



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday May 2, 2012 – 8:30 am – 11 a.m.

Tahoe City Public Utility District

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. Mountain Travel Symposium Recap – Andy Chapman
(10 minutes)

Membership

4. Membership Retention and Sales Plan – Deanna Frumentti, Sandy Evans Hall
5. Membership Activities and Events – Deanna Frumentti

Transportation/Infrastructure

6. North Tahoe Water Shuttle Project Update – Ron Treabess/Wally Auerbach (15 minutes)
7. Tahoe City Visioning Process – Ron Treabess/Wally Auerbach
MOTION (15 minutes)

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

Bill Rock
Northstar

Andy Wirth
Squaw Valley/Alpine
Meadows

Ron McIntyre
RMC Consulting
(Ex-Officio)

Jennifer Merchant
Placer County

Julie Regan
TRPA
(Ex-officio)

8. TOT Renewal Update – Ron Treabess/Sandy Evans Hall (10 minutes)

9. Edgewater Presentation – Tracy Owen Chapman (10 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.

10. Board Meeting Minutes – April 4, 2012

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

11. Joint Infrastructure/Transportation Committee – April 23, 2012

12. Marketing Committee – No Meeting in April

13. Membership Advisory Committee – April 11, 2012

14. Lodging Committee – No Meeting in April

15. Conference Sales Directors Committee – April 12, 2012

16. Finance Committee – No Meeting in April

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

17. Conference Sales Reports

18. Infrastructure/Transportation Activity Report – March, April

19. Membership Business Plan Progress Report – March, April

G. MEETING REVIEW AND STAFF DIRECTION

H. CLOSED SESSION (If necessary)

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, 2012



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Membership Sales and Retention Plan for 2012/2013 Fiscal Year 2011/12 Chamber Membership Revenue

	Net Amount Billed	Amount Collected YTD	New members	Write-offs
July 2011	2,370		5	4
August	2,375		2	6
September	2,500		2	2
October	870		0	2
November	5,190		12	4
December	4,140		8	5
January 2012	80,950		12	9
February	1,385		3	none yet
March	2,670		5	none yet
	Billed YTD	Collected YTD		
	\$ 102,450	\$ 72,255	49 YTD	32 YTD

**Total Net
17**

Total Change in Membership for 2011/12

Problems Identified:

- Low retention rate
- Percentage of membership too low
- Not enough business diversity

Sales Goals:

- Increase membership by 30%
- 20%-25% prospect conversion of past members
- GoTahoeNorth.com Prospects
- 40% up sell from basic level to higher tiered level
- Retention rate of 95%

Prospecting:

First leads prospected will be businesses that have left the Chamber of Commerce within the last year.

Next to be prospected are the businesses that are listed in GoTahoeNorth.com and are not members.

- 15 prospect calls a day, 20 membership calls a day, and 3-5 visits a day
- Referral incentives to existing members
- Up-selling tiered level memberships
- Networking at local functions
- Sponsorship of events (calls)

Retention:**All New Members: First Year**

- Calls to invite them to each event (monthly)
- 2 Visits or Meeting
- Anniversary Card/Birthday Card (mailed)
- Anniversary Review (see how the first year went and their feedback)
- Personal Introduction to other members at functions
- Quarterly Chamber Orientations

Market Advantage Members

- 4 calls a year (1/qtr.)
- 1 Visit or Meeting
- Anniversary Card/Birthday Card (mailed)

Business Builder Level Members

- 6 calls a year
- 2 Visits or Meeting
- Anniversary Card/Birthday Card (mailed)

Premier Level Members

- 12 Calls a year (1/month)
- 3 Visits or Meeting
- 2 Coffee chats to discuss Membership
- Anniversary Card/Birthday Card (mailed)

Signature Circle Level Members

- 12 calls a year (1/Mo.)
- 4 Visits or Meeting (4/year)
- 2 Lunches to discuss Membership (2/year)
- Anniversary Card/Birthday Card (mailed)
- Personal introduction to other members at functions

Existing Members

- Call or Meeting within the first quarter
- Interview to evaluate their expectations and if they are being met
- Educate members on changes happening within the chamber

Past Due Members

- 15 days past due- Email reminder
- 30 days past due- Personal phone call to remind them and offer to take payment
- 60 days past due- Face to face meeting and reminder of 90 day drop notice
- 90 days past due- Drop notice

Sales Tools

- Membership packet development
- Weblink benefits
- Program development
 - Salary & Benefit Survey
 - NLT Gift Certificates
 - Ambassadors Program
 - Young Professional Network
 - Business Outlook Meetings
 - Networking Opportunities
 - Lodging Barometer
 - Member to Member
 - Biz Bytes
 - Visitor Center Opportunities
 - Visitor Guide
 - Listing on GoTahoeNorth.com and Mobile site
 - Coupon Program
 - Advertising with TahoeTV in Visitor Centers
 - Member polling/surveys



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MARKETING ADVANTAGE – Connect with your Customers

The Marketing Advantage package will help you utilize social media and online tools to expand your reach and drive business to your door. You'll also gain access to networking programs to make face to face connections and create name recognition in North Lake Tahoe. Your business will benefit from the promotion of the region with the GoTahoeNorth website advertising in national publications for the leisure, conference and group sales markets. As well as receiving international marketing exposure in the UK, Australia, South America and Europe

- Visibility on www.gotahoenorth.com website with 70,000 unique visitors per month
- Includes one Category Listing in online business directory with Chamber member identification
- Advertise in “**Official North Lake Tahoe Visitor’s Guide**” at discounted Chamber rates
- Special Chamber-only newspaper advertising rates
- Access to business educational workshops at little or no cost
- Weekly Biz Bytes Newsletter
- Weekly Lodging Barometer Reports
- Access to the Region’s Annual Wage and Salary Survey
- Maplink
- Email Blasts
- Business Referrals
- Bulk Mail Stamp Usage
- Participation in member-only Gift Certificate Program
- Advocacy – weighing in on issues that impact your business
- Ribbon Cuttings
- Seasonal luncheons, annual Community Awards dinner, and annual Business Expo
- Business to Business networking opportunities
- Brochure Distribution at 6 Visitor Centers (Auburn, Reno, Truckee, Incline, Kings Beach, and Tahoe City) as well as at Chamber events

Marketing Advantage Membership Cost:

- \$110 (Non-Profit Organizations)
- \$210 (Businesses 1-5 employees)
- \$225 (Businesses 6-10 employees)
- \$325 (Businesses over 10 employees)

BUSINESS BUILDER – Extend your Reach!

Investing in the Business Builder level means your business is growing and established. You are looking for resources to become more visible in the community through marketing tools and networking opportunities. The Business Builder level offers additional opportunities for your business and includes all benefits listed in the Basic Marketing Advantage level.

Includes ALL benefits of the Basic Membership **plus** the following:

- Enhanced business directory listing information including long business description, outlined header and embedded map
- Driving Directions link
- Include up to two business category listings in our online directory
- Participation in the Coupon program
- Twitter and Facebook Links

Business Builder Membership Cost: \$100 additional to each Marketing Advantage membership level

PREMIER – Recognition & Impact!

The Premier level is designed to give your business the competitive edge. In addition to all of the Advocacy, Networking and Business Building benefits you will enjoy special events and program opportunities that will enhance your business relations and heighten publicity for your company.

Includes ALL benefits of the Basic Membership plus the following:

- Enhanced business directory listing information including long business description, outlined header, embedded map, business logo and photo
- Driving Directions link
- Include up to two business category listings in our online directory with guaranteed top placement in both categories
- Participation in the Coupon program
- Twitter and Facebook Links
- Recognition and two Complimentary Tickets to Annual Membership Luncheon (\$70 value)
- One month sponsorship in Biz Bytes, Member to Member or Lodging Barometer

Premier Membership Cost: \$200 additional to each Marketing Advantage membership level

SIGNATURE CIRCLE – Visionary Leadership!

Members of the Signature Circle enjoy maximum benefits and privileges from the Chamber's highest level of membership. This elite level is designed to place your business in a premier location and recognizes your visionary leadership in our organization.

Includes ALL benefits of the Basic Membership plus the following:

- Enhanced business directory listing information including long business description, outlined header, business logo, photo and embedded video
- Driving Directions link
- Include up to four business category listings in our online directory with guaranteed top placement in all four categories
- Participation in the Coupon program
- Twitter and Facebook Links
- Recognition and four complimentary tickets to Annual Membership Luncheon (\$140 value)
- One month sponsorship in Biz Bytes, Member to Member or Lodging Barometer
- Preferred seating at annual Community Awards Dinner
- Discounted web site advertising rates
- Two complimentary email blasts to all members (\$150 value)
- Enhanced listing in Visitor Guide issue of your choice
- One complimentary ticket to the Chamber Education class of your choice (\$25 value)
- \$250 in Event Sponsorship Bucks to be used in your choice of one of the following events:
 - Activity Luncheon Summer/Winter
 - Community Awards
 - Business Expo
 - Chamber Education Series

Signature Circle Membership Cost: \$1,000 additional to each Marketing Advantage membership level

Visitor Center Opportunities

The new Visitor Center has offered us more benefits to our members. Some of the benefits we are currently exploring are:

- Information racks for our members collateral
- Advertising with TahoeTV on televisions
- Information Kiosks
- Booking and Concierge services

Member Polling/Surveys

The polls and surveys are currently done through a program called Constant Contact and delivered to our members through their email. We will be offering our members a chance to promote their business by sponsoring the polls, having their logo and a blurb about their business in the publication. They would offer a small incentive that would be raffled off to one of the members who participated in the poll.

Chamber Bucks Program

Chamber Bucks apply to any sponsorship, marketing or event registration and to be eligible for additional recognition or marketing for their business.

Chamber Bucks may be applied to any Chamber sponsorship, marketing or event registration fee. Chamber Bucks expire one year after they are issued.

Chamber Bucks Additional Incentives Cumulative (Yearly)

200 points \$25

400 points \$50

500 points \$80

625 points \$100 Verbal recognition at Chamber event; recognition in Chamber publication; recognition at Chamber Board Meeting.

