

**MINUTES**  
**Truckee Tourism Business Improvement District (TTBID) Management Committee Meeting**  
**November 7, 2018**  
**Truckee Chamber of Commerce**  
**10183 Truckee Airport Road, Truckee, CA**

**Call to Order/Roll Call/Determination of Quorum – Jim Winterberger, Chair of Committee**

- **Voting by Roll Call**

Jim Winterberger called the meeting to order at 12:04 PM. A quorum was established.

Committee Members Present: Borden, Meharchand (via teleconference), Oesterman, Toutant, and Winterberger

Committee Member Absent: Llaca

Staff Present: Lynn Saunders, Colleen Dalton, and Justin Swett

Public: Pam Hobday and Jon Manocchio, Truckee Chamber Board; Hilary Hobbs, Town of Truckee; Trish Tucker and Hasaan Azam, Reno-Tahoe Airport Authority; Carl Ribaldo, SMG

**PUBLIC COMMENT – Matters Not on the Agenda – Jim Winterberger**

There were no comments on items not on today's agenda.

**NEWS / ROUND TABLE DISCUSSION – (10 min) – Jim Winterberger**

Borden reported October numbers were down and November is tracking behind last year. Oesterman said she is on track for the second worst year since she's been in business. Everyone agreed business is way down.

Winterberger said overall the market is showing signs of fatigue. There is no snow forecasted for this area, but Colorado is already getting some. Winterberger attended the Vacation Rental Managers Organization meeting and everyone there agreed the downward trends in pricing are expected to continue. Airbnb algorithms favor lower rates so there is less profit for owners and managers.

Meharchand has had no renters for the past two months. She agreed the algorithms are recommending such low rates, it's not worth renting. Toutant said she recently rented a home for 10 weeks at a rock bottom rate.

Dalton said that until the snow flies, the "making snow" message will be sent out. She reported:

- Dalton met with the Tourism Committee so they are aware of TTBID's brand positioning.
- The data from the Truckee Thursdays survey has been received. Over 700 surveys were completed.
- The first quarter actuals have not yet been received from the Town.
- The presentation made to the Town Council on October 10<sup>th</sup> has been sent to TTBID members.
- Dalton asked how the Truckee URL for the Visit Truckee E-Newsletter sent the day day is being utilized. She encouraged everyone to send it to their list
- The Beat the Freeze Swim Meet had 718 attendees. Approximately 40% paid for an average of two night's lodging. Attendees were incentivized to complete surveys by receiving a gift card.

**INVOICE –SEPTEMBER - Committee Q&A. Motion expected.**

**It was moved by Borden and seconded by Toutant to approve payment of the September invoice as presented. Motion carried unanimously.**

**TTBID YTD FY18-19 BUDGET VS. ACTUALS (JULY & AUGUST) - Included in Board Packet.**

- **Committee Q&A.**
- **Staff Recommendation – Staff will advise Committee if 20% overbudget in any bucket is forecasted no later than 60 days out.**
- **Motion expected.**

This item was tabled.

**MEETING MINUTES – PRIOR MONTH - Included in Board Packet. Committee Q&A. Motion expected.**

It was moved by Oesterman and seconded by Borden to approve the October TTBD meeting minutes as presented. Motion carried unanimously.

### **GUESTS and PRESENTATIONS**

#### **RASC (Reno Airport Services Corporation)**

- **Presentation + Promotional Video**
- ***Committee Q&A. No motion expected.***

Trish Tucker and Hasaan Azam narrated a Power Point presentation about the Air Services Development, which focuses on maintaining existing routes and growing airport capacity by adding new routes and/or carriers. They showed the Air Service overview video, hosted by Reno Mayor Hillary Schieve.

Air Services Development focuses on outbound. RASC is comprised of representatives from many agencies in the area and focuses on inbound destination marketing. Azam and Tucker explained the many ways RASC has helped promote the area and bring additional flights into Reno. RASC provides valuable marketing and advertising support.

Azam showed spreadsheets indicating travel trends and passenger growth at the airport. He discussed areas of potential growth and what he's seeing in nearby markets. Tucker noted the 10 carriers that service the Reno Airport provide over 90% of all travel in the country. In 2018, there are 5.2 million seats available in and out of Reno, which is up 25% from 2014. The airport's efforts need to align with airline strategies and data is collected to justify service to and from various locations.

A brief discussion followed regarding the national inbound new visitor potential with the EPIC and IKON passes.

