



BOARD MEETING MINUTES
March 5, 2008 – 8:30 a.m.

Tahoe City Public Utility District

FINAL MINUTES

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

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

OTHERS IN ATTENDANCE: John Wilcox, Pettit Gilwee, Russell Poulson, Tom Meadows, Jess Wellner, Kelly Houston, Ron Parson, Kay Williams, Lolly Kupec, Kelly Atchley, Lauren O'Brien, Cathy Davis, Wendy Hummer, Les Pedersen, Judy Laverty, Christine Horvath, and Cheyenne Sabad

1.0 CALL TO ORDER – ESTABLISH A QUORUM

- 1.1 The Board meeting was called to order at 8:30 a.m. by Chair Debbie Casey and a quorum was established. She read the NLTRA Mission Statement and meeting ground rules.

2.0 PUBLIC FORUM

- 2.1 John Wilcox announced upcoming events sponsored by the Squaw Valley Institute (SVI). On Wednesday, March 12th, Randall Osterhuber will give a presentation on Tahoe Winter Search and Rescue. The event will be held at the Resort at Squaw Creek beginning at 6:30 p.m. with a no host bar. The Resort at Squaw Creek will also host a three part civic engagement series beginning Thursday, March 27th with *The Importance of Civic Engagement for a Healthy Community: Rebuilding New Orleans*. The second presentation is scheduled for Thursday, April 3rd titled *Finding Your Passion: Philanthropy and Volunteerism and Community Involvement Fair*. The Third part of the series will be presented by Debra Bowen, California Secretary of State. She will speak about participating in the political process. This presentation is scheduled for Thursday, April 10th.
- 2.2 Alex Mourelatos encouraged the Board to sign up for the upcoming Joe King Poker Tournament sponsored by the North Tahoe Business Association. The tournament is scheduled to be held in the Indian Room at Cal Neva on Friday, March 7th beginning at 7:00 p.m.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 Jennifer Merchant requested that an item be added to the agenda to discuss writing a letter of support for Bill SB 1159. The bill would allow the Placer County Board of Supervisors to ban alcohol consumption on the Truckee River during peak holiday periods.
- 3.2 **M/S/C (McIntyre/Graham) (10/0) to amend the agenda to include new item D1a.**
- 3.3 **M/S/C (Mourelatos/Merchant) (10/0) to approve the agenda as amended.**

4.0 CONSENT CALENDAR - MOTIONS

- 4.1 Steve Teshara noted that the consent calendar includes the appointment of NLTRA members Dan Tester, Debbie Casey, Steve Teshara, and Julie Maurer to the 2008 North Lake Tahoe Marketing Cooperative “Coop Committee” as recommended by the Marketing Committee. The consent calendar also includes the approval of a Community Marketing Program grant for SnowFest, as recommended by the Chamber Advisory Committee.
- 4.2 **M/S/C (Merchant/Tester) (10/0) to approve the consent calendar as presented, including the appointment of NLTRA members Dan Tester, Debbie Casey, Steve Teshara, and Julie Maurer to the 2008 North Lake Tahoe Marketing Cooperative “Coop Committee” as appointed by the Marketing Committee and the approval of a Community Marketing Program grant for SnowFest, as recommended by the Chamber Advisory Committee.**

5.0 DISCUSSION AND POSSIBLE ACTION TO AUTHORIZED STAFF TO PREPARE A LETTER OF SUPPORT FOR BILL SB 1159

- 5.1 Jennifer Merchant reported that Senator Dave Cox is the sponsor for legislation (SB 1159) that would authorize the Placer County Board of Supervisors to ban alcohol on the Truckee River during peak summer holiday periods. Jennifer noted that the rafting companies and River Ranch Restaurant support the ban because their businesses are negatively impacted by excessive alcohol consumption during peak holiday periods, particularly during the 4th of July holiday. In addition, the “out of control” situation has created environmental and public health issues and resulted in several arrests. Last 4th of July holiday, Placer County resources were heavily taxed. The intent of the ban is to address the issue well in advance of the 4th of July holiday. Currently the State of California has authority over public waterways. The legislation specifies peak holiday periods which gives the Placer County Board of Supervisors the flexibility to determine which days the ban will be enforced. Jennifer reported that the hearing by the Senate Government Organization Committee will be held Tuesday, March 11th at the Sacramento Capital Building beginning at 9:30 a.m. She asked that a representative from the NLTRA be present at the hearing.
- 5.2 Discussion followed in regards to SB 1159.
 - 5.2.1 Ron McIntyre expressed concern that the legislation gives Placer County the opportunity to ban alcohol on the river all summer long, not just during the 4th of July or peak holiday periods. He said the wording of the