\$120 + recognition

750+ points \$120 Verbal recognition at Chamber event; recognition in Chamber Publication; recognition at Chamber Board Meeting. Materials included as a Chamber newsletter insert or relocation packet inserts, OR a table display at event.

Chamber Bucks Purchase Program- Chamber Gift Certificates to be made available in the fall of 2012 and heavily promoted around holidays.

NORTH LAKE TAHOE CHAMBER/CVB/RESORT ASSOCIATION

CHAMBER BUCKS

This certificate entitles

to



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100 Tahoe Blvd.
Tahoe City, CA 96145
530-581-8764
www.GoTahoeNorth.com/
Chamber

Authorized by _____

Expires _____

Number _____

Not redeemable for cash. Redemption value not to exceed \$00.00



ambassador program

who are chamber ambassadors?

Ambassadors are highly visible, prestigious volunteers who serve as the Chamber's primary liaison to new and renewing Chamber members. Considered the goodwill arm of the Chamber, the Ambassador Committee plays an essential role in member communication and retention, and each Ambassador is charged with conveying member needs, questions and concerns to Chamber staff, keeping our Chamber in line with our members' desires.

Upon their appointment, each Ambassador makes a commitment to build lasting relationships with the Chamber membership, particularly new members, in order to build a loyal, committed membership base that will continue to support, participate in and invest in the Chamber.

about the ambassador program

Ambassadors actively promote membership in the Chamber, facilitate networking among members and encourage meaningful participation and involvement in Chamber programs in order to enhance the membership benefits received by each member, strengthen member commitment and increase long-term member retention. Ambassadors will each receive monthly new member assignments, and Ambassadors can expect to spend one to three hours per month on their Ambassador duties. Ambassadors are expected to attend at least one monthly Ambassador meeting every two months, a minimum of six per year. Ambassador meetings are held on a monthly basis at the Tahoe City Chamber at an agreed upon time by the committee.

ambassador responsibilities

- Accept new member assignments and conduct new member interview, reporting relevant information from these interviews to Chamber staff at a monthly Ambassador meeting
- Attend Chamber events to greet and build relationships with new members, as well as to facilitate introductions and foster direct connections for new members.
- Facilitate group discussions at monthly chamber meetings.
- Attend member ribbon cuttings, grand openings and ground breakings.
- Maintain monthly contact via e-mail or phone with new members, 6 months into memberships, and 30 days prior to renewing.

Ambassador Incentives

Ambassadors provide an essential service to the Chamber membership and staff. In appreciation for their work, Ambassadors are rewarded with recognition, as well as Chamber Bucks, which apply to any sponsorship, marketing or event registration. Ambassadors who exceed annual goals are also eligible for additional recognition or marketing for their business.

Chamber Bucks may be applied to any Chamber sponsorship, marketing or event registration fee. Chamber Bucks expire one year after they are issued.

Ambassador Recognition Structure

Event/Activity	Points Awarded
Ambassador Committee Meetings	25
Networking Event Volunteer	20
Networking Event Attendee	30
Chamber Orientation Attendee	20
Executive or Special Event Volunteer	25
Executive or Special Event Attendee	15
New member Welcome via Visit (notes submitted)	75
New member Welcome via Call (notes submitted)	80

Chamber Bucks* Additional Incentives Cumulative (Yearly)

200 points \$25

400 points \$50

500 points \$80

625 points \$100 Verbal recognition at Chamber event; recognition in Chamber Publication; recognition at Chamber Board Meeting.

750+ points \$120 Verbal recognition at Chamber event; recognition in Chamber publication; recognition at Chamber Board Meeting. Materials included as a Chamber newsletter insert or relocation packet inserts, OR a table display at event.

ambassador application

Ambassadors are highly visible, prestigious volunteers who serve as the Chamber's primary liaison to new Chamber members. Considered the goodwill arm of the Chamber, the Ambassador Committee plays an essential role in member recruitment, communication and retention, and each Ambassador is charged with conveying member needs, questions and concerns to Chamber staff, keeping our Chamber in line with our members' desires. Upon their appointment, each Ambassador makes a commitment to build lasting relationships with the membership, particularly new Chamber members, in order to build a loyal, committed membership base that will continue to support, participate with and invest in the Chamber.

Please fill out the form below and return it to Jessica Walker, Member Services Assistant, at Jessica@PureTahoeNorth.com, or fax the form to 530-581.8787. Chamber staff will review your application and contact you when your application had been processed.

NAME	PHONE NUMBER	EMAIL ADDRESS
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MEMBER ORGANIZATION

ADDRESS	CITY	STATE	ZIP
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PLEASE DESCRIBE WHY YOU'D LIKE TO SERVE AS AN AMBASSADOR:

STATEMENT OF COMMITMENT: I have read, understand and agree to the Chamber's expectations of me as an Ambassador. I will commit 1-3 hours per month to serve as an Ambassador, and I will take an active role in completing all my responsibilities as an Ambassador.

SIGNATURE: _____

Date: _____



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

Event and Education Schedule

April

- 30** ChamberEducation Seminar: Disabled Access
6-8pm, TDPUD Board Room

May

- 3** Mixer hosted by US Bank, Tahoe City
5 – 7pm
- 8** ChamberEducation Seminar: Business Series
Business Plan Components 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center& Plumas Bank
- 23** ChamberEducation Seminar: Service IS Sales
Workshop on phone etiquette, upselling, extending stays, customer service
- 24** Mixer hosted by Duncan Golf Management,
Tahoe City Golf Course 5-7pm



May 1, 2012

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: North Lake Tahoe Water Shuttle Pilot Project Update

Background

As reported to the Board at its April meeting, the planning for this proposed 3-year pilot water shuttle program continues to forward to initiate west and north shore service starting this coming summer. The Tahoe Transportation District (TTD) is the project manager and will contract for the services necessary for the shuttle to operate. The NLTRA and Truckee North Tahoe Transportation Management Association (TMA) continue to work very closely with TTD to ensure all the pieces are in place.

Project Updates

Funding: The \$380,000 funding request, approved by the NLTRA Board, received final approval by the Placer County Board of Supervisors at its April 10th meeting. The approved funding amount should be adequate to operate the one-boat service based on the project estimate and the cost proposal submitted by the selected operator. As revenues are substantiated during the first year, it is anticipated that the allocation will support a future two-boat service. While it is also estimated that the service will be self-sufficient after 3 years, the Supervisors did realize some level of subsidy may continue to be necessary. Having the necessary funding in place has now allowed next steps in the process to move forward.

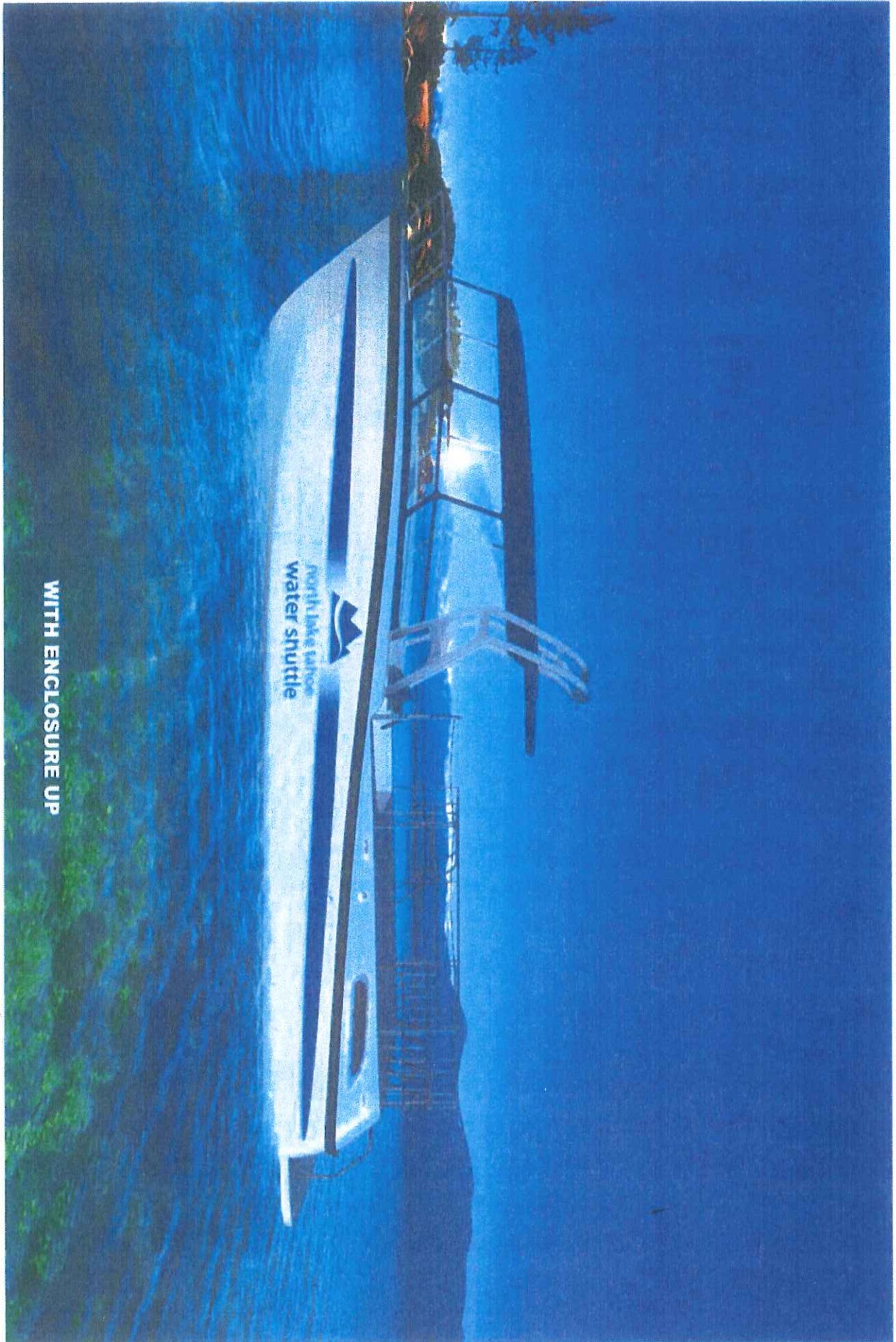
Vessel operator selection: As you know, the TTD released a Request for Proposals (RFP) soliciting submittals to operate the water shuttle service for the pilot program. Two proposals were received and, after evaluation, the selection committee recommended that the TTD Board approve the proposal submitted by Fineline Industries, Inc. At its April 13th meeting, the TTD Board approved the recommendation and authorized the negotiation of a contract for service, pending TTD legal review and approval of the total pilot program once all the elements have been completed. TTD legal counsel is now reviewing the draft contract for presentation to the selected operator.

