



BOARD MEETING MINUTES
Wednesday, December 3, 2008 – 8:30 a.m.
Tahoe City Public Utility District

FINAL MINUTES

ATTENDANCE: Dave Wilderotter, Graham Rock, Deb Dudley, Alex Mourelatos, Debbie Casey, Dan Tester, Adam Wilson, Jennifer Merchant, Roger Beck, Tom Murphy, and Ron McIntyre

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

OTHERS IN ATTENDANCE: Pettit Gilwee, Alexandra Profant, Dave Paulson, Jan Colyer, Justin Broglio, Kelly Atchley, Jennifer Montgomery, Cheri Sprenger, Jim Kercher, Curtis Aaron, Kathy Long, and John Wilcox

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The meeting was called to order at 8:37 a.m. by Chair Debbie Casey and a quorum was established.

2.0 PUBLIC FORUM

2.1 Debbie Casey introduced and welcomed Jennifer Montgomery the new District 5 Supervisor for Placer County. She also announced an upcoming benefit for Project MANA. The event will be held this Sunday, December 7th at Coyote Moon. Several local chefs will participate in the event.

2.2 Kelly Atchley introduced Justin Broglio the new Executive Director for the Tahoe City Downtown Association. Jennifer Merchant recognized Kelly for her service to Tahoe City.

2.3 John Wilcox reported on an upcoming holiday event sponsored by the Squaw Valley Institute (SVI). On December 7th, the Truckee Tahoe Community Chorus will perform a holiday concert. The event will be held at the Resort at Squaw Creek beginning at 3:30 p.m. with a no host bar. The program begins at 4:00 p.m. John reported that the *Toast to Tahoe Skiing* event starring Warren Miller was successful and well attended. He also reported that the next SVI membership campaign will begin in January 2009.

2.4 Alexandra Profant introduced herself and gave a brief description of her organization, the Tahoe Foundation. It is a 501 (c) 3 organization and the slogan is *Preservation through Innovation*. The emphasis is on research and transportation architecture.

2.5 Jan Colyer updated the Board on the North Lake Tahoe Express airport shuttle. She said two additional routes have been added to and from the Reno/Tahoe International Airport.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Wilderotter/McIntyre) (11/0) to approve the agenda as presented.

4.0 CONSENT CALENDAR - MOTIONS

4.1 M/S/C (Wilderotter/Merchant) (11/0) to approve the consent calendar as presented. Steve Teshara noted that the Marketing Committee minutes of November 25th were sent to the Board under separate cover on Monday, December 1st.

5.0 ANNOUNCEMENT OF RESULTS FROM THE 2008 BOARD OF DIRECTORS ELECTION AND BOARD CERTIFICATION OF NEWLY ELECTED DIRECTORS REPRESENTING REAL ESTATE/PROPERTY MANAGEMENT, AT-LARGE, AND SKI AREA SEATS

5.1 Kym Fabel announced the results from the 2008 Board of Directors election. The final results: Ron Parson was elected to the Property Management/Real Estate Seat, Ron McIntyre was re-elected to the At-Large Seat, and Jim Kercher was elected to the Ski Area Seat.

5.2 M/S/C (Mourelatos/Wilson) (11/0) to certify the newly elected directors, Ron Parson to the Property Management/Real Estate Seat, Ron McIntyre to the At-Large Seat, and Jim Kercher to the Ski Area Seat.

6.0 STATUS REPORT – SOLICITATION OF “LAY MEMBERS” FOR MARKETING, CHAMBER OF COMMERCE ADVISORY AND FINANCE COMMITTEES

6.1 Steve Teshara reported that the NLTRA is actively soliciting lay members for the Chamber of Commerce Advisory, Finance and Marketing Committees. A press release has been sent out to begin the community solicitation process. In addition, staff has requested that existing committee members submit a letter of interest to continue serving on their committees. A list of applicants will come before the Board for review and consideration in January. The deadline to submit a letter of intent is December 29th. Alex Mourelatos asked staff to send a letter to all Chamber members encouraging them to participate in the committee solicitation process. Kym Fabel confirmed that an e-mail blast to all Chamber members has been sent out. Ron McIntyre noted that non-members are able to serve on the committees with the exception of the Chamber Advisory Committee.

