

MINUTES
Truckee Tourism Business Improvement District (TTBID) Management Committee Meeting
September 5, 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 12:02 PM. A quorum was established.

Committee Members Present: Borden, Llaca, Meharchand, Oesterman, Toutant, and Winterberger

Committee Member Absent: None

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

Public: Casey Gawronski, Best Western; Pam Hobday and Jon Manocchio, Truckee Chamber Board; Hilary Hobbs, Town of Truckee

PUBLIC COMMENT – Matters Not on the Agenda – Jim Winterberger

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

NEWS / ROUND TABLE DISCUSSION – Jim Winterberger

Borden reported July and August were stronger than last year at both properties. Business died after Labor Day, but he is hopeful about winter. Borden is having trouble finding help.

Llaca reported a good summer. Labor Day weekend was better than 4th of July. The fires have had an impact, both bad and good, but overall numbers are good. He is also having labor issues.

Oesterman reported summer was busy but occupancy was about half for September. She is hoping for last minute September and October bookings.

Winterberger asked if anyone realized business from Burning Man. Oesterman said it is not good business for her. Borden said he was full. Winterberger said he institutes a seven night stay during that period, with a Monday or Tuesday arrival, to artificially bump burners out, mainly because of the dirt and dust.

Winterberger reported business was hot in July, down a bit in early August, and died off after August 19. September is looking good. He is getting a first glimpse of holiday traffic, which should be favorable because of the big window this year: December 19 – January 4. Industry-wide Winterberger is hearing the peak is over and business should be fairly steady.

Dalton reminded the group that there are a lot of fall events that can help promote shoulder-season stays.

Dalton announced Jeanne Kirschner is devoting all her time to her real-estate career and her family. She will no longer be working on events for TTBID. Also, Nick Pullen has resigned from the TTBID Management Committee.

TOT TRENDS & STR INSIGHTS – Colleen Dalton

TOT trends from FY 11/12 through proposed FY 18/19 were distributed to Committee members. A brief discussion followed as the information was clarified. The Registered Short Term Rental Properties and revenue reports from those who reported were reviewed. Of those registered, 42% reported no revenue and 6% did not report. On average, 915 homes are on the nightly rental market, including Property Management homes. Key takeaways of the report were discussed including observation of 17/18 showing an evening out between Hotels, Property Managers and Individual Homeowners.

Public comment was open. Hobbs suggested some of those registered may not rent during specific seasons. She said the TOT projections are not necessarily an indication of fewer visitors. The Town generally budgets a bit low.

TTBID FY17-18 HIGH LEVEL ROI – Colleen Dalton

Dalton presented the ROI data results from PR, social media, and the website, highlighting traffic on Truckee.com, as well as year-over-year comparisons. There was an increase of nearly 3.5X Event pageviews, at 371,000 for the year. Dalton reviewed the results of paid advertising and the increase in Truckee-brand awareness. Followers on social media increased to 49K, which surpassed the 40K goal. Included in the report was e-newsletter data and statistics from the Welcome Center. A brief discussion followed as Dalton clarified the information. In response to a question, she said the international market is not being pro-actively marketed with TTBID funds, but is a by-product of other efforts including Reno Airport Services Corporation and High Sierra Visitors Council memberships.

TTBID FY18-19 BUDGET - STAFF RECOMMENDATIONS - Colleen Dalton

- **Staff Recommendations (included in packet).**
- ***Committee discussion, motion(s) expected.***

Dalton presented the proposed budget, including Goals and Strategies and Staff Recommendations for each bucket. One high level recommendation is to develop a 5-year Master Plan. Dalton recommended Truckee's five Travel Themes and the five Wellness Messages she recommends communicating.

Each topic was discussed in depth, including the proposed budget, staff recommendations for budget allocations, and potential next steps.

The first topic discussed was Venue Development, with a \$493,916 budget. There was consensus to get costs on trail signage and the scope of the system used on the trails in Mammoth.

Events and Groups, with a budget of \$233,304 was considered next.

It was moved by Winterberger and seconded by Toutant to allocate \$6,000 to Summit Lacrosse, \$6,000 to Tough Mudder contingent upon removal of Travelocity from the event website, and \$5,000 to Beat the Freeze swim meet. Motion carried unanimously.

