



BOARD MEETING MINUTES
Wednesday, November 4, 2009 – 8:30 a.m.
North Tahoe Events Center

FINAL MINUTES

ATTENDANCE: Alex Mourelatos, Tom Murphy, Deanna Gescheider, Deb Dudley, Dave Wilderotter, Ron Parson, Ron McIntyre (8:45 a.m.), Jennifer Merchant (8:48 a.m.), and Julie Regan (9:01 a.m.)

STAFF IN ATTENDANCE: Steve Teshara, Kym Fabel, Andy Chapman, Judy Laverty, Ron Treabess, Sally Lyon, and Sarah Holster

OTHERS IN ATTENDANCE: Beth Kohn Cole, Bill Clark, Steve Kastan, Bill Lindeman, Steven Holt, Allen Highfield, and Linda Williams

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The meeting was called to order at 8:42 a.m. by Chairman Alex Mourelatos and a quorum was established. Alex read the meeting ground rules and the newly adopted nine tools of civility.

2.0 PUBLIC FORUM

2.1 Steve Teshara introduced Emily Sullivan, new Program Assistant for the NLTRA. The Board welcomed Emily. Emily said she is looking forward to the new position.

2.2 Allen Highfield, General Manager of the Ritz Carlton Highlands, Lake Tahoe, announced his intent to run for the Large Lodging seat in the NLTRA Board Election for 2010.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Dudley/Gescheider) (6/0/1 Abstention-McIntyre) to approve the agenda with the addition of new item D 1A to approve the Chamber of Commerce Advisory Committee recommendations for the FY-2009/10 Community Marketing Program event grants.**

3.2 **M/S/C (Parson/Murphy) (7/0) to approve the agenda as amended.**

4.0 CONSENT CALENDAR

4.1 **M/S/C (Parson/Wilderotter) (7/0) to approve the consent calendar including the approval of a Community Marketing Program Grant for the West Shore Association, as recommended by the Chamber of Commerce Advisory Committee.**

5.0 DISCUSSION AND POSSIBLE ACTION 1) APPOINT RYAN SLABAUGH, EXECUTIVE EDITOR OF THE SIERRA SUN, TO REPLACE FORMER SUN PUBLISHER MICHAEL BENNETT, AS A MEMBER OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE; AND 2) FORMALLY RECOGNIZE EXISTING MEMBER MIKE YOUNG AS THE COMMITTEE REPRESENTATIVE OF THE NEW INCLINE COMMUNITY BUSINESS ASSOCIATION (ICBA)

5.1 Steve Teshara reported that Michael Bennett has left the community for another assignment. He was serving on the Chamber of Commerce Advisory Committee as a general member. Ryan Slabaugh, Executive Editor of the Sierra Sun, has asked to fill the position. The Chamber Committee recommends that the Board formally appoint Ryan Slabaugh to the Chamber of Commerce Advisory Committee. Steve reported that Mike Young is an existing member on the Committee. The newly formed Incline Community Business Association has asked the Chamber Committee to recognize Mike as their representative on the committee.

5.2 M/S/C (McIntyre/Parson) (8/0) to appoint Ryan Slabaugh, Executive Editor of the Sierra Sun, to replace former Sun Publisher Michael Bennett, as a member of the Chamber of Commerce Advisory Committee and to formally recognize existing member Mike Young as the committee representative of the new Incline Community Business Association.

6.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE COMMUNITY MARKETING PROGRAM GRANT AWARDS AS APPROVED AND RECOMMENDED BY THE CHAMBER OF COMMERCE ADVISORY COMMITTEE

6.1 Steve Teshara reviewed the Chamber of Commerce Advisory Committee recommendations for the Community Marketing Program grant awards. He said the grants total \$31,500; \$1,500 of that is rollover from the FY-2008/09 program. Steve reported that as part of the program, each grant recipient will receive assistance from NLTRA staff related to marketing, logistics, and permitting. Deb Dudley said the Committee is using a more efficient scoring system. Staff will e-mail the score card to the Board for informational purposes.