7.0 PRESENTATIONS – NORTH LAKE TAHOE MAIN STREET PROGRAMS**TAHOE CITY – TAHOE CITY DOWNTOWN ASSOCIATION**

- **KELLY ATCHLEY, EXECUTIVE DIRECTOR, TCDA**
- **KINGS BEACH/TAHOE VISTA – NORTH TAHOE BUSINESS ASSOCIATION**
- **CHERI SPRENGER, EXECUTIVE DIRECTOR, NTBA**

7.1 Kelly Atchley, Executive Director with the Tahoe City Downtown Association (TCDA) reported that the intent of the TCDA is to promote Tahoe City. They also serve as an organized voice for local merchants. The TCDA is a 501(c)6 organization governed by a Board of Directors. TCDA staff is responsible for day to day operations and community representation. They organize events, projects, and main street programs working within a committee structure. The committees include design/historic, promotions/oversight, economic restructuring and organization. Events revolve around the downtown core. Community partners include Placer County Redevelopment Agency, Placer County Economic Development, North Lake Tahoe Chamber of Commerce, Tahoe City Public Utility District (TCPUD), North Tahoe Business Association (NTBA), West Shore Association (WSA), Truckee North Tahoe Transportation Management Association

(TNT/TMA), California Downtown Association, and the NLTRA. She recognized the NLTRA for contributing significant marketing dollars to the TCDA.

- 7.2 Promotional successes include the SnowFest! parade, the Heart and Solstice Festival, Concerts at Commons Beach, the 4th of July Fireworks, OctoberFest and Holly Days Jubilee. The Shop Local contest is a joint project with the NTBA. The project encourages people to shop locally. As part of the Holly Days Jubilee, Kelly announced the Town Tree Lighting event, in partnership with the Tahoe City Rotary, is scheduled to be held this Friday, December 5th. Pictures with Santa are scheduled to be held at Heritage Plaza on Saturday, December 6th. Other accomplishments include the Tahoe City Walking Map. She noted it is the most popular map at the Visitor Information Center. TCDA rack cards will be put on the North Lake Tahoe Express for visitors. Kelly reported that the TCDA participated in cooperative Calendar of Events piece with the other local business associations. New this year, the TCDA participated in a coop ad in the North Tahoe Visitor Guide. Other current projects include the Tahoe City Walking Tour. She said this project was made possible by NLTRA infrastructure grant funding. Tomorrow, a meeting is scheduled to be held with Placer County and other stakeholders to discuss the Tahoe City “Y” project. The TCDA is also working on a PBID assessment this year to encourage economic vitality in Tahoe City and develop the Tahoe City Ambassador program to assist visitors.
- 7.3 Cheri Sprenger, Executive Director with the North Tahoe Business Association (NTBA) reported that the district ranges from Crystal Bay to Carnelian Bay. The organization is also governed by a Board of Directors and four Main Street committees including design, organization, economic restructuring and promotions. The NTBA is currently working on its 2009 budget. They are anticipating a drop due to economic conditions; however, strategic planning is underway and should be in place in January 2009. Cheri noted that the NTBA is always ongoing with its membership campaign. The NTBA attends the yearly California Downtown Association conferences. Cheri reported that she is in the middle of certification training as a downtown professional and should complete the program in March 2009.
- 7.4 Cheri reported on current programs and events. As Kelly mentioned earlier, the NTBA partnered with other business associations on coop advertising in the North Tahoe Guide. She said guide will be distributed in the local newspaper during the holidays and again during Memorial Day weekend. The NTBA is also partnering with the North Lake Tahoe Chamber of Commerce and Truckee Donner Chamber of Commerce on coordinating the Leadership Program. They are currently accepting applications for the 2009 program. In addition, the NTBA is partnering with the North Tahoe Conference Center to generate new activities and meetings at their facility. Cheri announced that the Kings Beach gateway sign is being installed. In addition, the NTBA is currently working with Placer County to expedite and update the business signage guidelines.
- 7.4.1 The Design Committee is evaluating the feasibility of kayak storage racks for Kings Beach. Cheri reported that the NTBA has been working with the Community to develop an alternative recommendation for the Kings Beach Commercial Core Improvement Project (KBCCIP).
- 7.4.2 The Economic Restructuring Committee is working to form a PBID to coordinate with the KBCCIP and a business mix evaluation. The NTBA is also working to develop a business and membership directory.
- 7.4.3 The Promotions Committee is organizing events for SnowFest! Accomplishments for this year include the Community Clean-up Day and a tremendously successful Farmers Market season. The promotions committee is planning the July 3rd Fireworks and expanding music on the beach (7 weeks

beginning July 3rd). Cheri reported that the NTBA produced rack cards this year and the Bay to Bay map which includes all businesses in the district. In addition, the NTBA partnered with the TCDA to have a presence on Tahoe TV.

