



**BOARD MEETING MINUTES**  
**Tuesday, June 1, 2010 – 9:00 a.m.**  
**Tahoe City Public Utility District**

**FINAL MINUTES**

**ATTENDANCE:** Jennifer Merchant, Phil GilanFarr, Ron Parson, Alex Mourelatos, Allen Highfield, Ron McIntyre, Tom Murphy, Deb Dudley, Deanna Gescheider, and Roger Beck (9:45 a.m.)

**STAFF IN ATTENDANCE:** Andy Chapman, Kym Fabel, Sally Lyon, Jeremy Jacobson, Ron Treabess and Sarah Holster

**OTHERS IN ATTENDANCE:** Kimberly Frushon, Steve Kastan, Cheri Sprenger, Cathy Davis, Ray Lacey, Becky Moore, Julie Maurer, and Dave Wilderotter

**1.0 CALL TO ORDER – ESTABLISH QUORUM**

1.1 The meeting was called to order at 9:06 a.m. by Board Chair Alex Mourelatos and a quorum was established.

**2.0 PUBLIC FORUM**

2.1 Jennifer Merchant reported that California Senator Rob Wright (Los Angeles) has proposed Senate Bill 625 that would eliminate TOT collections on internet Web sites. The Board asked staff to prepare a letter opposing the bill, if appropriate. Jennifer said she would e-mail the information related to the bill to the Board for review.

***Action: The Board asked staff to prepare a letter opposing Senate Bill 625, if appropriate.***

**3.0 AGENDA AMENDMENTS AND APPROVAL**

3.1 **M/S/C (Parson/McIntyre) (9/0) to approve the agenda as presented.**

**4.0 CONSENT CALENDAR**

4.1 **M/S/C (Parson/Murphy) (9/0) to approve consent calendar with the removal of item C.7 for further discussion.**

4.2 Ron Treabess led a review of the TOT Budget and Scope of Work to be submitted to Placer County (Item C.7). He said the budget is similar to last year and includes a \$50,000 loan to Marketing from Infrastructure to be reimbursed from carryover. The loan is needed for the purpose of subsidizing expenses related to the Amgen Tour of California, a potential new event for Lake Tahoe in spring 2011.

**4.3 M/S/C (McIntyre/Murphy) (8/0/1 No-Merchant) to approve the TOT Budget and Scope of Work (Item C7) as presented with the \$50,000 loan to Marketing from Infrastructure.**

Adjourn as the Board of the North Lake Tahoe Resort Association and Convene as the Board of the North Lake Tahoe Chamber of Commerce - 9:19 a.m.

**5.0 CHAMBER OF COMMERCE REPORTS**

- 5.1 Kym Fabel reported that last month the Chamber co-hosted a mixer with the Wedding and Honeymoon Association (WHA) at Granlibakken. The mixer was well attended and generated new contacts for WHA. The Chamber also co-hosted the IVGID candidacy forum with the Bonanza newspaper at the Chateau in Incline. A follow-up forum will be held in June at Aspen Grove in Incline. Kym reported that graduation was held last month for the 2010 North Lake Tahoe - Truckee Leadership Program. Projects this year included *Shots at Sustainability, Community Garden, and Truckee Arts in Public Places*. In addition, a Web site was created for Kings Beach in anticipation of the Kings Beach Commercial Core Improvement Project construction titled *We're Open for Business*. Kym reported that the Location Based Maps will be reprinted with edits (Carnelian Bay). The Chamber Advisory Committee is exploring new places to distribute maps. The Annual Business Expo is scheduled to be held at the North Tahoe Events Center tomorrow, June 2<sup>nd</sup> beginning at 5:00 p.m. The next Chamber mixer is scheduled to be held at the Tahoe Yacht Club this Friday, June 4<sup>th</sup>.
- 5.2 Alex Mourelatos gave an update on the Lake Tahoe Basin Prosperity Plan (LTBPP). He noted the purpose of the LTBPP is to define a strategy to achieve improved economic sustainability and prosperity basin wide. Several working group sessions have been conducted to receive feedback from the community. The focus has been narrowed down to three economic clusters including Health/Wellness, Green Business/Environmental Innovation, and Visitor Services/Tourism. The intent is to identify key investments needed to drive prosperity within these clusters and provide input into TRPA's Regional Plan. The final report to TRPA is scheduled for August with implementation by September or October 2010. Ron McIntyre asked for clarification about environmental redevelopment. Ron Treabess explained it is a proactive approach to development with incentives for responsible design. Ron McIntyre said the plan should more strongly encourage redevelopment and access improvements; environmental regulations are already in place. Deb Dudley said it is important to get TRPA to recognize that redevelopment can be positive to the environment and economy. Jennifer clarified that the purpose of the LTBPP is not to focus on specific redevelopment projects, but to develop a business sector around the three clusters and to create a new niche for North Lake Tahoe. Additional working group sessions are scheduled for both the North Shore and South Shore this summer. Ron Parson suggested we adopt messages in the plan and market our environmental stewardship and current technological capabilities.
- 5.3 Ron Treabess gave a brief update on the Regional Plan Initiative (RPI) presentation. A presentation on the RPI was made two weeks ago to the Nevada Legislative Committee, an oversight committee to TRPA. A letter from the committee will be submitted to the TRPA to encourage support of the plan.

