

NLTRA Mission

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

Board of Directors:

Chair: Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

Treasurer: Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

Aaron Rudnick, Sierra Tahoe Recreation | **Andre Priemer**, Resort at Squaw Creek | **Bruce Seigel**, Ritz-Carlton, Lake Tahoe
Chris Brown, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**,
Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain
Resort | **Lynn Gibson**, Keoki Gallery | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection
Advisory Committee: **Erin Casey**, Placer County Executive Office, **Tom Lotshaw**, Tahoe Regional Planning Agency

MINUTES

1. Called to Order at 8:38 – Established Quorum
Board Members in Attendance:
Samir Tuma, Christy Beck, Brett Williams, Chris Brown, Jim Phelan, Karen Plank, Lynn Gibson, Stephanie Hoffman, Tom Turner, Adam Wilson (via telephone), Andre Priemer (via telephone), Dan Tester (via telephone), Erin Casey (non-voting), Tom Lotshaw (non-voting)
Board Members Absent:
Aaron Rudnick, Bruce Seigel, Gary Davis, Greg Dallas, Kevin Mitchell
NLTRA Employees in Attendance:
Cindy Gustafson, Daphne Lange, Bonnie Bavetta, Amber Burke, Dawn Teran
Others in Attendance:
Lindsay Romack, Emily Setzer
2. Informational Update: Squaw Valley/Alpine Meadows Mountaineer Transit Service
 - Prior to the start of the meeting, meeting attendees viewed Squaw’s Mountaineer Transit Service vehicle in the parking area. Cindy reported on the success of 32,000 rides given in first two months of operations.
3. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
 - No Public comments.

Erin arrived at 8:41
4. Agenda Amendments and Approval
 - Item 7 e. tabled u next month. Carl Ribaldo unable to attend.
 - Jim asked for clarification on items 5. e., item 5 f. and item 5 g. and whether they are/should be infrastructure (CAP committee) items. Cindy said these are special event items and it is regular procedure to include them as Consent Calendar items.

MOTION to approve the agenda with the amendment to eliminate item 7 e., and table until next month.
M/S/C Tom/Stephanie/12-0-0

5. Consent Calendar-All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.
- A. NLTRA Board Meeting Minutes
 - NLTRA Board Meeting January 9th 2018 [Link to preliminary online document](#)
 - B. Approval of NLTRA Financial Statements of December, 2018
 - C. Approval of CEO Expense Report
 - D. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org
 - Finance Committee Meeting December 20, 2018 [Link to online document](#)
 - Tourism Development Committee – No Meeting in December
 - In – Market Tourism Development Committee January 29, 2019-Minutes will be posted when they become available
 - Business Association and Chamber Collaborative – No Meeting in December or January
 - E. Approval of \$15,000 sponsorship for the 2019 Lake Tahoe Dance Festival from 18.19 FY Event Opportunistic Funds
 - F. Approval of \$10,000 sponsorship to Northstar California for the 2019 Kid’s Adventure Games from the 18.19 FY Event Opportunistic Funds
 - G. Approval of \$10,000 sponsorship to Squaw Valley | Alpine Meadows for the 2019 NASTAR National Championships from the 18.19 FY Event Opportunistic Funds

MOTION to approve the Consent Calendar items. M/S/C Jim/Lynn/12-0-0

6. Action Items
- A. Board consideration of the Mountain Housing Council State and Federal Housing Policy Platform.
 - Cindy reported that advocators/many entities have already approved the Policy Platform.
 - Samir provided a summary of what was covered at the Placer County retreat last week regarding housing solutions. He referenced Vail’s deed restriction program that provides achievable housing for their locals which is very effective. In the first year, Vail purchased 100+ homes, spending only 2.5 Mil. Now, out of 7,500 homes, approximately 1,000 are deed restricted and offer employee housing.
 - Erin said that the Placer County Board of Supervisors has expressed an interest in piloting this type of program here.
 - Continued discussion regarding achievable housing in North Tahoe.
 - Jim asked if the Resort Association was represented within the Mountain Housing Council committee. Cindy replied that she & Brett serve on the Mountain Housing Council. Brett and Cindy also both serve on the Mountain Housing Council Short Term Rental Committee, and Cindy also serves on the Mountain Housing Council Advocacy Committee.
 - Jim requested that there be a retroactive program once the policies are enacted. He would like to know that the benefit can be received retroactively.
 - Brett said that the MHC meets once a quarter, subcommittees meet more frequently.
 - Erin added that the pilot program here may begin moving forward in as little as soon a few months.

