



north lake tahoe

Chamber | CVB | Resort Association

THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday, June 24, 2015 – 8:00 am

Tahoe City Public Utilities Board District – Board Room

PRELIMINARY MINUTES

BOARD MEMBERS IN ATTENDANCE: David Tirman, Jennifer Merchant, Sue Busby, Tom Lotshaw, Brett Williams, Joseph Mattioli, Wally Auerbach

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

RESORT ASSOCIATION STAFF: Ron Treabess, Sandy Evans Hall, JT Thompson, Valerie Lomeli, Emily Detwiler

OTHERS IN ATTENDANCE: Lauren OBrien

A. CALL TO ORDER

- The meeting was called to order at 8:22 am by David Tirman and a quorum was established.

B. Public Forum: None

C. AGENDA AMENDMENTS AND APPROVAL

M/S/C (Wally Auerbach/Joseph Mattioli) (6/0/0) Motion to approve all items on the agenda

D. Consent Calendar

All items (**in Bold**) listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

- Sandy briefed the Board members of the consent calendar, few items included:
 - Item 10, there was no Executive Committee meeting.
 - Item 13, contract approvals will be added to all future agendas. This item will have contracts that have been funded and approved by the BOD and BOS.
 - Questions and comments from Board Members:
 - Board members wanted to know if the current procedures provided by Placer County match the current contracts that are in the Board Packet as of 6.24.15. The contracts that are currently in the packet do not have the current verbiage that is needed by Placer County.
 - Ron responded to the Board members that the TMA contract is an extension of an existing contract that is currently in place and the CHP contract is prepared by CHP.
- General comments from Board members to staff regarding the verbiage of item 13.
 - Wally suggested there be a Board discussion for next month of the new procedures, for review and adoption, prior to approval of any new contracts, before adding to the agenda.

1. Board Meeting Minutes – June 3, 2015

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

2. Capital Investment/Transportation Committee - No Meeting in June

3. Marketing Committee – June 23, 2015

4. **Business Association and Chamber Collaborative – June 11, 2015**

5. **Lodging Committee – June 18, 2015**

6. **Conference Sales Directors Committee – June 23, 2015**

7. **Finance Committee – June 23, 2015**

8. **Financial Reports – May**

8.1. Dashboard and project reports

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

9. **Conference Sales Reports**

10. **Executive Committee Report – June 16, 2015 (no meeting)**

11. **CEO Report – June, 2015**

12. **Capital Investment/Transportation Activity Report – May/June**

13. **Contract Approvals (funding already approved by NLTRA Board and BOS)**

13.1 **Nightrider Funding Agreement with TNT/TMA for Summer 2015**

13.2 **Summer Traffic Management Funding Letter Agreement with CHP for Summer 2015**

M/S/C (Jennifer Merchant/Brett Williams) (7/0/0) Motion to approve consent calendar with the removal of item 13.1.

M/S/C (Wally Auerbach/Sue Busby) (6/1/0) Motion to approve item 13.1 with the clarification of item 4. Jennifer opposed.

Action for Sandy: staff will prepare a list of new procedures and policies for adoption that align with the 2015/16 contract for the August 5th meeting.

E. Action Items

14. Motion: Approval of revisions to the Bylaws and Operating Procedures and Policies

14.1 Procurement Policy

14.2 Conflict of Interest Policy

- Sandy informed the Board members there will be no vote made, since there is not enough Board members for a super majority which is required for a change to the bylaws. This item will be on the agenda at the next meeting on August 5th.

Action for Board Members: to review item E before the next Board meeting on August 5th.

Action for Sandy: to email all Board members about a special meeting to be held on July 1st from 7 am – 8:30 am.

L. ADJOURNMENT

- The meeting adjourned at 8:49 am.

