



BOARD MEETING MINUTES
Wednesday, August 4, 2010 – 8:30 am
Tahoe City Public Utility District

FINAL MINUTES

ATTENDANCE: Alex Mourelatos, Ron McIntyre, Phil GilanFarr, Deanna Gescheider, Ron Parson, Tom Murphy, Deb Dudley, Kaliope Kopely, Jennifer Merchant

STAFF IN ATTENDANCE: Ron Treabess, Andy Chapman, Kym Fabel, Sally Lyon, Kim Lambert

OTHERS IN ATTENDANCE: Steve Kastan, Pat Perkins

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order at 8:40 a.m. by Board Chair Alex Mourelatos and a quorum was established.

2.0 AGENDA AMENDMENTS AND APPROVAL

- 2.1 **M/S/C (Parson/McIntyre) (7/0) to approve the agenda as presented**

3.0 PUBLIC FORUM

- 3.1 There was no public comment.

4.0 CONSENT CALENDAR

- 4.1 Item number one was removed from the consent calendar and it was decided that discussion points will be added to Board minutes when a conclusion is not reached.

- 4.2 **M/S/C (Parson/McIntyre) (7/0) to approve the consent calendar with item number one removed for revision**

Action item: *Staff was directed to revise the July 7, 2010 Board minutes with more detail.*

5.0 REPORTS & ACTION ITEMS

- 5.1 Ron Treabess reported that the Finance Committee further discussed the Proposed FY 2010/11 NLTRA Budget. At the Board's request, clarifications were made regarding the proposed salary increase for employees and regarding the difference between the cost of health insurance for 2009/10 and 2010/11.

- The salary increase is for merit, not CPI. No increase is going to be given automatically.
- There is 5% aggregate (up to \$40,000) to be used at the discretion of the Executive Director for merit increases.
- The health insurance chart and explanation on page three of the narrative was revised for the purpose of easier understanding.

- The Proposed FY 2010/11 NLTRA Budget will continue to be used as an interim operating budget until an agreement with the county is reached.
- The Community Marketing Grant funding amount was adjusted \$100,000.

A discussion ensued regarding where Human Resources issues should be addressed. Key points were:

- Jennifer Merchant suggested that the Board discuss a model for merit increases, especially for the management staff. She would like the Board to have some oversight on this.
- Alex Mourelatos suggested that the Search and Organization Committee make recommendations.
- In response to Phil GilanFarr's question, Sally Lyon replied that under the new plan greater utilization of the health insurance could result in higher cost to employees.
- Sally clarified that the employee Health Reimbursement Account (HRA) used last year was NLTRA owned money and the employee Health Savings Account (HSA) currently put into place is employee owned money.
- Ron McIntyre is concerned that the formation of a Human Resources committee will dilute the Executive Director's relationship with staff.

Alex Mourelatos expressed concern about the lack of funding for research in the marketing budget. Andy stated that we did ad awareness studies in San Francisco and San Diego in fiscal year 2009/10; typically, we do in-depth marketing research every other year. Deanna Gescheider commented that trends do not usually change dramatically from year to year.

Action item: Take the topic of the HR/Board relationship to the Search/Organization Committee.

- 5.3 Staff met with Jennifer Merchant last week regarding the County TOT budget. Staff and Jennifer discussed potential changes in the TOT Budget and County Agreement. Jennifer is preparing a summary and recommendations based on the discussion, which the NLTRA will receive this week. Ron Treabess noted that the Executive Committee met on August 2nd and went through the comments to Jennifer and from Jennifer. Ron Treabess and Andy Chapman will meet with Jennifer Merchant and Tom Miller in the morning of August 20th. Then, there will be an Executive Committee meeting on that day in the afternoon. The TOT Budget and County Agreement will be brought to the Finance Committee on August 31st and to the Board of Directors on September 1st. Ron Treabess clarified that the TOT Budget is based on the traditional 60/40 and on past collection, not anticipated collection.

Deb Dudley is concerned that there is no guarantee of carry-over money from the county and that TOT is going up but our funding is remaining the same. She thinks it is hard to have a long term strategy when there is no confidence in receiving carryover. Ron McIntyre stated that we did receive carryover from 08/09. Jennifer clarified that carryover is unknown until the last minute. Also, according to County Counsel, it is not legal to give money without a corresponding scope of work. **TOT is general fund money.** It cannot be allocated until the county knows what the state is going to do. Ron McIntyre suggested that the NLTRA prepare a scope of work earlier in anticipation of carry-over. Jennifer stated that the County would be supportive of this. Board comments regarding TOT were:

