



BOARD MEETING MINUTES
Wednesday, January 20, 2010 – 8:30 a.m.
Tahoe City Public Utility District

FINAL MINUTES

ATTENDANCE: Ron McIntyre, Allen Highfield, Phil Gilanfarr, Deanna Gescheider, Alex Mourelatos, Kali Kopley, Tom Murphy, Ron Parson, Jennifer Merchant, Deb Dudley (8:37 a.m.), and Roger Beck (9:00 a.m.)

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

OTHERS IN ATTENDANCE: Jan Colyer, Pat Perkins, and Steve Kastan

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The meeting was called to order at 8:30 a.m. by Chairman Alex Mourelatos and a quorum was established.

2.0 PUBLIC FORUM

2.1 Alex Mourelatos welcomed the attending public members.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Parson/Murphy) (9/0) to approve the agenda with the Closed Session as a time certain item of 10:00 a.m.**

4.0 CONSENT CALENDAR

4.1 **M/S/C (Merchant/McIntyre) (9/0) to approve the consent calendar as presented including the approval of a Community Marketing Program Grant for the Village at Northstar Association, as recommended by the Chamber of Commerce Advisory Committee. Steve noted that there was committee consensus to approve the grant, although a quorum was not established.**

5.0 WELCOME NEW BOARD MEMBERS – REVIEW OF ORGANIZATIONAL DOCUMENTS

5.1 Steve Teshara welcomed new NLTRA Board members Phil Gilanfarr, Allen Highfield, and Kali Kopley. He also congratulated Deanna Gescheider on her election to the Ski Area seat for the balance of the two years remaining on the term.

5.2 Steve presented a list of organizational documents to the Board and reviewed the purpose of each report. He announced that a Board/Management Team strategic organizational workshop will be scheduled sometime in March. Staff distributed the Conflict of Interest forms to the Board for review and completion by no later than February 1st. Jennifer Merchant asked staff to distribute the NLTRA/Placer County

Contract to all Board members and include the contract on the list of organizational documents.

6.0 DISCUSSION AND POSSIBLE ACTION TO AUTHORIZE STAFF TO FILE WITH THE CALIFORNIA SECRETARY OF STATE TO DISSOLVE THE SEPARATE CORPORATIONS FOR THE NORTH LAKE TAHOE CHAMBER OF COMMERCE AND TAHOE NORTH VISITORS AND CONVENTION BUREAU

6.1 Steve said the NLTRA Management Team is recommending that the organization discontinue paying separate corporate filing fees each year for the Tahoe North Visitors and Convention Bureau and Chamber of Commerce. He said those corporations merged into the NLTRA when it was formally established in 1996. Since there has been no corporate activity, the state began charging an annual fee of \$800.00 for each entity. He said staff has taken action based on advice from our trademark counsel to do business as the North Lake Tahoe Chamber of Commerce. He noted that when the Chamber merged with Incline; the organization picked up the rights to LakeTahoeChamber.com and Lake Tahoe Chamber of Commerce. These rights have now been transferred to the NLTRA. The Executive Committee has suggested that the organization also protect the name Tahoe North Visitors and Convention Bureau. Jennifer Merchant expressed concern that it will be perceived in the community that the Chamber's role is diminished. Steve explained that this is an administrative matter and the NLTRA is doing business as (DBA) the North Lake Tahoe Chamber of Commerce for chamber functions.

6.2 M/S/C (Dudley/McIntyre) (10/0) to authorize staff to file with the California Secretary of State to dissolve the separate corporations for the Tahoe North Visitors and Convention Bureau and the North Lake Tahoe Chamber of Commerce.

7.0 ELECTION OF BOARD OFFICERS FOR THE NORTH LAKE TAHOE RESORT ASSOCIATION

7.1 Alex Mourelatos reviewed the proposed slate of Board officers for the North Lake Tahoe Resort Association for calendar year 2010. The proposed slate is as follows; Alex Mourelatos, Chair; Ron McIntyre, Vice Chair; Ron Parson, Treasurer; and Deb Dudley, Secretary.

7.2 M/S/C (Merchant/Murphy) (10/0) to approve the Board officer slate as follows; Alex Mourelatos as Chair; Ron McIntyre, Vice Chair; Ron Parson, Treasurer; and Deb Dudley, Secretary for the North Lake Tahoe Resort Association for calendar year 2010.

