	0	0	0	0	0	7,336	2,334	-5,002
5800-00 - Training Seminars	10,000	0	0	0	0	0	0	0	0	0	0	1,500	17,000	5,500	
Market Study Reports/R&P	20,000	0	0	20,000	0	0	20,000	0	0	20,000	0	0	80,000	80,000	0
Community Marketing Programs	0	0	420,000	0	0	0	0	35,000	0	0	0	100,000	555,000	517,753	-37,247
Special Events/Sponsorships	135,000	115,000	115,000	40,000	42,000	110,000	130,000	96,747	6,253	30,000	15,000	25,000	860,000	778,747	-81,253
Marketing Cooperative Media	0	0	0	0	8,000	20,000	0	10,000	0	5,000	6,000	70,000	119,000	121,000	2,000
Non-NLT Marketing Co-op Programs	0	0	0	0	200	200	200	200	0	0	0	0	600	200	-400
8200-00 - Employee Relations	0	0	0	0	0	0	0	0	0	0	0	0	193	193	0
8500-00 - Credit Card Fees	200	200	200	200	200	200	200	200	200	200	200	1,400	2,196	796	
8700-00 - Automobile Expenses	490	490	490	490	490	490	490	490	490	490	490	490	5,880	5,880	0
8750-00 - Meals/Meetings	800	100	100	100	100	100	100	100	100	100	100	6,100	2,600	-3,500	
8810-00 - Dues & Subscriptions	375	375	375	675	375	375	375	375	375	1,288	375	875	6,213	6,213	0
8910-00 - Travel	163	163	163	163	163	163	163	163	163	163	163	163	1,959	3,612	1,653
Depreciation	185,330	146,405	566,675	116,946	89,165	162,042	180,267	173,589	36,095	98,059	56,542	234,376	1,923,277	1,923,277	0
Total Expense	-11,581	37,344	-296,426	66,803	94,584	21,707	3,482	10,160	147,654	85,690	127,207	-50,629	235,995	230,916	5,079
Net Ordinary Income	195,330	146,405	566,675	116,946	89,165	162,042	180,267	173,589	36,095	98,059	56,542	234,376	2,055,494	1,923,277	132,217
Other Income/Expense/Additions															
Additions to Marketing Reserve	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	21,000	21,000	0
Other Expense	14,977	15,555	16,107	21,103	21,746	16,514	22,329	17,133	16,082	22,135	16,053	15,261	214,995	209,916	-5,079
8990-00 - Allocated	14,977	15,555	16,107	21,103	21,746	16,514	22,329	17,133	16,082	22,135	16,053	15,261	214,995	209,916	-5,079
Total Other Expense/Additions	-16,727	-17,305	-17,857	-22,853	-23,496	-18,264	-24,079	-18,883	-17,832	-23,885	-17,803	-17,011	-235,995	-230,916	-5,079
Net Other Income/Expenses/Additions	-28,308	20,038	-314,283	45,950	71,086	3,443	-20,597	-8,723	129,822	61,805	109,404	-67,640	-	0	-
Net Income															

North Lake Tahoe Resort Association Conference Profit Loss Budget Overview July 2015 through June 2016