- Deb Dudley wants to be sure TOT will come back to Lake Tahoe through the NLTRA for Marketing, Transportation and Infrastructure. She does not want to advocate for renewal of TOT if it will not come back to Lake Tahoe through the NLTRA.
- Jennifer Merchant clarified that on the ballot, the TOT is general fund money that can be allocated in Tahoe, not just through the NLTRA. The ballot language allowed the passage by a 50%+1 vote instead of 67%.
- Ron Parson stated that the ballot language was crafted to pass; the intent of community was to have the money used through the NLTRA.
- Alex Mourelatos thinks that the NLTRA needs confidence in the funding source to be successful and achieve its goals. The County must balance our funding with other needs of the community.
- Ron Parson wants the NLTRA to be the voice of Tahoe, and for the Board of Supervisors and Executive Office to listen to our recommendations. He wants the NLTRA to be in control of what happens up here.
- Ron Treabess stated that we are making progress; the NLTRA and County staffs are working together comfortably. He then suggested that we skip using the carryover for one year and then add it to the next year's budget.

Ron Parson is concerned about two issues in the TOT Budget and County Agreement:

- The requirement that there be a mutually developed legislative advocacy platform.
- The \$300,000 contingency for heavy maintenance. There needs to be a definition of heavy maintenance. The Finance Committee believes the concept of reserve is fine; however, some members are concerned that \$300,000 is too much.

Ron Treabess clarified that the \$300,000 is not a given; it is going to be discussed with Tom Miller. Also, our legislative advocacy platform does not need to be the same as the County; it just cannot be in conflict. Additionally, legislative advocacy has always been in the budget; in the past it has been included in research and planning, not as a separate line item as it is in the TOT Budget. The County wants more transparency; it wants to know what our goal is with advocacy and what money is spent on. Tom Murphy agrees that we should be in congruence with county, but is concerned about the amount of the heavy maintenance reserve.

5.3 Andy Chapman gave the Marketing Report:

- The RFP for Amgen has been sent to AEG, the organization that is producing the event. A site inspection is scheduled for Aug 17 & 18. Andy is confident about the RFP and the outcome may be announced at the end of August.
- At the last Marketing Committee meeting, Alvina Patterson and Barb Cohen presented a plan for marketing small lodging properties. The committee recommended that the Lodging Subcommittee be resurrected. Its structure is being decided. Also, within 30 days, staff will present a draft plan to the Marketing Committee to market the small lodging properties. The goal is to help small lodging without jeopardizing the gotahoenor north website. Alex Mourelatos suggested that the small lodging properties be educated as to how to take advantage of marketing that is already in place. He also thinks that small lodging needs to realize that they have benefitted from the NLTRA's efforts in Marketing, Transportation and Infrastructure. Tom Murphy reiterated the need for education and for properties to have responsibility to look at their individual business models and condition.

M/S/C (McIntyre/Parson) (8/0) to endorse the Marketing Committee's recommendation that a Lodging Subcommittee be established by the next Board meeting

- Andy reported that staff has developed a Draft FY 2010-11 Annual Marketing Strategy. It has been reviewed by the committee and changes will be brought back to the committee on August 24th. The revised strategy will then be presented to the Board at the September 1st meeting.

Action item: The Lodging Subcommittee will be formed by the next Board meeting.

Action item: The 2010/11 Marketing Strategy will be brought to the September Board meeting.

5.4 Ron Treabess gave the Infrastructure/Transportation Activity Report:

- Ron Treabess has requested a letter scope of service to conduct a performance review on the North Lake Tahoe Express Airport Shuttle Program. Goals, contract management, level of NLTRA support, etc. will be analyzed. Ron noted that the July ridership was up and revenue was the largest ever.
- Phase 7 of the Lakeside Multi-purpose Bike Trail will be completed by June 30th of next year. Construction will begin in September 2010.
- The final design and installation schedule of the TCPUD Bike Trail Wayfinding Signage will be presented at the August 16th Joint Committee meeting.
- The bus shelter bear boxes have been purchased, but need additional permitting from CalTrans. This will require additional funding of about \$600 each.
- The Water Taxi proposal for the north and west shores is going forward; the Tahoe Transportation District is the lead agency. Funding for the study will be discussed at the August 16th Joint Committee meeting.
- Additional funding for the Northstar Multi-purpose Trail will also be requested at the next Joint Committee meeting.

Ron McIntyre asked when the bike trail will be done in front of the commercial core. Ron Treabess stated that it should be done in 2012. It is taking a long time to complete due to difficulty with easements on remaining phases.