Adjourn as the Board of the North Lake Tahoe Chamber of Commerce and convene as the Board of the North Lake Tahoe Resort Association – 9:56 a.m.

## 6.0 MARKETING REPORT

- 6.1 Andy Chapman gave a report on the status of securing the start of the Amgen Tour of California scheduled for next spring (May 15<sup>th</sup>). He said Lake Tahoe has submitted a combined bid between North and South Lake Tahoe for stage 1 and 2 of the race. The Amgen Tour is a national race with a potential economic impact of \$400 million. Tour coordinators are planning to begin the race in South Lake Tahoe and end on the North Shore at a location to be determined. The stage 2 start would also begin on the North Shore. The North and South Shore Chambers of Commerce would be responsible for notifying local businesses and residents. Lake Tahoe representatives are working with race coordinators on logistics for the event such as parking, hotel accommodations, and road improvements. Andy noted that letters of interest from the local business community would help to secure the bid. Andy said he would like to make a presentation to the Placer County Board of Supervisors on the economic importance of the race to Lake Tahoe. A letter of interest has been submitted to Amgen. The RFP is due by June 15<sup>th</sup>. Roger Beck said this is a great opportunity and we should commit the resources necessary to secure the event. Allen Highfield agreed and said the timing of the announcement of the Lake Tahoe start would coincide with the Tour De France which would receive global recognition. Andy confirmed that the race date is typically in February but was moved to May to allow for a mountain start. The Board directed staff to move forward to secure the event. Alex Mourelatos suggested staff prepare a letter to Caltrans encouraging them to fix Highway 267 to allow the road to be included as a possible route for the race.

***Action: The Board directed staff to move forward to secure the start of the Amgen Tour of California for spring 2011. The Board also asked staff to prepare a letter to Caltrans encouraging them to fix Highway 267 to allow the road to be included as a possible route for the race.***

## 7.0 ACTIVITY REPORT

- 7.1 Ron Treabess reported that the Board of Supervisors approved the allocation of \$200,000 to complete the environmental documentation for the Dollar Hill/Tahoe Vista Class 1 Bike Trail. The California Tahoe Conservancy is now the lead agency and primary funding source for the project. A proposal is being developed to initiate a water taxi service along the North and West shores of Lake Tahoe. The Tahoe Transportation District is considering this proposal as a component in the overall lake shuttle program.

## 8.0 BOARD/STAFF FOLLOW-UP ON PREVIOUS ACTION ITEMS

- 8.1 Ron Treabess reported that staff has prepared a new report to be included in the Board packets going forward that details the status on previous Board and Staff action items. Ron led a review of the action items included in the report. The Finance Committee and staff will draft policy language for year end Transportation funds for Board review and approval at the next meeting scheduled for June 21<sup>st</sup>. He reported that Neil Cunningham with Tahoe Mountain Resort Foundation is scheduled to make a presentation at next month's Joint Infrastructure/Transportation Committee meeting as to the status of the proposed Performing Arts Center at Northstar. Roger Beck suggested that if nothing is "concrete" by the June 28<sup>th</sup> meeting, the NLTRA should advocate for a new site.