legislation needs to be more specific. Jennifer assured the Board that the ban is for peak holiday periods only. She added that generally the Board of Supervisors prefers to provide people with the opportunity to make their own decisions, but in this case, public health and safety was impacted. Dave Wilderotter feels this bill is an overreaction. He added that there is not enough information provided to support the bill.

5.2.2 Adam Wilson said the bill specifies the land portion of the river and not the waterway. Jennifer said that she has asked County Counsel for clarification regarding that issue and to draft amendments to the bill to specify the waterway. She noted by ordinance, Placer County already has the authority to prohibit alcohol consumption on public lands.

5.2.3 Roger Beck reported that Resort at Squaw Creek guests have complained about alcohol consumption and related activity on the river during non-holiday weekends.

5.2.4 Ron McIntyre asked how the County plans to patrol the river and enforce the ban. Jennifer said the County intends to publicize the ban well in advance. She said they will use existing resources to patrol the river.

5.3 M/S/C (Beck/Rock) (7/0/3 Abstention-Wilderotter, McIntyre, and Dudley) to authorize staff to prepare a letter of support for SB 1159.

6.0 DISCUSSION AND POSSIBLE ACTION ON A REQUEST FROM INTERESTED PARTIES FOR A NLTRA LETTER TO PLACER COUNTY SUPPORTING ADDITIONAL SNOW PLOWING ON RESORT ACCESS ROADS

6.1 Russell Poulsen appeared before the NLTRA Board requesting a letter of support to Placer County for additional snow plowing on resort access roads. He reported that in the past, he has contacted Placer County to request improved services, but they are unable to prioritize snow removal on resort roads because of their policy to provide equal service on all county roads. He noted that both Granlibakken and the Northstar Community Service District (NCSD) provide additional plowing services on their roads due to lack of adequate County service. Mr. Poulsen has contacted the Placer County Department of Public Works (DPW) to discuss costs and options for additional services. DPW submitted a cost estimate of \$75,000-\$80,000 for providing a higher level of service on "major resort access roads." He said 50% of that funding would be reimbursed by the State of California so the fiscal impact would be approximately \$40,000-\$50,000. The first option for additional services is to plow Alpine Meadows road and Squaw Valley as a separate zone. The second option is to separate the two zones and give the NCSD a portion of the funds to help supplement plowing services on Northstar road. Mr. Poulsen noted that Supervisor Bruce Kranz supports additional snow removal service on resort access roads. Mr. Poulsen prepared and distributed a draft letter to be used in preparation of a formal letter to the Board of Supervisors. Issues identified in the letter include health and public safety, employee and visitor access, the reputation of our resorts, and the need to increase our tax base. The letter suggests funding should be earmarked for additional services.

