



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

ATTENDANCE

Wally Auerbach, Allen Highfield, Phil GilanFarr, Ron McIntyre, Alex Mourelatos, Barb Cohen, and Jennifer Merchant. Ron Parson, Deanna Gescheider, Tom Murphy, and Kali Kopley arrived after the meeting was called to order and were not present for all votes.

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

OTHERS IN ATTENDANCE: Steve Kastan, Cindy Gustafson, Pettit Gilwee, and Mike Gelbman

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:32 AM by Chairman Ron McIntyre and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions

2. Approval of Agenda

Ron McIntyre reported Deanna Gescheider asked for discussion on whether or not members of the community should be invited to participate in the upcoming interviews with CEO candidates. This will be added as Item 8A.

M/S/C (GilanFarr/Merchant) (6-0-0) to approve adding Discussion Item 8A to the agenda and to approve the agenda as amended.

C. PUBLIC FORUM

Ron Treabess read a letter from JMA Ventures asking NLTRA for a letter endorsing the Homewood Mountain Resort project. JMA offered to make a presentation at the April Board meeting. They are not asking for a recommendation, but a statement from NLTRA saying this type of project is good for the area. Discussion followed regarding NLTRA's role in Placer County Planning matters. Ron McIntyre stated that in the past Placer County has made it clear that NLTRA should not be involved in planning issues. Before a letter is sent supporting JMA's request, he would like clarification in writing from Placer County. Jennifer Merchant stated there is nothing in the current NLTRA / Placer County contract precluding this group from taking action one way or another.

ACTION: Jennifer Merchant will check with the County CEO on the appropriateness of NLTRA sending a letter supporting the idea of the Homewood Mountain Resort project.

Discussion continued. There was consensus that this item will be on next month's Board agenda with clarification from the Placer County CEO and staff's recommendation. Because most of the Board members have seen the Homewood Mountain Resort presentation, JMA will be asked to just make brief remarks. Alex Mourelatos suggested a Board policy be developed to respond to these types of requests.

D. REPORTS & ACTION ITEMS

3. Presentation: Lake Tahoe Basin Prosperity Plan/Tahoe Prosperity Center – "B" Gorman, CEO Lake Tahoe South Shore Chamber of Commerce

Andy Chapman said he has been involved in the Lake Tahoe Basin Prosperity Plan since its early stages and he is still a member of the Steering Committee. He introduced B Gorman, also a

founding member. She narrated a Power Point presentation providing a status report of the project. B Gorman discussed the economic status of Tahoe Basin residents, which led to the formation of the Plan. She explained the regional links, the cluster model being used to focus on the areas of Environment, Health and Wellness, and Green Building, and outlined some of the proposed initiatives for each. B Gorman stated the Steering Committee has determined the best way to implement the Plan is to develop the Tahoe Prosperity Center and explained both the function and make-up of the proposed organization.

After the presentation, B Gorman answer questions from the Board clarifying components of the Plan.

4. Presentation: FY 2011/12 Overall Marketing Strategies – Les Pederson, Marketing Committee Chair

Les Pederson presented the Draft 2011/12 Overall Marketing Strategies, which was included in the Board packets. Andy Chapman stated that as the Marketing Committee was developing the report, there was quite a bit of discussion about ways to expand peak periods and the impact of events. The Board was asked to review the document and provide their input. Discussion followed regarding components of the report.

Ron Parson and Tom Murphy both commented that this is a good report that has quantifiable and measurable goals. Tom Murphy asked how the brand recognition can be improved using an outside advertising agency, as is recommended. He suggested all signage, advertising, and other collateral need a consistent, recognizable logo. Andy Chapman agreed and feels that considering a new advertising agency would not change the brand, just the execution.

Alex Mourelatos suggested that rather than paying commission fees to on-line travel agencies, the Committee consider options for recapturing that economic flow and develop a local booking engine. Both the Marketing and Lodging Committees will explore that idea.

Discussion continued. Barb Cohen reminded the group that last summer there was agreement within the Marketing Committee to develop a program supporting small lodging. She and Alex Mourelatos both feel this report waters down the needs of the small lodging provider, which is necessary for the overall economic well being of the area. Barb Cohen said she knows it has been discussed, but does not see it happening.