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



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RETREAT MINUTES

1. Actions

- Marketing, Infrastructure, and Transportation should present future plans (vision) to the Board for discussion or alignment
- Possibly add numbers or percentages for transportation goals other than TART
- Modify “upgrade infrastructure and lodging” to include advocacy and possibly a metric for what the Board wants to see
- Understand what is driving TOT

2. Obstacles

- Politics – County structure
- Partner priorities
- Org. capacity
- Other grant funding
- Funding distribution and prioritization

3. Discussion Topics for Future

- Shoulder season, winter season strategies
- How does the Board get better at measuring themselves vs. others?
- TOT- supply measuring, understanding regional strategies, aligning with success. Air travel (Reno, Sacramento) linking international with SF visits and Napa
- Adding more prop. to international marketing
- Discussion of business model
 - Board, Name (Resort)
- Focused strategic conversation on marketing and what the Board wants to see
 - Integrated (transportation)
- Primer on Placer County relationship expectations/role



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DRAFT GOALS

Goals – What we would like to see in North Lake Tahoe over the next 3-5 years

By 2020, we will have increased Visitor Information Distribution to a broader audience.

Tactics for consideration:

- Streamline messaging through greater regional cooperation
- Advertise in key portal areas such as airports, I-80, SW Spirit Magazine with other Lake Tahoe/Truckee partners
- Develop a mobile visitor center to travel to events

Possible Metrics:

- Collateral Material - # of guides, maps, and visitors touched
- Mobile/website viewers
- Additional viewers via regional partners
- Impressions through portal advertising
- Increased Net Promoter Scores by all partners

By 2020, we will have increased Community Engagement with our organization.

Tactics for consideration:

- NLTRA staff regularly inform the community about the organization
- Develop clear communication about who we are
- Expand Chamber membership, sponsorship, and volunteer opportunities

Possible Metrics:

- Increase in volunteers
- Board recruitment less challenging. Increase interest for board recruitment
- Increase in FlashVote participants and survey responses

By 2020, we will have an improved Relationship with Placer County.

Tactics for consideration:

- Provide opportunity for better NLTRA board understanding of roles and responsibilities
- Have better and more frequent communication
- Have better NLTRA accountability through administrative procedures that comply with the contract
- Possibly rebrand and change the organization structure to better coordinate with County oversight

- Continue to make sure that TOT has the flexibility of use that it has had over the past 20 years
- Have NLTRA do what it does well and not do what others are already doing or can do

By 2020, we will have increased Destination Visitors to North Lake Tahoe.

Tactics for consideration:

- Create a Lake wide Marketing J.P.A. or formalized effort – ie: Ski Lake Tahoe
- Improve International travel
- Increase direct air service, particularly from the East Coast
- 20% more lift into Reno Tahoe airport
- Evaluate marketing spend between Bay Area and Destination, increasing Destination

Possible Metrics:

- Increase travelers arriving by air (Intercept research, airport D & O data)
- Increase occupancy in mid-week periods

By 2020, we will have developed a Marketing Strategy to address diverse demand sources and seasonal changes.

Tactics for consideration:

- Promotion of diversified activities to respond to climate change
- Improve market research
- Re-evaluate Bay Area vs. Destination marketing strategy
- Develop Lifestyle branding
- Evaluate number and type of events as well as impacts to community

By 2020, we will have taken a leadership role to Identify and Establish the Funding and Implement the Transit Vision

Tactics for consideration:

- Possibly increase sales tax and or TOT as well as identify other funding partners
- Deploy new technologies to make transit easier to navigate
- Work towards Free and Frequent every 20 minutes in the Triangle

By 2020, we will have Improved Tourist –Serving Infrastructure.

Tactics for consideration:

- Advocate for 200 new lodging units – be the environmental redevelopment partner in the basin
- Complete the regional trail system
- Complete the wayfinding signage program
- Benchmark and research the feasibility of a High Altitude Human Powered Sports Training Center
- Market and promote the Transit and Trails

By 2020, we will have Increased and Expanded TOT and non-TOT funding.

Tactics for consideration:

- Through consistent auditing and redevelopment, increase TOT certificates by 30%
- Create at T.B.I.D. to augment existing TOT marketing funding to increase destination visitors

- Use increased funding for tourism development, staff and events
- Increase budget to be more in line with competition for marketing
- Possibly increase TOT to 12%