8.0 BOARD MEMBERS TO FINALIZE AND SUBMIT COMMITTEE ASSIGNMENT REQUESTS FOR 2010

8.1 Steve Teshara asked the Board to submit their committee preferences for 2010. He reminded the group that Board members are required to serve on at least one committee. After some discussion, Board members indicated their preferences as follows:

- Marketing Committee – Ron Parson, Deanna Gescheider and Deb Dudley
- Finance Committee – Ron McIntyre, Ron Parson, and Allen Highfield
- Chamber Advisory Committee – Phil Gilanfarr, Deanna Gescheider and Kali Kopley
- Infrastructure Committee – Ron McIntyre and Roger Beck
- Transportation Committee – Phil Gilanfarr, Kali Kopley and Tom Murphy

9.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE BOARD AND LAY MEMBER COMMITTEE ASSIGNMENTS

9.1 Steve Teshara reported that the only committee where the NLTRA received more applicants than seats available was the Marketing Committee. Staff submitted a slate of

applicants for the Marketing Committee and asked the Board to appoint four members. Alex reviewed the criteria for appointment to the Marketing Committee. Lay members are required to serve a two year term and are selected based on marketing experience (highest priority), type of business affiliation, and geographic representation.

- 9.2 Jennifer Merchant asked about the status of Placer County Board of Supervisor appointees to the Infrastructure Committee. Ron Treabess reported that there are currently three vacant County appointed seats on the committee. He noted that there has never been an adherence to the two year term limitation for County appointees. Steve Teshara confirmed the vacancies have been reported to Steve Kastan. Jennifer feels that Transportation Committee member Gary Davis does not participate regularly in the meetings and his seat should be made available for someone else. Ron McIntyre said there are no limitations on the Transportation Committee. In addition, he feels the County should remove the Infrastructure Committee limitation provision to allow all members of the community to participate. Jennifer agreed and suggested the Board submit a letter to Supervisor Jennifer Montgomery to make that recommendation. She said the contract would need to be changed. Jennifer noted that Will Garner fills the county representative seat on Transportation and is not technically a lay member. After some discussion, Jennifer expressed concern with the size of the Joint Committee and said the meetings are already unwieldy. She suggested we reduce the number of people who can participate on either committee. Ron Treabess suggested that we go ahead with what is recommended at this time and make changes to the committee structure during the next contract negotiations. Jennifer said in the meantime, the County will work to resolve vacancies.
- 9.3 **M/S/C (McIntyre/Parson) (11/0) to approve the lay member slates for the Finance, Chamber of Commerce Advisory, Transportation and Infrastructure Committees as presented with the exception of the Marketing Committee for further discussion.**
- 9.4 Deb Dudley reported that there were more Marketing Committee applicants this year due to the two year term provision that was added last year which required three members from the committee to reapply this year. The provision was created for continuity. A one year term did not allow time for committee members to become familiar with marketing issues. Deb said Board members are welcome and encouraged to attend all committee meetings or contact Executive Committee members on items of interest. Tom Murphy agreed that attending committee meetings is helpful but suggested the agendas be designed to fit into a two hour time constraint.
- 9.5 **Based on a ballot vote, the Marketing Committee lay member appointees are as follows; Christine Horvath, Les Pedersen, Becky Moore, and Whitney Thorton.**
- 9.6 **M/S/C (Parson/Beck) (11/0) to approve the 2010 Board committee assignments as follows;**
- **Marketing Committee – Ron Parson, Deanna Gescheider and Deb Dudley**
 - **Finance Committee – Ron McIntyre, Ron Parson, and Allen Highfield**
 - **Chamber Committee – Phil Gilanfarr, Deanna Gescheider and Kali Kopley**
 - **Infrastructure Committee – Ron McIntyre and Roger Beck**
 - **Transportation Committee – Phil Gilanfarr, Kali Kopley and Tom Murphy**
- 10.0 **DISCUSSION AND POSSIBLE ACTION TO APPROVE AND RECOMMEND AN INFRASTRUCTURE ALLOCATION OF MATCHING FUNDS UP TO \$153,000 TO THE PLACER COUNTY DEPARTMENT OF PUBLIC WORKS TO PROVIDE TAHOE BASIN TRANSIT STOP IMPROVEMENTS**
- 10.1 Ron Treabess reported that the Placer County Department of Public Works is requesting an infrastructure allocation for matching funds up to \$153,000 to provide Tahoe basin

transit stop improvements. He noted the funding request was unanimously recommended by the Joint Infrastructure/Transportation Committee. Ron noted that the five stops include two in Sunnyside, one at National Avenue on the Lake side of Highway 28, one on Highway 28 west bound near Fabian Road, and one on Highway 28 west bound near Old Mill Road. Ron pointed out that the west bound stop across from National Avenue will be completed as part of the North Tahoe Public Utility District's Tahoe Vista Recreation Improvement project.