Permitting: Based on continued dialogue with TRPA staff, a Public Service application has been submitted to TRPA this week. The application is anticipated to go to TRPA Hearings Officer for review as at some of the landing sites, "transit stations" will be considered a special use.

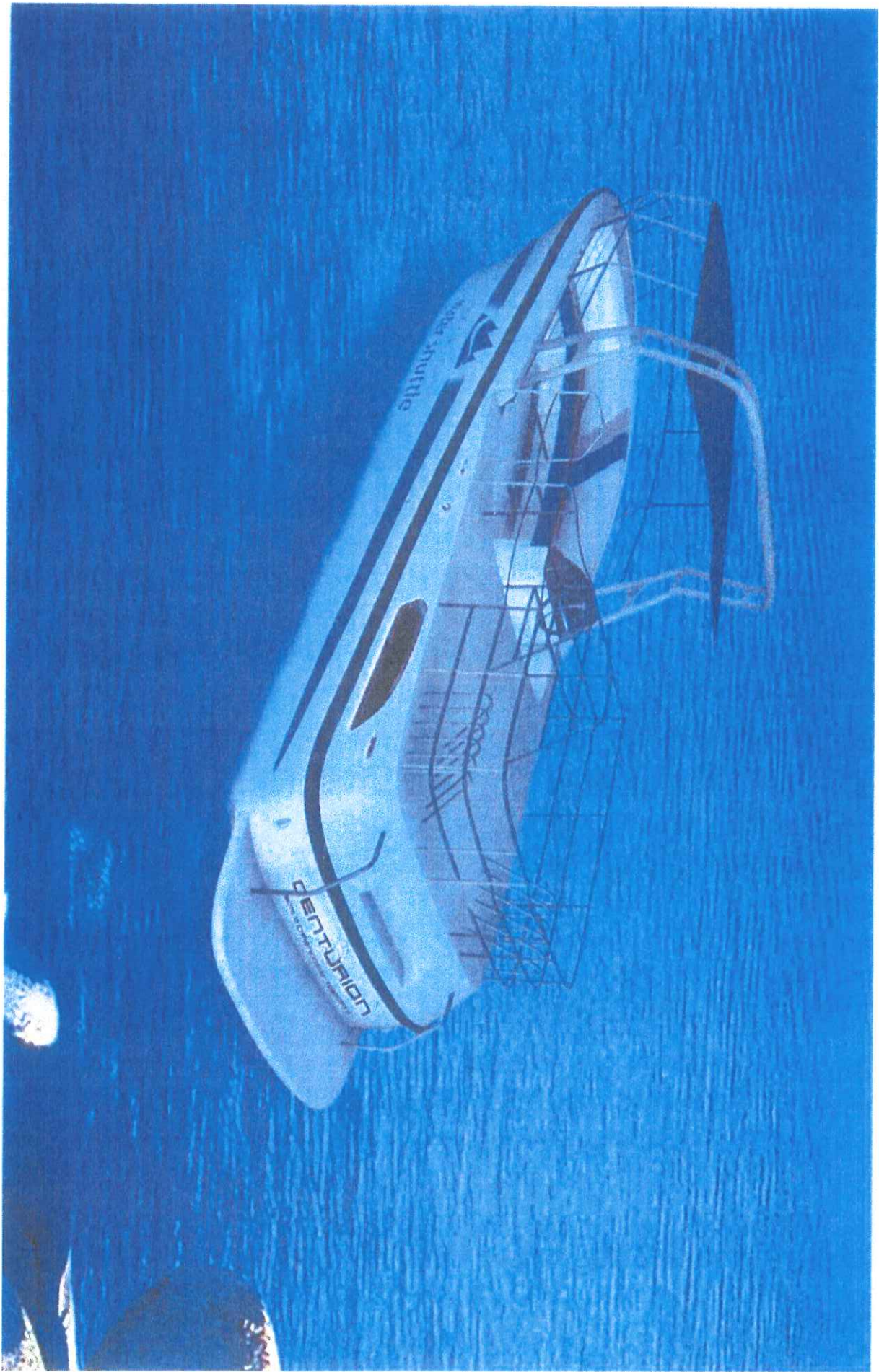
Landside Facility Agreements: Now that the specifications of the vessel have been established through the selection process, discussions have continued with the various probable transit-stop dock facility owners/managers. The first year program will try to include 5 transit-stops but may initially be fewer. It is clear from the owners/managers perspective that the necessary agreements must also be consummated with the Tahoe Transportation District (may also include TMA and NLTRA, as necessary) to have one lead project manager for overall service. The concern is that the boat operator contract and the landside agreements be prepared in concert with one decision maker for communications and conflict resolution, if any. The TTD Board has also directed its legal counsel to assist in the preparation of these agreements and drafts will be available prior to May 1st.

Ticketing/Marketing: Both of these programs are moving ahead, as far as type of system that will be utilized for reservations/ticket purchasing, as well as methods to be used for information dissemination and advertising. Actual purchasing and locations for equipment must await finalization of landside agreements for specific transit-stops.

It is imperative that we move ahead quickly with the landside agreements and the service operator contract. It is extremely beneficial to have the legal direction and input from TTD counsel in the formulation of these documents. Staff is compiling a list of the items we see necessary for inclusion based on our familiarity with the projects and discussions with the operator/owners/managers. TTD counsel is completing the preparation of templates to be used for the contract and agreement. The intention is still to have as much of the complete package in place as possible for the TTD May 11th Board meeting, at which time the formal decision can be made to initiate the service this summer.



WITH ENCLOSURE UP





May 1, 2012

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Tahoe City Visioning Process Request for Funding

Request

Staff requests that the Board of Directors approve a request of up to \$16,500 of Infrastructure Research and Planning funds as a portion of the up to \$41,500 Tahoe City Visionary Process to be managed by the Tahoe City Public Utility District.

Background

As a part of the MOU prepared by the funding partners for the purchase of the Tahoe City Golf Course, the partners, including the NLTRA, agreed that within three (3) months of acquisition of the property, they will work together to create and begin a public planning and visioning process for the property as it relates to the surrounding community, including participating in the current TRPA Regional Plan Update process, and Placer County Community Plan Update processes. This will ensure the maximum appropriate beneficial uses for the property within established regulatory and land use frameworks.

With this in mind, a group of Tahoe City property owners have approached the TCPUD, TCDA, and the NLTRA to start this process by undertaking a Tahoe City "visionary process" to determine the future needs of the core community. This would provide input on the various elements, i.e. the commercial core, the golf course, west commons/fire station, parking, circulation, as well as the 64 acres, as to opportunities for integration to help meet the future needs. This process will then provide guidance to the regional plan update, the community plan update, and the more detailed planning for the golf course property to be under the direction of the partner's oversight committee.

A similar process was successfully accomplished in South Lake Tahoe that has provided a shared vision for that community to take forward into the Regional Plan Update process, The TCPUD has worked with Richard Shaw of Design Workshop, to

develop a similar charette-style program that has the support and financial backing of Tahoe City community members, and will include the public and stakeholders in the process.

Attached is the proposal outlining the recommended visionary process and the initial list of participants, stakeholders, possible steering committee, and funding sources.

NLTRA Funding

The requested up to \$16,500 NLTRA funding will not prevent any other project being considered at this time. The FY 2011-12 budget contains adequate Infrastructure Research and Planning funds to fund this project.

Infrastructure/Transportation Committee Recommendation

At its April 23rd meeting, the Joint Committee voted unanimously (9-0-0) to recommend that the Board approve the staff request for up to \$16,500 of Infrastructure Research and Planning funds as a portion of the necessary funding to complete the Tahoe City Visionary Process.

Tahoe City Vision Proposal

Tahoe City Visioning Steering Committee and personal funding commitments:

Roger Kahn, Kahn Investment Co. - \$500
Douglas Dale, Wolfdale's - \$500
Johnny B. Rutter – Pete & Peter's - \$500
Steve Hoch, TCDA - \$500
Jim Williamson - \$500
Terry and Paul Dyer - \$500
Gary Davis, Gary Davis Group - \$500
Steve Topol, Blue Agave - \$500
Steve Teshara, Sustainable Communities - \$500
Cindy Gustafson, TCPUD
Judy Friedman, TCPUD
Sandy Evans Hall, NLTRA
Ron Treabess, NLTRA

Stakeholder Groups and potential representatives

Commercial Property Owners (will be asked to contribute): Jim Phelan, Patti McNamara, Jeff or Steve Swigard, Dan Hauserman or Monica Grigoleit, Andrew Cross, Julie Motamedi, Fuller heirs, John Hyche, Ollie Henrikson, Bill Briner

Business Owners (will be asked to contribute): Brendan Madigan, Scott Zumwalt, Richard Coursier, Carol Hester, Dave Wilderotter, Maja Thaler

Real Estate: Brad Hester, Bill Dietz

Lodging: Ron Parson, Granlibakken, Tahoe City Inn Manager

Planning and Design Professionals: Wally Auerbach, Jan Brisco

Property Management: Dave Hansen, Evan Benjaminson, Mitch Packard

Restaurant: Chris Thibaut, Aaron Bigelow

Bechdolt Family: Luke Ragan

Fairway/Grove Residents: Logan Carnell, Frank Rossman
Construction: Rich Loverde, Bruce Olson, John Corda, Norm Milz

TCPUD: Cindy, Kelli, Judy, Bob Bolton

NLTRA: Sandy, Ron, Board Members

Environment: Ron Grassi

School District: TBD

Cemetery: TBD

Placer County: Planning staff, Jennifer Merchant, Jennifer Montgomery, Holly Heinzen

TRPA: John Hester, John Hitchcock

Other: Larry Sevison, Art Chapman

Funding Proposal – Estimated up to \$34,000 base services, plus up to \$3500 expenses, plus up to \$4000 additional services – total up to \$41,500

NLTRA -	\$16,500 – Research and Planning funds
TCPUD -	\$10,000
Property & Business Owners -	\$10,000
TTCF Donor Grant	<u>\$ 5,000</u>
TOTAL	\$41,500

PROJECT DESCRIPTION

This is a Vision Plan for the areas that include the base of Tahoe City from the entry on Hwy 89 to the state land parcel on the eastern side before Granlibakken Road. There is a community desire and need to establish a long term vision for the Tahoe City area.

SCOPE OF WORK

Task 1: Project Startup - Workshop

The project and the objectives for the project will be established in a startup meeting with the key stakeholders in the Vision Plan area. This will establish the parameters for how the stakeholders are prepared for the future of the community and how the Vision Plan will set the foundation for the next steps in the TRPA Regional Plan Update.

The project startup will be a one-day workshop. It will include a half-day of interviews with key stakeholders, a half-day of site review of the physical environment, and research into the content of the Regional Plan Update as it currently exists for this area. Individuals and small groups that will be included are: the staff and officials of Placer County, the North Lake Tahoe Chamber/CVB/Resort Association, the Tahoe City Public Utility District (TCPUD), businesses, residents, and property owners from the project area, and others as may be identified in advance by TCPUD and the "Resort Association". The goal of this task is to evaluate the initial programmatic, environmental, community and physical issues that the area faces and set the project up for a successful outcome. The one-day workshop will conclude with a 90 minute "drop-in" session for the purpose of providing the public with an opportunity to comment on the vision.

Task 2: Workshop to Create the Vision Plan

A focused and intense workshop will be convened to establish the parameters of a new vision. We will conduct a two and a half-day workshop to engage with primary stakeholders. This process seeks to involve only primary stakeholders in the creation of the Vision Plan, rather than a broad engagement process with the public.

The initial process will include an agenda for:

1. Strengthening the fundamental characteristics of the tourism based economy.
2. Defining the community and visitor needs for the future.
3. Defining the improvements to the physical environment that are needed.
4. Defining programmatic needs.
5. Defining conceptual land use and development standards that are needed to implement improvements and remove impediments.
6. Discussing the transportation system and how it relates to an effort of creating a new environment of mobility and urban design.
7. Establishing the vision and a long range aspiration that will help define the future and set the target for change and reinvention.

The outcome of the worksession will include the following:

1. A physical representation of the resulting land use and strategies.
2. An illustration of the vision and the physical characteristics as shown in graphics and sketches that represent possibilities for the future.
3. Descriptions that identify the key factors of the vision and methods to achieve the vision.

The worksessions will be structured in the following schedule over two and a half-day:

1. Begin with the stakeholders meeting to discuss their ideas and present a SWOT (strengths, weaknesses, opportunities and threats). An analysis will be prepared by Design Workshop showing existing issues in the area.
2. Summarize the information by noon on day one.
3. Prepare the beginning sketch illustrative materials and select the key elements that will be progressively illustrated.
4. Discuss the components of program, transportation, and environment defining their role in the future plan.
5. Develop the core vision ideas.
6. Develop a program of new uses, components and facilities, and strategies for implementation.
7. Develop plan diagrams.
8. Progress review with stakeholders late afternoon on the second day.
9. Develop illustrations defining the character; including town character, the landscape setting, urban design concepts, and the program.
10. A final workshop with stakeholders will be held the following day. This presentation and review will include the discussion of the work prepared and will be scheduled as an afternoon session.
11. At the end of the worksession, we expect to have the Vision Plan direction to further refine and prepare a draft booklet.

Task 3: Documentation of the Vision Plan

We will prepare a working document of the Vision Plan in a brief booklet. This will include the design and planning materials, illustrations, and the descriptions defined in the worksessions. This will also include the major ideas from the stakeholders. The resulting booklet of the stakeholder visioning process will be in a form that will assist with the public process that is anticipated to follow, but is not included in this scope. The booklet will be a summary of approximately 20 pages in length.

Task 4: Worksession to Review the Draft Vision Plan

There will be a worksession with the stakeholder group to review the Vision Plan. It will be an opportunity to ensure the document will successfully communicate the content of the plan to others. It is expected to be a half day worksession, and will not involve the entire Design Workshop team, but is intended to be a concluding executive session. This will be followed immediately by a public comment period of between 60 to 90 minutes. The Vision Plan will be finalized based on this review and worksession.

Upon completion, the Tahoe City Vision Plan will be provided to Placer County as an element for inclusion in the process for updating the Tahoe City Area Plan.

Client Responsibilities

The Client will be responsible for the following tasks:

- The NLTR Association will prepare background information on the physical characteristics of the areas. Background documentation will be provided to Design Workshop by the Tahoe City Public Utility District at the on-set of the project including the following: current Plan Area Statements and Community Plans, list of capital improvements completed to date, transportation studies, environmental studies, plans

prepared by other agencies relevant to the area, golf course re-use plan, and previous market research. Base maps will include aerial photographs, topography, soil and land coverage data.

- Stakeholder group coordination and communications. The client will be responsible for developing a contact list and sending meeting invitations to stakeholders.

Principal-in-Charge – Richard Shaw

Richard Shaw will serve as the Principal-in-Charge of the Tahoe City Vision Plan project and has primary responsibility for the overall quality and thoroughness of the services. In addition the following other staff members will participate:

- Eric Roverud, Design Workshop Project Manager
- Stephanie Grigsby, Design Workshop
- John Moon, Principal, John Moon Illustrations.
- Two additional Design Workshop Staff to participate in the creation of the vision plan.

SCHEDULE

The following general schedule could occur with authorization within 2 weeks:

Project Startup - Workshop	Week of April 9, 2012
Workshop to Create the Vision Plan	Week of May 1, 2012
Documentation of the Vision Plan	May 1-May 28, 2012
Worksession to Review the Vision Plan	Week of May 28, 2012
Plan Completed	Early June, 2012

FEES AND EXPENSES

1. Basic services

Compensation to Design Workshop for the services described herein and in accordance with the Conditions of this Agreement shall be for a lump sum fee of \$34,000

The estimated fees are as follows:

Task 1:	Project Startup- Workshop	\$ 5,000
Task 2:	Workshop to Create the Vision Plan	\$16,000
Task 3:	Documentation of the Vision Plan	\$ 9,500
Task 4:	Worksession to Review the Vision Plan	\$ 3,500
	Total Estimated Professional Fees	\$34,000

2. Reimbursable Expenses

Reimbursable Expenses are in addition to compensation for Basic Services. Reimbursable expenses incurred by Design Workshop and consultants directly related to the project such as, but not limited to, travel, photography, telephone charges and printing expenses shall be billed at Design Workshop's cost plus fifteen percent (15%). A total budget for reimbursable expenses is estimated at \$3,500 in addition to professional fees.

3. Additional Services

Services in addition to those described above are to be compensated on a Time and Materials basis per Design Workshop's current published rate schedule. Additional services will include (but are not limited to) redesign of previously approved work, major revisions to program and/or expansion of scope of work. Whenever practical, changes, additions, or modifications to the scope of work shall be authorized by written change request; however, the absence of such a written change order shall not act as a bar to payment of fees due Design Workshop, provided the change was in fact approved and ordered by the Client.

PAYMENT TERMS

1. This is a lump sum contract and will be billed monthly based on amount of work completed.

ACCEPTANCE

1. This Agreement is entered into between Design Workshop, Inc. and the Tahoe City Public Utility District benefiting from the work provided by Design Workshop, Inc.
2. If this contract meets with your approval, please sign below and return one (1) copy for our file.
3. If this agreement is not accepted within two (2) months from the date of receipt, the offer to perform the described services may be withdrawn and Design Workshop may renegotiate this proposal.
4. The Client agrees that they have read and understood the Contract Provisions attached hereto and incorporated herein by reference.

DESIGN WORKSHOP, INC.

By: Richard W. Shaw
Principal
Title: _____

April 19, 2012
Date: _____

APPROVED BY CLIENT:

By: _____
Title: _____

Date: _____



May 1, 2012

To: Board of Directors

From: Sandy Evans Hall and Staff

Re: TOT Renewal Update

Staff will provide an update to the Board on the activities, materials, and progress of the education awareness program being provided to the community as an aid to a better understanding of Measure F, the TOT renewal measure that will be on the June 5th ballot. This will specifically include the various outreach methods being utilized as well as the report to the Board of Supervisors at its April 24th meeting.



Project Overview:

The Edgewood Tahoe Lodge Project includes a LEED-designed hotel with significant environmental improvements on the unique property of the current 248-acre Edgewood Tahoe Golf Course.

As proposed, the Lodge would sit adjacent to the current Edgewood Clubhouse on the 18-hole golf course and will include 194 hotel rooms, a bistro-style restaurant, spa, links to nearby bike and walking trails and lakefront recreation. The innovative design will help lead a renewed image of Lake Tahoe and will serve as a catalyst for South Shore's reinvention---one where the old buildings in our area are replaced by the energy efficient, attractive new and where recreation and health will drive the amenity offerings. Tremendous environmental benefits are associated with the design including a robust water quality program to keep thousands of pounds of sediment from reaching Lake Tahoe each year for a 4,000 acre watershed.