- 6.2 Discussion followed in regards to the letter of support.
- 6.2.1 Dan Tester reported that he is heavily in support of the NLTRA Board authorizing staff to prepare a letter to the Placer County Board of Supervisors for improved snow removal services on key economic access roads. He said as a large business manager in Squaw Valley, he can attest to the inadequacy of the snow removal in Squaw Valley.
- 6.2.2 Ron McIntyre expressed concern that funds for additional services will be taken from our portion of the TOT. Jennifer Merchant said the CEO's office does not support additional general fund monies for snow removal. She said the funding would need to come from the NLTRA's share. She said due to County budget cuts, it will be difficult to increase the budget for snow removal services while other county programs suffer. Roger Beck said the County should use funds generated from applying TOT to resort fees. He feels snow removal is a basic level of service that the County should provide. Dave Wilderotter agreed and noted that the County has public bus service going into Squaw Valley and Northstar and the vehicles and services they provide are put at a risk on these roads. Mr. Poulsen feels the funds should come from Placer County's portion of general funds generated by TOT. He feels it will pay for itself in additional TOT because it will enhance the visitor's experience. Graham Rock said it is the mission of the NLTRA to promote tourism and benefit businesses. He added that the additional TOT taxes this year will generate over \$1 million. 5% of that would pay for the additional services. Jennifer Merchant clarified that this money is not a new fee. During the Placer County audit for FY 2006 the County determined that lodging properties were collecting fees for services that should be taxed. As of January 1st, lodging properties will collect tax on all resort fees and that money will come back to the NLTRA proportionately. Ron McIntyre said this issue should be vetted further since it could potentially impact TOT.
- 6.2.3 Alex Mourelatos asked about snow removal concerns in other areas. Ron Treabess noted some backstreets of Kings Beach have been impassable for a period time. He feels additional snow removal is a legitimate expense for TOT. Ron Treabess noted that Caltrans has been able to provide excellent service on our main highways without making a request for additional funds. Alex said the problem is clearly more dramatic and significant on resort roads, but asked if fixing two or three main arteries would solve our snow removal issues. Jennifer said the DPW is trying to address the problem by reconfiguring routes to provide better services. She said they have started working on contracting with local service providers. She noted that County resources are stretched during significant storms. Alex suggested we identify problem areas and prioritize routes. Mr. Poulsen said plowing is inadequate everywhere, but by providing additional service on resort roads would be a first step in the right direction.
- 6.2.4 Deb Dudley asked what assurance we have that the County will provide improved service if we provide additional funds. She suggested we contract with a private snow removal company.

6.2.5 Debbie Casey suggested we submit a letter of support without specifying where monies should come from for further discussion with the County. Steve Teshara agreed and suggested the Executive Committee could request additional information and discuss funding options with the County during the upcoming process of negotiations on the NLTRA's FY-2008/09 TOT Budget and County contract.

6.2.6 Alex requested that the Joint Infrastructure/Transportation Committee discuss snow removal issues further and prepare an assessment of priorities and suggestions for improved levels of service.

6.3 M/S/C (Tester/Beck) (9/0/1 No-Merchant) to authorize staff to prepare a letter to Placer County supporting additional snow plowing on resort access roads.

7.0 STATUS REPORT/BOARD DISCUSSION AND INPUT ON UPDATED INTEGRATED TRANSPORTATION AND INFRASTRUCTURE WORK PLAN AND LONG RANGE FUNDING PLAN

7.1 Ron Treabess reported that the Joint Infrastructure/Transportation Committee has reviewed each project in the Integrated Transportation/Infrastructure Work Plan and reconfirmed project priorities. It was noted in the meeting that the high priority projects have the greatest potential positive impact in the community. Ron reviewed the five project priorities and gave a status report on each. The Kings Beach Commercial Core Improvement project is the highest priority. The transit plan to provide half hour headways is moving forward. Staff is working with TART to complete segments of projects in order to phase our transit expansion goals. The Class 1 Bike Trail is a substantial project and momentum depends on funding. It was suggested that all special districts work together on bike trail linkage to address needs and avoid duplicating efforts. Placer County has agreed to be the lead agency to complete the environmental studies for the Highway 89 Realignment project; however, funding for this effort has not yet been secured. They continue to seek funds from federal and state sources. Ron reported that a Request for Proposals for consultant services has been released for the proposed North Lake Tahoe-Truckee Performing Arts Study. Ron asked the Board to reconfirm priorities with the knowledge that these projects do not preclude other projects from coming forward. New projects proposed include open space acquisition, a skate park in North Lake Tahoe, and the Tahoe City gateway beautification project. The purpose of this plan is to provide direction to staff related to updating the plan and budget development. All new projects have to go through the regular application and approval process before funds are formally allocated. Once approved, Ron will bring back the funding summary for review.

7.2 Ron McIntyre said since the Sugar Pine/Meeks Bay trail is in El Dorado County it should be removed from the funding list and placed on the advocacy list. In addition, Ron feels we need to consider affordable housing before open space acquisition. Jennifer Merchant agreed and said open space acquisition is consistent with the NLTRA's environmental stewardship, but many other projects have not been completed. She said we need to focus on project completion before the 2012 TOT election.