There was consensus to continue investigating themed events, identify a turnkey music event, and continue supporting Bike Monkey for Sagan Fondo and Crux Events for Craw Thaw. Dalton will present options to hire someone to replace Jeanne Kirschner to investigate other large event options.

Marketing and Public Relations was the next item, with a \$217,000 budget. Dalton requested and Bordon, Meharchand, and Toutant then offered to work with Dalton to brainstorm incentives through coupon codes for visitors staying at least three nights, for example, a \$100 gift card to merchants or restaurants or lodging in town or a special offer for IKON and EPIC passholders. Examples from San Luis Obispo and Mammoth Lakes were shared.

The group considered Community Relations. Dalton recommended strategies to communicate with TTBID assessed properties to ensure renewal in 2020. Saunders presented a proposed direct mailer that included the top five accomplishments of TTBID, a message from the chair, an explanation of the branding and messaging to increase business, and ways to be involved. There was agreement this was a good piece and told the TTBID story well. Discussion followed regarding fine-tuning the content. It was agreed the whole TTBID Management Committee should review the final piece before it is sent out. The need to solicit new members for the Committee was discussed. The Committee advised 2 issues with a special edition vs. 4/year with the addition of a Facebook Group.

Research & Metrics, with a budget of \$21,452, was the next topic. Dalton recommended conducting a Truckee Travel Economic Impact Study for \$16,000 and a Truckee Visitation, Economic and Strategic Insights Report for \$50,000 to be split with Town of Truckee Visitation Budget (managed by Chamber). For TTBID's portion, 50% would be paid from FY 2018/19 and final 50% from the next year budget. Winterberger asked for a more in-depth presentation next month.

Brand Experience has a budget of \$28,821. Dalton reported the Town did a good job of updating the survey on Shuttles to provide better information and suggested the Truckee Thursdays and Holiday shuttles be funded as visitors do use them. Committee was interested in learning about the high level costs for street/wayfinding in similar towns.

Staff recommends allocating \$50,000 into a rainy day fund and an annual contribution of \$20,000 for website updates in the Reserves + Contingency budget.

The Website & Tech discussion was tabled to the next meeting.

The Staff Financial & Strategic Management bucket addresses Chamber staff time to address TTBITD issues, including overseeing agencies and contractors, tracking time, and providing monthly updates. The current recommended allocation is \$100,883. This item will be discussed in more detail at the next meeting.

TTBITD FY17-18 SALES & MARKETING - BUDGET VS. ACTUALS

- **July 1, 2017– June 30th, 2018 (included in packet).**
- *No motion expected.*

There were no question or comments on the information included in the packet.

TRUCKEE CHAMBER OF COMMERCE – MAY, JUNE, JULY INVOICES

- **Invoices and backup (included in packet).**
- *Motion expected.*
- **No August invoice provided.**
- ***TTBITD meetings held 7 business days or less from the last day of the prior month shall not include a Truckee Chamber of Commerce invoice.***

It was moved by Toutant and seconded by Oesterman to approve payment of all invoices as presented. Motion carried unanimously.

TTBITD ANNUAL REPORT FY17-18

- **Due to Town of Truckee, Sept. 20, 2018**
- **Presentation to Council, Oct. 9, 2018**
- **Update on Civitas**

Dalton and Saunders described the report that will be giving to the Town Council on October 9, 2018. All TTBITD Management Committee members were encouraged to attend.

Saunders explained that as part of the MDP, an annual report needs to be provided to the Town, which includes financial information, the carryover, and a look forward. Winterberger reported he and Saunders spoke with Civitas to understand the Town's control of the TTBITD budget. Both Civitas and the Town have positions regarding that, but if the Town Council does not approve the TTBITD Annual Report, they may be able to take the funds. Saunders noted Town Counsel has said the Town can freeze the TTBITD dollars, but there must be a specific reason, such as misappropriation of funds, not just because they do not like how funds were allocated. Winterberger felt that overall relations with the Town are improving.

APPROVAL OF MINUTES

- **June 6, 2018 Regular Meeting (included in Committee Packet)**
- *Motion expected.*

It was moved to Toutant and seconded by Oesterman to approve the minutes of the June 6, 2018 as presented. Motion carried unanimously.

Meeting Dates: October 3, 2018, November 7, and December 5, 2018.
No meeting January 2019.

Adjourn – Winterberger

There being no further business to come before the Committee, the meeting adjourned at 2:35 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: _____