Visit: <http://www.edgewoodtahoe.com/the-lodge-plan.html>

Presenters:

--Chuck Scharer is the President and Chief Executive Officer of Edgewood Companies. Prior to his appointment as CEO, Mr. Scharer served as a member of the Board of Directors and chaired the Board's Finance Committee and Audit Committee. A veteran of the hotel/casino industry, prior to joining Edgewood Companies, Mr. Scharer completed an 18-year career with Harveys Casino Resorts, based in Lake Tahoe, Nevada where he served as President and CEO from 1995 to 2001 and Chief Financial Officer from 1988 to 1995. During his tenure, Mr.

Scharer helped lead Harvey's to become one of the most respected and successful companies in the hotel/casino industry.

--Patrick Rhamey is VP of Real Estate for Edgewood Companies. He's leading the Edgewood Lodge Project team. Patrick is an expert in vertical development, construction, and luxury residential projects; He's guiding the Edgewood Lodge entitlements, the Horizon feasibility studies, and diversification strategy. He previously has held a senior position for many years with CLB Partners in San Diego

--Project Manager Brandon Hill oversees Edgewood's entitlements, underwriting, and due diligence for real estate acquisitions; before joining the Edgewood Team he was with Pulte Homes in No. CA overseeing the development of \$250 million in move-up and luxury estate homes.

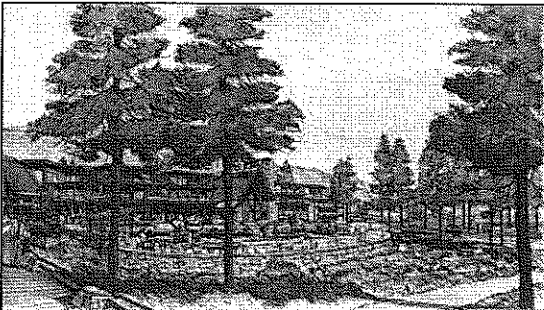
Edgewood Lodge Project:

- it's helping to renew our destination
- it's reinvention, giving the customer what they expect
- it's helping to revitalize our economy
- it's alignment with Prosperity Plan and local's priorities
- it's about private investment toward tangible on-the-ground environmental improvements for future generations to come

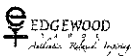


Edgewood Tahoe Lodge
a New Vision for South Lake Tahoe





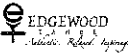
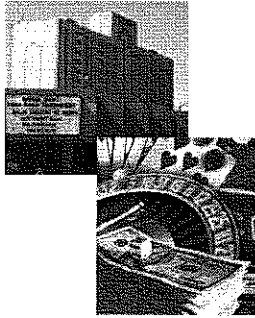
Edgewood Tahoe Lodge
Part of the Solution



A Region in Transition
South Shore Lake Tahoe

➤ For Years:

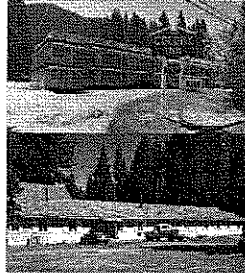
- ✓ Environmental Preservation = No Growth & Status Quo
- ✓ Gaming Primary Fuel for Economic Growth



Current Reality

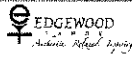
Built Environment Impacts

- Unattractive and inefficient
- Producing 72% of fine sediment going into the lake



Economic Decline

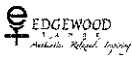
- 15% unemployment rate (higher than national)
- Businesses closing, population shrinking and schools consolidating



A Region in Transition

South Shore Lake Tahoe

- Transition:
 - ✓ Environmental Gain through redevelopment
 - ✓ Economy based on recreation & entertainment
 - ✓ Reinventing the South Shore



Edgewood Tahoe Lodge Vision...

Cultivate a new image of Lake Tahoe, where...

Recreation, Entertainment and Green Building fuel local economies

The blighted old is replaced by the Energy-efficient and Attractive New

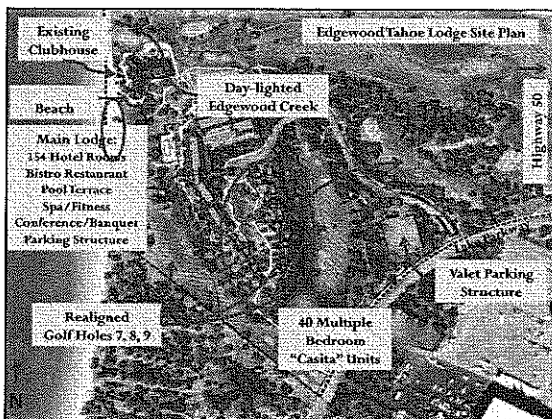
Guests Stay Longer, Drive Less, and Contribute more

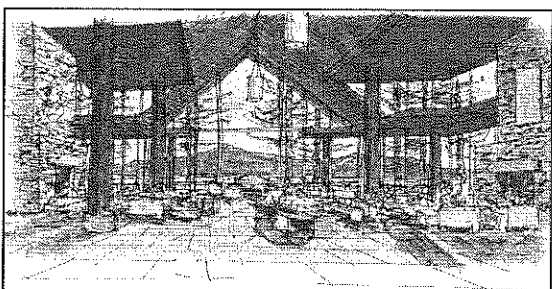
Visitors and locals with Experiences to Last a Lifetime



Edgewood Tahoe Golf Course...
what you love is here to stay



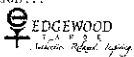




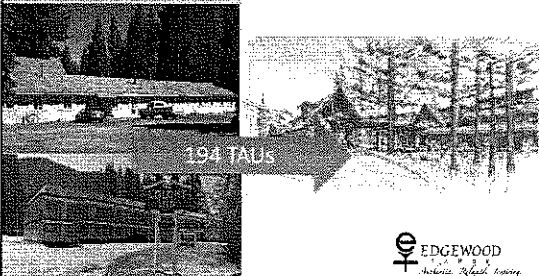
Project Benefits

The new Edgewood Lodge will help Lake Tahoe to Transition...

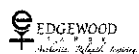
- > Economy, Community, Environment



Reinvention
\$1.8M generated per year (TOT)
Improving Lake clarity
Energy efficient, water saving


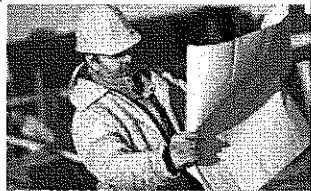


194 TALUs





Job Creation

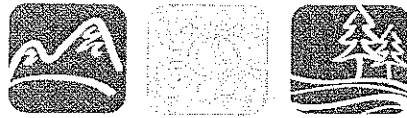
Hundreds of construction jobs
400+ direct and indirect
Economic catalyst for Lake Tahoe Prosperity Plan
Part of South Shore Vision Plan



Supporting South Shore Business

- > Guest spending: \$24 million annually
- > Sales tax revenue of \$1.7M annually
- > Additional event capacity
- > \$2M from TOT & Lodging Fees per year
- > Property Tax Increment





north lake tahoe

Chamber | CVB | Resort Association

THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday April 4, 2012 – 8:30 am – 11 am

Tahoe City Public Utility District

Preliminary Minutes

ATTENDANCE: Ron McIntyre, Phil GilanFarr, Kali Kopley, Jennifer Merchant, Bill Rock, Allen Highfield, and Alex Mourelatos, Andy Wirth, Valli Murnane,

NOT PRESENT: Julie Regan, Wally Auerbach, Eric Brandt, Ron Parsons

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Kym Fabel, Andy Chapman, Deanna Frumentti, and Lisa de Roulet

OTHERS IN ATTENDANCE: Peter Kraatz, Jan Colyer, Steve Hoch

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:38 am by Phil GilanFarr and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL

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

M/S/C (Mourelatos/Highfield) (9-0-0) to approve the agenda with items taken out of order if necessary.

C. PUBLIC FORUM

Placer County Sheriff John Weaver announced to the Board that there has been a permanent proposed ban of alcohol on the Truckee River for the week of the fourth of July. The enforcement will be for the active weekends of the Fourth of July holiday. There will be police enforcement on the front and the end of the river. He suggested that they have enforcement from July 1st through the 8th.

ACTION: Sandy Evans Hall will put out a message to the members and try to encourage the community to come out in support of the alcohol ban.

Ron McIntyre mentioned that he is up for a county oversight infrastructure redevelopment At-Large seat. He asked the board for support lobbying other supervisors in support of his selection on April 10, 2012.

ACTION: Sandy Evans Hall will write a letter in support for Ron McIntyre to the Board of Supervisors for the Redevelopment Oversight Committee At-Large seat.

Sandy Evans Hall reported that the purchase of the Tahoe City Golf Course is now official and following the close of escrow there was a party on April 3rd to celebrate and honor the previous owners. Sandy accepted a key to the city on the behalf of the Board, and presented the Board with their own keys and a special golf ball in appreciation.

Jan Colyer, Executive Director of the TNT/TMA, mentioned the Road to Recovery plan which now has 15 drivers who take cancer patients to their doctors visits. Jan announced that the program is in need of

volunteer drivers. She will email information to NLT Chamber/CVB/Resort Assn. and they will distribute the information to the Board.

ACTION: Deanna Frument, Executive Assistant to the NLT Chamber/CVB/Resort Assn. will distribute information on the Road to Recovery Plan to the members of the Board.

Sandy Evans Hall attended a Technology Convention Bureau tech summit and brought back notes on technology being used in the travel industry.

Alex Mourelatos thanked Sandy Evans Hall and Ron Treabess for their level of commitment to the purchase of the golf course.

Andy Wirth gave an update on the Olympic Winter games. Over the past three months there has been a substantial effort to move forward with a bi-state effort with California Lieutenant Governor Gavin Newsom and Nevada Lieutenant Governor Brian Krolicki. There has been a formation of the Lake Tahoe Winter Games Exploratory Committee (LTWGEC), a new joint California Nevada initiative, building on the existing efforts, dedicated to developing an Olympic Bid for the 2022 Winter Games.

The new committee, LTWGEC, is an entity created by the leadership of two separate organizations that were set up to explore a potential Bid for the Tahoe Region. The two organizations - the Reno Tahoe Winter Games Coalition and the California Winter Games Committee - joined by the Bay Area Sports Organizing Committee - will now be committing their significant resources to the LTWGEC.