6.2 Discussion followed in regards to the Community Marketing Program.

6.2.1 Jennifer Merchant asked whether the grant for the Tahoe City Fish Hatchery would generate TOT. Dave Wilderotter reported that the renovation will receive significant press. The grant request will go towards the Grand Opening of the facility. The invite list includes members of U.C. Davis and donors from all over the state of California. Dave said the Tahoe City Fish Hatchery supports cultural heritage tourism. Steve added that the grant program requires each recipient to complete an ROI wrap up report. Deanna Geschieder said it is very positive for the organization to support local events.

6.2.2 Tom Murphy suggested the Olympic Heritage Celebration (OHC) should receive the full amount requested since it is a one time opportunity. Alex confirmed that the grant requests were fully vetted by the committee. The OHC's media plan needs to be further refined. He said the final package of recommendations was a reasonable compromise given everything else submitted. Alex reported that the OHC has planned a working session with the Special Events Task Force. They are also required to meet with staff on how to maximize their marketing. Andy reported that there is an additional investment for the OHC through NLTRA marketing efforts.

6.2.3 Ron Parson asked the NLTRA to coordinate lodging with special events beyond Cool Deals. He suggested that each project presents an opportunity to push lodging through conference sales.

6.2.4 Ron McIntyre reported that we should support events being held in the off season. He would like to review a matrix, post event, that shows when the event was held and impacts to TOT. Steve confirmed that the Committee Chair will

present all ROI reports to the NLTRA Board toward the end of the fiscal year. Deb said staff presented a resource guide at yesterday's meeting that includes how staff will assist in events and ROI report requirements. Steve confirmed that in addition to the score sheet, staff will also e-mail the resource guide to the Board for review. Tom Murphy agreed that our support should focus on shoulder season events. Alex confirmed that the criteria focuses on shoulder season events (strikezones) and impacts to TOT. Deanna asked about funding for established events. Dave said there is a three year time limit for funding; however, the task force will determine support for ongoing events and events held during traditional shoulder seasons.

- 6.3 M/S/C (Parson/Gescheider) (7/0/1 Abstention-Parson) to approve the FY-2009/10 Community Marketing Program Grant awards as recommended by the Chamber of Commerce Advisory Committee.**

7.0 PRESENTATION FOLLOWED BY DISCUSSION AND POSSIBLE ACTION TO RECEIVE AND APPROVE FY-2008/09 FINANCIAL STATEMENTS AND INDEPENDENT AUDITORS' REPORT PRESENTED BY BETH KOHN-COLE, CPA, OF KOHN COLODNY LLP

- 7.1 Sally Lyon introduced Beth Kohn Cole of Kohn Colodny LLP. Beth presented her report on the NLTRA's FY-2008/2009 Audited Financial Statements, Auditor Communication Letter and an update of prior year audit findings. The Auditor Communication Letter summarized that there were no significant issues as a result of the audit. The NLTRA received an unqualified opinion or "clean" audit opinion. Beth reported that in regards to last year's audit findings, all recommendations have been implemented. She reviewed the financial statements for the year ending June 30, 2009. Total assets are \$7.2 million down from \$7.6 million from prior year due to the spending down of Infrastructure funds. The liability has also decreased from \$6.8 million to \$6.6 million due mostly to infrastructure. There is a decrease in net assets of \$41,000 for the year. Beth commended Sally Lyon on a clean audit opinion.
- 7.2 Jennifer Merchant reported that at the Finance Committee meeting on Monday, she requested information related to net assets. Ron McIntyre reported that the Finance Committee has scheduled a follow-up item to address this request. Beth noted that regardless of what was spent, the net assets are accumulative from inception. Ron McIntyre reported that a policy discussion and will be agendized for the next Finance Committee meeting. Any recommendations will be brought to the Board for review and discussion.
- 7.3 M/S/C (Dudley/McIntyre) (7/0/1 No-Merchant) to receive and approve FY-2008/09 Financial Statements and Independent Auditors' Report.**

8.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE SEPTEMBER 30, 2009 FINANCIAL STATEMENTS