Phil GilanFarr has seen a substantial decline in retail and restaurant business at the lake. He feels there is a lot of emphasis on Squaw Valley and Northstar and would like to see the entire variety of lodging facilities showcased in order to drive more business to the lake. Jennifer Merchant agreed, saying the whole of lakeside business, lodging, retail, and restaurants, needs a more clear focus. Ron McIntyre asked the group if they consider marketing lakeside businesses to be the issue or is the bigger problem the lack of opportunity to develop the commercial core areas. He suggested more aggressive redevelopment needs to be considered to change North Lake Tahoe. Barb Cohen agreed, but noted that in the meantime, the businesses need to be promoted.

The discussion continued regarding the need for redevelopment, promoting awareness of the North Lake Tahoe brand, including large and small businesses, and the need to stay competitive with other markets. The Marketing Committee was asked to consider additional opportunities to promote for lakeside businesses and small lodging and to include appropriate stakeholders in the discussion.

5. Amgen Tour of California Update

Andy Chapman presented a written report on the May event. He reviewed the structure of the Local Organizing Committee, sponsors, media placement, the route of the bike race, and optimum viewing sites. The Ten Day Countdown to the Tour will begin May 5, 2010. Tahoe was selected to work with Amgen's "Break Away From Cancer" program. Current activities include a call for

volunteers, coordination of hospitality, and permitting. Pettit Gilwee reported on the media campaign Tahoe is planning, both locally and regionally.

The Board asked questions and made suggestions regarding viewing locations, marketing the event, use of public transportation, and ways businesses could be more involved, including flags or banners they can purchase for display. Mike Gelbman, publisher of the *Sierra Sun* and *Bonanza* explained the newspaper's participation.

6. Presentation, Discussion and Possible Action to Approve and Recommend to the Board of Supervisors an Infrastructure Funding Request of up to \$75,000 for the early opening and maintenance of the bike/pedestrian trails and routes in preparation for the Amgen Tour of California

Ron Treabess presented this request, explaining the Tahoe City Public Utility District, Northstar Community Service District, and Placer County have determined that it would cost approximately \$73,000, in addition to their already budgeted funds, to have the bike trails ready for the Amgen Tour. The additional funds would allow the agencies to get the trails open earlier than usual. Work will include clearing snow and sand and filling cracks on the trails and potholes on Highway 267 to insure the trails are safe for bike riders and spectators. Wally Auerbach said the Joint Infrastructure Transportation Committee recommended approval of this request and asked for a tracking of the funds in the overall Amgen wrap-up report.

M/S/C (Parson/GilanFarr) (10-0-0) to approve and recommend to the Board of Supervisors an infrastructure funding request of up to \$75,000 for the early opening and maintenance of the bike/pedestrian trails and routes in preparation for the Amgen Tour of California

7. Review and Possible Action on Fund Balance Carryover

Andy Chapman reviewed a recommendation from the Marketing Committee for using the fund balance carryover for marketing and advertising campaigns, the Amgen Tour of California, promotion of summer music programs, and contributing to the marketing budget reserves, as required by the County contract. Phil GilanFarr liked the "North Lake Tahoe product" ideas and asked for more Bay Area print buys and promotion of "cool deals."

M/S/C (GilanFarr/Parson) (9-0-0) to approve fund balance carryover recommendation from the Marketing Committee, to include cohesive branding. At the end of the year, a summary of how the funds were spent is to be provided.

Jennifer Merchant was not present for this vote.

8. Interim Executive Director Report

Ron Treabess presented his written report, explaining proposed legislation that could have an impact on North Lake Tahoe, including SB 267 requiring annual safety plans from the ski areas, a bill requiring helmets for skiers, and SB 670, dealing with Transient Occupancy (TOT) "creep." There is concern from the California Lodging Association that governmental agencies are applying TOT to services such as valet parking, not just room rates. Jennifer Merchant stated Placer County is writing a letter in opposition to the proposed legislation, as the County is not in favor of taxing non-mandatory items. Ron Treabess reported the reauthorization of the Lake Tahoe Restoration Act is also part of Placer County's legislative platform. He is sending a letter supporting the County's position.

Ron Treabess noted funding issues as a result of the proposed California state budget that could have local implications, including a recommendation to cut \$11 million from State Parks this year and \$13 million in 2012. Ron Treabess distributed the Strategic Budget and Policy Briefing issued by Placer County to deal with measures the County may take depending on what happens with the budget.

