



THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday February 5, 2014 – 8:00 am – 8:30 am
The Ritz Carlton, Lake Tahoe
Preliminary Minutes

ATTENDANCE: Phil GilanFarr, Wally Auerbach, David Tirman, Valli Murnane, Kali Kopley, Jennifer Merchant, Brendan Madigan, Bill Rock, Joseph Mattioli, Ron Parson, Eric Brandt, and Kristi Boosman (TRPA Representative)

NOT PRESENT:

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Andy Chapman, Marc Sabella, Ginger Karl, and Jessica Walker

OTHERS IN ATTENDANCE:

A. CALL TO ORDER – ESTABLISH QUORUM

The meeting was called to order at 8:07 am by Chair Wally Auerbach and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL -

1. Agenda Additions and/or Deletions
2. Approval of Agenda

M/S/C (Parson/Merchant) (11-0-0) to approve the agenda, with items taken out of order if necessary.

C. PUBLIC FORUM

There was no public forum.

D. REPORTS & ACTION ITEMS

3. Chair Comments

- Wally Auerbach discussed the new Board Template. This will hopefully move the meetings along quicker and allow the Board to rely on the committee recommendations.
- Also included is a list of strategic topics for the Board meetings. The idea would be to have a longer discussion on one Strategic topic per meeting. These changes will hopefully allow meetings to be done by 10:30am.
- Wally discussed the Board Expectations and hopes that all the Board Members can adhere to these. Particularly attendance at Board meetings.
- These expectations will be adopted at the March Board Meeting as part of our supplemental operating procedures.

4. DestiMetrics Report – Andy Chapman (10 minutes)

- Andy gave a report on the December DestiMetrics.
 - Last month (December) performance reports
 - OCC up .2%, ADR up 12.9%, and RevPar up 13.1%
 - Next month (January) performance reports
 - OCC up 6.6%, ADR up 5.9%, and RevPar up 13%
 - Historical 6 month performance
 - OCC up 7.6%, ADR up 12.6%, and RevPar up 21.2%
 - Future 6 month performance
 - OCC up 12%, ADR up 4.8%, and RevPar up 17.4%
 - Winter as a whole, which is Nov-April, as of Dec. 31

- ADR up 9.2% and RevPar up 16.1%. Unfortunately the positive numbers will likely change with the January Report.
5. Approval of \$42,000 for current conditions campaign from Marketing Reserves (MOTION)
 - Staff Recommended the Board approve the use of \$42,000 of marketing reserve funds to implement a 4 week campaign focused on current conditions as well as impending storms. This campaign is already taking place as discussed with the Board via email.
 - The Radio campaign goes through Feb 7th and the outdoor through Feb 18th.

M/S/C (Parson/Merchant) (11-0-0) to approve funding of \$42,000 in for current conditions campaign from Marketing Reserve.

6. Membership Manager Report
 - Bridal Faire Report
 - Ginger gave an update on the Bridal Faire. There were 47 booths, 75 brides through the door, and information gathered for 125 brides. Initial vendor response was extremely positive.
 - Community Awards
 - The Community Awards Dinner will be at the Ritz Carlton, Lake Tahoe on March 27. There will be a Silent Auction and Ginger would appreciate if Board Members can donate a significant prize

F. CONSENT CALENDAR – MOTIONS (5 min)

7. **Board Meeting Minutes – January 8, 2014**
8. **Capital Investment/Transportation Committee – January 27, 2014**
9. **Marketing Committee – January 28, 2014**
10. **Business Association and Chamber Collaborative – January 9, 2014**
11. Lodging Committee – No Meeting in January
12. Conference Sales Directors Committee – No meeting in January
13. **Finance Committee – January 23, 2014**
14. **Executive Committee Report – January 21, 2014**
15. **Financial Reports**
 - **Dashboard and project reports**
 - **Projections for year-end TOT collections**
 - **Historical graphs of TOT collections**

The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board Member

16. **Conference Sales Reports**
17. **Infrastructure/Transportation Activity Report – January**

M/S/C (Parson/Merchant) (11-0-0) to approve the consent calendar as presented.

G. MEETING REVIEW AND STAFF DIRECTION

- Conflict of Interest forms to Board Members
- Passed out a flyer and talked about the upcoming chamber trek to Park City. It will be April 2-5. If anyone is interested, please contact Sandy.
- Sent out Strategic Goals report that will be reviewed at the next meeting.

Jennifer Merchant mentioned to the group that the County will be engaging in a TOT Audit starting in the Spring. The Mountainside resorts will be audited in June and Lakeside in late August. Jennifer would like an agenda item about it on the May agenda.

H. CLOSED SESSION (If necessary)

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

The meeting adjourned at 8:25 am.

Submitted by
 Jessica Walker
 Executive Assistant
 NLT Chamber/CVB/Resort Association