

MINUTES
Truckee Tourism Business Improvement District (TTBID) Management Committee Meeting
October 3, 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, and Winterberger

Committee Member Absent: Toutant

Staff Present: Colleen Dalton

Public: Jon Manocchio, Truckee Chamber Board; Kim Szczurek and Hilary Hobbs, Town of Truckee; Woody Woodruff and KelleyAnn Schilke from Crux Events; Carman Carr; Heidi Doyle, Sierra State Parks Foundation

PUBLIC COMMENT – Matters Not on the Agenda – Jim Winterberger

Carman Carr is running for Truckee Town Council. She described her background and reasons for running.

Winterberger reported the Tahoe Getaways promotion will continue through the spring. All revenues from a specific rental home will be donated to the Truckee Humane Society.

Winterberger announced formation of the Tahoe Getaways Athletic Fund, a program granting funds to kids in the Freestyle Skiing program in Squaw Valley to cover travel and entry fees. A summer program may be instituted as well.

NEWS / ROUND TABLE DISCUSSION – Jim Winterberger

Oesterman reported September was average and October was slow. But bookings are already coming in for Christmas. She received her first Truckee.com booking.

Borden reported both hotels had a bit higher than usual occupancy for the third quarter. Year-to-date, he is still behind, but holiday reservations are coming in.

Llaca reported a similar situation; third quarter was up a bit but year-to-date, occupancy is less than normal.

Meharchand said she has been using her house at this time of year, rather than lowering the rent to try to get bookings. A brief discussion followed regarding online algorithms that encourage artificially lower rates at this time of year.

Winterberger said he is experiencing the same online push to lower rates. He is trying to make up ground by offering a better guest experience, with early check in, late check outs, and some revenue incentives.

Dalton has been in conversation with the larger ski areas about a Truckee Season Pass “Perks” Program. She asked Committee members to consider what might work for them. Dalton spoke with the head of the San Luis Obispo TBID to learn about their successful \$100 Cash Back promotions. She will have suggestions at the November meeting.

Dalton encouraged everyone to use content in the Visit Truckee email blasts to promote to their customers. She noted quadruple visits to the website right after the blasts go out.

Winterberger reported work continues on conceptual drawings for the Truckee Ice Pavilion.

GUESTS and PRESENTATIONS

TOWN OF TRUCKEE - Kim Szczurek, Administrative Services Director

- **TOT Update, Host Compliance.**
- **Committee Q&A.**

Szczurek narrated a Power Point presentation regarding TOT collections. She explained the history of TOT by type from Fiscal Year 2009/10 through 2017/18, showing hotels, individuals, and property managed lodging. The graphs indicated a jump in TOT collections in FY 2016/17 when Host Compliance was brought on board. Szczurek answered questions clarifying the data. She discussed the communication non-compliant property owners receive before a lien against the property is considered. Chrissy Earnhardt described the Rental Activity Monitoring system used to audit reported revenues. Discussion continued as the methods used to gather information were clarified and the need to determine LOCALS on STR market.

CRUX EVENTS - Woody Owner/CEO and KelleyAnn Schilke, VP Events VP of Events

- **Truckee Craw Thaw 2019**
- **Truckee Music Event 2019**
- **Sagan Fondo 2019 (as production support)**
- ***Committee discussion. Potential Motion.***

Woodruff (Woody) and Schilke provided background on Crux Events in general and the Truckee Craw Thaw in particular. Woody characterized the Craw Thaw as a huge success, but it was also a learning experience about what worked and improvements for next year, including strategies to drive lodging. He showed a time-lapse video of the event from set up to tear down. RSVPs were taken through Eventbrite and there were 750 for Friday and 900 for Saturday. She noted the entire event was produced and promoted over a quick six-week period. Plans for next year include increasing the venue size, expanding the timeframes for load in and load out, bringing in bands with a broader reach, expanding sponsorship opportunities, and exploring options for hotel discount packages.

Discussion followed regarding the enlarged venue space, strategies to appease the neighbors, and creative ideas for showcasing sponsors. The 2018 and proposed 2019 budgets for the event were reviewed. Last year, TTBID contributed \$25,000 to the event, but the actual allocation was higher given the amount of Chamber staff time to market the event. For 2019, Woody is asking TTBID for \$25,000 for marketing, \$50,000 for production, and \$10,000 for talent, assuming three acts on Friday and three acts on Saturday. Woody said the \$85,000 he is requesting is about half of his full budget. Discussion followed as costs were clarified. The group also discussed the opportunities to drive lodging and the reason for producing the event in May, to drive off-season traffic. Dalton reminded the group that the group agreed to continue funding events, but that needs to include a philosophical discussion about potential return.