Ordinary Income/Expense	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	TOTAL Fiscal Yr 2015-16	2014-15 Budget	Variance
Conference															
Income															
Placer County TOT	27,800	27,800	27,800	27,800	27,800	27,800	27,800	27,800	27,800	27,800	27,800	27,800	333,600	320,580	13,020
Memberships	641	641	641	641	641	641	641	641	641	641	640	640	7,680	7,680	0
Commissions	8,470	28,643	5,223	2,883	6,885	3,854	4,423	28,693	3,280	5,108	6,403	28,780	127,485	115,888	11,587
Total Income	36,911	55,084	33,664	31,124	35,326	32,295	32,864	57,134	31,731	33,549	34,843	54,220	468,745	444,138	24,607
Gross Profit	36,911	55,084	33,664	31,124	35,326	32,295	32,864	57,134	31,731	33,549	34,843	54,220	468,745	444,138	24,607
Expense															
5000-00 - Salaries & Wages															
5000-00 - Salaries & Wages	13,516	13,516	13,516	13,516	14,754	13,516	13,516	13,516	13,516	20,273	13,516	13,516	176,941	176,941	0
5010-00 - Sales Commissions	2,118	5,329	783	402	1,721	578	663	5,739	484	766	980	5,196	24,710	24,710	0
5020-00 - PIR - Tax Expense	1,512	1,512	1,907	2,268	1,618	1,512	1,512	1,512	1,512	2,268	1,512	1,512	20,158	20,158	0
5030-00 - PIR - Health Insurance Expense	2,556	2,556	2,556	2,634	2,556	2,556	2,556	2,556	2,556	3,834	2,556	2,556	33,231	33,231	0
5040-00 - PIR - Workmans Comp	128	128	128	128	128	128	128	128	128	128	128	128	1,530	1,530	0
5060-00 - 401 (k)	542	542	727	813	592	542	542	542	542	813	542	542	7,282	7,282	0
506X-00 - Merit	0	0	1,069	535	356	356	356	356	356	535	356	356	4,633	4,633	0
66000 - Other Payroll Expenses	225	225	1,750	0	225	0	0	225	1,750	0	225	0	4,625	4,625	0
Total 5000-00 - Salaries & Wages	20,596	23,807	22,436	28,254	21,950	19,188	19,273	24,574	20,853	28,617	19,795	23,766	273,109	251,219	-21,890
5100-00 - Rent															
5110-00 - Utilities	88	88	88	88	88	88	88	88	88	88	88	88	1,050	1,050	0
5140-00 - Repairs & Maintenance	65	65	65	65	65	65	65	65	65	65	65	65	780	780	0
5150-00 - Office - Cleaning	126	126	126	126	126	126	126	126	126	126	126	126	1,512	1,512	0
5100-00 - Rent	784	784	784	784	784	784	784	784	784	784	784	784	9,405	9,405	0
Total 5100-00 - Rent	1,062	1,062	1,062	1,062	1,062	1,062	1,062	1,062	1,062	1,062	1,062	1,062	12,747	11,898	-849
5320-00 - Telephone	256	256	256	256	256	256	256	256	256	256	256	256	3,072	3,072	0
5420-00 - Mail - USPS	55	55	55	55	55	55	55	55	55	55	55	55	660	792	132
5510-00 - Insurance/Bonding	230	230	230	230	230	230	230	230	230	230	230	230	2,676	2,676	0
5520-00 - Supplies	85	85	85	85	85	85	85	85	85	85	85	85	1,020	924	-96
5700-00 - Equipment Support & Maintenance	138	138	138	138	138	138	138	138	138	138	138	138	1,656	1,656	0
5710-00 - Taxes, Licenses & Fees	25	25	25	25	25	25	25	25	25	25	25	25	300	180	-120
5740-00 - Equipment Rental/Leasing	188	188	188	188	188	188	188	188	188	188	188	188	2,256	2,256	0
Marketing Cooperative Media	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	110,000	110,000	0
Conference PUD	0	0	0	0	0	0	0	0	0	0	0	0	8,000	8,000	0
8200-00 - Employee Relations	0	0	0	0	0	200	225	0	0	0	0	0	425	437	12
8700-00 - Automobile Expenses	90	90	90	90	90	90	90	90	90	90	90	86	1,076	1,080	4
8750-00 - Meals/Meetings	35	35	35	35	35	35	35	35	35	35	35	35	420	372	-48
8810-00 - Dues & Subscriptions	0	0	100	0	0	425	0	0	430	0	0	0	955	601	-354
Depreciation	85	85	85	85	85	85	85	85	85	85	85	85	1,019	924	-95
Total Expense	32,845	36,056	34,785	40,503	34,199	32,062	31,747	36,823	33,533	40,866	22,044	44,011	419,475	396,387	-23,088
Net Ordinary Income	4,066	19,028	-1,121	-9,379	1,127	233	1,117	20,311	-1,802	-7,317	12,799	10,209	49,270	47,751	1,519
Other Income/Expense															
8990-00 - Allocated	3,432	3,565	3,691	4,836	4,993	3,784	5,117	3,926	3,685	5,073	3,679	3,497	49,270	47,751	-1,519
Total Other Expense	3,432	3,565	3,691	4,836	4,993	3,784	5,117	3,926	3,685	5,073	3,679	3,497	49,270	47,751	-1,519
Net Other Income	-3,432	-3,565	-3,691	-4,836	-4,993	-3,784	-5,117	-3,926	-3,685	-5,073	-3,679	-3,497	-49,270	-47,751	-1,519
Net Income	634	15,463	-4,813	-14,215	-3,866	-3,552	-4,001	16,385	-5,487	-12,390	9,120	6,712	0	0	0