**MOTION to approve the Mountain Housing Council State and Federal Housing Policy Platform.
Lynn/ Chris/12-0-0**

- B. Board consideration of Draft Policy Statement on Short-Term Rentals.
- Cindy presented a draft policy statement on short term rentals. She described that the draft is rough and open for changing. It refers to Air BNB's, townhomes, single homes, short term rental homes, etc. She stressed the importance of having a policy.
 - Dan requested that the Resort Association be consulted for the drafting of rules regarding the Placer County proposal of regulations.
 - Erin suggested language be directed towards including associations other than Placer County. She suggested to add talking points and the Resort Association position/point of view.
 - Cindy said the document could be revised to change from "Placer County" to say "local government and other organizations, jurisdictions, special districts, fire dept.", for example.
 - Tom T. expressed the importance of enforcing the rules/regulations that are already in place regarding short term rentals; (noise, parking, safety, trash).
 - Brett pointed out that the Mountain Housing Council has already researched and delved deeply into these subjects. Brett suggested looking at the behaviors that community members currently have. His opinion is that more information is needed and a decision made about how the policy should be structured before a policy is implemented.
 - Cindy pointed out the situation with South Lake Tahoe not responding to issues with STR's. She said that now is the time to begin looking at our policy. The Mountain Housing Council White Paper document is coming out tomorrow. She will bring that back at the next meeting to review.
 - Tom T. suggested to start with rules for residents that already exist and enforce those.
 - Chris said the position is worth thinking about. How will it be structured at the County level? For example, is there going to be a Short Term Rental Department and employees hired for short term rental enforcement? He recommended that the policy execution should be looked at.
 - Erin offered up providing a few slides with a summary/overview of current regulations that would address the nuisance issues along with a hotline number, and will work together with us to help get the message out to the community.
 - Samir suggested being proactive, before there are any legal issues.
 - Jim reminded that the property owners should be considered. He said the policy should address how short term rentals are taking away from our local housing supply. Cindy said the White Paper does address those items.
 - Cindy will bring back County information regarding enforcement/current regulations and White Paper information to the Board next month, then Board can decide how we stand.
- C. Board consideration of Appointments to the Tourism Development Committee.
- Cindy brought forward the request to appoint all 4 applicants to the committee; Lynn Gibson (NLTRA), Becky Moore (Granite Peak Management), Amber Kennedy (Tahoe Getaways), Wendy Hummer (EXL Media), Tyler Gaffaney (Tahoe Biltmore).
 - Lynn spoke on behalf of being the Resort Association Board appointment to the committee and her background and qualifications.
 - Cindy confirmed that there can be up to 15 members allowed on the committee.
 - Daphne said that a Homewood Resort representative was also interested in submitting and that application will be brought back to the Board if necessary.
 - Jim asked about bringing a wider variety of business people into the committee. Cindy said that smaller business were approached but they in general don't have the staffing to send a representative. Brett said the committee has been hitting targets of diversity and location. Brett said the invitation is put out to all sorts of businesses.
 - Amber pointed out that all business associations take part in 5 of the 10 meetings out of the year and this is a step towards getting more small businesses/a variety involved.
 - Jim questioned the Infrastructure items and whether they are (going to be) eliminated with the elimination of Infrastructure from the Resort Association. Cindy replied that the Tourism Master

Plan will be updated in the future to reflect Infrastructure being eliminated. Jim cautioned not to lose touch with Infrastructure as an important part of the NLTRA.

MOTION to appoint Lynn Gibson to the Tourism Development Committee. M/S/C Brett/Tom/11-0-1 (Lynn abstained) and appoint Becky Moore, Amber Kennedy, Wendy Hummer, and Tyler Gaffaney to the Tourism Development Committee. M/S/C Brett/Tom/12-0-0

- D. Board consideration of Civitas Proposal for TBID Formation.
- Adam voiced his support.
 - Erin reported that she sent scope of work to the Placer County council to review, then the contract details can be discussed. How much TOT is desired by Resort Association needs to be established. Once there is a better idea what the TBID includes then conversations with the County can happen. She suggests short term and long term phases of the conversation.
 - Discussion about Civitas involvement and what they can provide to assist in the TBID process. Workshops with Civitas may be included, date to be announced.

MOTION to direct Cindy and Executive Committee to discuss and finalize Civitas proposal for TBID formation. M/S/C Tom/Lynn/12-0-0

7. Informational Updates/Verbal Reports
- A. Presentation by Carl Ribaud, Regional Air Service Corporation.
- Tabled for next Board Meeting.
8. Reports/Back up-The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.
- A. Destimetrics Report January 31, 2019
- B. Conference Revenue Statistics Report January, 2019
- C. Tourism Development Report on Activities, December, 2018
- D. Chamber of Commerce Board Report January, 2019
- E. Visitor Information Center Visitor Report January, 2019
- F. North Lake Tahoe Marketing Coop Financial Statements December, 2018
- G. Membership Accounts Receivable Report, January 31, 2019
- H. Financial Key Metrics Report
9. CEO and Staff Updates
- Cindy reported that Placer County TOT ordinance revisions took effect Jan 3rd. There was a meeting Jan 9th with some lodging providers, and on Jan 25, received information from revenue services. Letter will be sent requesting that Placer County takes in account that lodging providers don't have the taxable/non-taxable item list. There will be a grace prior for penalties until all lodging providers have received it.
 - March 7th meeting at Placer County Administrative office in Tahoe City on the use of the old Tahoe City fire station. Cindy encourages Board to attend.
 - Cindy reported that Liz is out at WACE Conference. Community Awards dinner will be April 18th at Granlibakken.
 - Daphne reported that Visit California has been active and she shared some digital influencer updates.
 - IMAX filming will happen in late February.
 - Daphne announced her resignation. Her last day will be March 8th.
10. Directors Comments
- Erin: gave background on Emily Setzer, Placer County Associate Planner. She will supply support to Jennifer Merchant on business development and the improvements process on economic development.

- Erin: TOT ordinance in effect. The taxable item list will be distributed ASAP. Another workshop date will be decided. Flyer will be provided.
- Erin: Grant applications will be posted today and emailed to Cindy, to post on the Resort Association website.
- Tom Lotshaw: Announced he has resigned from TRPA. He is moving to Colorado.

11. Meeting Review and Staff Direction

- Action 6A- Make sure to inform the Board on and support benefits for businesses, and retroactive funding assistance or programs adopted.
- 6B -Agendize and bring forward the White Paper document and current County policy.
- 6d TBID workshop by next meeting. Will work with Civitas.

12. Adjournment at 10:26 a.m.