7.3 Jennifer suggested removing the Highway 89 Realignment project from the list due to lack of project momentum. In addition, since public campgrounds do not

contribute to TOT and compete with our lodging suppliers they should be removed from the list. She said we should be focusing on affordable housing studies. She also expressed concern with using TOT funds for the Tahoe City Fire Station site redevelopment. She asked for more information with regards to this project. Jennifer asked for clarification regarding proposed dock improvements (D24) related to potential waterborne transit service. She said it would need to be clear whether the docks are public or private. As far as advocating for Vista Village affordable housing, the line item should be more general to include all potential sites for workforce housing. In regards to transit, Jennifer asked Ron to integrate Will Garner's changes into the plan. Steve Teshara addressed Jennifer's comment regarding the Highway 89 Realignment Project. He said NLTRA staff continues to pursue federal and state funding for the project and it is easier to secure funding when local money is set aside and available as a match for other project funds. So Steve feels there is a value to keeping the project on the list.

- 7.4 Alex Mourelatos feels the Regional Wayfinding Signage project should be a top priority. He said it is an important Infrastructure component that links to our marketing efforts. Ron McIntyre clarified that money is currently being spent on the project. He said we are waiting for proposals from separate jurisdictions that may not require infrastructure funding. Jennifer expressed concern about relying on separate jurisdictions to complete the project. She said the NLTRA should make sure the project gets implemented. Jennifer feels the Integrated Work Plan is comprehensive, but we need additional outreach and input from the community to gain support for projects and the TOT renewal in 2012. Debbie Casey asked that the Joint Infrastructure/Transportation Committee continue to keep the Regional Wayfinding Signage project as a top priority. She noted the Executive Committee is looking at a research project to explore ways to conduct outreach to the community about projects and encourage feedback. Ron McIntyre agreed with Jennifer, but said "the NLTRA is not in the project implementation business." He said we depend on other agencies to implement projects and noted that the NLTRA is not staffed to implement projects.
- 7.5 Graham Rock expressed concern that projects do not move forward fast enough. He feels that the Squaw Valley Olympic Museum should be a top priority since Squaw Valley will celebrate the 50th Anniversary of the Olympics in 2010. Debbie asked staff to bring that forward for discussion to the next Joint Committee meeting, so it can be considered as an addition to the list of top priorities.
- 7.6 **M/S/C (McIntyre/Tester) (10/0) to direct staff to complete the final draft Integrated Work Plan as presented with the removal of the Meeks Bay Bike Trail project from the funding list and moving it to advocacy list, and adding the North Tahoe Regional Park Skate Park project to the funding list.**
- 8.0 **DISCUSSION AND POSSIBLE ACTION TO APPROVE AN AMENDMENT TO THE NLTRA CONFLICT OF INTEREST MATERIAL FINANCIAL INTEREST FORM**
- 8.1 Debbie Casey reported that after some discussion, counsel from the NLTRA and the office of Placer County have agreed on revisions to the NLTRA's recently adopted new Conflict of Interest policy. Staff will incorporate the amendments.

- 8.2 M/S/C (Wilson/Mourelatos) (10/0) to approve amendments to the NLTRA Conflict of Interest Material Financial Interest Form, as recommended by Counsel.**

- 9.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE A ONE YEAR EXTENSION OF CONTRACT WITH CALIFORNIA TAHOE CONSERVANCY TO PROVIDE RENTAL SERVICES AT NORTH TAHOE BEACH IN KINGS BEACH**

 - 9.1 Steve Teshara reported that it is an annual process to approve a one year extension of contract with the California Tahoe Conservancy to provide rental services at North Tahoe Beach in Kings Beach. Jennifer Merchant asked staff to report on expenses associated with the rentals to determine if rental revenue offsets costs. Steve said the only expense we incur is insurance in the amount of \$1,100. He said the benefit we receive by providing this service is a free location for operating our summer season Kings Beach Visitor Information Center. This is an important community service. Steve noted that site maintenance is a separate contract between the California Tahoe Conservancy and the North Tahoe Public Utility District.

 - 9.2 M/S/C (Wilderotter/Rock) (10/0) to approve a one year extension of contract with the California Tahoe Conservancy to provide rental services at North Tahoe Beach in Kings Beach.**

- 10.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE JANUARY 31, 2008 FINANCIAL STATEMENTS**

 - 10.1 Sally Lyon reported that the Finance Committee reviewed the financial statements for January 31, 2008. The change in net assets for the month was just under \$50,000, which is positive to the budget. Year-to-date, our change in net assets is over \$400,000 due to pending expenditures in Infrastructure and Transportation. The committee recommended approval of the financial statements. The Finance Committee also reviewed the forecast for the seven months actual, five month forecast for the year ending June 30, 2008. The forecast projects a \$40,000 positive change in net assets.