#### **Truckee Visitation Study (Proposal) – Included in Board Packet.**

- **Presentation, Carl Ribaldo (SMG)**
- ***Committee Q&A. Motion expected.***

Carl Ribaldo presented a proposal for the Truckee Visitation Study. He would be working with Lauren Schlaw Consulting on the project. He discussed the three components of the Study, including the Visitor Profile, Economic Impact, and Strategy and Recommendations the data will help produce. Ribaldo hopes to collect 200 visitor surveys per quarter for a total of 800. Information gathered will include the number of rental units available and an analysis of day use versus overnight stays.

Ribaldo answered questions clarifying his proposal, which was included in today's meeting packets. Dalton explained \$21,000 would come from the current year budget, with \$7,000 coming from Reserves, and the balance would come from next year's allocations. Visit Truckee will pay for half of the Study. Ribaldo said all costs are included in the proposed \$50,000.

**It was moved by Toutant and seconded by Oesterman to approve the proposal from SMG for the Truckee Visitation Study. Motion carried unanimously.**

#### **Truckee Economic Impact Study (Proposal) – Included in Board Packet.**

- **No Presentation**
- **Request for questions, Colleen Dalton (Dean Runyan & Associates, available via phone).**
- ***Committee Q&A. Motion expected.***

The proposal from Dean Runyan & Associates for a Truckee Economic Impact Study was in today's packets. The principals, Dan Mishell and Leon were on a conference call to answer questions. It was noted that this study provides a different approach that complements the Truckee Visitation Study to consider the economic impact of visitors. Discussion followed regarding what other communities Truckee should be compared with. Ribaldo suggested a coastal town, a mountain community, and maybe even a tourist destination in the wine country could provide valuable information. Dalton suggested staff, Ribaldo, and Dean Runyan representatives develop a list for this Committee's review. She noted the idea of including campers because they still have an economic impact since they eat and shop in town.

**It was moved by Toutant and seconded by Winterberger to accept the Dean Runyan & Associates proposal for the Truckee Economic Impact Study. Motion carried unanimously.**

**Carlos Perez – Sagan Fondo 2019**

- **Potential Presentation**
- **Committee Q&A. Motion expected.**

Carlos Perez presented a proposal for the May 2 – 4, 2019 Sagan Fondo, Truckee Dirt Edition. This is the second of a two year contract to hold the event in Truckee. Perez explained how the Sagan Fondo was developed and his strategies to include more than just the race into the event.

Perez reviewed the 2018 event and discussed changes for 2019 based on logistics and input from participant surveys. The 2019 budget is \$154,834, which is a \$14,000 increase from 2018. For this year’s event, TTBID contributed \$32,000. Perez is asking for an additional \$24,600 from TTBID to increase the festival component and add children’s activities. Discussion followed as the increased amount and potential to grow the event was considered. Perez requested a working TTBID subcommittee to help develop the music and family programming.

**It was moved by Toutant and seconded by Winterberger to approve the budget proposed today, including the \$24,600 increase, and to form a Subcommittee to work with the producer. Motion carried unanimously.**

**1. Special Promotion – “Flash Your Pass, Truckee Perks” Verbal update – Colleen Dalton**

Dalton suggested a Truckee Perks program with benefits at restaurants, retail shops, and lodging when a ski area pass is shown. There is no cost to TTBID, but is mainly a Chamber initiative to drive business. The benefit to TTBID is the lodging component. The ski areas will promote the program. The Committee liked the idea.

**2. Special Promotion – “\$100 Cash Back, Truckee Lodging Offer” Verbal update – Colleen Dalton**

Dalton presented an outline of the promotion, which offers \$100 cash back with specific lodging requirements. The budget for the project is \$73,000 and includes promotion and advertising of a \$100 cash rebate on 500 bookings for Sunday-Thursday stay, non-holiday. There would be administrative staff time to process the program, but otherwise no time or action is needed by an lodging or nightly rental homeowner to fulfill. The program is turnkey operative out of Visitor Center for pickup of the \$100 cash.

**It was moved by Borden and seconded by Toutant to approve up to \$73,000 for the promotion contingent on selecting appropriate lodging dates, including black-out dates and events. Motion carried unanimously.**

**3. Names for New TTBID Committee Members? – Committee Members**

Committee members submitted names of potential members. Dalton asked that potential members email bio information to her. There will be a more in-depth discussion in December.

**4. Community Relations – Update Lynn Saunders / Colleen**

**Adjourn – Winterberger**

There being no further business to come before the Committee, the meeting adjourned at 2:41 PM.

Respectfully submitted,  
Judy Friedman  
Recording Secretary  
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

Minutes approved at the Truckee TBID Management Committee meeting held on \_\_\_\_\_

Signed: \_\_\_\_\_ Dated: \_\_\_\_\_

**Meeting Dates: November 7, December 5, 2018.**  
**No meeting January 2019.**