- 7.4.4 The Organizing Committee is working on the formation of Friends of North Lake Tahoe, a non-profit fund through the Tahoe Truckee Community Foundation. The goal is to provide funds for streetscape. The committee is organizing the annual Volunteer Recognition and Recruiting event. This year they produced a successful pedestrian crosswalk safety program in conjunction with the CHP.
- 7.5 Cheri reported that NTBA partnerships include the NLTRA, North Lake Tahoe Chamber, TCDA, West Shore Association, Placer County Redevelopment, and the North Tahoe Public Utility District (NTPUD).
- 7.6 Alex Mourelatos recognized Cheri and Kelly for their work and commitment to the Kings Beach and Tahoe City communities.

8.0 DISCUSSION AND POSSIBLE ACTION TO CONSIDER AND APPROVE SUBCOMMITTEE RECOMMENDATION FOR DEFINING WASHOE COUNTY CONFERENCE MARKETING AND BOOKING IMPROVEMENTS, CONSISTENT WITH 2.G OF THE FY-2008/09 PLACER COUNTY/NLTRA AGREEMENT

- 8.1 Debbie Casey reported that a subcommittee was formed for the purpose of defining Washoe County Conference marketing and booking improvements consistent with 2.G of the FY-2008/09 Placer County/NLTRA agreement. The committee reviewed whether there is equity between Placer County and Washoe County as it relates to conference marketing and booking. Andy Chapman reviewed revenue generated in conference versus expenses incurred. The committee looked at a 3 year comparison and reviewed the percentages. Placer County received 61% of bookings in the three years while Incline received 39%. On average, Placer County expends 73% while Washoe expends 27%. Andy noted that commission revenue comes back to NLTRA to offset expenses. Debbie said it was determined that there was not a large subsidy paid from one side to another and there is equity between both counties. In addition, it was determined that staff time was also equitable.
- 8.2 Discussion followed in regards to equity between Placer and Washoe counties as it relates to conference marketing.
 - 8.2.1 Ron McIntyre asked how we plan to address equity going forward. Steve Teshara said the subcommittee recommended the NLTRA Board adopt a process requiring an annual review of conference program expenditures and benefits, based on a three year rolling average. The subcommittee also recommended that should the review identify that the balance of costs and benefits had moved 5% above or below the current definition of equitability; a subcommittee would be appointed to develop a plan to ensure program equitability.
 - 8.2.2 Roger Beck said he is more concerned with the last 12 months and not a 3 year average. Adam Wilson confirmed that the last 12 months fall within the 5% equity. The calculations were discussed from the last 12 months and it was again determined that we had good performance in FY-2007/2008. Jennifer Merchant expressed concern that we spent the same amount of money to make \$300,000 less in business for Placer County. Steve explained that the revenue only takes into account what is booked in the current year, but does not recognize revenue booked in future years. Debbie said that there is benefit to reviewing a three year rolling average. Roger suggested that in the reporting

going forward, we analyze the current year's expenses versus revenue. He said if a group cancels after it is contracted, it does not negatively reflect on the sales team. Debbie agreed that we should consider using those stats as an indicator. Alex Mourelatos said it is beneficial to have established formulas to track equitability and benefit to the organizations.

8.2.3 Roger asked about operational overhead. Sally Lyon explained that operational expense is allocated based on number of employees. The amount of G & A is based on total revenue. Roger expressed concern about the allocation process. Sally confirmed that our allocation methodology is consistent with audit recommendations. She said the amount allocated to conference is fixed, regardless of TOT fluctuations.

8.2.4 Jennifer Merchant reported that if approved, the CEO's office will still analyze the calculations and make the final determination of equity. Debbie recognized that Placer County will review the percentages, but said she feels the NLTRA has conducted its due diligence to be in compliance with the Placer County/NLTRA Contract.

8.2.5 Deb Dudley reminded the Board that for the last two years, the NLTRA has been the only conference representative at the Lake. Based on Jason Neary's success, South Lake Tahoe has recently hired a conference director and is mirroring our program.

8.3 M/S/C (Wilson/Wilderotter) (10/0/1 Abstention-Merchant) to adopt subcommittee recommendation for defining Washoe County conference marketing and booking improvements and to adopt the recommended process for maintaining program equitability. Staff will take Roger's suggested metrics as further analysis and include as part of the annual reporting.