 - 10.2 M/S/C (McIntyre/Dudley) (10/0) to approve the January 31, 2008 Financial Statements.**

- 11.0 MARKETING REPORT**

 - 11.1 Andy Chapman reported on the second meeting of the Lodging Subcommittee. He provided the committee with on the GoTahoeNorth Web site, focusing on links related to lodging.

 - 11.2 Andy said Jeremy Jacobson, Leisure Sales is set to launch into the spring Leisure Travel season. In the next couple of weeks Jeremy and Andy will attend Ski Tops, Mountain Travel Symposium, and Pow Wow where they will meet with international and wholesale tour operators to promote North Lake Tahoe.

 - 11.3 Andy said the initial results from the NLTRA advertising research project will be available by the March 25th Community Marketing Workshop with the NLTRA Board.

- 11.4 The Marketing Committee is working to review and consider a recommendation on the proposed summer media plan.
- 11.5 NLTRA Staff is working with Placer County Economic Development Office, the Placer County Visitor Council, and Placer Valley Tourism on a county-wide tourism study. An RFP was released and four proposals were submitted. Negotiations are underway with the best qualified bidder.

12.0 CHAMBER OF COMMERCE REPORT

- 12.1 Kym Fabel thanked the Resort at Squaw Creek for hosting the Community Awards Dinner, February 7th. She reported it was a successful event and we received great exposure in the local newspapers.
- 12.2 The North Lake Tahoe Chamber of Commerce participated in the SnowFest fundraiser at Garwood's February 28th. It was also a successful event.
- 12.3 Kym reported on the progress of the Street Marketing Collateral meetings. She said the community partners are moving forward with the development of a map featuring the North Lake Tahoe and its neighborhoods.
- 12.4 The Chamber member survey has been completed. The results will be posted on the Chamber Web site. The highlights include that most members read the newsletter. 87% of those who responded go to mixers. 66% use the directory and 63% have used the community calendar. There was some confusion about where NLTRA marketing efforts stop and Chamber efforts begin. Overall, the membership responding to the survey is satisfied with Chamber performance. The Chamber will host more educational seminars in the spring and fall in response to the survey results.
- 12.5 Kym reported on upcoming events. A joint Chamber mixer with the Truckee Donner Chamber of Commerce and Deep Blue Media is scheduled for March 13th at the Resort at Squaw Creek. The mixer will begin at 5:00 p.m. The next Incline Luncheon honoring teachers will be held on April 22nd at the Hyatt Regency Lake Tahoe beginning at 11:30 a.m. Kym encouraged the Board member businesses to participate in the Business Expo scheduled to be held at the Hyatt Regency on Thursday, June 5th.

13.0 ACTIVITY REPORT

- 13.1 Ron Treabess distributed financials on the North Lake Tahoe Express airport shuttle. He noted that December, January and February were strong revenue months. He said we have not received any subsidy invoices for those three months.
- 13.2 Ron reported on applications received this month for Infrastructure projects. These include the Tahoe City Historic Walking Tour, the NTPUD Conference Center project, and a funding request for an indoor ice skating rink.

14.0 PRESIDENT AND CEO'S REPORT

- 14.1 Steve Teshara reported that the TRPA Tahoe Metropolitan Planning Organization is updating its Regional Transportation Plan. The North Shore

public meeting to provide input is scheduled for Tuesday, March 11th at the North Tahoe Conference Center beginning at 6:00 p.m.

15.0 DIRECTORS' COMMENTS

- 15.1 Julie Regan reported that the TRPA Governing Board recently voted unanimously to move the Community Enhancement Projects forward. She thanked Placer County for its support. There is a two day TRPA Governing Board workshop scheduled for March 26th and 27th. The Board will review the status and focus on moving forward with the Regional Plan Update. Due to budget costs, TRPA is considering a number of cost cutting proposals. One is to close the North Shore office. She hopes this will not happen and may ask the NLTRA for a letter of support for keeping the office open.