- 8.1 Sally Lyon reported that the Finance Committee met on Monday and recommended approval of the September 30, 2009 Financial Statements. She noted the monthly variance in Visitor Support and Transportation. The variance is due to the internal journal transfer of funds to Placer County for TART baseline services. The Committee discussed whether it was appropriate to amend the budget to adjust for the transportation variance. Sally has discussed the issue with our auditors. It was determined that the committee will need to decide whether to adjust the budget or continue showing the variance in the financial statements. Ron McIntyre said funding should be a part of the budget in order to ensure transparency for decision making in the expenditure of transportation funds. He said it is important to maintain the collective decision making process for services that is currently in place between Placer County and the NLTRA. He anticipates state transit

funding to return to Placer County which would reduce the amount of NLTRA funding allocated for TART services. Steve Teshara noted that state transit assistance could be restored as a result of a recent State Supreme Court decision that the state's take away of transit funds was illegal. Jennifer clarified that the purpose of the internal journal transfer process was to streamline payments to Placer County for NLTRA approved transit services. Ron Treabess said the initial concern was that there would be no reconciliation of funds and that the NLTRA could lose a level of control over how funds are spent. He is working with Placer County on a tracking system for transit expenditures.

8.2 M/S/C (Parson/Murphy) (8/0) to approve the September 30, 2009 Financial Statements.

9.0 PRESENTATION/DISCUSSION – STATUS REPORT ON MARKETING AND PROMOTION OF THE 50TH ANNIVERSARY OLYMPIC HERITAGE CELEBRATION

- 9.1 Representatives from the Olympic Heritage Celebration (OHC) gave a status report on marketing and promotion of the 50th Anniversary Olympic Heritage Celebration. Bill Clark reported on the five tasks of the Squaw Valley Ski Museum Foundation (SVSMF). Those include site selection, capital fundraising, USOC licensing, the 50th Olympic Heritage Celebration, and status of the interim museum in Squaw Valley. He reported that the site selection process is ongoing. The SVSMF Committee has regular committee meetings and hosted a community forum to get feedback on the site location for the museum. Results show universal support for the Highway 89 location. Tom Murphy asked about the potential inclusion of a visitor information center in the museum. Bill agreed that it would be a logical combination. Bill reported there has been discussion in regards to which side of the road to build the museum. Both sites have issues including easements, power lines, and cost. The committee is working to mitigate issues. Ron McIntyre asked about the opposition for an interior or valley location. Bill said the Highway 89 site would have more visibility. There were also issues associated with cost for a valley location. The committee felt that in order for the museum to be universally accepted, it would need to have some separation from Squaw Valley. He said the museum will focus on the whole west coast ski industry and western ski sports heritage. Deb Dudley suggested utilizing both sides of the area; the park side for parking and the Tower of Nations side for the museum. Deb emphasized the importance of the museum being accessible from the bike path. She said that is consistent with our sustainable community concepts.
- 9.2 The capital fundraising campaign is a critical step of the business plan. Bill said it is starting to gain momentum with the excitement of the upcoming Celebration. Bill said the capital campaign for the museum depends on the success of the OHC. The United States Olympic Committee (USOC) sponsorship is very critical to the credibility of the OHC event. The Olympians Ball during the OHC will be the first kick-off fundraiser for the museum. In addition, the committee has developed a fee structure for museum membership. The Committee is working to engage the services of fundraising professionals to focus on private donors. Alex asked for an update on the fee structure and efforts to solicit sponsorships for the museum to date. Bill said the fee structure will include annual dues, but it is still in draft form. Bill said the committee intends to approach corporate sponsors to raise funds for the museum. The committee is working with Squaw Valley Ski Corp in the spring on the coordination of a fundraiser in conjunction with the US Freestyle Nationals. Bill reported that George Koster is researching grant opportunities.
- 9.3 Bill reported that two USOC licensing agreements have been completed. The first is official licensing for the OHC event which provides access to Olympic sponsors. He noted that the licensing process was lengthy, but critical. The success of the OHC event is vital in securing a long term license for the museum. Loni Amato reported on