Regarding Sagan Fondo, Woody said the tentative dates are May 3 and 4, 2019, but it is not yet confirmed. Dalton noted that just as the Craw Thaw focuses on a Truckee Travel theme, there is the potential for Sagan Fondo to also have ancillary events around the main bike races.

Discussion continued regarding the allocation to the Craw Thaw. The Committee asked about moving it to Memorial Day weekend in order to get an additional night of lodging. Hobbs noted other events and promotions during that weekend.

It was moved by Borden and seconded by Oesterman to allocate \$85,000 to the Craw Thaw. Actual dates and the marketing plan will be advised. The \$85,000 allocation will include marketing and promotional expenses and staff time. Motion carried unanimously.

SIERRA STATE PARKS FOUNDATION - Heidi Doyle, Executive Director

- **The Donner Project (Venue) – (included in packet).**
- **View Flythrough, Architectural Rendering: <https://youtu.be/ar4kVQW7TVI>**
- ***Committee discussion. Potential Motion.***

Doyle described what SSPF does and how it supports California State Parks, including the Donner Memorial State Park. The Donner Project is an offshoot of the new visitor's center. A State Parks report indicated the monument is in need of restoration and other projects could be done as well, such as seating areas and an amphitheater. The result is "The Donner Project: A Case Study for Support," which Doyle distributed. SSPF's goal is to raise \$450,000 to complete the projects noted and asked this group to consider donating, given this is a year-round amenity for residents and visitors. Discussion followed as details of the proposed improvements were clarified. Dalton noted the potential of the proposed amphitheater and said the project could also be considered as an amenity/attraction good to communicate in "community relations." The group considered the options for funding.

It was moved by Winterberger and seconded by Meharchand to allocate \$5,000 to the Donner Project for one year. Motion carried unanimously.

TTBID COMMITTEE TERMS, RECRUITING, REPLACING – Lynn Saunders

- Review Memo (included in packet).
- *No motion expected.*

Winterberger presented Saunder's memo, which was included in the meeting packets. Dalton noted single home rental properties that pay TOT could be better represented on the Committee. Details of the Committee make-up will be included in the newsletter going to all TTBID properties. This Committee can make a recommendation on additional members, but the Truckee Chamber Board has final vote. Discussion followed on strategies to engage more people from a variety of lodging offerings and who might be eligible to serve. Borden suggested each Committee member submit the name of at least one potential candidate at the November meeting.

COMMUNITY RELATIONS NEWSLETTER– Lynn Saunders

- Review Newsletter Content (provided at Oct. 3 meeting).
- *Motion expected.*

Dalton will make additional revisions and send the final draft to Committee members for review.

TTBID FY18-19 BUDGET - STAFF RECOMMENDATIONS – CONTINUED DISCUSSION - Colleen Dalton

- Complete review of pages 15, 16, 17 (included in packet).
- *Committee discussion.*

Dalton reviewed the budget recommendations and strategies. Regarding the proposed \$100 CashBack, Dalton said the card and promotion needs to be paid from Reserves. Hoteliers (and all assessed properites) will not see any expense or time to manage this Promotion. Fulfillment would be at Truckee Visitor center, with minor time cost implications.

The plan for the \$59,000 Website & Tech budget is to continue updating the website, improving the speed, and creating a TTBID microsite that is easy for the common user to understand.

Regarding Staff Financial & Strategic Management, there was agreement that the Committee will be notified if any one bucket expenditures exceed \$20,000 over what was budgeted. If staff would prefer a percentage rather than fixed amount, that can come back to Committee for consideration.

TTBID ANNUAL REPORT FY17-18 - (FYI) Colleen Dalton

- Written report provided to Town of Truckee, Sept. 26, 2018
- Presentation to Council, Oct. 9, 2018

TTBID FY17-18 BUDGET VS. ACTUALS (FINAL- ANNUAL) - (FYI) Colleen Dalton

- July 1, 2017– June 30th, 2018 (reconciled and closed, included in packet).

TTBID FY18-19 BUDGET VS. ACTUALS (JULY) - (FYI) Colleen Dalton

- July 1 - 31, 2018 (provided at Oct. 3 meeting)

TRUCKEE CHAMBER OF COMMERCE – AUGUST INVOICE

- Invoices and backup (included in packet).
- *Motion expected.*

It was moved by Winterberger and seconded by Oesterman to approve payment of the August Chamber of Commerce invoice as submitted. Motion carried unanimously.

APPROVAL OF MINUTES

- Sept. 5, 2018 Regular Meeting (included in packet)
- *Motion expected.*

It was moved by Winterberger and seconded by Meharchand to approve the minutes as presented. Motion carried unanimously.

Adjourn – Winterberger

There being no further business to come before the Committee, the meeting adjourned at 2:37 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.**