9.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE A FY-2008/09 MARKETING GRANT REQUEST IN THE AMOUNT OF \$15,000 FROM THE NORTH TAHOE PUBLIC UTILITY DISTRICT FOR NORTH TAHOE CONFERENCE CENTER MARKETING

9.1 Steve Teshara reported that as directed by the Board, the Marketing Committee reviewed a proposal by the North Tahoe Public Utility District (NTPUD) for the \$15,000 marketing grant for North Tahoe Conference Center (NTCC) marketing. Following discussion, the committee declined to support the request. Dan Tester clarified that no official action was taken by the committee, but they did not support using next year's marketing money on current year projects, especially without knowing what base funding would be available next year. Alex Mourelatos reported that the committee was concerned over the need to fund conference center. He added that the case presented by the NTPUD was not convincing. Alex feels the committee should have made a decision based on the merits of the request and not the funding strategy. Debbie Casey said there are two issues; the first is whether the request is warranted and if so how would it be funded. Jennifer Merchant reported that \$15,000 has historically been allocated to the NTCC. She noted it was abruptly eliminated in the budget. Jennifer feels there is return on our investment based on conference center business and the funding should be maintained. She recognized that the allocation does not fit within the reserve definition, but suggested replacing other marketing program costs from reserves to make funds available. Dan said that option should go before the Marketing Committee for review. Steve confirmed that staff would identify another marketing program which is consistent with NLTRA reserve policy.

9.2 Graham Rock asked for clarification regarding the use of funds. Curtis Aaron, General Manager with the NTPUD said a large part of marketing for the conference center

depends on the NLTRA allocation. Roger Beck asked how much the Conference Center loses on an annual basis. Curtis confirmed that the NTCC has been losing an average of \$120,000 - \$150,000 a year. He reported that facility staffing and operations have recently been restructured and anticipates this year will break even. Tom Murphy asked about the justification for eliminating the allocation. Ron Treabess explained that during the time of our budgeting process, the NTPUD was in the midst of restructuring the facility from a conference center to a community center and it was not clear whether they would need the allocation for marketing. Therefore the line item was removed, but since that time, the NTPUD has clarified the conference center direction and requested that the marketing allocation be continued.

- 9.3 Andy Chapman noted that the Marketing Committee felt that since there is no longer dedicated conference staff to sell the facility; they didn't feel there was a fulfillment mechanism for our marketing dollars. Curtis said it was discussed to keep a sales person on staff, but it is not financially feasible. The current plan is for local lodging and wedding planners to use online software to book the facility. They are also partnering with the North Tahoe Business Association (NTBA) to bring more events and activities to the facility. Alex said the plan includes marketing the facility to local lodging and event planners which is a very straightforward simple approach with minimal investment from the NLTRA. Jennifer confirmed that the Strategic Marketing Group (SMG) Report shows ROI. Alex reported that the new software will be able to track performance of the NTCC and ROI.
- 9.4 Ron McIntyre noted that the County has been clear that it does not intend to control the use of reserve funds. He said these recommendations are at the discretion of the NLTRA Board. Ron said the funds are restrictive because they need to be replaced by next year's budget and cautioned the board in these unsure economic conditions. Ron said since we cannot count on carryover next year, he feels we should know TOT before we make a decision.
- 9.5 **M/S/C (Casey/Rock) (10/0/1 Abstention-Mourelatos) to approve a FY-2008/09 marketing grant in the amount of \$15,000 for the North Tahoe Public Utility District for the North Tahoe Conference Center marketing.**
- 9.6 **M/S/C (Murphy/McIntyre) (11/0) to direct staff to identify \$15,000 in another marketing program that already exists that would meet the consistency with the use of reserves policy and replace the allocation with the marketing grant request with review by the Marketing Committee.**

10.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE EXPENDITURE OF MARKETING FUNDS FROM THE MARKETING RESERVE, AS FOLLOWS

- **NORTH TAHOE CONFERENCE CENTER MARKETING** **\$15,000**
- **RRC CONSUMER SURVEY** **\$ 5,000**

- 10.1 In regards to the \$5,000 Consumer Survey request, Steve Teshara reported that given the concern about spending next year's money, staff will find the \$5,000 from somewhere besides the marketing reserve funds.
- 10.2 Alex Mourelatos asked staff to in the future bring forward budget discussions to the Board for clarification, especially as it applies to key partners. Steve said staff would plan a workshop in March with the Board, Marketing Committee and possibly the Chamber Advisory Committee, to discuss the "building blocks" of the marketing budget. Steve said at that time, the Board and committees can provide direction to staff as it relates to the budget. In regards to the conference center allocation, Steve reported that the \$15,000 allocation was discussed, but it was part of larger line item. He reported that going forward all individual line items will be broken out for discussion. Steve said without

knowing what the budget will be before the planning session in March, staff will draft two scenarios of the marketing budget for discussion. The first scenario would include a “wish list” for marketing and the second scenario would include marketing priorities with a more limited budget. Jennifer Merchant reminded the Board that working with partners on potential changes in the budget is part of the county contract requirements. Recently, she submitted to staff a draft copy of a compliance matrix which includes that item.