sponsorship packages for the museum. The package value is \$150,000 for a \$40,000 investment. She reported that USOC sponsors have the first right of refusal. Once that process is completed they can begin targeting other businesses that do not conflict with the USOC. Beyond that, the committee is looking for regional and local sponsorships. Media efforts include TV, Radio, Web site and print media. The features and benefits of the sponsor include local, regional, national and global exposure and affiliation with the Olympic Heritage Celebration brand. The sponsors will also gain the use of the official OHC logo for advertising and an affiliation with a permanent cultural project, the *Squaw Valley Ski Museum*. Loni is an advertising professional with the advertising firm Ingenious Solutions. Jennifer Merchant asked what component of TOT funds is being spent on marketing the celebration and generation of sponsorships. Linda Williams confirmed that the committee is not spending infrastructure funds on marketing the celebration. Loni is fully commissioned. She will get paid through the sponsorships she secures. Linda reported that the OHC was recently awarded grant funds in the amount of \$8,000 from the Community Marketing Program. The budget for those funds is forthcoming. She said infrastructure funds are not being spent on the OHC. Ron Treabess clarified that the TOT funding criteria includes an expenditure of money to market the initiation of the capital campaign. Jennifer asked about consistency with efforts with NLTRA marketing. Andy Chapman reported that NLTRA marketing includes the OHC message. Jennifer asked if it includes TOT generation. Andy said the Community Marketing Program grant requires a post event ROI report that includes TOT impacts. Alex Mourelatos suggested the committee focus on sponsors for the event in addition to the museum. Bill reported that the second licensing agreement is for merchandising. He said the committee is developing products with Wholesale Resorts in Truckee, a USOC sanctioned vendor.

- 9.4 Linda Williams reported on the OHC event. It terms in public relations there have been many featured articles in local media outlets. She distributed the OHC program. The programs will be distributed at ski shows and various organizations outside the area. Alex suggested that the programs be distributed to lodging properties especially for the holidays. Linda reported that the Web site is being hosted as a “micro” site on the GoTahoeNorth.com site. The site includes the calendar of events. Lodging options will link to the Cool Deals page. Linda gave a status report on the ambassador outreach. She said the committee sent packages to Olympians in over 30 countries. There has been significant community outreach. Community sponsorship packages will be available on the Web site. Alex suggested Linda contact the business associations to leverage their membership databases to get the word out. Linda reported that the committee is looking to do surveys on the Web site and intercept surveys at the event. Jennifer suggested the committee outreach to the local schools for volunteers and to engage the community. Linda confirmed that the organization is working with the schools on youth races and an essay contest. Jennifer asked for continued monthly updates. Linda said an OHC count down newsletter will be prepared and distributed. Alex asked the committee to update, if not the Board, the Chamber of Commerce Advisory Committee on the status of event planning, marketing and promotion.
- 9.5 Linda reported that Bill Lindeman was recently recognized by the National Association of Interpreters as the Master Front Line Interpreter of the Year for 2009. She said Bill is the author of the 1960 Olympic Nordic Events Publication being distributed. Bill Lindeman, District Interpretive Specialist for Sierra District of California State Parks reported that as part of his duties he oversees the interpretive and education program and museum collections for 14 parks in the Sierra District. He gave insight into our community spirit and collective future. He said there is momentum building in preparation for a series of events to commemorate the 50th Anniversary of the 1960 Winter Olympics. He reviewed Nordic events that will be held on the West Shore at Sugar Pine State Park. He said there were many “firsts” at the 1960 Winter Games such as the first ever mechanically groomed trails. Since then, the Tahoe-Truckee region has produced 50 U.S. Ski Team

members, 20 Olympians, and dozens of National Champions. Bill said Friday, January 15, 2010 will be the first time in 50 years that a sanctioned race event will be held on the Olympic Trails. He noted the Streamline Consulting study, *Investing in Heritage Tourism: Ensuring Placer County's Place in Olympic History*, projects 35,000 to 50,000 potential visitors. That could mean up to \$43 million for the area. He asked the Board to share the Olympic spirit with friends and neighbors. He quoted William Penn Mott who often said *a vision is a powerful thing; it is a dream, based on a clear perception of the future, combined with a commitment to take the necessary steps to make it happen.*