D. REPORTS & ACTION ITEMS

Marketing:

1. Discussion of Co-op Agreement

Sandy Evans Hall presented a red line draft of the Co-op agreement. The majority of changes have to do with the governance, party, and conference equity wording and aspects in section ten.

Jennifer Merchant expressed concern about the level of detail in the writing of section 10. She suggests deleting item 10.3.

Alex Mourelatos mentioned that in the governance section it should say that remove the words "greater than \$25,000" and replace it with "the NLTRA with the respective boards".

ACTION: Sandy will make the changes to the wording of the Co-op Agreement.

4. Mountain Travel Symposium Update

Andy Chapman, CEO of Marketing for the NLT Chamber/CVB/Resort Association, announced that the Mountain Travel Symposium (MTS) event is now in full swing. The MTS event starts Sunday April 15, 2012. Tuesday night there will be a burning man welcome party with fire throwers, DJ's, Tahoe Moonshine, and a taste of Tahoe at the top of the tram where 7-8 restaurants will be having tastings. Wednesday and Thursdays are the Forums with exciting presenters. Late Friday there will be a group exchange. Throughout the rest of the week, there will be ski races, BBQ's and other events to showcase NLT as a destination.

April 16, 2012 there will be a Push to the Pole event; there is a \$5 suggested donation at the door. The Board members have available passes for the forums and social events if they RSVP with Andy Chapman. To view the entire forum, speakers, and activities go to www.mtntrvl.com. Andy acknowledged the group of partners who have been working on this event are Squaw Valley, Resort at Squaw Valley and the Squaw Valley Lodge.

County Contract

5. Scope of Work/TOT Budget Approval

Sandy Evans Hall pointed out agenda items 5-16 and 5-17 and asked the Board to review the two items. Quarter 3 was down 35% and Quarter 4 will be flat. With those projections they still expect to have \$200,000 as a carry over.

There will be a reduction of core services such as clinics, and other programs. TART funding has been reduced by 25%. There may be some excess from this year that can go to TART if available by year end.

M/S/C (Highfield/Wirth) (8-0-1 Abstention Jennifer Merchant) to approve the scope of work and TOT budget with the change of the 3897 increase in the San Francisco CPI.

Transportation/Infrastructure:

6. Integrated Work Plan Approval

Ron Treabess, Director of Community Partnerships and Planning of NLT Chamber/CVB/Resort Assn., gave a quick synopsis of the Integrated Work Plan and its revisions. The Joint Infrastructure Transportation committee has been discussing the proper use of maintenance funds, how and if we should use these TOT funds for maintenance items. If the IWP is approved it will be used to draft a budget which the Board will then need to approve.

M/S/C (Mourelatos /Highfield) (9-0-0) to approve the draft of the Integrated Work Plan.

7. North Tahoe Water Shuttle Project Funding Approval

Ron Treabess, reported that on May 11, 2012 The North Tahoe Water Shuttle Project will be ready for the Transportation District (TTD) Board with the agreements with boat operators, piers, permits, and a ticketing service. The TTD approved the RFP. On April 23rd there was a pre-RFP meeting where twelve interested operators attended with ideas about how the project can move forward. The operators' proposals are due this Friday. The following Friday the TTD Board will select an operator to use for the project. The request for funding for \$380,000 is for a 3-year period.

M/S/C (Highfield/GilanFarr) (8-0-1 Abstention Jennifer Merchant) to approve funding of up to \$380,000 for the North Tahoe Water Shuttle Program.

8. North Lake Tahoe Visitor Center, Truckee and Placer Welcoming Centers Funding Approval

Sandy Evans Hall walked the Board through the improvements to the Visitor Center, and the new Welcome Centers in Truckee and Auburn we wish to create. The Tahoe City Visitor Information Center will cost approximately \$82,000 to renovate. The Tahoe City Visitor Information Center will have interactive displays, a library, local products on consignment, a retail aspect, event programming, out door tables, and coffee service making it a center for gathering. The request for \$112,000 is for the combined renovations for the Visitor Center and creation of the Truckee and Auburn Welcome Centers.

M/S/C (Mourelatos /Kopley) (8-0-1 Abstention Phil GilanFarr) to approve the funding of the North Lake Tahoe Visitor Center, Truckee and Placer Welcoming Centers.

9. Kings Beach Commercial Core Improvement Plan Funding Approval

Ron Treabess requested approval of an additional \$2.5 million in funds for the King Beach Commercial Core Improvement Plan. The Joint Infrastructure and Transportation Committee approved that these funds be used to the greatest extent possible, and used appropriately of the TOT dollars.

M/S/C (Mourelatos /Highfield) (8-0-1 Abstention Jennifer Merchant) to approve an additional \$2.5 million in funding to the Kings Beach Commercial Core Improvement Plan.

10. TOT Renewal Update

Sandy Evans Hall passed out a digital print of the education piece on the Measure F TOT renewal. The educational piece will be sent out to all voters in Placer County. There has been several presentations that have been scheduled throughout the community to educate on the value of renewing the 2% TOT tax.

A. CONSENT CALENDAR – MOTIONS

- 1. Board Meeting Minutes – March 7, 2012**
- 12. Financial Statements – Approval of January and February Financials**
- 13. Joint Infrastructure/Transportation Committee – March 26, 2012**
- 14. Marketing Committee – March 27, 2012**
- 15. Membership Advisory Committee – March 14, 2012**
- 16. Lodging Committee – March 8, 2012**
- 17. Finance Committee – March 21, 2012**
- 18. Conference Sales Reports**
- 19. Infrastructure/Transportation Activity Report – February**
- 20. Membership Business Plan Progress Report – February**

M/S/C (Mourelatos/Wirth) (9-0-0) to accept the consent calendar.

F. MEMBERSHIP REPORTS

21. Membership Activities and Events –

Kym Fabel reviewed the 3 chamber education classes in April and May. The business series is available to help local businesses to be able to create a business plan, how to get funding, and do marketing and research as a component of that.

- 1. April 30- Disabled Access Seminar at the Truckee Donner Public Utilities District**
- 2. April 19- Dat So La Lee Farewell and Chamber Mixer**
- 3. May 23- Service is Sales Business Workshop**

G. DIRECTORS' COMMENTS

Allen Highfield mentioned that The Ritz-Carlton will be closed April 15 and will reopen May 15th, so he will not attend the next Board meeting.

Valli Murnane asked for clarification for a letter sent to the Board members from Jim Marsh. Andy Chapman explained that Jim Marsh had submitted a proposal for a PBS program to the NLT Chamber/CVB/Resort Assn and the LTDA related to vacation homes. The NLT Chamber/CVB/Resort Association and LTDA, decided not to pursue the proposal at this time.

Ron McIntyre thanked the Board for letting him participate, he appreciates the opportunity.

Andy Wirth updated the National Ski Team will be in town this weekend. Squaw is hosting a US Ski Team day Saturday afternoon. There will be a concert and fun activities following the event.

H. MEETING REVIEW AND STAFF DIRECTION

Andy Chapman reported that the Iron Man event committee will have a third site visit with a technical team. North Lake Tahoe is one of 3 venues competing for the Iron Man event. The only concern for the event is the altitude, which would make it the highest level of altitude ever used for the race.

The TRPA has asked that the Board takes a look at the draft of its new plan. There will be two informational meetings on April 20th.

The Board of Supervisors will be in North Lake Tahoe April 23rd-24th and will be having a meeting at the North Lake Tahoe Event Center. After the meeting at 5:30pm the NLT Chamber/CVB/Resort Assn. will be hosting an event for the Board of Supervisors at Caliente. All of the Board members are encouraged to attend.

STAFF DIRECTION

- Sandy will take an active roll in support of conservancy in state parks to make it help create an acceptable pier in Kings Beach for the North Lake Tahoe Water Shuttle.
- Sandy will write a letter in support of Ron McIntyre to the Board of Supervisors for the Redevelopment Oversight Committee At-Large Seat.
- Sandy Evans Hall will put out a message to the members and try to encourage the community to come out in support of the alcohol ban on the Truckee River for the Fourth of July week.

A. CLOSED SESSION

J. RECONVENE TO OPEN SESSION

ADJOURNMENT

The meeting adjourned at 11:13 am.

Submitted by
Deanna Frument, Executive Assistant
NLT Chamber/CVB/Resort Association



north lake tahoe

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COMMITTEE: Joint Infrastructure/Transportation Committee
MEETING DATE: April 23, 2012
BOARD MEMBERS PRESENT: Wally Auerbach, Phil GilanFarr

ACTION ITEMS TAKEN:

MOTIONS MADE/VOTE:

M/S/C (Vogt/Pang) (9-0-0) to approve the Joint Infrastructure/Transportation Committee Meeting minutes of February 27, 2012.

M/S/C (GilanFarr/Vogt) (9-0-0) to recommend allocation of up to \$16,500 in research and planning funding for the Tahoe City Visionary Project.

BOARD APPROVAL/DIRECTION REQUESTED:

M/S/C (GilanFarr/Vogt) (9-0-0) to recommend allocation of up to \$16,500 in research and planning funding for the Tahoe City Visionary Project.



north lake tahoe

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COMMITTEE: Membership Advisory Committee Minutes

MEETING DATE: April 11, 2012

BOARD MEMBERS PRESENT: Kali Kopley

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

ACTION: A sidewalk sale should be considered around the lake only. A sub-committee of West Shore, TCDA, NTBA, and Incline Village Business Association will meet in the near future to determine coordinated efforts.

MOTIONS MADE/VOTE:

M/S/C (Kopley/Williams) (7-0-0) to approve the Membership Advisory Committee minutes of March 15, 2012.

BOARD APPROVAL/DIRECTION REQUESTED:



north lake tahoe

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COMMITTEE: Group Sales Subcommittee

MEETING DATE: April 12, 2012

BOARD MEMBERS PRESENT: None

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action to Staff & Board to review quorum or remove some Committee Members.