- 10.2 The purpose of the project is to improve some of the existing TART stops to encourage more ridership. The bidding process is scheduled to begin in June. Project completion is anticipated for November 2010. Ron reported that the Joint Committee asked Placer County to consider lighting the shelters. They also recommended that overhead costs for Placer County be removed from the infrastructure request. In addition, the committee asked that a series of outreach meetings be done with bus drivers and passengers to address transit needs. Ron Treabess reported that the Tahoe Transportation District (TTD) is researching potential funds as part of the Capital Transit Improvement Program.
- 10.3 Discussion followed in regards to the bus shelter improvement project request.
 - 10.3.1 Deanna Gescheider asked about signage associated with bus shelters. Ron explained that signage in relationship to bus shelters should be consistent with the Regional Wayfinding Signage program. Deanna asked that any signage also be consistent with our marketing brand.
 - 10.3.2 Ron Parson asked about other transit shelter projects. Ron Treabess said there are other bus shelter projects included in the five year Integrated Work Plan and Long Range Funding Plan. Ron Parson asked to see a bus shelter master plan that includes shelters, lighting and signage. Ron Treabess confirmed that there is not a master plan for bus shelters, but a list of locations which need improvements. Ron Parson asked about bear boxes and maintenance of shelters. Jennifer Merchant said Placer County will fund and provide maintenance for shelters.
 - 10.3.3 Tom Murphy said signage needs to be cohesive. Alex Mourelatos agreed and said the Regional Wayfinding Signage design manual should include bus shelter signage. It was suggested that signage could be included at stops that showcase local attractions. Steve Teshara suggested internal signage within the shelter that would include designation of major attractions in relation to the shelter. Jennifer said Placer County could work with the Truckee North Tahoe/Transportation Management Association (TMA) to modify the existing maps. Deb Dudley said bus shelters should have names so users are aware of their location. Kali Kopley agreed and said that stop name should be included in the overall design and not as an afterthought.
 - 10.3.4 In answer to the question regarding the project scope, Brian Stewart with Placer County DPW said other locations also need to be improved, but permitting is already in place for the five locations.
 - 10.3.5 Phil GilanFarr said he thought the cost of the shelters was too high and expressed concern with Placer County's administrative costs.
 - 10.3.6 A member from the audience suggested an emergency plan associated with bus shelters. It was also suggested to include a cultural component at each stop.

- 10.4 M/S/C (Parson/McIntyre) (11/0) to recommend to the Placer County Board of Supervisors the approval of an infrastructure allocation for matching funds of up to \$153,000 to provide Tahoe Basin transit stop improvements.**
- 11.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE AND RECOMMEND AN INFRASTRUCTURE ALLOCATION OF UP TO \$15,000 TO THE TRUCKEE NORTH TAHOE TRANSPORTATION MANAGEMENT ASSOCIATION TO PROVIDE BEAR BOXES AT TART BUS SHELTERS/BUS STOPS**
- 11.1 Ron Treabess reported that Truckee North Tahoe/Transportation Management Association (TMA) Executive Director Jan Colyer has submitted a request for infrastructure funds up to \$15,000 to provide bear boxes at TART bus shelters and heavily used stops. Ron said several months ago, the Placer County Public Health Department asked TART to remove the existing trash cans since they were not bear/animal proof and were creating a health problem. He said Jan Colyer has contacted a local service provider, Tahoe Bear Box Company, to get a quote to install bear boxes at 13 locations. They have committed to installing the boxes by the start of the 2010 summer season, weather permitting. Ron confirmed that Jan is working with Placer County Department of Public Works (DPW) to coordinate the installation of bear boxes. He reported that TART has guaranteed maintenance of these boxes and committed to emptying the boxes twice a week during high season. TART will also be responsible for replacing boxes, if damaged. Ron Treabess suggested clean shelters will encourage ridership.
- 11.2 Ron McIntyre asked why the TMA is taking the lead on this project and not the County. Ron Treabess said this project is not a County requirement. He said TART removed the old garbage cans to meet health requirements. Kali Kopley said it is positive that the County is going to be responsible for maintenance. She asked if the TMA is considering dual trash/recycle cans. Jan Colyer said the trash goes to a transfer station where recyclables are separated from trash. Kali agreed but said a higher percentage of trash is recycled when in blue bags. She said it creates a perception that North Lake Tahoe does not recycle. Ron Parson said the request should be modified to include bear proof and recyclable cans.
- 11.3 M/S/C (Murphy/Kopley) (11/0) to recommend to the Placer County Board of Supervisors the approval of an Infrastructure allocation of up to \$20,000 (increased from original request) to the Truckee North Tahoe Transportation Management Association to provide bear boxes at TART bus shelters/bus stops with the addition of a recycling component to the project.**
- 12.0 ADJOURN TO CLOSED SESSION**
- 12.1 The Board meeting adjourned to Closed Session at 10:00 a.m.
- 13.0 RECONVENE TO OPEN SESSION**
- 13.1 Board Chair Mourelatos reported that action was taken by the Board in regards to the President and CEO's annual employment agreement. The Board also gave direction to the President and CEO and the Finance Committee in regards to additional comparable salary research.
- Tom Murphy and Jennifer Merchant left the meeting.**
- 14.0 PRESENTATION/DISCUSSION AND POSSIBLE ACTION TO APPROVE FINAL EDITION OF THE FY-2008/09 YEAR END REPORT EXECUTIVE SUMMARY AND FINDINGS AND RECOMMENDATIONS**