- 8.2 Alex Mourelatos asked staff to agendize a discussion on the use of logos as it relates to TOT expenditures. He asked staff to prepare policy language on logo usage.

***Action: The Finance Committee and staff will draft policy language for year end Transportation funds for Board review and approval.***

***Action: To agendize a discussion on the use of logos as it relates to TOT expenditures.***

## **9.0 BOARD WORKSHOP**

- 9.1 Alex Mourelatos led Board discussion related to the search process to hire a new Chief Executive Officer for the organization. The NLTRA Board, with assistance from facilitator Ray Lacey, generated a preliminary profile for a future CEO. The skills important to the Board are broad, but NLTRA specific with emphasis on tourism promotion. Characteristics include a visionary leader and pathfinder with a focus on innovative growth in tourism. In addition, the Board is looking for a person who listens and communicates well, a relationship builder, someone who has a wide range of skills who can bring ideas to fruition. The leader must be persistent, organized and a finisher. The Board felt it was important that a CEO has management skills and can delegate work. Important elements of focus for the organization include increased visitation, economic sustainability throughout North Lake Tahoe, developing signature events, supporting business incentives for redevelopment, developing strategic funding sources, becoming a community voice, and establishing an integrated non auto transportation system.
- 9.2 The Board discussed the role of the Chamber and whether it should remain under the NLTRA umbrella. Deb Dudley said the organization has worked hard to integrate Chamber and Business Association activities with our greater marketing message. Cheri Sprenger feels the Chamber is lost under the NLTRA umbrella and would be stronger as a separate organization. Alex said he would work with the staff to determine Chamber specific roles versus those of the NLTRA to further refine discussion as it relates to organizational concepts.
- 9.3 Next steps in the process include establishing a Search Committee. The purpose of the committee would be to prepare organizational concepts for Board review, refine today's profile, define an approach and verify professional services needed in the search for a new CEO, execute outreach, perform a high level review of search consultants, screen candidates, and make recommendations to the Board. The process should take approximately four months. The Committee includes Board members Ron McIntyre, Roger Beck, Ron Parson, and Deanna Gescheider. It was suggested that community members be included on the committee. Allen Highfield asked the Committee to develop a package to include relocation information with a specific job description. The Board directed staff to develop a preliminary job description for review.

***Action: The Board Chair will work with the staff to determine Chamber specific roles versus those of the NLTRA to further refine discussion as it relates to organizational concepts.***

***Action: Staff will work with the Search Committee on developing different organizational concepts and assist as needed with the ongoing CEO search. Staff will also draft a job description for Board review.***

**10.0 DIRECTORS' COMMENTS**

10.1 There were no further comments.

**11.0 MEETING REVIEW AND STAFF DIRECTION**

11.1 The Board asked staff to prepare a letter opposing Senate Bill 625, if appropriate.

11.2 The Board directed staff to move forward to secure the start of the Amgen Tour of California for spring 2011. The Board also asked staff to prepare a letter to Caltrans encouraging them to improve/repair Highway 267 in anticipation of the Amgen Tour.

11.3 The Finance Committee and staff will draft policy language for year end Transportation funds for Board review and approval.

11.4 To agendaize a discussion on the use of logos as it relates to TOT expenditures. The Board asked staff to draft policy language on NLTRA logo usage.

11.5 The Board Chair will work with staff to determine Chamber specific roles versus those of the NLTRA to further refine discussion as it relates to organizational concepts.

11.6 Staff will work with the Search Committee on developing different organizational concepts and assist as needed with the ongoing CEO search. Staff will also draft a job description for Board review.

**12.0 ADJOURNMENT**

12.1 The meeting adjourned at 2:42 p.m.

Submitted by,  
Sarah Holster  
Executive Assistant