Action: Jason will look at a breakdown of average group size and bring back to the meeting next month.

Action to Staff: Bring Monthly Flight Schedule to next meeting.

MOTIONS MADE/VOTE:

4.1 M/S/C (Melody/Brandon) (5/0) to approve the Group Sales Subcommittee meeting minutes from October 28, 2011 and February 2, 2012.

4.2 The approval of Group Sales Subcommittee meeting minutes will be added to May's agenda.

Monthly Report March 2012

CONFERENCE REVENUE STATISTICS

North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 3/31/12:	\$1,945,897	\$1,639,480	19%
Forecasted Commission for this Revenue:	\$131,660	\$100,314	31%
Number of Room Nights:	10684	9822	9%
Number of Delegates:	4754	4780	-1%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	48	48	0%

<u>Monthly Detail/Activity</u>	<u>March-12</u>	<u>March-11</u>	
<u>Number of Groups Booked:</u>	4	2	
Revenue Booked:	\$61,339	\$34,141	80%
Projected Commission:	\$6,643	\$3,414	95%
Room Nights:	495	340	46%
Number of Delegates:	390	140	179%
Booked Group Types:	2 Assn. 2 Smerf	1 Smerf., 1 Corj	
Lost Business, # of Groups:	5	6	

<u>Arrived in the month</u>	<u>March-12</u>	<u>March-11</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$91,524	
Projected Commission:	\$0	\$0	
Room Nights:	0	488	
Number of Delegates:	0	150	
Arrived Group Types:		1 Corp.	

<u>Monthly Detail/Activity</u>	<u>February-12</u>	<u>February-11</u>	
<u>Number of Groups Booked:</u>	3	0	
Revenue Booked:	\$109,989	\$0	
Projected Commission:	\$8,640	\$0	
Room Nights:	731	0	
Number of Delegates:	375	0	
Booked Group Types:	1 Corp, 1 Smf, 1 Seminar	0	
Lost Business, # of Groups:	5	6	

<u>Arrived in the month</u>	<u>February-12</u>	<u>February-11</u>	
Number of Groups:	3	2	
Revenue Arrived:	\$153,869	\$49,579	210%
Projected Commission:	\$7,917	\$4,385	81%
Room Nights:	650	257	153%
Number of Delegates:	210	115	83%
Arrived Group Types:	2 Assn., 1 TA	1 Assoc.	

Monthly Detail/Activity	<u>January-12</u>	<u>January-11</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$8,019	\$2,902	176%
Projected Commission:	\$802	\$145	453%
Room Nights:	90	25	260%
Number of Delegates:	50	10	400%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	3	6	

<u>Arrived in the month</u>	<u>January-12</u>	<u>January-11</u>	
Number of Groups:	6	1	
Revenue Arrived:	\$706,729	\$6,412	10922%
Projected Commission:	\$39,489	\$0	
Room Nights:	2844	28	10057%
Number of Delegates:	975	14	6864%
Arrived Group Types:	4 Corp. and 1 Assoc.	1 TA	

Monthly Detail/Activity	<u>December-11</u>	<u>December-10</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$4,500	\$36,491	-88%
Projected Commission:	\$450	\$3,649	-88%
Room Nights:	50	65	-23%
Number of Delegates:	34	194	-82%
Booked Group Types:	1 Smerf	1 Corp.	
Lost Business, # of Groups:	6	2	

<u>Arrived in the month</u>	<u>December-11</u>	<u>December-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$4,176	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	48	0	
Number of Delegates:	18	0	
Arrived Group Types:	1 Govt.		

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

<u>Arrived in the month</u>	<u>November-11</u>	<u>November-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$13,352	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	120	0	
Number of Delegates:	60	0	
Arrived Group Types:	1 Film Crew		

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

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

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

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

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

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

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

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

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$778,224	(Goal) \$750,000
For 2014/15:	\$1,348,108	\$500,000

NUMBER OF LEADS Generated as of 3/31/12: 84

Total Number of Leads Generated in Previous Years:

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

Monthly Report March 2012
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 3/31/12:	\$85,059	\$218,894	-61%
Forecasted Commission for this Revenue:	\$9,997	\$23,170	-57%
Number of Room Nights:	848	2038	-58%
Number of Delegates:	506	1310	-61%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	36	43	-16%

<u>Monthly Detail/Activity</u>	<u>March-12</u>	<u>March-11</u>	
<u>Number of Groups Booked:</u>	0	0	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:	0	0	
Lost Business, # of Groups:	1	1	

<u>Arrived in the month</u>	<u>March-12</u>	<u>March-11</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$4,791	
Projected Commission:	\$0	\$718	
Room Nights:	0	39	
Number of Delegates:	0	50	
Arrived Group Types:	0	1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>February-12</u>	<u>February-11</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$166,374	\$12,295	1253%
Projected Commission:	\$0	\$0	
Room Nights:	2340	198	1082%
Number of Delegates:	1800	79	2178%
Booked Group Types:	2 Assoc.	1 Corp.	
Lost Business, # of Groups:	1	3	

<u>Arrived in the month</u>	<u>February-12</u>	<u>February-11</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$14,265	\$20,013	-29%
Projected Commission:	\$1,510	\$3,002	-50%
Room Nights:	85	225	-62%
Number of Delegates:	150	150	0%
Arrived Group Types:	2 Corp.	1 Assoc.	

Monthly Detail/Activity	<u>January-12</u>	<u>January-11</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$9,997	\$16,137	-38%
Projected Commission:	\$0	\$1,752	
Room Nights:	92	250	-63%
Number of Delegates:	70	190	-63%
Booked Group Types:	1 Corp., 1 SMF	1 Assoc., 1 TA	
Lost Business, # of Groups:	0	3	

<u>Arrived in the month</u>	<u>January-12</u>	<u>January-11</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:		0

Monthly Detail/Activity	<u>December-11</u>	<u>December-10</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$9,423	\$0
Projected Commission:	\$1,413	\$0
Room Nights:	30	0
Number of Delegates:	120	0
Booked Group Types:	1 Corp.	0
Lost Business, # of Groups:	4	0

<u>Arrived in the month</u>	<u>December-11</u>	<u>December-10</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:	0	0

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

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

Monthly Detail/Activity	<u>October-11</u>	<u>October-10</u>	
<u>Number of Groups Booked:</u>	0	0	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:	0	0	
Lost Business, # of Groups:	1	0	
<u>Arrived in the month</u>	<u>October-11</u>	<u>October-10</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$15,354	\$5,280	191%
Projected Commission:	\$767	\$264	191%
Room Nights:	132	48	175%
Number of Delegates:	90	100	-10%
Arrived Group Types:	2 Assn.	1 Assn.	

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

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

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

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2012/13:	\$88,918	\$100,000
For 2014/15:	\$257,562	\$50,000

NUMBER OF LEADS Generated as of 3/31/12: 84

Total Number of Leads Generated in Previous Years:

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

NORTH SHORE 3 QUARTER - FY.2011/12							
Jan-12							
Groups Booked: 1							
Placer County:	1	Room Nights:	90	Delegates:	50	Revenue:	\$8,019
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Groups Arrived: 6							
Placer County:	6	Room Nights:	2844	Delegates:	975	Revenue:	\$706,729
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Feb-12							
Groups Booked: 3							
Placer County:	1	Room Nights:	90	Delegates:	50	Revenue:	\$8,829
Washoe County:	2	Room Nights:	641	Delegates:	325	Revenue:	\$101,160
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Groups Arrived: 3							
Placer County:	2	Room Nights:	578	Delegates:	180	Revenue:	\$145,369
Washoe County:	1	Room Nights:	72	Delegates:	30	Revenue:	\$8,500
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Mar-12							
Groups Booked: 4							
Placer County:	2	Room Nights:	405	Delegates:	330	Revenue:	\$51,160
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	2	Room Nights:	90	Delegates:	60	Revenue:	\$10,179
Groups Arrived: 0							
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Quarter totals by county:							
Groups Booked: 8							
Placer County:	4	Room Nights:	585	Delegates:	430	Revenue:	\$68,008
Washoe County:	2	Room Nights:	641	Delegates:	325	Revenue:	\$101,160
Nevada County:	2	Room Nights:	90	Delegates:	60	Revenue:	\$10,179
TOTAL:	4		1316	Delegates:	815		\$179,347
Groups Arrived: 9							
Placer County:	8	Room Nights:	3422	Delegates:	1155	Revenue:	\$852,098
Washoe County:	1	Room Nights:	72	Delegates:	30	Revenue:	\$8,500
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
TOTAL:	9		3494		1185		\$860,598



north lake tahoe

Chamber | CVB | Resort Association

DATE: May 1, 2012
TO: Board of Directors
FROM: Ron Treabess
Director of Community Partnerships
and Planning
SUBJ: April 1-30, 2012
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Express

The TTD Board has released the RFP to rebid the contract this spring. The new service will be initiated as soon as possible and will continue operating on the new schedule until final approval can be made. Ticket sales and information are being provided by the operator within the North Lake Tahoe Welcome Center at the airport. To date no subsidy has been requested during this fiscal year. Even with the slow start to the winter season, ridership is up 7% for the first 8 months of 2011-1012, and passenger revenues are flat for the same period. See attached Monthly Summary-March 2012.

2. Regional Wayfinding Signage - NLTRA

The consultant has submitted the final, functioning Wayfinding Signage Design Guidelines Manual. Staff is now scheduling meetings to get concurrence from partnering agencies. At the time of concurrence, staff will move forward with specific design and construction documents necessary for permitting, fabrication, and installation of pilot/demonstration signs. simultaneously, staff will prepare a RFP to solicit proposals for preparation of an area-wide signage site plan identifying specific signs, locations, wording, costs, and permit requirements for installation. Staff anticipates bringing this RFP forward with a funding request at the May Joint Committee meeting.