Ron Treabess reported Sue Kyler has been appointed to the Joint Infrastructure Transportation Committee. Ron Treabess will be making recommendations on moving forward with Wayfinding Signage and a Water Shuttle. He has been working with Placer County Elections on the timeframe for what needs to be done regarding renewing the eastern slope TOT. He is working on a voter survey.

Allen Highfield and Ron Parson left the meeting at this point.

a. Discussion of should the community be invited to informal interviews and “meet and greet” (Agenda addition)

Deanna Gescheider reported the Search Committee is setting up on-site interview schedules for the final two Executive Director candidates consisting of both informal “meet and greet” social time and face-to-face interviews with the Board. Deanna Gescheider asked the Board to consider if other community leaders should be invited to the informal time. The Committee suggested that this would provide a more open process. Discussion followed regarding the pros and cons of the suggestion. There was consensus that only the NLTRA Board members should be included in the process.

Deanna Gescheider then asked the Board to consider if the “meet and greet” component of the interview process, which would include an informal breakfast and social events, should be included. The Committee feels this would provide an opportunity to interact with the candidates less formally. Discussion followed regarding opportunities for the Board to meet the candidates. There was no consensus reached. Deanna Gescheider will send the Board the proposed interview questions and schedule of events for them to attend if they so choose.

9. Marketing Report

• **Agency RFP Review and Board Input**

Andy Chapman referred to the report in the Board packets. According to the Co-op Advertising and Marketing contract with Placer County, NLTRA is required to submit a Request for Proposal (RFP) for advertising and marketing services every three years. Andy Chapman is asking the Board to approve release of the RFP. Discussion followed regarding the length of time for the proposed contract and including more social media and branding identity in the contract. Direction was given from the Board to make sure there is a release clause from the three-year contract and that the social marketing and branding aspects are clarified.

• **Conference Revenue Statistics – February 2011**

Andy Chapman answered clarifying questions on this report.

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

There were no questions or comments on the report, which was included in the Board packets.

E. CONSENT CALENDAR

M/S/C (GilanFarr/Kopley) (8-0-0) to approve the Consent Calendar as presented.

The following was approved in the Consent Calendar:

11. Board Meeting Minutes – February 2, 2011
12. Finance Committee Minutes – February 1, 2011
13. Financial Statements – January 2011
14. Lodging Committee Minutes – February 3, 2011
15. Marketing Committee Minutes – February 22, 2011
16. Conference/Marketing Activity Report – February 2011
17. Infrastructure/Transportation Activity Report – February 2011
18. NLTRA 2nd Quarter Report to Placer County

At 12:21 PM, 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

19. Community Awards

Kym Fabel reported the Community Awards dinner was very successful. She felt there were good changes made to this year's event and more nominations for awards were received than ever before. The Board offered ideas to make the event flow more smoothly.

20. Chamber Activities and Events

Kym Fabel reviewed the upcoming events, including the Snowfest Kick Off on March 3 and the Chamber Education Seminar on Time Management taking place March 17, 2011.

Alex Mourelatos left the meeting at this point.

G. CHAMBER OF COMMERCE CONSENT CALENDAR

M/S/C (GilanFarr/Merchant) (7-0-0) to approve the Consent Calendar as presented.

The following was approved in the Consent Calendar:

21. Chamber of Commerce Committee Minutes – February 16, 2011

22. February Chamber of Commerce Implementation Report

23. Community Marketing Grant for TCDA

At 12:28 PM, 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

Phil GilanFarr said NLTRA needs to be proactive in convincing Placer County that Caltrans needs to work more closely with the Joint Infrastructure and Transportation Committee. Ron Parson agreed, suggesting a lobbyist may be able to help.

Barb Cohen asked the Marketing Committee to set up previously agreed upon seminars for small lodging facilities, particularly related to the upcoming Amgen Tour.

Wally Auerbach voiced concern that the Board is not working on the right issues at meetings. He suggested the Board needs to focus on providing high level policy guidance to staff and Committees. Board training may be of value in learning how to interface with each other and staff in order to operate more efficiently.

I. MEETING REVIEW AND STAFF DIRECTION

Ron Treabess began clarifying staff direction given at this meeting, but Deanna Gescheider said the direction should be clear, given that at the end of each topic, there is a recap.

J. CLOSED SESSION

23. Personnel Matters

K. RECONVENE TO OPEN SESSION

24. Closed session report

There was no Closed Session.

L. ADJOURNMENT

The meeting adjourned at 12:39 PM

Submitted by Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS