



**NORTH LAKE TAHOE RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING
June 1, 2011
Tahoe City Public Utility District Board Room
PRELIMINARY MINUTES**

ATTENDANCE

Ron McIntyre, Wally Auerbach, Allen Highfield, Deanna Gescheider, Ron Parson, and Phil GilanFarr. Kali Kopley, Jennifer Merchant, and Julie Regan arrived at 8:35 AM. Barb Cohen arrived at 8:40 AM and Alex Mourelatos arrived at 8:45 AM.

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

OTHERS IN ATTENDANCE: Steve Kastan and Deb Ducey

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. Agenda Additions and/or Deletions

M/S/C (Parson/Highfield) (6-0-0) to amend the agenda to add “Report from the Search Firm” to Executive Session.

2. Approval of Agenda

It was agreed that items may be taken out of order. The agenda was approved by affirmation.

C. PUBLIC FORUM

There were no comments on items not on the agenda.

D. REPORTS & ACTION ITEMS

3. Update TOT Renewal Report – TOT Committee Chairman Mourelatos

Alex Mourelatos presented the Committee report, noting the summary in the Board packets of the revisions made to the voter survey. He reviewed the timetable for the survey, stating that when results are available mid-July, a direction for educating the voters on the renewal will be clear. It was noted that NLTRA cannot provide advocacy on the issue, only education. Discussion followed regarding whether or not to use this survey to test voter sentiment on other sources of revenue to fund for community projects.

4. Approval for Sandy Evans Hall to Sign Checks

M/S/C (Parson/Gescheider) (6-0-0) to add Sandy Evans Hall to the bank signatory cards.

5. By-law Revisions for Committee Inclusion

Ron Treabess reported the Placer County Auditor’s office has asked to have the NLTRA Bylaws revised as regards Committee designations. The recommendation is a minor change that does not require a vote of the membership.

M/S/C (Gescheider/Parson) (9-1-0) to amend the NLTRA Bylaws to state that all standing Committees will be explained in detail in the Supplemental Operating Procedures and Policies.

Further, to amend the Supplemental Operating Procedures and Policies so that all standing Committees are included.

ACTION: Staff will recommend an amendment to the Supplemental Operating Procedures and Policies to include a listing and description of all standing advisory Committees.

6. 2011/12 Scope of Work and TOT Budget Submittal

Ron Parson explained the methodology used by the Finance Committee to determine the total amount of Transient Occupancy Tax (TOT) collected and distributed. The Committee recommends revising how the funds are split and beginning a Reserve Fund to provide maintenance for projects approved by the Board. Discussion followed regarding the Committee's recommendations. The Infrastructure Committee was asked to review the proposed process to fund maintenance.

M/S/C (Parson/Highfield) (9-0-1 abstention from Merchant) to adopt the 2011/12 Scope of Work and TOT Budget Submittal as presented. Further, funds in Column 3 will be modified based on requirements of the Special Districts. This budget will be forwarded to Placer County as a proposal for distribution of TOT revenue.

7. Executive Director Report

- **Board Retreat – June 22, 2011, 8am – 1pm, Garwoods**

Sandy Evans Hall has been doing a lot of “meeting and greeting,” as well as reading to get up to speed. She asked the Board to participate in a Board Retreat on June 22 in order to develop a strategic goal baseline, from which staff will develop action plans. The Retreat is designed to give Board and staff a clear direction, realign the organization's structure as necessary, and clarify questions about how the Association operates.

- **Board Vacancy**

Evans Hall noted the resignation of Tom Murphy. Andy Wirth of Squaw Valley Ski Corp has agreed to fill the vacancy until the term runs out in November. Discussion followed regarding designation of Board seats and the options for filling the vacancy.

M/S/C (Parson/GilanFarr) (7-2-1 abstention from Merchant) to appoint Andy Wirth to fill the vacant Board seat left by Tom Murphy's resignation. The designation for that seat is “Recreation” and the term is up November 2011.

8. Marketing Report

- **Conference Revenue Statistics – April 2011**

Andy Chapman presented his written report. In response to a question about the Conference Sales Report showing strategies, Chapman replied it will be presented to this Board in July.