11.0 DISCUSSION AND POSSIBLE ACTION ON INFRASTRUCTURE REQUEST TO FUND A DEMONSTRATION SKI SHUTTLE SERVICE FROM TAHOE VISTA TO NORTHSTAR FOR THE 2008/09 WINTER SEASON

- 11.1 Ron Treabess reported that for several years, direct winter transit service was available between Tahoe Vista and Northstar. This service was provided by Aztec Transportation. Although the service did not always operate on time, it did provide service to guests of 22 lodging providers in Tahoe Vista. Starting last winter (2007/08), TART began providing winter transit service on the Highway 267 corridor. To initiate this service in the most efficient manner possible, TART had to adjust the route which resulted in the elimination of direct service from Tahoe Vista to Northstar. Although the service is still provided, riders must make an awkward transfer at Stateline. Tahoe Vista lodging providers have expressed the need for direct service to Northstar from their properties. At the November 18th Joint Infrastructure/Transportation Committee meeting, it was suggested that Northstar could expand its employee shuttle service to Tahoe Vista lodging. Northstar submitted a proposal of \$50,000 to fund a one year demonstration ski shuttle service from Tahoe Vista to Northstar during the 2008/09 winter season. The purpose is to determine the longer term need for the service. Unfortunately Aztec Transportation did not keep ridership numbers for the Tahoe Vista service it provided. The committee directed staff to work with Northstar, the TNT/TMA and TART on solutions to restore the connection. The committee also asked that the discussion come before the Board of Directors for consideration and not back to the committee due to time constraints. If approved, the intent is to bring the infrastructure request to the Board of Supervisors at their December meeting so service could begin on December 20th the same day other winter services begin.
- 11.2 Graham Rock asked if there would be space available to accommodate both employees and visitors on the same shuttle. Dave Paulson reported that the 7:00 a.m. and 5:00 p.m. shuttles are primarily targeted for employees. He said there are larger buses available to accommodate increased ridership, if needed. Graham expressed concern about the perception that we are catering to Tahoe Vista and Northstar. Ron Treabess said this is a one time demonstration project to determine whether it should be incorporated in our overall transit system. In the past, we have contributed TOT dollars for services that benefit Squaw Valley and Alpine. In addition, Northstar contributes to the transit system. Dave added that Northstar pays for their employee passes on TART. Tom Murphy said Squaw Valley has a shuttle service that runs from lodging properties to the resort. Dave said Northstar has a large demand on property. Northstar has put funds towards TART and the Aztec service for guests. Tom said the service should go to all resorts. Ron explained that TART does provide service from Truckee to Northstar. Tom said TART does not have ski racks so it doesn't adequately provide service. Jennifer said ski racks made the vehicles too wide. In addition, the buses are made with a material that will not accommodate racks. Jan added that TART runs trailer buses in the morning that serve both Northstar and Alpine which is an extra service. Dave said Northstar is moving away from ski racks due to liability issues. Ron McIntyre said this issue will be resolved once TART runs the Resort Triangle service. He asked if the data will sort out employee versus visitor ridership. Ron said the data will be extracted out. He reported that there is some concern with the Resort Triangle service not meeting the needs of Stateline and West Shore riders.

- 11.3 Alex said this has been a productive exercise for lodging properties. He said a key to ridership is for lodging providers to promote the service. He said the lodging community feels it would be a detriment to their business to not have the service. Other metrics include employee ridership and lift ticket sales to Northstar. Roger Beck asked about the funding allocation. The total cost for 114 days would be \$66,000. Ron said Northstar would contribute \$16,000 to run two routes to serve employees. The NLTRA portion (\$50,000) would fund six runs.
- 11.4 Jennifer Merchant reported that the CEO's office will not take the request to the Placer County Board of Supervisors due to time constraints. The deadline to submit staff reports was two weeks ago. She added that there are many other reasons beyond that why it would not be supported by the CEO's office. She feels the service directly benefits one specific area when TART is already providing the service through that area. She recommended making the existing connection a better connection. Jennifer acknowledged the system is not perfect, but we already allocated over \$1 million to transit services and are now asking more for transit instead of looking internally at our budget and making tough decisions with our money. She recommended one of the two approaches instead of going forward with the request. She said the issue is mostly due to timing. Planning a service by December 20th is not adequate time to begin a new service. Jennifer noted that it was a business decision by Northstar to not provide the service. If they didn't feel it was cost effective for them, why should the public sector take on the service? She read an excerpt from the minutes of the November 18th Joint Committee meeting that read; "Northstar" *cannot justify the expenditure, especially in the current economic climate. Dave said they need to know the return on investment before they provide funding for the service.* She asked why would we make a decision on any other basis with public money and not expect the private sector to come forward. In addition, if Northstar wants to provide an employee shuttle in Tahoe Vista, why would it cost us an additional \$50,000. Jennifer referred to the criteria being developed for transportation services. She said the CEO's office is serious about having guidelines for transit service so that we don't get ourselves in this situation. We have transit service that don't meet the guidelines currently and suggested we reallocate funding for other services. She reiterated that she cannot make the deadline, but beyond that, there are reasons why even if the Board of Supervisors meeting was three weeks from now, it may not be something the CEO's office would bring forward.
- 11.5 Tom said he is for reducing the "hassle factor" to all visitors to North Lake Tahoe; however the system already ran and data is available. He said Squaw Valley provided their own transit services for their visitors. He feels the service would be redundant.
- 11.6 Dan Tester asked Jennifer for clarification about the approval process. He recognizes the timing issues with this particular request, but even if the request had come three months ago, would the CEO's office have brought the request before the Board of Supervisors. Jennifer said the budget includes the Integrated Work Plan funding for transit services. The Plan is reviewed and approved by the CEO's office before approval of the overall budget. She said reallocating the existing money would still have been their approach even back during the budgeting process as opposed to growing it for a one time service. She acknowledged that obtaining ROI is very important, but it really is a direct benefit to Northstar and lodges in Tahoe Vista that we don't provide to anyone else. For example we don't pay for a direct ski shuttle from Tahoe City to Squaw Valley to eliminate transfers. She appreciates participation from businesses in Tahoe Vista and thinks it great they are engaged, but suggested they help fund the service. Dan asked about the approval process and how decisions go from the Board of Directors to the Board of Supervisors. It was his understanding that infrastructure requests are forwarded on to the Board of Supervisors. Jennifer said the CEO's office decides what is appropriate to take to the Board of Supervisors. Debbie Casey said if the request is not taken to the Board of Supervisors, it would then be the businesses position to lobby directly to their

supervisor. Ron Treabess said the service could potentially start later if it was approved by the Board of Supervisors in January. He said we are looking at the service as an infrastructure request because it is a one time project.

- 11.7 Ron McIntyre reported that when we helped fund the increased Highway 89 service, we were specifically helping Squaw Valley the same goes for the service to Sugar Bowl. In this case, it would be for Northstar and he doesn't see the difference. He agreed that we should be eliminating services with low ridership in order to fund other needed services. Ron said the issue will continue to come up and asked Jennifer that if it comes up in the right timeframe, will these programs be given a chance to germinate and to support the visitors experience. Ron said our contract states that we are making recommendations to the Board of Supervisors, not the CEO office, so how can the CEO's office withhold our recommendations. Jennifer said the recommendations need to come through a staff department and all NLTRA recommendations come through the CEO's office. Debbie asked if the CEO's office would then be required to put it forward to the Board of Supervisors with a notation that staff doesn't agree, but not simply withhold it because then the Board of Supervisors has no idea what we are discussing or requesting. It seems it would have to go forward consistent with the contract. Jennifer said she doesn't know why the CEO's office would take something forward to the Board that they don't recommend. Ron McIntyre said the NLTRA Board is making the recommendation and the CEO's office should bring it forward to the Board of Supervisors. He recognized that there are timing issues, but feels that if the CEO's office can veto our recommendations, it is a huge problem.
- 11.8 Deb Dudley is in favor of public/private partnership because it is the only way to have a comprehensive transportation plan for the basin. She said our competitors are providing transportation services from lodging to resorts. She expressed concern that we are losing the battle due to local politics and because we are not providing services that are competitive. Deb said that one of the key elements that make us an attractive destination is our sustainable models and transportation accomplishes this goal.
- 11.9 Adam Wilson clarified that Northstar did not approach this organization with the request, but rather they were asked by the community to fulfill the service. Ron Treabess agreed and said the NLTRA was approached by the lodging providers and we are looking for a way to provide the service more expeditiously and most economically which was Northstar transportation versus other private purveyors.
- 11.10 Tom Murphy said he has an issue with the "dead end" route to Northstar and suggested the service go to the Truckee Depot. Alex confirmed that that route is being serviced by TART. The proposed service is to accommodate skiers from lodging to Northstar. He said we are adding another layer to an existing service. It will also accommodate employees. Alex said the transfer is awkward and creates resistance to using the service. This is an opportunity to overcome that limitation, with limited investment. He said TOT collectors are asking for the service. Dave Paulson added that the Aztec service was flawed and impacted ridership. In answer to Tom's earlier question about funding, Dave said Northstar has invested significantly in transportation service. Alex suggested we set a goal for ridership and lodging properties will help promote the service. Due to timing constraints, Dave Wilderotter asked Alex that if we could get the request to the Board of Supervisors in January, would the properties be comfortable beginning the service late or waiting until next year to provide a full service. Alex said he would prefer to get the service running this year. Currently our visitors don't like service and won't use it. Jennifer said timing constraints would not allow for adequate marketing of the service. Alex said he work with lodging providers to promote the service.
- 11.11 **M/S/C (Wilderotter/Rock) (9/1 No-Merchant/1 Abstention-Wilson) to recommend approval to the Board of Supervisors for an infrastructure allocation of up to**