F-2



Staff Report for Board

Subject: Ski Tahoe North / Marketing Reserve Reallocation

From: JT Thompson, Tourism Director

Decision Considerations:

- -- In November 2014 the Finance Committee recommended that the remaining balance of the Ski Tahoe North Ticket in the amount of \$13,707 be moved into the Designated Marketing Reserve account. This was approved by the BOD and staff completed as directed.
- -- These funds were the breakage balance of the Ski Tahoe North Ticket, sold by the NLT Coop in previous years.
- -- Staff is now recommending that this amount, \$13,707, be reallocated to the NLT Marketing Coop account to cover the overage in Leisure Sales for the 14-15 FY.
- -- Leisure Sales staff exceeded budget by targeting, and paying for media and travel industry FAM's and Site Inspections to assist in overcoming the lack of snow message experienced Jan-April 2015.
- -- In May 2015 the BOD approved the Marketing Committee recommendation that the NLTRA Designated Marketing Reserve level be cut to 10% of total marketing budget over a three year period.
- -- Current balance of the Marketing Reserve is \$309,401 with the minimum 10% threshold currently at \$258,283.
- -- This reallocation will keep us over the minimum threshold and therefore will not need to be repaid out of the 2015-2016 FY Marketing Budget.
- -- See attached for Designated Marketing Reserve breakdown for FY 2015-2016.

Staff Recommendation: Approve

Attachment F
NLTRA Marketing Reserve
Revised – May 2015

SITUATION

1. Both the County and NLTRA agree that a “marketing reserve” should be created, and has been in place since 2003. The objective is to secure a fund representing 10% of the annual marketing budget average, over the current and previous two years. Based on a FY 2013-16 budget average of \$2,582,833, the 10% reserve is \$258,283 (adjusted annually).
2. The County has been clear that it does not intend to control the use of these funds, but will leave it to the discretion of NLTRA.

RECOMMENDATION

1. The Marketing Reserve will be treated as an “internal reserve” (as per the definition in #9 below).
2. The NLTRA Tourism/Executive Directors may not expend these funds, except with the formal approval of the NLTRA Board, preferably with preview and approval of both Finance and Marketing Committees.
3. The criteria for the appropriate use of these funds is when:
 - a. NLTRA and its member businesses are experiencing a distinct shortfall in tourism business, due to unusual, economic, market or weather conditions, which would benefit from extra marketing efforts.
 - b. Beneficial marketing and/or sponsorship opportunities that are presented after budgeting for the fiscal year have been completed.
4. Any request for such funds from staff, should include the rationale, a targeted result, and be followed with an assessment of the actual results achieved.
5. NLTRA Accounting will need to track and report these funds, in such as way as to segregate them from normal operating funds.
6. Any Reserved funds that are accumulated, will automatically be rolled over into subsequent year’s budgets and will accumulate without limit, until an amount is achieved equal to 10% of the three year average annual marketing budget.
7. Any reserve funds over the 10% can be utilized for opportunities with approval of the NLTRA Board, Marketing and Finance Committee approval, without repayment, as long as funding level does not fall below 10% threshold listed above.
8. Any funds depleted as a result of the above actions will be replenished, as soon as practical. The manner of replenishment will be:
 - First from any external or internal marketing carry forward, from previous years, then:
 - As part of the normal budgeting process each year.
 - Any replenishment of the marketing reserve, would come from the same mechanism that the county and NLTRA are using to guarantee a consistent marketing operating budget going forward.
 - Replenishment of funds up to \$24,000 will be repaid the following fiscal year.
 - Replenishment of funds over \$24,000 will be repaid over a period of years.

Attachment F (Cont.)

9. Recommended definitions for funds:

- County Services: NLTRA funds earmarked by the county, for a specific designated purpose, and not available to either NLTRA Board or staff.
- Internal Reserve: NLTRA funds earmarked, either by the County or NLTRA, available for expenditure by the NLTRA board, but not staff.
- Contingency: NLTRA funds, within a specific departmental budget, not earmarked for any specific purpose, and available to be spent at the discretion of the supervising Director.