16.0 MEETING REVIEW AND STAFF DIRECTION

- 16.1 Steve Teshara said staff will incorporate Board comments into the Integrated Work Plan. Staff will draft two letters to the County as directed by the Board. The first related to Senate Bill 1159 and the second in support of improved snow removal on resort access roads.

17.0 JOINT BOARD/MARKETING COMMITTEE WORKSHOP-REVIEW OUTCOMES OF FEBRUARY 28TH JOINT BOARD/COMMITTEE WORKSHOP

- 17.1 Lauren O'Brien presented her Executive Summary which highlighted findings from the February 28th Community Marketing Workshop with the NLTRA Board. 48 people from the NLTRA and community participated. The evaluations collected at the meeting show that the most effective portion of the meeting was the break out sessions. In general, the presentation was well received and the attendees reported having a better understanding of the NLTRA's marketing process and strategic goals. Presentations included the Marketing Planning Process by Debbie Casey, NLTRA organizational structure by Dan Tester and the Brand, Destination, Drive, and Seasonal strategies were presented by Andy Chapman. Overall, participants like the brand strategy *Pure Experiences*. They would like to see more images and samples of the brand. There was some confusion between the brand *Pure Experiences* and the *N is for North* campaign. Some participants said they did not like the *N is for North* campaign because Lake Tahoe is the unique differentiator and it is being lost in the campaign. In general, participants would like the brand to better differentiate North Lake Tahoe from competitors, especially in the summer. It was also suggested to segment visitors because the drive market may want to hear a different message than destination. There was discussion related to the *Neighborhoods or North Lake Tahoe* campaign and how that should fit into the brand.
- 17.2 There was an agreement on the need to do destination marketing since those visitors tend to stay longer and spend more. The participants liked that we were leveraging coop dollars in targeted destination markets. There were concerns expressed about the allocation of spending for destination vs. drive markets. Many participants believe the drive market is our core business. Lauren said there is confusion around the effectiveness of destination marketing. It was suggested that the NLTRA track the effectiveness of brand marketing.

- 17.3 Participants said they like that the NLTRA is marketing to the drive market, but said the strategy needs to clear. It was suggested that we focus on bringing the drive market up for midweek and during the shoulder season. In order to do that it was suggested to leverage events that are happening in the shoulder season.
- 17.4 As far as seasonal marketing, participants felt fall is a good season to market, but people did not support spending dollars in May unless it was for conferences. They also suggested that instead of a seasonal focus, the NLTRA should focus on off peaks. In conclusion, attendees appreciated being heard and recommended a formalization of how the NLTRA plans to respond to the comments so there is a validation of time spent at the workshop.
- 17.3 Debbie asked the meeting attendees to comment on the workshop to assist the NLTRA in planning for the March 25th workshop.
- 17.3.1 Tom Meadows, member of the Aircraft Owners and Pilot Association, asked that the NLTRA include the Truckee Tahoe Airport in the marketing of North Lake Tahoe to emphasize the ease of accessing amenities of the region using the Truckee Tahoe Airport. He noted that South Lake Tahoe has realized the importance of its airport in bringing visitors to the area.
- 17.3.2 Lolly Kupec asked that the Executive Summary be sent to all workshop participants. She noted that not all comments were captured in the summary such as discussions related to Truckee. She suggested letting the Marketing Committee vet the information in the document before the Board gives direction to staff. Lolly would like the information to be prioritized by the Marketing Committee. She asked that the NLTRA gather information from other entities such as the ski resorts in order to assess their marketing efforts to avoid duplication. Debbie said the Marketing Committee is made up of representatives from the ski areas and they could share their information. In regards to the Truckee issue, more information will be available at the March 25th workshop. Lolly said any progress with Truckee should be reported to the Marketing Committee.
- 17.3.3 Christine Horvath suggested a meeting of a sub group to address concerns raised at the workshop about branding and marketing segmentation and bring back a proposal based to the workshop for discussion.
- 17.3.4 Les Pedersen asked staff to bring information related to the economic benefit of marketing to the different market segments. He said the more people who understand the economic benefit, the more support we will get for our efforts.
- 17.3.5 Ron Parson said he would prefer to use the Marketing Committee rather than a separate sub group to prioritize the issues expressed at the workshop. He suggested that we acknowledge all comments, but prioritize the most common issues. Dan Tester, Marketing Committee Chair, said he would work with staff to schedule a meeting with the Marketing Committee prior to the next workshop.