- 9.6 Bill Clark reported that the committee is negotiating with Intrawest on a site for the interim museum. He said if necessary, the committee will rent space to get through January for a temporary exhibition. The goal is to secure space through the ski season. The collections update includes the clock from Blyth Arena. He said that all collections are substantiated.
- 9.7 Andy Chapman reported on NLTRA marketing efforts on behalf of the OHC. He said Save the Date cards went out with a newsletter for the celebration. Information has been included in regional and statewide publications. The NLTRA purchased the back page of program. Andy reported that the message has been sent in e-mail blasts to several databases and is included on the GoTahoeNorth Web site. Staff is working with our advertising agency to build a special Cool Deals promotional package. The VIC staff has sent our information to the lodging providers about how to include packages on the Web site. PR efforts include the Olympic message and featured stories. Leisure Sales Manager Jeremy Jacobson has completed his fall training which included the OHC message. The NLTRA is hosting the temporary Web site continues to provide office space and operational support to the committee. He said information will be distributed at several ski shows.

10.0 CHAIRMAN'S REPORT

- 10.1 Alex Mourelatos reviewed the final NLTRA TOT budget as approved by the Placer County Board of Supervisors on October 6th. Thanks to final negotiations with the County Executive Office, \$680,000 in TOT "balance forward" (carryover) from FY-2008/09 has been allocated to the NLTRA for FY-2009/10. He reminded everyone that \$50,000 from our base budget had been redirected from Infrastructure to marketing. With carryover now available, that \$50,000 will be credited back to Infrastructure. Alex also recapped that due to the decline in sales tax and state actions to reduce funding for local transit operations, the original TOT budget included \$175,000 in additional funding for TART baseline services. This amount was later increased by another \$80,000, with the need for up to another \$102,000 for TART baseline services recently identified. With contributions from other sources, including a one-week delay in the start of winter transit services, the amount that will be deducted from carryover for TART baseline funding will be \$77,000. \$150,000 of the carryover will be allocated to marketing, consistent with the amount identified in the Supplemental Scope of Work we submitted to Placer County as part of our original TOT budget request. Our final contract agreement with Placer County includes the provision that Infrastructure carryover funds will be "frozen" until mid-year, when the financial impact on Placer County of potential further state cutbacks are known. Jennifer Merchant said the NLTRA will need to formally submit a revised Scope of Work to amend the contract. Deb Dudley asked how carryover will be distributed throughout the company. Steve reported that typically, carryover would be distributed by percentage - 47% for Infrastructure, 42% for marketing, 11% for transportation. This year, carryover will reduce the amount of flexible funding needed from Infrastructure to Transportation. Marketing will focus on the use of the \$150,000 as identified in the Supplemental Scope of Work.

- 10.2 Alex reported that the Executive Committee is continuing work to resolve the conference marketing equity issue. He said there are efforts to address the issue by the end of the year in order to avoid a penalty of up to \$99,000.
- 10.3 Alex reported that as part of the contract, the County has requested that the NLTRA play a role in the development of a North Lake Tahoe Capital Improvement Program (CIP). He said the purpose of the CIP program is to bring together local entities that invest in capital improvements to discuss capital needs and sources of funds. Ron Treabess has received a preliminary plan outline from Tom Miller. Alex reported the Executive Committee and staff is meeting on a monthly basis with Tom Miller to keep on top of issues.
- 10.4 Contract requirements related to the Infrastructure process will now include a formal agreement to ensure the entity receiving funds is committed to using the funds for the specific purposes defined in the application submittal and by a specific date. The language is still being developed. Ron Treabess added that the new process includes ongoing schedule updates and reconciliation of funds at the end of the project.
- 10.5 Ron Parson asked Steve to provide updates on the budget process as part of the CEO's report.

11.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE "FINAL DRAFT" FY-2008/09 YEAR END REPORT