- 14.1 Steve Teshara reported that consistent with Board Direction, staff has completed a detailed FY-2008/09 Year End Report with an analysis of organizational metrics. At the Board's request, staff also completed an Executive Summary with findings and recommendations. Staff has revised the Year End Report to include fiscal year consistency and incorporating recommendations in the Strategic Business Plan for FY-2009/10.
- 14.2 **M/S/C (Beck/Dudley) (8/0) to approve the final edition of the FY-2008/09 Year End Report Executive Summary and Findings and Recommendations.**
- 15.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE MODIFICATIONS TO THE ADOPTED NLTRA STRATEGIC BUSINESS PLAN FOR 2009/10**
- 15.1 Steve Teshara reported that based on Board direction to maintain consistency between organizational documents, the FY-2009/10 NLTRA Strategic Business Plan now includes recommendations and findings from the Year End Report 2008/09. He noted that additions are italicized. Ron Parson asked that a formal lodging forum be established to provide feedback to the organization since they are a key source of revenue for the organization. Alex Mourelatos said establishing a forum is part of the President and CEO's goals and objectives. The forum will consist of an educational component and review and input on NLTRA marketing strategy.
- 15.2 **M/S/C (Parson/Beck) (9/0) to approve modifications to the adopted NLTRA Strategic Business Plan for 2009/10.**
- 16.0 PRESENTATION/DISCUSSION AND REQUEST FOR DIRECTION TO STAFF – SIX MONTH STRATEGIC PLANNING AND FY-2010/11 BUDGET DEVELOPMENT PLAN**
- 16.1 Steve Teshara reviewed the draft Six Month Strategic Planning and FY-2010/11 Budget Development Plan. The document is a useful planning tool for the organization. Alex Mourelatos said the marketing strategy should be discussed prior to the completion of the budget.
- 16.2 **M/S/C (Parson/Dudley) (9/0) to endorse the Six Month Strategic Planning and FY 2010/11 Budget Development Plan.**
- 17.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE COMMENTS FOR SUBMITTAL TO THE PLACER COUNTY ECONOMIC DEVELOPMENT BOARD ON DRAFT ECONOMIC DEVELOPMENT STRATEGIES**
- 17.1 Steve Teshara reported that staff worked with the Chamber of Commerce Advisory Committee to prepare a letter to the Placer County Economic Development Board related to the draft economic development strategy. Steve said the organization is not pleased with some of the recommendations set forth in the draft strategy as they did not match requests submitted by the Chamber Committee and NLTRA Board last fall. Steve asked the Board to review technical comments on the draft to be submitted to the Economic Development Board. The comments include local issues that need to be reviewed by Placer County.
- 17.2 **M/S/C (Parson/Dudley) (9/0) to approve the comment letter for submittal to the Placer County Economic Development Board on draft economic development strategies, with attachment.**

18.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE OCTOBER 31, 2009 AND NOVEMBER 30, 2009 FINANCIAL STATEMENTS

18.1 Steve Teshara reported that the Finance Committee met on Monday and reviewed both the October 31, 2009 and November 30, 2009 Financial Statements. Ron Parson added that staff is working with Jennifer Merchant to formally transfer fund balance carryover from last year to this year's budget, specifically for Marketing.

18.2 M/S/C (Beck/McIntyre) (9/0) to approve both the October 31, 2009 and November 30, 2009 Financial Statements.

19.0 CHAMBER OF COMMERCE REPORT

19.1 Kym Fabel reported that the North Lake Tahoe – Truckee Leadership program is being led this year by Sierra Nevada College. There are 19 participants in the program. On January 14th, the Chamber participated in the Incline Workforce Housing needs report. The Chamber hosted a public forum with the Bonanza newspaper and Parasol Tahoe Community Foundation to solicit public feedback. The report is available for review and comment and underscores the need for workforce housing in Incline. The Chamber partnered with the Sierra Human Resources Association (SHRA) and Truckee Donner Chamber of Commerce on a labor law workshop. The workshop was held at the CalNeva and 45 people attended. Kym reported that the chamber will again partner with SHRA on February 10th to host a workshop entitled *Situational Leadership and Delegation Techniques*.

19.2 Kym reported that the 56th Annual Chamber Community Awards Dinner will be held at the Resort at Squaw Creek on February 11th.

20.0 MARKETING REPORT

20.1 Alex Mourelatos asked staff to address and counter negative news coverage related to local snow conditions. Judy Laverty reported that a video news release was distributed earlier today.

20.2 Judy Laverty gave an update on special event program development. She distributed a written summary of special event interviews. Judy said it has been a rewarding experience to work with event planners. Most notably was the collaboration between the Paddleboard Association and Ta-Hoe Nalu on the summer race series and paddleboard festival. Alex asked for updates identifying our impact on events and planning. Steve reported that grantees are responsible to complete an ROI report. Staff will assist in this process.

20.3 Jeremy Jacobson updated the Board on domestic and international travel trade efforts. He reported that the UK is our primary overseas market, but booking windows are shrinking around the world. Wholesalers are down in all destinations; however, North Lake Tahoe is faring better than others. He noted that our destination has momentum with new properties, renovations, and transportation. Buying power is stronger here for UK travelers and the North American service and snow quality is superior to other locations. Jeremy reported that Ski Tahoe North has contracted with Ski Safari and Virgin Holidays. There have been record bookings from Canada. Jeremy reported that Australia is a huge emerging market for Lake Tahoe. North Lake Tahoe has partnered with other California resorts to market in Australia. The effort was backed by the state of California and is paying off with increases in Australian visitation. Ron Parson asked Jeremy to revise his written report to reflect the information in his verbal report. Alex agreed and again asked for measureable impacts from the Leisure Sales Department.

Steve noted that there is an in-depth report on Leisure Sales activities and accomplishments in each NLTRA Quarterly Report.

21.0 ACTIVITY REPORT

- 21.1 Ron Treabess reported that this year we significantly reduced TOT funding for the North Lake Tahoe Express airport shuttle. He said ridership and revenue is off by 25% in December. He said we may need to contribute supplemental funding for the service before the end of this fiscal year.

22.0 PRESIDENT & CEO'S REPORT

- 22.1 Steve Teshara reported that staff has drafted a letter of support for the Kings Beach Commercial Core Improvement Project (KBCCIP). The TRPA Governing Board will have a hearing a week from today to take action on community plan amendments for Kings Beach, certify the Supplemental Environmental Impact Statement for the KBCCIP and consider approval of Placer County's preferred alternative (three lane alternative). The letter will add to a coordinated voice in support of the preferred alternative. Phil GilanFarr noted that the monies available for the community to fund improvements and generate business will go away if the alternative is not approved.
- 22.2 Steve reported on new Bill 8700 in California the Creative Industries Revitalization Act. He said although the bill seeks a positive outcome, the NLTRA will not likely support the bill since it would redirect sales tax from transportation which is counter to our goals and objectives.
- 22.3 Steve gave an update on the Olympic Heritage Celebration event. He said the event was very successful and received significant PR.

23.0 DIRECTORS' COMMENTS

- 23.1 Ron Parson asked Chair Alex Mourelatos to come up with goals and objectives for the Board and NLTRA going forward. He would like to work to integrate our infrastructure with marketing. In addition, he would like to "push" for transparency and continue to strengthen our partnership with Placer County.
- 23.2 Alex reported asked all Board members to attend the Board retreat in March. Staff will schedule the meeting and notify the Board.

24.0 MEETING REVIEW AND STAFF DIRECTION

- 24.1 Staff will schedule the March Board retreat and e-mail a notification to the Board.

25.0 ADJOURNMENT

- 25.1 The meeting adjourned at 12:40 p.m.

Submitted by,

Sarah Holster
Executive Assistant