



NORTH TAHOE PUBLIC UTILITY DISTRICT

DATE: January 10, 2017

ITEM: I-1b

FROM: Office of the General Manager

SUBJECT: North Tahoe Event Center Outreach History

DISCUSSION:

A summary of public outreach and action taken regarding Management and Operation of the North Tahoe Event Center follows:

DATE	DESCRIPTION	SUMMARY
Summer 2006	Market Study regarding North Tahoe Event Center	<p>In Summer 2006, the District sought recommendations for managing and operating the North Tahoe Event Center (then named Community Conference Center) by hiring Strategic Marketing Group (SMG). Based on the situation at that time, the following recommendations were made:</p> <ul style="list-style-type: none"> • The facility should be run and operated as a conference facility eliminating the community services portion • The community services portion should be phased out as utilization of the center increases • The facility should be aggressively run to maximize revenues and reduce financial losses. It was recommended that local community uses be moved to lower demand periods • Appropriate rates should be set • Spending should be focused on sales and marketing • The District should hire professional staff • A sales partnership with the NLTRA be should be considered • The Board should determine the highest and best use of the facility and the land
1/8/16	Board Meeting and Press Release	A special meeting was held to discuss Laulima's proposal regarding the North Tahoe Event Center in closed session. Press release issued advising the public of Laulima's inquiry regarding the North Tahoe Event Center and advising of upcoming meetings.
1/28/16	R&P Commission Meeting	Conceptual proposal from Laulima was presented to the Commission by General Manager Whitelaw

2/8/16	Press Release	Notification of upcoming public meetings seeking community input on public private partnership for North Tahoe Event Center
2/18/16	Public Meeting Quorum	A quorum of NTPUD directors were present at a public meeting held by Laulima Partners LLC to obtain community input regarding a presentation regarding the North Tahoe Event Center
2/25/16	Board & R&P Meeting	Joint meeting to review R&P Department funding and hear presentation from Laulima regarding a public private partnership
3/8/16	Board Meeting	Discussion continued during a timed item held regarding Laulima's proposal for the Event Center
3/15/16	Press Release	Press release discussing Recreation and Parks funding overview and outlining questions posed and recommendations made by the public at the February 25 th joint Board/Commission meeting.
3/25/16	Board Meeting	A Special Meeting was held considering issuance of a Request for Qualifications or Proposals (RFP) for Operation or Lease of the Event Center. Action was taken to move forward with the RFP for approval at the regular meeting on April 12 th (Motion carried 3-2).
4/1/16	R&P Commission Meeting	The Commission met in a special meeting to review the Draft RFP and provide recommendations to the Board regarding specifics based on community input
4/12/16	Board Meeting	Draft RFP presented to the Board which included recommendations from staff, the Board, the Commission, and the public. Action was taken to issue an RFP for Operation and Management of the Event Center (Motion carried unanimously).
6/14/16	Board Meeting	Timeline and evaluation procedures established for proposals received in response to District's RFP for Event Center Operation and Management. Next step to be presentations from proposers on July 11 th .
7/11/16	Special Board Meeting	Presentation made by three proposers: Granlibakken Management Company, Tahoe Biltmore Inc. and Laulima Partners LLC for Operation and Management of the North Tahoe Event Center
7/12/16	Board Meeting	Discussion of presentations made by three proposers and action taken to begin negotiations on an MOU with Laulima and begin the lease process for the North Tahoe Event Center (Motion carried 4-1).
8/9/16	Board Meeting	General Manager Whitelaw reported on the North Tahoe Event Center "Where We Stand Today" and staff's ongoing work to develop an Agreement to Negotiate Exclusively (ANE) with Laulima Partners LLC for NTEC Operation and Management
8/23/16	Sierra Sun News Article	General Manager Whitelaw published an informational article in the Sierra Sun advising the public of the

		ongoing public outreach and action taken by the Board to direct staff to work with Laulima to develop an Agreement to Negotiate Exclusively.
9/13/16	Board Meeting	Action taken by Board to authorize General Manager to execute ANE with Laulima Partners LLC (Motion carried 4-1)

ATTACHMENTS: Press Releases, meeting minutes, and other documentation showing discussion, outreach, and action taken regarding Public Private Partnership with Laulima for Operation and Management of the North Tahoe Event Center will be available at the meeting. Please see Administrative Services Liaison Potts to review or obtain electronic copies of the documents.

REVIEW TRACKING:

Submitted By: _____

Marianne Potts
Administrative Services Liaison

Approved By: _____

Duane Whitelaw
General Manager/CEO