- 11.1 Steve Teshara reported staff has completed the final draft FY-2008/09 Year End Report. He reviewed the initial draft Executive Summary and findings and recommendations. He noted that marketing indicators show an impact due to the reduction of marketing funds. He said staff's recommendation is to push for as much marketing funds as possible each year, leverage partnerships, remain vigilant to changes to consumer travel patterns, and continue to encourage Truckee to participate in the Marketing Cooperative. Steve reported that partners and the community are looking to the NLTRA to provide leadership in the development of new special event strategies. Staff continues the process to move that forward. He said there has been a request to increase Visitor Information facilities. He said staff is looking to leverage opportunities with our partners and put more resources into providing quality visitor information services. Staff continues to leverage investments in all areas. In regards to Transportation, the findings show that we need to get more involved in advocacy for securing federal and state transit funds. The recommendations also include the continuation of robust dialogue with each member of the Placer County Board of Supervisors. With respect to the Chamber, findings show the value of continuing to improve the value of our services, benefits, surveys and outreach to the community. He noted that we have gained membership even during a down economy. It underscores the need to communicate with the broader community particularly in the context of the 2% TOT renewal in 2012. The NLTRA should determine its role and strategic approach to TOT renewal and trigger appropriate actions necessary to ensure success. He noted the NLTRA cannot be the advocacy organization for the tax. A citizens group must form to lead the effort. He said the organization needs to decide whether the vote will be a general vote (50%+1) or 2/3 vote. He said the 50% would go to Placer County for services in North Lake Tahoe or a 2/3 vote which is a more specific special tax. He noted it is challenging to get 2/3 vote.
- 11.2 Discussion followed in regards to the 2012 TOT tax renewal. Jennifer Merchant noted that the Board of Supervisors is the final determining body on the ballot language. Deb Dudley asked how a disagreement between the two entities would be solved. Ron McIntyre reported that the tax is for the 2%, not the full 10%. He suggested we work cooperatively with the County on the tax renewal initiative. He also noted that we need to address the 60/40 partnership with the County before we disagree with them on ballot

language. Deb clarified that sometimes it is easier to pass a 2/3 vote on something specific rather than a 50 plus 1 for something nebulous. She said we should poll the community and put on the ballot what will pass. Ron agreed and said we need to resolve issues with the County prior to the election. Ron Treabess suggested we include the initiative on the ballot for 2011 and if it fails, we could include on the ballot for 2012. Alex said the Capital Improvement Plan we are working on with the County will go a long way to generate support from the County and community for the tax.

11.3 Ron Parson said the findings and recommendations should include the integration of infrastructure projects with our marketing efforts. Steve said he would include that concept in the executive summary. Ron asked that the summary also provide the framework of why we support specific programs and projects. Steve said the special events task group will identify specific framework and targets. He noted that through the Chamber, we market facilities that we helped fund like Commons Beach, the bike trails, and the North Lake Tahoe Express. Alex Mourelatos suggested that the Board approve the annual report but further contemplate the Executive Summary and analysis and include discussion on next month's Board agenda. Tom Murphy said the Year End Report is lacking the incorporation of how events tie into marketing. Steve and Andy will include a bullet item under the Marketing Accomplishments specific to events. Alex added that in terms of accomplishments, we have acknowledged the need to develop an event strategy and have identified steps to define that strategy. He said the findings should reaffirm our direction to focus on events through the Task Force. Steve said staff will also include under the Community Marketing Grant program that there was a more robust ROI reporting requirements this year. The Board's consensus was to endorse the Year End report with amendments. Steve said staff would send the amended document out to the Board for feedback and bring a revised Executive Summary to next month's meeting for final review and approval.

11.4 **M/S/C (Parson/Wilderotter) (I) to approve the Year End Report for FY-2008/09 with amendments to include the addition of a bullet item under Marketing Accomplishments specific to events and an addition to the Chamber section related to the new ROI reporting requirement for the Community Marketing Grant program. A revised Executive Summary will be further discussed at next month's meeting.**

12.0 **PRESENTATION OF FINANCIAL AND SURVEY RESULTS FROM 2009 LAKE TAHOE AUTUMN FOOD AND WINE FESTIVAL**

12.1 NLTRA staff members Judy Laverty and Andy Chapman reported on results from the 2009 Autumn Food and Wine (AFW) Festival. Judy said the event was very successful this year. Next year will be the 25th Anniversary of the event and special plans are underway. She said the purpose of the festival is to drive visitation to North Lake Tahoe during a defined seasonal "strikezone" established by the Marketing Committee, to generate TOT through overnight stays, showcase our fine dining opportunities, and to create local, regional and national press. She said this year the festival received national exposure. The majority of the Saturday events were free to the public with the exception of seminars with wine and spirits. Vendor participation increased this year and there was a good response from the participating wineries. New concepts this year included in-restaurant seminars which were well received. Judy noted that the celebrity dinner at Wild Goose met with moderate success. The festival format this year was open air and did not include a main tent. The Sunday event expanded to the overlook pavilion which was well received.

12.2 Andy Chapman reported on customer intercept survey results. Survey results show that visitation was mostly from California and those were principally from the Bay Area and Sacramento. The survey participants included local residents (22%), day visitors (22%),

and overnight visitors (44%). Most participants stayed in paid lodging at Northstar followed by second homes. He said there was high repeat visitation. Additionally, 43% said they came to Tahoe for the event. He noted that awareness for the event was high and included sources of advertising such as internet and word of mouth. The survey results show that a high percentage of this year's participants plan to attend the event next year. The average participant spent approximately \$153 per day. The amount was higher for overnight visitors. The results from the online survey are similar to the intercept survey. Comments from the online survey include that the respondents would like to see culinary classes with locally produced foods, simple dinner menus, and artisan bread making. The participants liked the wine and cheese pairing. Many comments were overwhelmingly positive.

- 12.3 Judy reported that total tracked attendance was 1,895 which was down from the prior year; however, the Saturday event was open to the public and therefore difficult to track. Total tickets sold were 1,211 which included Saturday seminars and the Sunday Grand Tasting event. Saturday ticket sales were down 15% but revenue was higher due to an increase in ticket price. Ticket sales for the Sunday event increased 3% over last year. She noted that the ticket price was increased this year and did not have a negative impact to sales. Judy reported that cash sponsorships and vendor fees were down \$14,850 from last year. Ticket revenue was up \$9,000 from last year. The live and silent auction generated \$6,300 which was down \$5,400 from prior year. Total event revenue was down \$10,000, but event expenses were also down. The net profit was \$1,350 which will go towards the *Community Fund of North Lake Tahoe*.
- 12.4 Judy reported that Web impressions included 16,000 page views, total print impressions of 2.3 million, and 200,000 radio impressions. Total internet impressions were 3.8 million. She noted that facebook traffic was high. Judy confirmed with Pettit Gilwee that we had the most successful AFW PR campaign to date with 50 articles generated worth \$154,000 in advertising equivalency. She noted that the full impact has not been fully realized. Ski magazine will feature on article on the event in its winter issue. Judy reported that out of the articles generated, 64% came from Bay Area and Northern California. She reported that AFW received national attention in destinations such as Chicago and Salt Lake City.
- 12.5 Deb Dudley calculated the attendees by daily average spend for an approximate total of \$800,000. She noted that this is a significant return on investment for the community. Andy said staff intends to use the survey as a template to include in the Special Events Resource Guide so other event coordinators can report return on investment and financial benefits for the community. Dave Wilderotter asked for a report on expenses incurred by the organization to generate the event.

13.0 CHAMBER OF COMMERCE REPORT

- 13.1 Kym Fabel reported that in response to the request that the Chamber continue to improve the value of services, benefits and responsiveness to its members, this month the Chamber offered events and programs that a business cannot get belonging to other organizations. She said in addition to the networking opportunities provided by mixers, the Chamber also offered several ChamberEDucation programs, workshops, and educational seminars for businesses. Several luncheons, both for recognition and education, were also held in October. Kym reported that Steve Teshara is active in the Placer County Economic Development Strategies, the Lake Tahoe Prosperity Plan, the Regional Plan Initiative, and with Lake Tahoe Community Sustainability Indicators project. Steve added that we expect to get a draft of the Placer County Economic Development Strategies in November. He said November 18th is the due date for consultant proposals on the Lake Tahoe Prosperity Plan. The Indicators Steering

Committee recently had its first meeting. He said the draft indicator data set is forthcoming.

