

**Lake Tahoe Conservation Fund Board of Directors
June Board Meeting Minutes**

Friday, June 10, 2011, 2-4:30pm, Parasol, Incline Village, NV

Directors Present

Patrick Wright
Chuck Greene
Jim Lawrence
Allen Biaggi
Cory Ritchie
Cindy Gustafson
Allen Biaggi
Tom Mertens
Jim Lawrence

Consultants Present

Maja Thaler
Bev Ducey
Roger Kahn

Directors Absent

Danny Eaton
Roger Wittenburg
Jim Boyd

Conservancy Staff Present

Karin Edwards

I. CALL TO ORDER

President Gustafson called the meeting to order at 2:10pm

II. APPROVAL OF MAY AGENDA

The June Tahoe Fund Board meeting agenda was approved with one change to add Executive Committee Report. **Biaggi made motion, Greene seconded, motion passed.**

III. APPROVAL OF APRIL MINUTES

The May Tahoe Fund Board meeting minutes were approved. **Greene made motion, Biaggi seconded, motion passed.**

IV. SPECIAL PRESENTATION OF PROSPERITY CENTER

Steve Teshara, from Sustainable Community Advocates, presented on the newly formed Prosperity Center. The Prosperity Center will be implementing the Lake Tahoe Prosperity Plan (available at www.tahoeprosperity.org). Teshara stated that the Prosperity Board will have between 30-35 members and will represent the following sectors: local jurisdictions, education, workforce development, business, utilities and infrastructure, and the nonprofit community. Teshara pointed out that both the Tahoe Fund and the Prosperity Center are emerging at a pivotal turning point in the evolution of public-private partnerships at Lake Tahoe. The Prosperity Center can facilitate investment opportunities around the Tahoe Basin that are consistent with Regional Plan Update, maximize local and regional benefit, and help promote sustainability and prosperity – the Tahoe Fund can drive investment for these initiatives. This relationship would effectively make the Tahoe Fund and the Prosperity Center excellent strategic partners. Teshara outlined next steps as hosting a meeting between the two boards, possibly in early fall.

V. TREASURER REPORT

Chapman summarized the balance sheet: \$62,000 in total, which does not include Senator Feinstein's contribution of \$50,000 (received on 6/10/2011). With the Feinstein contribution, the Tahoe Fund has approximately \$210,000. Chapman reported that the Finance Committee will be talking to TTCF and Parasol about the best return on investment. It was recommended that the Board send Senator Feinstein a letter of thanks, in addition to asking her if she would like to participate in a groundbreaking ceremony around the Summit to commemorate her contribution.

Chapman reported that the Tahoe Fund Budget reflects final input from each of the committees. **After a brief discussion, Chapman made the motion to adopt the budget (numbers) contingent on changes to the wording of some budget items. Biaggi seconded, Greene abstained. Motion passed.**

VI. PRESIDENT'S REPORT

Gustafson introduced two meeting attendees: Bev Ducey, the new consultant and John Freidrich, a prospective new Board member. Gustafson also reported that Cory Ritchie will be chairing the Development Committee in light of Kahn's new role in the Tahoe Fund. Biaggi asked Thaler to invite Tim Cashman to the July meeting. The July meeting will be both a social engagement and an official board meeting, possibly at the West Shore Café – exact details to be determined at a later date.

Staffing: Gustafson re-introduced Bev Ducey, the new consultant and Roger Kahn, the new Development Director. Gustafson also informed board members that all employees of the Tahoe Fund are consultants and therefore have contracts instead of job descriptions. Gustafson has a separate contract with each consultant.

New Board Members: Gustafson reported that at the last Executive Committee meeting, committee members nominated 6 prospective board members: *Steve Merrill* (Wright); *Patricia Ronald* (Mertens); *John Friedrich* (Ritchie); *Andy Wirth, Squaw* (Chapman); *Blaise Carrig, Vail Resorts* (Chapman); and *Terry Watt* (Chapman). More detail about the above prospective board members can be found in the Executive Committee minutes from 6/3/2011. **Mertens made the motion to add 'Approval of New Board Member Recommendations' to the agenda. Chapman seconded, motion passed. Chapman then made the motion to approve new board members and add them to the board contingent on their acceptance. Biaggi seconded, motion passed after a brief discussion about voting protocols.**

The board also had a brief discussion on the topic of fundraising goals for board members. Wright suggested that fundraising goals should be customized for each board member.

Summit Update: Thaler summarized the Summit Budget. Sources of income include: West Shore Café, Homewood, Tahoe Music Festival, and TCPUD, for a total of \$5000. Expenses include: consultant fees, marketing and promotion, etc, for a total of \$15,000. There is \$1000 in the budget for ads and promotions. It was suggested that Kahn attend homeowner association meetings to invite them to the event. It was also suggested that a meeting be scheduled with the Maritime Museum to explore a possible sponsorship/partnership. The Summit Budget is part of the larger Tahoe Fund budget, approved during the Treasurer's Report, and therefore did not need to be approved separately. Friedrich suggested including a children's art competition as part of the Summit/Art Show. His idea was well received by the group and will be explored further by the Development Committee and consultants.

Nonprofit Luncheon: Gustafson informed members that the Tahoe Fund will have a luncheon with local nonprofits. The purpose of the luncheon is to introduce the Tahoe Fund as a partner and not a competitor, and discuss opportunities for nonprofits to partner with the Fund. The Executive Committee will attend.

The tentative date is June 24th at the West Shore Café. The tentative invite list is as follows: *Tahoe Rim Trail, NLT Historical Society, Maritime Museum, California State Parks Foundation, Sierra Watershed Education Partnership, Truckee River Watershed Council, Other Historical Groups (Incline, South Shore), Cal Trout*. It was noted that Friedrich should be on the Projects Committee as he is knowledgeable about projects in the Basin, but is not an agency employee.

VII. COMMITTEE REPORTS

Governance – Gustafson reported that Governance Committee Report will be covered in the ‘New Business’ section of the agenda.

Finance – The Finance Report was covered in the Treasurer’s Report.

Development – Ritchie summarized the Development Committee meeting. Kahn then recommended a new strategy for the August 15th dinner event. The idea is to have every attendee already a member of the Founder’s Circle (excluding agency staff). However, this means that by August 15th, the Tahoe Fund needs to have secured 65 Founders. Founders would have 2 years to donate, Tahoe Fund board members would be given more time. Kahn reiterated the importance of having 100% board participation in contributing to the Tahoe Fund. Board members were asked to email Kahn 5-10 potential Founders. Kahn will now begin to meet with potential founders, with the help of the board.

Projects – Wright reminded board members of the importance of the Van Sickle project – for the Tahoe Fund and for the whole Lake Tahoe Region. Thaler, Wright, and Conservancy staff are working on expanding the number of projects in the Project Portfolio. Lawrence has already provided Thaler with project profiles for Nevada projects.

Communications – Mertens informed board members that the Communications Committee will continue to work on developing a slogan – no slogan has been decided upon as of yet. Gustafson introduced a new idea for a slogan: *‘Together, Restoring the Lake, Building the Legacy’*. Board members agreed that it is better to focus on one slogan as it is less confusing to the public. The Communications Committee did decide on the ‘Top 5 Reasons to Support the Tahoe Fund’ and ‘Tahoe Fund Talking Points’. They are as follows:

Top 5 Reasons to Support the Tahoe Fund:

- 1) *To deliver projects that ensure a sustainable future for Lake Tahoe*
- 2) *To balance our environments*
- 3) *To nurture a culture of environmental stewardship*
- 4) *To encourage public-private partnership and collaboration*
- 5) *To inspire a new generation of stewards or devotion, commitment, passion (alternative) for Lake Tahoe*

Tahoe Fund Talking Points:

- 1) *The Tahoe Fund is a nonprofit organization that raises private money to match available public funding for on-the-ground environmental improvement projects in the Tahoe Basin*
- 2) *The Tahoe Fund is led by a board representing diverse interests of the community, including leaders in the business, state, and local governments, recreation and the environment*

VIII. CONSULTANTS REPORT

Web Design: Thaler walked through the web design and content outline with board members. Board members were asked to provide Thaler feedback. No feedback was provided. Thaler hopes to have the website up and running by the first week of July.

Project Portfolio: The Project Portfolio will be expanded to include more projects. Thaler and Wright are working with Conservancy and Nevada State Lands staff.

IX. OLD BUSINESS

- X.** Gustafson informed board members that the Executive Committee will develop a new board structure and new meeting protocols. Greene reported that tax returns are due.

XI. NEW BUSINESS

Gustafson informed board members that the Governance Committee will no longer meet; all topics that would normally be discussed by Governance will now be discussed by the Executive Committee. During the summer, the Executive Committee will be meeting at least every other week. The July board meeting, July 8th, will be held on the West Shore, exact location TBD. It will include a reception for new board members. It was suggested that July Committee meetings meet on June 30th instead of July 1st.

Gustafson reminded board members that the focus of the Tahoe Fund board right now are the events in August (Summit, Special Event). After August, the board will begin to discuss bigger picture topics.

Kahn/Chapman reported that he will be organizing a prospective donor lunch in San Francisco. He also reported that V. Kahn will be organizing a ladies event at Kay Turner's home in late July.

XII. ADJOURNMENT

The meeting was adjourned at 4:23pm.