\$50,000 to fund a demonstration ski shuttle service from Tahoe Vista to Northstar during the 2008/09 winter season to begin as soon as possible.

12.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE OCTOBER 31, 2008 FINANCIAL STATEMENTS

12.1 Sally Lyon reported that the Finance Committee met on Monday and recommended approval of the October 31, 2008 Financial Statements. The committee discussed potential impacts of the economy as it relates to chamber membership collections, conference sales and TOT revenue.

12.2 M/S/C (Dudley/Wilson) (11/0) to approve the October 31, 2008 Financial Statements.

13.0 CHAMBER OF COMMERCE REPORT

13.1 Kym Fabel reported on November events. She said the annual Winter Recreation Luncheon was very successful. This year we included music during lunch by local musician Darin Talbot. She reported that there were two mixers held last month; one at the Tahoe Biltmore and the second was a joint mixer with the Truckee Donner Chamber of Commerce at the Tahoe Maritime Museum. Both were well attended. Kym reported that Steve Teshara represented the North Lake Tahoe Chamber by serving on a panel for the Sierra Nevada Entrepreneurship Summit held Saturday, November 22nd at Sierra Nevada College.

13.2 Kym announced that she is now serving on the NTBA Promotions Committee. She said it is a great partnership for the Chamber. Currently there are 648 chamber members with 5 new members and 9 renewing members during the past month. She announced that the Chamber Web site is being updated to include online membership purchases and renewal.

13.3 Kym reported on upcoming events for December. The Toys for Tots fundraiser will be held this evening at the Chateau in Incline. The Incline Luncheon honoring Teachers will be held tomorrow, December 4th, beginning at 11:30 a.m. at the Hyatt Regency Lake Tahoe. The Bank of America Holiday mixer is also scheduled tomorrow beginning at 6:00 p.m. in Tahoe City. Kym reported that the Chamber is partnering with the NTBA to host photos with Santa in Kings Beach. This event is scheduled to be held on Saturday, December 13th. Proceeds will go to benefit the Humane Society.

14.0 MARKETING REPORT

14.1 Andy Chapman reported that the NLTRA will send out a press release once the snow falls. He said we are currently holding our video news releases until winter weather begins. Leisure sales training has been completed for the upcoming season. Jeremy Jacobson, Leisure Sales Manager, attended ski shows in partnership with the Sierra Ski Marketing Council and Ski Lake Tahoe. One of the initiatives being undertaken by the Marketing Committee is the Marketing Tool Development project. A subcommittee made up of Marketing and Chamber Committee members met to review quarterly trends as they relate to different economic factors such as sales tax, TOT, ski ticket sales etc... for the purpose of determining tourism marketing needs, opportunities, and capacity. The next Marketing Committee meeting is scheduled to be held Tuesday, January 6, 2009 beginning at 2:00 p.m.

14.2 Andy reported that we are working with Smith and Jones to update the GoTahoeNorth Web site. The Neighborhoods tab has been changed to Resort and Towns. Roger Beck said our marketing focus is to drive consumers to the Web site. He suggested the

rotating pictures on the homepage include more skier and winter shots. He expressed concern that the ski resorts are not featured, as prominently as they should be.

- 14.3 Deb Dudley asked Andy how MTRiP is tracking. Andy reported that through the end of October, it shows December and January is up due to larger conferences. He added that we are tracking close to other resorts. Alex Mourelatos asked how we are reacting to the economic downturn. Steve Teshara said we are discussing this issue at the Marketing Committee meeting in January and will bring forward recommendations to the Board in February.

