



BOARD MEETING MINUTES
Wednesday, February 2, 2011
Tahoe City Public Utility District Board Room

PRELIMINARY MINUTES

ATTENDANCE: Wally Auerbach, Roger Beck, Phil GilanFarr, Ron McIntyre, Alex Mourelatos, Allen Highfield, Jennifer Merchant, Deanna Gescheider, Ron Parson, and Barb Cohen

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

OTHERS IN ATTENDANCE: Steve Kastan, Rob Weston, Gordon Shaw, Bob Bolton, Matt Homolka, and Edmund Sullivan

A. CALL TO ORDER – ESTABLISH QUORUM

The meeting was called to order at 8:33 AM by Chairman Ron McIntyre and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL

1. It was agreed that items may be taken out of order.
2. **M/S/C (Gescheider/Auerbach) (10-0-0) to approve the agenda as presented.**

C. PUBLIC FORUM

There were no comments on items not on the agenda.

D. REPORTS & ACTION ITEMS

3. Status Report – Overall Class 1 Bike Trail System

Ron Treabess clarified the boundaries of the Resort Triangle Bike System. He presented a status report on the existing and to-be-completed sections, noting the various agencies involved, including the Tahoe City Public Utility District (TCPUD), Placer County, Nevada County, Town of Truckee, Eldorado County, and the North Tahoe Public Utility District (NTPUD). Segments of the trail, including the Truckee River Corridor Access portion from Squaw Valley to Truckee, the Homewood segment, Sugar Pine Point to Meeks Bay, Dollar Hill to Kings Beach, and Martis Valley area, are all in some phase of the planning stage. Ron stated the goal of the NLTRA is to help fund the planning of the system as necessary and encourage the agencies to continue the North Lake Tahoe biking vision. Discussion followed regarding other funding opportunities, the target niche for bike riding on trails, and accommodations made for a bike lane for more serious riders. Jennifer Merchant explained the Class 1 Bike Trails being discussed today are really multi-use and are also intended for use by pedestrians. She stated the Tahoe Regional Planning Agency (TRPA) and Caltrans have mandates in place that when state highways are being redone, a bike lane is included. She acknowledged there are some areas, such as Emerald Bay, where that is not feasible, and reasonable alternatives are considered.

4. Infrastructure Funding Request of up to \$265,000 to Complete the Truckee River Corridor Access Plan Program Environmental Impact Report

Ron Treabess clarified details of this request. The project is included in the Infrastructure Plan.

M/S/C (Parson/GilanFarr) (9-0-1 abstention from Merchant) to approve an Infrastructure Funding Request of up to \$265,000 to complete the Truckee River Corridor Access Plan Program Environmental Impact Report.

5. Infrastructure Funding Request of up to \$144,500 to Complete Preparation of Environmental Documents and Compliance Tasks as Required by Caltrans for the Class 1 Bicycle Trail Connection through Homewood

Matt Homolka, District Engineer of the Tahoe City Public Utility District reviewed this request. He stated the portion of the trail on property owned by Homewood Mountain Resort will be funded by the Resort.

M/S/C (Parson/ Gescheider) (9-0-1 abstention Auerbach) to approve an Infrastructure Funding Request of up to \$144,500 to complete preparation of environmental documents and compliance tasks as required by Caltrans for the Class 1 bicycle trail connection through Homewood.

6. Additional Infrastructure Funding Request of up to \$20,000 to Complete Wayfinding Signage Standards Manual Project, Including Placer County Required Environmental Questionnaire and Zoning Text Amendment

Ron Treabess presented this request for funding to complete the Wayfinding Signage Manual and associated demonstration projects. The monies are being requested because the scope of the project has changed and Placer County is now asking for an Environmental Questionnaire and Zoning Text Amendment in order to streamline the application process. It is expected the fees for the application to the County for these documents could be up to \$10,000, but the actual cost is unknown. The remaining \$10,000 of the request is for Wild West Communications Group to do the final editing of the manual and complete the permit document process noted above. Wild West was a subcontractor to the original contractor, who is experiencing financial difficulties. Wild West has been working on the project since the beginning. Their proposal was included in the Board packets. Wally Auerbach said the Joint Infrastructure/Transportation Committee unanimously recommends approval of this request.