- 13.2 Kym reported on upcoming events. The Winter Recreation Luncheon is schedule to be held tomorrow at Northstar. The Keep the Sierra Green Awards Luncheon is scheduled for Thursday, November 10th at the Cedar House in Truckee. The next mixer is scheduled to be held at the Parasol Community Foundation on November 12th. She encouraged the Board to attend an upcoming seminar called *What is takes to Take the Lead*. The seminar is being held at Alpine Meadows on November 18th and will be hosted by the Chamber in partnership with the Sierra Human Resources Association (SHRA). She said the Chamber is also partnering with SHRA on an upcoming seminar on how to keep top employees.
- 13.3 Deb Dudley said the Board needs to discuss whether to depend more heavily on committee recommendations in order to address the length of presentations at the Board meetings. She suggested the Committee Chair present to the Board an Executive Summary of discussions at the committee meetings to avoid lengthy presentations. Alex Mourelatos agreed and said he would focus on keeping presentations in line with time limits specified on the agenda. Dave Wilderotter suggested the Board thoroughly read the meeting minutes prior to the Board meetings in order to minimize the need for lengthy discussions.

14.0 MARKETING REPORT

- 14.1 Andy Chapman gave an update on the San Diego Ski Cooperative. He will attend the San Diego Ski Show next weekend to promote the effort and daily flights into Reno from San Diego. Judy Laverty reported that earlier this week, the NLTRA received a letter of intent from a company out of the U.K. to host the SunChaser Challenge Adventure Race in North Lake Tahoe. The race will be held on May 22nd in conjunction with Endangered Species Day. The race involves 1000 athletes over a two day period. Northstar will be the headquarters for the event. She said it also looks promising that North Lake Tahoe will secure the Survival of the Fittest Adventure Race next September. This event is scheduled to be held over a 5-day period which would coincide with Autumn Food and Wine. Northstar would also be the host of the event. Survival of the Fittest is a globally televised event through BBC television. Andy said we are making PR plans for the SunChaser Challenge. The NLTRA also hosted a site inspection for a triathlon event.
- 14.2 Andy reported that the North Lake Tahoe Marketing Cooperative Committee is a funding partner of the Sierra Ski Marketing Council (SSMC). The SSMC is a partner with Ski Lake Tahoe in driving visitation to our area. Ski Lake Tahoe will have a segment in the upcoming Warren Miller Dynasty film. The film will be shown in domestic and international markets including the upcoming Squaw Valley Institute event on Saturday evening.

15.0 ACTIVITY REPORT

- 15.1 Ron Treabess reported that last month was the first substantial downturn in ridership and revenue for the North Lake Tahoe Express airport shuttle to date.
- 15.2 The next Joint Infrastructure/Transportation Committee meeting is scheduled to be held on December 7th beginning at 1:30 p.m. This meeting will be a combination of the November and December meetings due to the holiday season.
- 15.3 Ron reported that the Infrastructure projects approved by the NLTRA Board last month which include the Lakeside Bike Trail and Bike Trail Signage are scheduled to be on the November 17th Board of Supervisors Agenda for approval.

16.0 PRESIDENT & CEO'S REPORT

- 16.1 Steve Teshara reported that the Lake Tahoe Restoration Act of 2009 was introduced in the U.S. Senate yesterday. He also reported on the importance of a proposed new California Water Bond package, which would be the mechanism for providing new funding to the California Tahoe Conservancy and for California's "round two" share of the Lake Tahoe Environmental Improvement Program (EIP). Steve offered to provide any Board member interested with a copy of the LTRA and/or Water Bond legislation.
- 16.2 Applications for the 2010 NLTRA Board Election are due by November 10th. He said there is interest in all open seats including Large Lodging, Restaurant, Retail and the Ski Area seat (two year term).

17.0 DIRECTORS' COMMENTS

- 17.1 There were no further comments.

18.0 MEETING REVIEW AND STAFF DIRECTION

- 18.1 Staff will prepare a revised draft FY-2008/09 Year End Report Executive Summary with findings and recommendations. Next month staff will provide a brief report on the Olympic Heritage Celebration event. Staff will also bring a draft letter of support for the Kings Beach Commercial Core Improvement Project.

19.0 ADJOURN TO CLOSED SESSION

- 19.1 The Board meeting adjourned to Closed Session at 12:50 p.m.

20.0 RECONVENE TO OPEN SESSION

- 20.1 Board Chair Mourelatos reported that the Board provided direction to Steve Teshara regarding the preparation for his annual review.

21.0 ADJOURNMENT

- 21.1 The meeting adjourned at 1:30 p.m.

Submitted by,
Sarah Holster
Executive Assistant