15.0 ACTIVITY REPORT

- 15.1 Ron Treabess reported on the North Lake Tahoe Express airport shuttle. He said the service continues to be positive, both ridership and revenue continue to grow. The service now includes two additional daily routes to and from the Reno/Tahoe International Airport. Carryover over from last year will fund the additional service.
- 15.2 Ron reported that attached to his report are charts showing ridership for summer TART transit services. Placer County has drafted criteria to evaluate our transit systems prior to transportation planning. The criteria is still in draft form and will be the subject of additional discussion.
- 15.3 The initial meeting was held yesterday for Winter Traffic Management in Tahoe City. The group including representatives from Caltrans, Placer County, and the service provider met to discuss providing a more streamlined service this winter season.
- 15.4 Ron reported on the Regional Wayfinding Signage project. The consultants have already prepared the 1st draft manual for review. He said staff will request funds this winter for the demonstration projects that will show how the manual will work.
- 15.5 The final review for the Performing Arts Center feasibility study is scheduled to be held at the North Tahoe Conference Center on December 11th beginning at 1:00 p.m. All funding partners are invited to attend the meeting and provide input. The current draft is on the www.nltra.org Web site for review.
- 15.6 Ron reported on the resident survey project. He said staff worked with Jennifer Merchant to come up with the most appropriate funding split for the project. The surveys have been mailed. Ron encouraged all the Board members to respond to the survey.
- 15.6 The Breakfast Club hosted the annual ski area meeting. Representatives from the all the ski resorts reported on new features for this winter season. The keynote speaker was Carolyn Betteta, Executive Director with the California Travel and Tourism Commission. She reported on California's marketing efforts worldwide. Ron noted that Ms. Betteta was a powerful speaker and commended Andy Chapman for his work in marketing North Lake Tahoe.

16.0 PRESIDENT & CEO'S REPORT

- 16.1 Steve Teshara reported that the 1st Quarter Report to Placer County was distributed to the Board as part of the packet. It includes the updated Marketing Performance Review document.
- 16.2 Steve said Jennifer Merchant has submitted a draft contract compliance matrix. He said it shows that we are on track for compliance, subject to CEO review. The incomplete provisions include the conference booking improvements approved by the Board today, and the external jurisdiction marketing equity issue. Debbie Casey reported that staff,

working with the Executive Committee, prepared a packet of materials related to the benefits of participating in the North Lake Tahoe Marketing Committee (NLTMC). She confirmed that Town Manager Tony Lasbrook and Lynn Saunders with the Truckee Donner Chamber of Commerce both received the packet. Debbie, Steve, Andy, and Bill Hoffman will present the information to the Truckee Town Council at their meeting scheduled for Thursday, December 18th. Debbie reported that Lynn Saunders will distribute a survey, related to marketing, to the Truckee Chamber membership in order to ascertain the local need and interest in coop marketing. Debbie said once that information is compiled; the group will make a more thorough presentation to the Town Council in the spring. She said it is anticipated that the Town Council will not participate in the coop this fiscal year; however, by formally presenting the request to join the coop, the NLTRA has met the compliance requirement in the contract. Steve said other uncompleted items on the matrix are the draft scope of work and budget for FY-2009/10, but they are due by the end of May 2009. The committee budget review will also be completed in the spring of 2009. Steve said staff would send out the matrix to the Board, along with comments as to the status of compliance from the NLTRA perspective, understanding that the CEO's office makes the final determination.

- 16.3 In the packet, Steve also included a clip from the Bonanza newspaper featuring articles on the North Lake Tahoe Chamber of Commerce. He said we received very positive chamber comments including a positive Bonanza editorial.
- 16.4 Ron McIntyre said the original provision in the bylaws stated that the Chairman of the Board leaving office can continue to serve on the Board as an ex officio Board member. Steve said staff will research the bylaws and include this item on the agenda next month for further discussion.

17.0 DIRECTORS' COMMENTS

- 17.1 Debbie Casey thanked Adam Wilson for his three years of service on the NLTRA Board. She thanked the Board and said she enjoyed serving the community. Roger Beck said he appreciated Debbie's work on the Board, especially her leadership as Chair. Alex Mourelatos agreed and said Debbie's work on the Executive Committee showed her fantastic leadership. Dan Tester echoed those comments and noted that this was a very challenging year for the Executive Committee and the Board and appreciated Debbie's guidance. Jennifer Merchant thanked Debbie and Adam on behalf of Placer County for their service to the community. Ron Treabess said on behalf of NLTRA staff, we appreciated Debbie's Board leadership and direction.
- 17.2 Alex Mourelatos reported that the North Tahoe Business Association Holiday Party will be held at the North Tahoe Conference Center on December 11th beginning at 5:00 p.m. He recognized audience member Bill Matte owner of the Carnelian Bay Bed and Breakfast, The Shooting Star. Alex said TOT out of Carnelian Bay was almost \$1 million dollars this past year.

18.0 MEETING REVIEW AND STAFF DIRECTION

- 18.1 There were no further comments.

19.0 ADJOURNMENT

- 19.1 The Board meeting was adjourned at 12:25 p.m.

Submitted by,
Sarah Holster
Executive Assistant