Discussion followed regarding the additional documents requested by Placer County and the fees the County is requesting. It was noted that until Placer County determines what kind of an application will be processed, they cannot set the fee. Ron Treabess stated he requested a waiver of the fees, which was denied.

ACTION: Jennifer Merchant will ask County CEO Tom Miller about the fee structure for this project.

Jennifer Merchant stated she voiced concern at the Joint Infrastructure/Transportation Committee about this proposal and whether or not the original contractor was responsible for getting appropriate permits. Until she has an opportunity to review the original contract, she cannot support this request. Ron Treabess explained that when the manual was being developed, there was direction from the Advisory Group for the project that one agency be identified for an applicant to work with for sign permits. However, no agency was willing to take the lead. The documents Placer County is requesting are designed to streamline the application process and were probably not part of the original scope of work. Discussion continued regarding the expanded scope of work, details of the original contract, and what agencies besides Placer County have signage requirements that could differ, i.e., Caltrans. It was noted there are wayfinding signs in the area, including Squaw Valley, the “mileage” signs around the Lake, and what is proposed for the new Fire Station in Tahoe City.

M/S/C (Auerbach/Beck) (4-6 no votes from McIntyre, Parson, Gescheider, Highfield, GilanFarr, Merchant --0) to approve an Infrastructure Funding Request of up to \$20,000 to complete the Wayfinding Signage Standards Manual Project including Placer County required environmental questionnaire and zoning text amendment,

ACTION: Staff was asked to provide more information on how the funds previously approved for this project were spent, the status of the project, and whether additional requirements from Placer County or other agencies can be anticipated.

This item will be on a future agenda, pending a complete report from Staff on the Signage Program.

7. Revised Approach to Conduct an Operations Performance Review of the North Lake Tahoe Express Airport Shuttle

Ron Treabess explained staff recommendation to authorize this review. Jennifer Merchant asked what the result of the review will be. Is it being done to consider ways of increasing tourism or adding runs? Gordon Shaw of LSC Consultants addressed the Board saying one component of the review will be to interview conference planners and facility managers to determine if the Airport Shuttle impacts decisions to select North Lake Tahoe as a destination for groups. Also, the NLT Express schedule will be compared to flight schedules to make sure the maximum number of flights are being serviced both inbound and outbound of the Reno Airport. A determination can be made that x number of passengers may ride the shuttle if a section was added or the schedule was changed to accommodate more flights. Wally Auerbach added the Joint Infrastructure/Transportation Committee unanimously recommends Board approval.

Discussion followed regarding some of the issues regarding public perception of the Shuttle and marketing opportunities for further review that could come from the study. Ron Treabess said staff will work with Gordon to develop a contract asking for specific data and determine whether LSC or NLTRA staff is in the best position to gather certain information.

Jennifer Merchant noted the “Captain Morgan Rum” wraps on buses as part of a sponsorship agreement, saying the County will probably be reviewing contractual relationships with the various agencies involved in the Express.

M/S/C (Beck/Auerbach) (9-1 no from Parson -0) to authorize up to \$9755 to conduct an independent performance review of the North Lake Tahoe Express Airport Shuttle Program.

8. Update of Infrastructure and Transportation Development Integrated Work Plan Purpose, Criteria, and Highest Priorities for which to Consider Infrastructure, Transportation and Strategic Planning Projects for Inclusion.