- **Amgen Update and Group Hug**

Andy Chapman said the stage cancellations in Tahoe were disappointing for everyone involved, however there were still a lot of successes. Everyone involved in the Tahoe stages delivered at 110% and the Amgen organizers said Tahoe set the bar high for local organizers. Chapman believes the area may have actually received more media attention because of the inclement weather. Tahoe representatives continue talking to Amgen organizers in hopes of bringing the event back to Tahoe. He thanked the Board and community for stepping up to show that Tahoe can handle a major event such as this. Ron McIntyre thanked Chapman for the amount of time and effort he put into bringing the race to Tahoe and focusing a positive spotlight on the area. Chapman was thanked by a round of applause.

- **High Notes Campaign Update**

Andy Chapman reported the marketing campaign highlighting free music all summer in North Lake Tahoe will kick off the end of this month. It is targeted to a regional drive market. In response to a question about the status of the Lake Tahoe Music Festival, Sally Lyon, in her capacity as LTMF Chair, reviewed this summer's schedule.

- **Conference Marketing Equity Issue**

Andy Chapman reported the Committee has done analysis on this issue and is now waiting for Placer County's agreement on the proposed process.

- **Placer Visitors' Center MOU**

Andy Chapman reported the Memorandum of Understanding (MOU) is ready to be signed for NLTRA to participate in the new Visitor's Center in old town Auburn. He reminded the group of the benefits of this partnership.

9. Board/Staff Follow-up on Previous Action Items

There were no questions or comments.

E. CONSENT CALENDAR

M/S/C (GilanFarr/Parson) (10-0-0) to approve the Consent Calendar.

The following was approved in the Consent Calendar:

10. Board Meeting Minutes – May 4, 2011
11. Finance Committee Minutes – May 3, 2011
12. Financial Statements – April 2011
13. Joint Infrastructure/Transportation Committee Minutes – May 23, 2011
14. Infrastructure/Transportation Activity Report – May 2011
15. 3rd Quarter Report 2010 - 11

At 10:10 AM, the Board of the North Lake Tahoe Resort Association adjourned and convened as the North Lake Tahoe Chamber of Commerce Board.

F. CHAMBER OF COMMERCE REPORTS

16. Status Report and Possible Action on Revised/Updated Chamber of Commerce Community Marketing Grant Process

Alex Mourelatos reported the Chamber is considering revisions to the grant application in order to more specifically define how the funds granted support the defined NLTRA marketing strategy. Also under consideration is the actual granting process: should funds be granted to specific events separately if the event is produced by a grant-receiving business association. Discussion followed regarding this issue, the make-up of the Chamber Advisory Committee, and how funds are allocated to the business associations as well as the Chamber.

17. Chamber Activities and Events

Kym Fabel reported on upcoming events. Ron Parson noted the sunset of the 1% California Sales Tax at the end of this month. **ACTION: The Chamber will blast an informational e-mail regarding the sunset of the tax.**

G. CHAMBER OF COMMERCE CONSENT CALENDAR

M/S/C (Parson/GilanFarr) (10-0-0) to approve the Consent Calendar.

The following was approved in the Consent Calendar:

18. Chamber of Commerce Committee Minutes – May 25, 2011
19. April Chamber of Commerce Business Plan Progress Report

At 10:26 AM, the Board of the North Lake Tahoe Chamber of Commerce adjourned and convened as the Board of the North Lake Tahoe Resort Association.

H. DIRECTORS’ COMMENTS

Deanna Gescheider thanked staff for providing the Performance Measurement in the Board packet.

Ron Parson suggested that Committee notes be more closely reviewed in case there are additional items that should come to the Board.

Julie Regan reported on Nevada’s proposed legislation to pull out of the Tahoe Regional Planning Agency (TRPA).

Alex Mourelatos reiterated he will take NLTRA Board comments to the TOT Committee meeting, particularly using the proposed survey to test voter sentiment on other sources of revenue to fund for community projects.

Barb Cohen welcomed Sandy Evans Hall.

Phil GilanFarr asked the Board to consider becoming involved in other community issues that may affect the visitor experience, such as the biomass project that is being considered in Kings Beach, although this item has not yet been considered by Placer County.

I. MEETING REVIEW AND STAFF DIRECTION

There were no questions or comments.

J. CLOSED SESSION

Closed Session was convened at 10:30 AM to consider:

- 20. Personnel Matters
 - Interim Executive Director
 - Report from Search Firm

K. RECONVENE TO OPEN SESSION

21. Closed session report

Open Session was reconvened atand the following action was reported:

L. ADJOURNMENT

The meeting adjourned at PM

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