- 17.3.6 Ron McIntyre felt some comments were missing from the Executive Summary especially those related to “guerilla” marketing. In addition, after reviewing the Marketing expenditures, he would like to begin discussions related to money allocated for visitor information services. Debbie reviewed the marketing budget and marketing expenditures. The budget includes expenditures associated with the North Lake Tahoe Marketing Cooperative (NLTMC). The financial information will be distributed to the attendees as part of the workshop packet.
- 17.3.7 Kelly Atchley suggested as part of the process for the next workshop that drive vs. destination marketing be separated with an explanation of how each benefits large businesses and resorts and local small businesses.
- 17.3.8 Lolly asked for clarification regarding the general and administration budget for Visitor Information Services. Andy explained that the budget reflects staffing of the Visitor Information Center (VIC) and the cost of operations. There are no programs budgeted within the visitor information budget. Lolly asked about the neighborhood map. Andy said the cost of developing and printing the map is part of the marketing budget. Lolly feels it would be helpful to the community for the NLTRA to clarify what part of the marketing budget funds visitor information services.
- 17.3.9 Deb Dudley asked staff to bring concrete examples of what ads are running where and how execution was decided. She wants to know what ads are running in print media. She expressed concern that many participants had never seen North Lake Tahoe collateral materials such as the visitor’s guide or Ski Lake Tahoe advertisements. She said participants want to see the Return on Investment (ROI) for our marketing campaign particularly in the L.A. market. Debbie Casey said we are currently collecting ROI data in the L.A. market and that information will be reported once compiled. Cheyenne Sabad asked staff to present why those particular markets were chosen. Andy said he would review the process and rationale for why we are in the southern California market. Dan asked that representatives from Smith and Jones to be present to clarify the branding process. Debbie said our intent at the first workshop was to better understand the perception of NLTRA’s marketing efforts which is why our agency representatives were not asked to make presentations. She said we needed to determine the disconnects before moving forward.
- 17.3.10 Alex Mourelatos asked staff to explain how the brand drives media spend to better understand the final deliverable. He also suggested that we discuss what role the NLTRA plays in event marketing. Alex feels we need clarity on how TOT is spent because there is some confusion about the role of chamber and business associations and the restrictions on using TOT for the Chamber. Lolly said that clarity should come from the County. Alex said we need to understand relevant positioning in each of the seasonal markets. We need a better understanding of the spend, in particular what is the gross impact of total advertising dollars in specific markets. Alex said we need to better plan and collaborate with the ski resorts on marketing. Finally the NLTRA needs to share that data and determine if we are successful based on occupancy.

- 17.3.11 Graham Rock asked if it would be possible for staff to contact resorts and hotels to gather their marketing information by the March 25th workshop. Andy said many of those representatives are on the Marketing Committee. He will ask them to respond to this request at the interim meeting prior to the workshop. Dave Wilderotter said these representatives may not want their competitors to know the details of their advertising and marketing plans.
- 17.3.12 Debbie asked the group to keep in mind the mission of the NLTRA. She said the NLTRA cannot be everything to everybody. She summarized that staff will send out the Executive Summary packet to all workshop attendees. She asked that everyone review the packet and submit comments to staff or the Board by Monday to properly set up a special Marketing Committee meeting prior to the March 25th workshop. Christine suggested creating a questionnaire form to submit to all ski resorts in an effort gather their marketing information. Steve said realistically that information will have to be collected over a period of time. He said we need to address NLTRA priorities at the next workshop and hopefully have more ski resort marketing information at a future workshop.
- 17.3.13 Lauren O'Brien said she would revise the Executive Summary by tomorrow, based on the comments today, and submit back to staff.
- 17.3.14 Ron Parson said the Marketing Committee needs to determine our goals and objectives and our strategic approach based on the NLTRA mission. He said we need to put a frame on the questions. Debbie agreed and said we can use the Three Year Strategy to extrapolate that information to guide discussions at the Special Marketing Committee meeting.

18.0 ADJOURNMENT

- 18.1 The Board meeting adjourned at 11:38 a.m.

Submitted by,
Sarah Holster
Executive Assistant