Ron Treabess introduced this topic, stating that although the Joint Infrastructure/Transportation Committee did not have time to address this issue, he would like the Board to consider it in preparation for a public meeting on March 15 regarding the Integrated Work Plan. Ron asked the Board to consider components of the Plan, including the purpose, is it staying dynamic to changing conditions, yet meeting the Master Plan goals, and the criteria used to evaluate and prioritize projects. Discussion followed regarding NLTRA’s role in projects they have funded, including advocacy, and the criteria and benchmarks used to evaluate both staff’s performance and projects. Ron McIntyre suggested the Board needs to determine if NLTRA is to continue primarily as a funding organization or as an organization that implements projects. That would determine how much say NLTRA will have and what staff time is required. Discussion continued regarding strategies for the Board to use when considering and prioritizing projects and evaluating milestones. It was agreed this topic should be considered for a workshop item with the Joint Infrastructure/Transportation Committee. Options for proceeding were considered.

ACTION: Staff will schedule a meeting with NLTRA Board members who sit on the Joint Infrastructure/Transportation Committee to consider this issue, including how projects are evaluated and prioritized. Areas of focus will be developed from the Fiscal Year 2011/12 Work Plan showing the priorities tied to each focus and tasks, milestones, staff time, and funds invested. The Subcommittee’s recommendations will be considered by the full Committee, who will then make recommendations to the Board.

9. Presentation of Placer County Legislative Platform and Possible Approval that All NLTRA Legislative Expenditures and Activities will be Consistent with Placer County Policies

A letter from Placer County regarding this issue was included in the Board packets. The Board is being asked to sign an agreement that in any legislative approaches, the NLTRA will be consistent with Placer County policies. NLTRA’s current contract states that the organization will be “not be in conflict” with Placer County policy. The Board discussed the distinction between the wording in the current contract and the Legislative Platform. There was consensus to remain consistent to the wording in the existing contract.

10. Executive Director Search Process

Deanna Gescheider reported the Committee continues to meet.

11. Interim Executive Director Report

Ron Treabess presented his written report. NLTRA was awarded a \$990,000 Sustainable Community Planning Grant as part of a basin-wide project for community planning. He stated part of the success of the grant application was due to the Prosperity Plan.

Regarding the Transient Occupancy Tax (TOT) Renewal, Ron Treabess reported a questionnaire has been developed to select a consultant to conduct a survey designed to measure voter awareness on the issue. Ron Treabess has met with Placer County CEO Tom Miller to update him on the 2nd Quarter Report.

Ron Treabess continues to work with the Tahoe Transportation District (TTD) on the feasibility of a water-borne shuttle. A Request for Proposal (RFP) will be developed to consider a turn-key operator who will handle securing the vessel and operations. The preparation for marketing, ticketing, and docking facilities, etc, will be handled separately.

Jennifer Merchant reported the Placer County Board of Supervisors voted 4-1 to appoint Larry Sevison as the County Representative on the TRPA Governing Board, replacing District Five Supervisor Jennifer Montgomery. At last week's meeting, the Governing Board directed TRPA staff to expand the scope of environmental issues to be considered in the Regional Plan Update.

12. Marketing Report**12.1 Conference Revenue Statistics – January 2011**

Andy Chapman reported on the Conference Revenue Statistics, included in his written report to the Board.

ACTION: Staff was asked to present a group sales report showing a breakdown of Crystal Bay/Incline Village bookings verses those in Placer County.

12.2 Amgen Tour of California

Andy Chapman reported site inspections continue with the representatives from AEG for the upcoming Amgen Bike Tour. Phase 1 marketing efforts are underway, which includes collateral material to the ski areas and email blasts advising winter visitors that the Tour is coming in May. Phase 2 campaigns begin in April and will focus on the drive markets from Sacramento and the Bay Area, as well as Los Angeles. Andy Chapman reported on sponsorship sales and the event calendar that is being compiled that will include events the local business associations are presenting.

ACTION: The Board asked for more time on the coming agendas to allow for a detailed report each month on the status of the Amgen Tour and the key accomplishments for each month.

12.3 Placer County Welcome Center M.O.U.

Andy Chapman is working to develop a Memorandum of Understanding (MOU) on how the North Tahoe area is promoted at the Welcome Center near Auburn. The Welcome Center is moving into a new location and NLTRA will have the opportunity to design its area.