3. Public Purchase of the Tahoe City Golf Course

After much hard work, and give and take between the Tahoe City Public Utility District (TCPUD), Placer County, the Truckee Tahoe Airport District, the NLTRA, and the Bechdolt family, the purchase to keep this golf course in public ownership and a key part of the future of the North Lake Tahoe community has been finalized. The signing of the documents occurred on April 3rd. The TCPUD will commence operation procedures for this summer season utilizing an experience golf course management company, and the

partners will establish a public visioning process to initiate the long-range planning for the property.

4. Regional Coordinated Skier Shuttle Program

Through the leadership of the newly organized Truckee Tomorrow Transportation Committee and Truckee North Tahoe-Transportation Management Association (TMA), there is a strong interest to develop a coordinated regional skier shuttle program, with actual service anticipated in the 2012/13 winter season. The TMA has approved a proposal from LSC Transportation Consultants to develop a specific plan for service, rather than a conceptual study. Funding for the plan has been contributed by 12 partners including the ski areas, the Town of Truckee, and the NLTRA .

5. North and West Shore Water Shuttle

Utilizing the *Lake Tahoe Waterborne Shuttle Service Concept Design and Feasibility Study* (Feasibility Study) recommended actions and implementation plan, staff has been working with TTD, TNT/TMA and consultants for initiation of a North Lake Tahoe Water Shuttle. The intent is for the operation of this 3-year pilot water shuttle service and the water shuttle manager's monitoring program to commence in June, 2012. Monitoring will be continuous from June to October with recommendations for program changes as findings indicate. To date the necessary funding for the 3-year pilot program has been approved by Placer County; the TTD, which is the project manager, has approved a vessel and operator to provide the service; landside facility agreements are being drafted; and TRPA permitting is underway, as are the ticketing/marketing programs.

6. American Black Bear Exhibit

This \$30,000 exhibit is to be installed in the Gatekeepers Museum by the North Lake Tahoe Historical Society. The Placer County Board of Supervisors has approved the NLTRA recommendation to contribute \$10,000 towards the completion of this public exhibit, which should be in place by the start of summer.

7. Auburn/Placer County California Welcome Center

Staff continues to provide assistance to Placer County Visitor Bureau to develop the new California Welcome Center which will contain North Lake Tahoe exhibitry and information. The funding for the North Lake Tahoe exhibit in this Auburn facility has been approved by the Placer County Board of Supervisors. The consultant is now preparing the exhibit design for review.

8. Truckee California Welcome Center

Staff has reached agreement with the Truckee Donner Chamber of Commerce to install an "Explore North Lake Tahoe" information exhibit in the California Welcome Center that they operate in the Truckee railroad station. Funding has been approved by the Placer County Board of Supervisors. A proposal has been received from the consulting firm describing three alternatives with approximate costs.

9. North Lake Tahoe Visitor Center Relocation

The funding request to relocate and remodel the existing Visitor Center, now located next to the fire station in Tahoe City has been approved by the Placer County Board of Supervisors. The new location is on the ground floor of the building now housing the NLTRA offices on the second floor. Work is underway to meet the scheduled opening on June 1st.

10. Kings Beach Commercial Core Improvement Project

The Kings Beach Commercial Core Improvement Project (KBCCIP), recently has had a name revision to Lake Tahoe Regional Multimodal Pedestrian and Safety Improvement Project has been of a high priority for many years now, The NLTRA, which has previously allocated \$4,350,000, to this \$48,600,000 project, The NLTRA approved \$2.5 millions to provide additional funding to help with the potential funding shortfall that DPW may experience as the County prepares to start construction in May of 2013. The Placer County Board of Supervisors has approved the additional TOT funding.

11. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, May 21, 2012, 1:30 p.m., at TCPUD.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Visioning Process/Property Owners
- Tuesday Morning Breakfast Club
- TC Golf Course Property Purchase Signing
- Squaw Valley MAC/TOT Renewal
- Water Shuttle RFP Selection Committee
- Tahoe Transportation District Board Meeting
- TNT/TMA Board/TOT Renewal
- Placer County Transportation Planning Agency Board
- NTRAC/TOT Renewal
- Squaw Valley Olympic Museum Workshop
- Lake Tahoe Partnership Legislative Strategy Session
- Board of Supervisors Meeting/Project Funding Request
- Mountain Travel Symposium Reception
- Northstar CSD Board/TOT Renewal
- West Shore Association/TOT Renewal
- North Tahoe School VIP/TOT Renewal
- North Tahoe Fire Station Ribbon Cutting

NLTE Monthly Summary -- March 2012

Green Truckee - Northstar
 Red Squaw Valley - Tahoe City - Sunnyside
 Blue Incline Village - Kings Beach - Tahoe Vista

Month	Monthly Passenger Revenues												Monthly Passengers											
	FY 2006-07		FY 2007-08		FY 2008-09		FY 2009-10		FY 2010-11		FY 2011-12		2006-07		2007-08		2008-09		2009-10		2010-11		2011-12	
Total	Total	Total	Total	Total	Total	Green	Red	Blue	Total	Total	Total	Green	Red	Blue	Total	Total	Total	Green	Red	Blue	Total	Total		
July	\$0	\$32,220	\$43,438	\$42,006	\$53,794	\$4,635	\$48,564	\$26,396	\$80,595	0	1187	1618	1473	1602	145	1598	615	2548	0	0	0	0	0	
Aug	\$0	\$28,427	\$41,584	\$40,810	\$48,243	\$6,378	\$25,244	\$32,383	\$64,004	0	1001	1536	1350	1317	195	1011	815	2021	0	0	0	0	0	
Sep	\$0	\$28,383	\$29,982	\$34,440	\$38,714	\$4,443	\$11,715	\$23,828	\$40,086	0	1009	1108	1137	1317	141	385	854	1380	0	0	0	0	0	
Oct	\$0	\$26,803	\$31,736	\$25,515	\$51,289	\$2,665	\$10,625	\$16,083	\$29,373	0	884	1195	833	1591	80	335	555	970	0	0	0	0	0	
Nov	\$7,056	\$20,294	\$17,836	\$15,706	\$24,195	\$2,305	\$6,666	\$13,371	\$22,341	245	640	623	546	792	234	335	555	970	0	0	0	0	0	
Dec	\$43,288	\$57,943	\$68,123	\$51,200	\$77,382	\$11,704	\$21,739	\$22,409	\$55,852	1748	2446	2827	1924	2695	420	762	795	1967	0	0	0	0	0	
Jan	\$41,022	\$85,700	\$50,905	\$64,889	\$70,922	\$12,725	\$42,554	\$23,325	\$78,603	1687	2885	1955	2461	2156	437	1585	795	2817	0	0	0	0	0	
Feb	\$40,191	\$85,583	\$75,355	\$72,647	\$83,094	\$12,193	\$32,243	\$25,805	\$70,241	1537	2506	2666	2699	397	1120	929	2446	0	0	0	0	0	0	
Mar	\$54,375	\$89,871	\$81,088	\$75,514	\$86,608	\$13,060	\$60,161	\$20,592	\$93,813	2191	2384	2953	3059	2291	467	659	3152	0	0	0	0	0	0	
Apr	\$26,628	\$20,536	\$23,892	\$37,230	\$27,459				\$0	1645	756	840	1381	1037				0	0	0	0	0	0	
May	\$16,625	\$17,175	\$18,016	\$20,196	\$17,866				\$0	602	632	605	730	534				0	0	0	0	0	0	
June	\$29,016	\$28,212	\$33,214	\$40,196	\$41,662				\$0	1112	1064	954	1403	1152				0	0	0	0	0	0	
Total	\$258,211	\$451,147	\$515,159	\$523,311	\$621,198				\$0	10748	17194	18347	18783	18547				0	0	0	0	0	0	
Year to Date																								
Change over Previous Year to Date																								

Current Year Expenditures	Target Funding \$146,000
Subsidy to Airport Mini Bus:	July 2011-June 2012
IT for Activity Tickets:	July 2011-June 2012
TMA Administration:	July 2011-June 2012
Marketing:	July 2011-June 2012
Lael updated March 31, 2012	RCVID 73,048.67

Month	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
July	\$0	\$10,352	\$15,383	\$22,200	\$0	\$0
Aug	\$0	\$13,426	\$10,372	\$5,475	\$830	\$0
Sept	\$0	\$18,287	\$31,278	\$13,196	\$1,982	\$0
Oct	\$0	\$18,380	\$44,155	\$21,225	\$22,657	\$0
Nov	\$6,790	\$16,316	\$22,419	\$13,273	\$17,326	\$0
Dec	\$15,548	\$2,750	\$0	\$0	\$0	\$0
Jan	\$21,289	\$1,294	\$1,916	\$0	\$0	\$0
Feb	\$17,896	\$3,946	\$0	\$0	\$0	\$0
Mar	\$15,629	\$12,315	\$0	\$0	\$0	\$0
Apr	\$26,379	\$24,954	\$21,890	\$8,570	\$0	\$0
May	\$18,738	\$7,918	\$15,483	\$9,417	\$313	\$0
June	\$10,012	\$15,379	\$5,778	\$1,290	\$50	\$0
Total	\$121,946	\$145,327	\$138,634	\$94,646	\$67,974	\$0
YTD					\$42,995	\$0
Change over Previous Year to Date						-100%

1. Work with wholesalers for 11/12 season - receive all bookings and send confirmations for shuttle throughout season
2. NLTE Wholesale contracts and rates for 12/13 season - start releasing contracts and rates for next winter
3. Mountain Travel Symposium - work with NLTRA staff regarding transportation needs both contracted transfers and pay on own. Accounts set up and working with group regarding manfraft needs etc.
4. NLTE Group Business - work with groups around the triangle - set up discount codes for attendees
5. NLTE Website - Explore options and cost regarding getting a mobile site set up
6. NLTE welcom desk, work with NLTRA staff regarding operations of center & staff working together. Will work on some cross-training this Spring - cross training list to be completed.
7. NLTE Schedule analysis - start comparing with flight guide to make sure times coordinate - identified 2 times adds/changes on green and red routes
8. NLTE Reservation system re-write - continue working on new reservation system and testing of new system. Work with Airport staff to test and provide feedback.

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