

NLTRA Mission

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

Board of Directors:

Chair: Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

Treasurer: Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

Aaron Rudnick, Sierra Tahoe Recreation | **Andre Priemer**, Resort at Squaw Creek | **Bruce Seigel**, Ritz-Carlton, Lake Tahoe

Chris Brown, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**, Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain Resort | **Lynn Gibson**, Keoki Gallery | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection

Advisory Committee: **Erin Casey**, Placer County Executive Office

1. Call to Order at 8:44 a.m. – Quorum not immediately established. Quorum established at 9:38 a.m.
Board members in attendance:
Samir Tuma, Brett Williams, Chris Brown, Dan Tester, Lynn Gibson, Stephanie Hoffman, Tom Turner, Christy Beck (via telephone), Erin Casey (non-voting), Kevin Mitchell arrived at 9:38 a.m., Aaron Rudnick joined the meeting via telephone at 9:49 a.m.
Board members absent:
Gary Davis, Kevin Mitchell, Adam Wilson, Andre Priemer, Bruce Seigel, Greg Dallas, Jim Phelan, Karen Plank
Staff Members in attendance:
Cindy Gustafson, Daphne Lange, Bonnie Bavetta, Amber Burke, Sarah Winters, Liz Bowling, Anna Atwood, Dawn Teran, Andy Chapman
Others in attendance:
Carl Ribaud, Lindsay Romack, Emily Setzer, Lindsay Moore and Mike Mezzanotte, Augustine Agency (via telephone)
2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
 - Lindsay Romack, Placer County, reported that Supervisor Montgomery announced that she is stepping down at the end of the month to accept an appointment by Gov. Gavin Newsom as director of California's Forest Management Task Force. A new Placer County District 5 supervisor will be appointed at the end of this month.

Tom Turner arrived at 8:55 a.m.
3. Agenda Amendments and Approval
 - Agenda amended. Item 6.A. moved to beginning of program to allow time for additional Board members to arrive in order to generate a quorum.

MOTION to approve amended agenda MSC Brett/Tom/9-0-0
6. Informational Updates/Verbal Reports (**Item order amended.**)

- A. Regional Air Service Corporation (RASC) Strategic Review Update-Carl Ribaudo, Managing Director of RASC

Kevin Mitchell arrived at 9:38 a.m.

4. Consent Calendar-All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

- A. NLTRA Board Meeting Minutes
- NLTRA Board Meeting February 6, 2019 [Link to preliminary online document](#)
- B. Approval of NLTRA Financial Statements of January, 2019
- C. Approval of CEO Expense Report
- D. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org
- Finance Committee Meeting January, 2019 [Link to online document](#)
 - Tourism Development Committee – January, 2019 [Link to online document](#)
 - In – Market Tourism Development Committee January 29, 2019 [Link to online document](#)
 - Business Association and Chamber Collaborative – February, 2019 [Link to online document](#)

MOTION to approve consent calendar agenda items M/S/C Dan/Lynn/9-0-0

5. Action Items

- A. Approval of Phase II Agreement with Civitas: Formation of the North Lake Tahoe Tourism and Business Improvement District
- Cindy distributed an updated Phase II proposal to Board members with word change from “consensus” to “education”. The reason for the change is that public dollars cannot be used for advocacy. (**Updated proposal posted online by D. Teran, 3.6.19.*)
 - Cindy noted that the action will include language to approve the agreement with understanding that if Placer County Board of Supervisors does not support the action, NLTRA has the option to end the contract with Civitas within 10 days.
 - Erin commented that Placer County may be able to make the changes to the NLTRA contract which are necessary without bringing it to the Placer County Board due to provisions in our contract. If so, it can be put into writing and can move forward. She said that otherwise, the item will have to be added to the Placer County Board consent calendar at the end of month. Attempt will be made to accommodate the time frame required. She added that Placer County staff does not have concerns with the Scope of Work as it is worded, or with the action at hand moving forward.

MOTION to approve Phase II Agreement with Civitas: Formation of the North Lake Tahoe Tourism and Business Improvement District, with understanding that if the Placer County Board of Supervisors does not approve the action, the NLTRA can end the contract with Civitas within 10 days.

M/S/C Dan/Kevin/9-0-0

Aaron Rudnick joined the meeting at 9:49 a.m. via telephone

- B. Augustine Agency Contract Extension: Approve 1 year extension for Augustine Agency to continue to provide advertising and creative services for North Lake Tahoe.
- Cindy added that if TBID is enacted, it could change the budgeted amount.
 - Daphne added that the contract can be extended or withdrawn at any time (with a 30 day notice.)

MOTION to extend Augustine Agency Contract for one year to continue to provide advertising and creative services for North Lake Tahoe. M/S/C Brett/ Dan 10-0-0

- C. SMARI Research Proposal: Approve Ad Effectiveness and ROI Study Agreement from SMARI
- Daphne presented and pointed out that this is an annually approved budget item (budgeted within the coop.)

MOTION to approve Ad Effectiveness and ROI Study Agreement from SMARI M/S/C Brett/ Lynn/10-0-0

- D. 18.19 Opportunistic Event Sponsorship Funds Allocation: Enduro World Series Race at Northstar: Approval to sponsor the 7th leg of the Enduro World Series (EWS) International Mountain Bike Competition taking place at Northstar California August 23-25, 2019 with an \$80,000 sponsorship pending agreement.
- Amber presented information.
 - Amber noted that she is currently working with Northstar to expand the benefits offered to us.
 - Discussion about the budgeted amount. Request from Board that in the future the event budget be requested in order to understand what portion of the budget we are subsidizing, for ROI purposes and to confirm the amount is proportionate. Amber said she will request the total event budget from Vail.
 - Kevin asked what other sponsors receive and whether there are sponsorship categories. Daphne said Northstar/Vail does not have any other sponsors, although Enduro has some of their own.
 - Discussion regarding benefit to lakeside communities and whether Town of Truckee should be approached to contribute since they are benefitting from the event in tourism and hotel stays. Samir suggested encouraging the event entities (organizers) to reach out to Truckee for support as well as North Lake Tahoe.
 - Cindy recognized that there is a broader discussion needed on this subject and other Truckee events should be considered as well. Brett asked for a follow up to the subject.
 - Cindy suggested to take no action at this time; to get comments and ideas from Board and bring back information to Board before taking action.
 - Amber said that historically full budget information has not been requested from venues, but she can request it in the future. Board agreed that budget information should always be obtained, as a policy when contributing.
 - Brett suggested establishing a policy (timeline for) withdrawing from an event if needed/decided. Amber stated that there is a guideline structure in place that can be reviewed.
 - Cindy noted that if the TBID is enacted, some of these items can be further reviewed and at that point Town of Truckee can be approached to partner with Truckee on these events which are held in Northstar/Squaw.

Item 5. D. TABLED TO BRING BACK TO BOARD. NO ACTION TAKEN.

6. Informational Updates/Verbal Reports (See item 6.A, located after Item 3. on agenda, per agenda amendment.)
- B. Spring Creative Presentation: Review and direction on spring creative directed to the drive markets -Daphne Lange, NLTRA Tourism Director
- Lynn suggested that the messaging be more specific to address the abundance of snow we have and to recognize that there won't be much hiking or biking this spring. Cindy said that assets are created and deployed as needed. Amber said other assets can be utilized and tied in to message.
 - Discussion about spring messaging. Andy echoed that messaging can be adjusted as needed.
 - Daphne reported that the art direction is moving from mountain to lake focus and in developmental stage.

**Brett Williams left the meeting at 10:57am*

- Lynn suggested a better perspective view on topo map.
 - Lynn suggested an environmental message. Mike Mezzanotte replied that an environmental message exists currently in the messaging and the visuals are for print ad.
 - Tom suggested incorporating “Don’t trash Tahoe” on digital road message boards.
 - Spring creative Board feedback will be considered and/or incorporated and brought back for review.
- C. North Lake Tahoe PR Summit Recap – Daphne Lange
- PR Summit was not reviewed. Information is in packet.
7. Reports/Back up-The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.
- A. Destimetrics Report February, 2019
 - B. Conference Revenue Statistics Report February, 2019
 - C. Tourism Development Report on Activities, January, 2019
 - D. Chamber of Commerce Board Report February, 2019
 - E. Visitor Information Center Visitor Report February, 2019
 - F. North Lake Tahoe Marketing Coop Financial Statements January, 2019
 - G. Membership Accounts Receivable Report, February, 2019
 - H. Financial Key Metrics Report
 - I. Board Correspondence
8. CEO and Staff Updates
- Sarah reviewed the Expedia market impact slideshow.
 - Liz reviewed Chamber Board report highlighting Snowfest social media assets gained and planning for Community Awards Dinner. Sponsorships, awards and silent auction support is requested from Board members. Community Awards Dinner is April 18th.
 - Liz added that the new NLTRA.org website will be reviewed in next meeting.
9. Directors Comments
- Erin announced that CAP Committee Grant Applications are due April 2nd.
 - Erin stated that a Short Term Rental host compliance hotline will become available, TBA.
10. Meeting Review and Staff Direction
- Cindy noted that regarding Item 5.D., Vail will be notified that we will participate in the Enduro race, pending more information regarding the overall event budget, and details regarding other sponsorships.
 - Cindy added that the spring creative and topo map comments will be relayed to creative team.
11. Board meeting adjourned to closed session to discuss personnel issues at 11:27 a.m.
- A. Personnel Discussion
12. Closed session adjourned at 12:15 p.m.