5.5 Ron Treabess reviewed the Board/Staff Follow-up on Previous Action Items:

- Andy Chapman is the temporary NLTRA advisor to the North Lake Tahoe Chamber of Commerce.
- Doug Houston has prepared a Scope of Service; a chart is being prepared for Board review.
- The Finance Committee discussed streamlining financial reports and will be experimenting with different formats over the next few months.
- Information has been received from the Incline Village Crystal Bay Visitors Bureau regarding conference equity and it will be presented to the County.

6.0 CHAMBER OF COMMERCE REPORTS

6.1 Kym Fabel requested that the Board endorse the Community Marketing Grant Program application revisions including logo use policy language. Kym noted that the community grants and special events coaching support have been successful. Previously, the application was confusing, so it has been split into two separate applications. Additionally, requiring grantees to use two logos was deemed excessive, so now there is a single combination logo for them to use on their collateral.

M/S/C (MyIntyre/Gescheider) (9/0) to endorse the Community Marketing Grant Program Application Revisions Including Logo Use Policy

- 6.2 Andy Chapman attended the Lake Tahoe Prosperity Plan meeting on July 15th. He stated that one of the outcomes was that the information presented did **not** include adequate North Tahoe data points. The consultants have gone back and included additional North Tahoe data such as TOT and sales tax. The key discussion was about determining action steps. The Prosperity Plan outcomes will be presented to NTRAC (North Tahoe Regional Advisory Council) on August 12th and to the TRPA in September.

Andy informed the Board that the Economic Forum will be held on August 16th from 4:00 - 6:00 pm at the Hyatt. Additionally, the Lake Tahoe Forum will be held at Sand Harbor on August 17th beginning at 10:00 am. Invitations have been sent to Board members.

Phil GilanFarr believes it is very important for TRPA to consider economic and social impacts. Jennifer Merchant informed the Board that the Regional Plan Initiative group made a presentation to the TRPA governing board several months ago. Jennifer further clarified that there are two separate groups working on economic issues. The Regional Plan Initiative is a Tahoe Basin wide group that is trying to develop economic indicators for use in the Regional Plan Update. The Lake Tahoe Prosperity Plan is a Tahoe Basin wide group that is looking at economic development in niche areas within the constraints of TRPA.

Andy expressed his concern that only Tahoe Basin information was included; Northstar, Alpine, Squaw Valley and Truckee were left out. Jennifer Merchant and Ron McIntyre agreed that using resort triangle information is relevant; only using the watershed area does not make sense. Andy wants one action step to be that the study/data is updated and more inclusive of North Tahoe.

- 6.3 Kym Fabel gave the Chamber Manager Report:

- One hundred fifty thousand of the Resorts and Towns Map have been printed. Fifty thousand will be distributed by Certified Folder; twenty-five thousand are in the office for pick-up.
- Mixers were held at the Mark Twain Cultural Center, The Potlatch and the Historic Fish Hatchery grand opening.
- A Chamber Education seminar, "Establishing Your Business' Value," was held at Parasol Building.
- Kym has made an effort to attend more business association meetings.
- There is a mixer with the North Lake Tahoe Wedding and Honeymoon Association and the Truckee Chamber of Commerce on Tuesday, August 10th at 5:00 pm at Northstar.
- On Wednesday, August 18th, Chamber Education is presenting a "Workshop for Professional Women" at Granlibakken at 8:00 am.
- The Chamber will assist with Placer County public forums and IVGID elections.

Jennifer Merchant suggested that Kym explore a way to get the seminar and other event hand-outs to people who could not attend, but who may be interested in the content.

7.0 DIRECTORS' COMMENTS

- 7.1 There were no directors' comments.

8.0 MEETING REVIEW AND STAFF DIRECTION

8.1 Staff will:

- Revise the July 7, 2010 Board minutes
- Change the language in the salary portion of the NLTRA Budget narrative to reflect a potential 5% aggregate salary increase
- Take the topic of the HR / Board relationship to the Search/Organization Committee
- Continue to collaborate with Placer County regarding the 2010/11 Agreement
- Decide the structure of the Lodging Sub-committee
- Bring the 10/11 Marketing strategy to the Board in September
- Send Economic Forum information to the Board members
- Investigate ways to distribute information from Chamber of Commerce seminars and other events to people who cannot attend them, but who may be interested in the content

9.0 CLOSED SESSION

9.1 The meeting adjourned to closed session at 11:24 am.

10.0 RECONVENE TO OPEN SESSION

10.1 The meeting reconvened to open session at 12:00 pm.

10.2 The Chair reported that the Search and Organization Committee will continue with their directive.

11.0 ADJOURNMENT

11.1 The meeting adjourned at 12:10 pm.

Submitted by:

Kim Lambert

Accounting and Human Resources Assistant