12.4 Marketing Co-op Support of NLT Wedding Industry

Andy Chapman reported the Wedding and Honeymoon Association folded at the end of November. Responsibility for marketing the wedding industry is now being done by the North Lake Tahoe Marketing Cooperative. The NLTRA will provide funding to the NLT Marketing Co-op and the North Lake Tahoe website will include more information on holding weddings in the area.

12.5 Placer County Release of Remaining Prior Year Fund Balance

Ron Treabess reported one of the issues raised in a recent meeting with Placer County was disposition of remaining fund balances for prior years. A scope of work amendment was included in the Board packets. The Finance Committee recommends approval of the amendment, which will allow those funds to be used for marketing.

M/S/C (Parson/Auerbach) (9-1 no from Merchant -0) to recommend the Placer County Board of Supervisors approve the Supplemental Scope of Work amendment as presented.

13. The Board/Staff Follow-up on Previous Action Items

There were no questions or comments.

E. NLTRA CONSENT CALENDAR

M/S/C (Parson/GilanFarr) (10-0-0) to approve the NLTRA consent calendar as presented.

The following were approved in the Consent Calendar:

14. Board Meeting Minutes – January 5, 2011
15. Finance Committee Minutes – January 4, 2011
16. Financial Statements – December 2010
17. Joint Committee Minutes – January 24, 2011
18. Marketing Committee Minutes – January 25, 2011
19. Conference/Marketing Activity Report – January 2011
20. Infrastructure/Transportation Activity Report – January 2011
21. Revised Strategic Planning and Budget Development Process Schedule

The Board of the North Lake Tahoe Resort Association adjourned and convened as the North Lake Tahoe Chamber of Commerce Board at 11:34 AM

F. CHAMBER OF COMMERCE REPORTS**22. Lake Tahoe Basin Prosperity Plan**

Andy Chapman reported the Prosperity Plan Steering Committee continues to meet and is evaluating matching grant opportunities and implementation strategies. He made it clear that there is no intent for the Prosperity Plan to develop a “bricks and mortar” organization or hire staff, which is a concern of Placer County. He will continue to provide updates.

23. Community Awards Dinner

Kym Fabel reported a wonderful program has been put together for this event, taking place on February 16, 2011.

24. Chamber Advisory Committee Report

Kym Fabel reported the Committee selected Caroline Ross, the representative from the Squaw Valley Business Association, as Chair. The Committee unanimously recommended awarding \$10,000 each to Northstar Village and the West Shore Association.

25. Chamber Activities and Events

Kym Fabel stated the Chamber implements, administers, and sponsors several events during the year. A recent Leadership seminar on changes in the labor law had 16 attendees.

G. NLTCC CONSENT CALENDAR

Jennifer Merchant asked that Item G26 be pulled for discussion.

M/S/C (Parson/Merchant) (10-0-0) to approve the NLTCC consent calendar as presented, with the exception of Item G26.

Jennifer Merchant asked for clarification of the Grant Request process, specifically if the West Shore Association provided backup for the Opening Day at the Lake event. Kym Fabel explained the collateral material submitted to support the request.

M/S/C (Parson/Auerbach) (10-0-0) to approve Item G26 on the Consent Calendar.

The following were approved in the Consent Calendar:

- 26. Chamber of Commerce Committee Minutes – January 27, 2011
- 27. North Lake Tahoe Chamber of Commerce Business Plan Implementation Report
- 28. Village at Northstar Grant Request - \$10,000
- 29. West Shore Association Grant Request - \$10,000

The Board of the North Lake Tahoe Chamber of Commerce adjourned and convened as the Board of the North Lake Tahoe Resort Association at 11:46 AM

H. DIRECTORS' COMMENTS

- 30. Jennifer Merchant announced a Redevelopment Agency workshop on March 10 for contractors and construction related issues and tonight's meeting regarding the Kings Beach Commercial Core Project.

I. MEETING REVIEW AND STAFF DIRECTION

Ron Treabess reviewed direction given to staff in today's meeting.

J. CLOSED SESSION

There was no Closed Session.

ADJOURNMENT

The meeting adjourned at 11:53 AM.

Submitted by Judy Friedman
Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS