



## north lake tahoe

Chamber | CVB | Resort Association

### NLTRA Special Board of Directors Meeting Minute

July 17, 2017 at 9:00 a.m.  
TCPUD Boardroom

#### A. Called to Order at 9:01-Established Quorum

Board members in attendance: Adam Wilson, Christy Beck, and Jennifer Merchant. Via telephone: Aaron Rudnick, Gary Davis, Samir Tuma, Brett Williams, and Tom Lotshaw (non-voting).

\*Jennifer joined the meeting/arrived at 9:06 a.m.

Others in attendance: Jason Neary, Ron Treabess, Andy Chapman, Sarah Winters, Cindy Gustafson, Anna Atwood, Greg Howie, Lindsay Romack, Wally Auerbach, Dawn Baffone, Ron McIntyre, Amber Burke, Erin Casey, Natalie Parrish, Kym Fable, and Lauren Sully. Al Priester, Via Telephone-Andy Chapman and Jaime Wright

#### B. Public Forum: Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.

- Ron McIntyre provided public comment regarding public involvement in the Scope of Work/Placer Contract. He expressed concern for the lack of Tourism development projects in the Scope of Work.

#### C. Agenda Amendments and Approval-MOTION M/S/C (Christy/Brett/6-0-0)

\*Jennifer joined the meeting/arrived at 9:06 a.m.

#### D. Action Items

1. MOTION: Discussion and possible approval of the Placer County Proposed Contract, Proposed Scope of Work and Proposed Budget (Attachment C) for August 2017 through January 2018 – Adam Wilson

Scope of work:

- Adam thanked the NLTRA staff and the County staff for their efforts.
- Questions from public: Ron McIntyre addressed the Board regarding history of the NLTRA Scope of Work and his concerns about the County's new responsibility of being in charge of Capital Investments. Ron McIntyre provided public comment regarding public involvement in the Scope of Work/Placer Contract. He also commented that in his opinion there is much beurocracy and expressed concern for what seems to be a lack of tourism development projects in the Scope of Work and the direction that the NLTRA is going.
- Adam stated that NLTRA Board will be involved in the future Capital Investment decision process and that there will be community involvement.
- Cindy commented regarding organization management and tasks regarding the implementation of the recommendations over the next six month. She suggested an understanding that some of the tasks may take a longer period of time (for bylaw changes, etc.) especially in regards to Board Governance and Marketing. Andy confirmed that the marketing efforts have begun.
- On page six there are two typos, Dawn will change. Dawn completed 7/17/17.
- Discussion about the November 2018 ballot language and a voter's survey and potential of sales tax. Jennifer said conversations need to happen before it is budgeted. Cindy suggested it be discussed within the next six months.

- Jennifer suggested sharing the contents of the mediation document. Scope of Work needs to be consistent with agreement that was made.
- Discussion regarding the NLTRA/County Mediation meeting.
- Ron M. asked whether NLTRA has gone from Tourism development projects to capital projects. Adam stated that the plan is in alignment with the Tourism Master Plan and we are working with other partners to figure the best way to implement the Tourism Master Plan. It will be much broader in its approach. During the six month period there will be opportunities to provide input.
- Ron McIntyre asked if there is a method of getting on a mailing list. He would like to be added to the email list. (Dawn completed.)
- Jennifer clarified that when the county sent the Scope of Work, that they did not have the information, and the budget didn't connect. There were many different versions of the Scope of Work. Number of things that were submitted that were not added in. "Ensure racks..." needs to be removed.
- Jaime with TMA commented that the rack holder at the Truckee Airport is already stocked and we have access to it.
- Eliminate the sixth bullet point on page 6,. Align with Jaime.
- Jennifer questioned Amber regarding human powered sports. Change to "As a premier destination that includes human powered sports, arts and culture and family activities."
- Ron T. pointed out that where the Scope states, "Support transportation initiatives." (2<sup>nd</sup> to last page) that there could be a need for doing a visitor survey for example.
- Discussion about the Scope of Work document.

#### Budget:

- Adam said the budget will be approved as a whole at the end of discussion.
- Costs that were not currently in the budget will be added.
- Attachment C is the budget, (will be put into different format which will align with what it has been in the past.)
- Clarification on attachment C: Bicycle: \$2,000 Houston Magnani: \$4,500 (for legislative advocacy) \$2,000: Dean Runyan for public workshops. Equaling \$8,500.00
- Discussion regarding Dean Runyan contract. NLTRA will get a breakdown and exact amounts (hourly rate, travel expense, etc.) Suggestion to take out of Scope of Work.
- Discussion about the upcoming process, and what the County and Board's procedure is.
- Jennifer said the performance indicators on final report need to be posted on to the websites of the NLTRA, and sent to Placer County.
- Houston Magnani only performs work regarding legislation. Jennifer expressed that she does not see value. Ron T. said that the relationship and job description with that organization may change. During the six month period their role will be reviewed.

#### Attachment A2

- Andy described options SSMC/Ski Lake Tahoe Recommends to keep funds there until after the NLTRA Board meeting and he will provide an update about what the group has decided. Then the process would go back to marketing committee and the coop committee for approval. The new dollar amount is undecided at this time.
- Andy described the Opportunistic/Content Campaigns amount of \$31,809.
- Discussion regarding Attachment A2.

#### Attachment E.

- Explanation about due date of November 15<sup>th</sup>.

#### Contract

- Adam reviewed changes that were made. What needs to be added in, are related to the budget items and dollar amounts will be added after Attachment C is completed.
- Progress report no longer required hard copies, and in addition to email, put into a mutually used file program.

- Attachment C items will be added in. Staff will double check that budget numbers will be reflected in the contract.
- Ron T, pointed out that on page 3, on item G. In the case of unbudgeted money over \$2,500, that Board members will be notified via email.

**MOTION TO ACCEPT AND APPROVE THE SCOPE OF WORK ATTACHMENT, 1-2, ATTACHMENT E. FIGURES IN C WILL BE AMENDED, AND THE CONTRACT THAT SUPPORTS THE 4 DOCUMENTS. M/S/C (Christy/Gary/6-0-1) None opposed. Jennifer abstained.**

**E. Directors Comments**

- Jennifer comment regarding host compliance contract. Host compliance was hired to identify who were renting vacation rentals, etc. without paying TOT. Notices sent out and 315 registered so far. Report was received July 5<sup>th</sup>. Collected 523,000 in TOT so far. 4,000 were identified and more letters will be sent.
- Discussion regarding TOT arrears enforcement beginning date, revenue.
- Samir requested information/ updates regarding Air BNB changes that are received by the County with ordinances. Brett requested County to create Best Practices on this subject. Discussion regarding enforcement of TOT.

**F. Meeting Review and Staff Direction**

**G. Adjournment at 11:08**