

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: Samir Tuma, Tahoe City Lodge | Vice Chair: Adam Wilson, Vail Resorts
Secretary: Dan Tester, Granite Peak Management | Treasurer: Jim Phelan, Tahoe City Marina
Christine Horvath, Squaw Alpine | Jon Slaughter, Sugar Bowl Resort | Kevin Mitchell, Homewood Mountain Resort
Greg Gooding, Resort at Squaw Creek | Colin Perry, Ritz-Carlton, Lake Tahoe
Brett Williams, Agate Bay Realty | Stephanie Hoffman, Granlibakken Tahoe | Tom Turner, Tahoe Restaurant Collection
Jeff Cowen, TRPA
Advisory Committee: Erin Casey, Placer County Executive Office

1. Call to Order at 8:32 AM – Quorum established

Board members in attendance: Samir Tuma, Colin Perry, Dan Tester, Jim Phelan, Adam Wilson, Greg Gooding, Tom Turner, Kevin Mitchell, Stephanie Hoffman, Christine Horvath, Advisory Committee Members: Erin Casey, Jeff Cowen

Board members absent Jon Slaughter

Staff Members in attendance: Jeffrey Hentz, Bonnie Bavetta, Sarah Winters, Amber Burke, Liz Bowling, Katie Biggers, Anna Atwood

Others in attendance: Jerusha Hall, Alyssa Reilly, Andy Chapman, Cathy Nanadiego, Lindsay Romack, Kylee Bigelow, Jim?

2. Public Forum

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

3. Agenda Amendments and Approval

Motion to approve the agenda as presented TESTER/HOFFMAN/UNANIMOUS

4. 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 from Dec 2, 2020 [Link to preliminary online document](#)
- B. Approval of NLTRA Financial Statements of November, 2020
- C. Approval of CEO Expense Report Nov 2020

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting Jan 9, 2021

- Tourism Development Committee – Nov 17, 2020 available
- In – Market Tourism Development Committee – Nov 17, 2020

Motion to approve Consent Calendar Items as presented. M/S/C PHELAN/TESTER/UNANIMOUS

5. Action Items

A. NLTRA Fixed Asset Capitalization Policy

Bavetta reviewed the fixed asset capitalization policy required by IRS regulations and in general a good accounting practice. This capitalization policy has been reviewed by the Finance Committee and the auditors and Bavetta recommends that the organization set it to not exceed \$5000 which is in line with IRS guidelines. Bonnie shared any items over \$5,000 becomes capitalized and depreciated over a period of years, versus being expensed at the time of purchase.

Motion to approve the NLTRA fixed asset capitalization policy TESTER/WILLIAMS/Carried with Horvath abstaining

B. Approval of CAP Committee Appointees

Hentz requested that the Board of Directors consider renewing the appointment of Jim Phelan and Ron Parson to the NLTRA seats on the Capital Projects Advisory Committee (CAP) and that the organization appoint Greg Gooding, to the "lodging" seat. Drew Conly from the Resort at Squaw Creek served in the dedicated "lodging" seat has requested that Greg Gooding from the Resort at Squaw Creek replace his seat. Hentz recognized the outstanding work from both Phelan and Parson on the CAP Committee, and all their time and contribution. Wilson acknowledged both NLTRA and Placer County as this collaboration continues to get better. Casey shared it has been a pleasure to work with both Phelan and Parson, and Conly has been a great representative on the CAP Committee as well.

Motion to approve the CAP Committee appointee seats as recommended WILSON/PERRY/Carried with Hoffman abstaining

C. 2019/20 TOT Funds Surplus Recommendation to County BOS

Bavetta reviewed the 2019/20 TOT Funding Surplus and stated the fiscal year 2019/20 ended with an excess in Placer County TOT funding in the amount of \$384,939.38. Per contract with Placer County this balance must be returned. It was recommended that the NLTRA funding be contributed to the balance of the County fund specifically established for workforce housing and transportation projects. Bavetta recommended since the 5-year agreement is due to be updated, that language can be added in for surplus amounts to be contributed to this line-item, workforce housing and transportation. Casey stated she is supportive of this or any other ideas the Board of Directors may have but this could help demonstrate to the business community some of the actions taken, and how TBID free up TOT dollars towards much needed housing and transportation needs. Hentz thanked Casey and Placer County for supporting this and shared this is a great head-start to the program.

Williams questioned the funding gap between July 1 and when the organization start collecting these assessments. Is there a plan in place? Casey shared there will be a new contract starting July 1st and the county is willing to give NLTRA whatever time is needed for this to be a smooth transition. Much of this is dependent on the speed of collecting these assessments and how quickly Placer County can get set up on the "back-end" and remit back to the NLTRA. Placer County does have some experience with TBID processes.

Tuma questioned Casey on how restricted these funds are, and could they be used for a Pandemic Relief Fund for our community that has really struggled through this time? He acknowledged that outreach to some of our key community organizations to find out where there are needs should be looked at. Could the funds be considered for the Rent Relief Program? Casey stated she will research what action needs to be taken to bring this forward to the Placer County Board of Supervisors and will determine if she needs to take action on delaying payment. She did think the Placer County Board of Supervisors and Placer County would be supportive of this idea.

Bavetta suggested giving this more time in case our Board needs to meet in March. Tuma suggested planning for February but leaving some room in there in case it is needed.

**Motion to ask Placer County to adjust the contract on the remittance of any unspent funds until March 10, 2021
WILSON/WILLIAMS/UNANIMOUS**

6.

Informational Updates/Verbal Reports

A. Meeting & Conventions Marketing Campaign

Winters stated thanks to Travel Nevada the Marketing Cooperative applied for Cares Act funding to push out the Meeting & Conventions Know Before You Go Guide. Nanadiego with the Augustine Agency reviewed the campaign objectives, the paid media tactics that are running including the creative. A lengthy discussion followed. Horvath was concerned about messaging and timing and showing images of closed in meeting spaces when there are no bigger meetings held at this time. Hentz stated that NLTRA's approach is to be at top of mind when meetings start booking again, and that we are positioned to let the meeting industry know we are prepared to have meetings that are health and safety conscious. Horvath and Williams shared the messaging should be more focused on "We are ready when things get back to normal" rather than pushing out the Know Before You Go Guide.

Several lodging partners shared they are only booking smaller executive meetings and social events and bigger meetings are waiting this out but Q3 and Q4 are seeing more momentum. Hentz stated the timeline could be pushed back a few months and Burke also stated the Cares Act Funding restrictions was lifted so funds no longer must be spent by March.

Wilson had some questions on the lead generation program and if that can be paused if we chose to? Sarah shared they have all been qualified leads so far for Q3 and Q4 and that all partners we work with are very flexible on adjustments during this pandemic time. Wilson also commented on meetings and conventions images should reflect safety and social distancing. Sarah has been working hard on getting partner content and has already done a call for content that reflects people wearing masks and social distance meetings. She requested that all hotels please share this content with her.

B. TBID Formation/Ad-Hoc Committee Update

Hentz shared that on December 16, 2020 NLTRA, Civitas and Placer County presented the resolution of intent to the Placer County Board of Supervisors and it was approved unanimously. Now begin the critical steps of the TBID formation process and final preparations for the letter of notifications. There will be two public hearings, Jan 26 and Mar 9 before deliberations and waiting 30 days before it is official.

The TBID Ad-hoc committee already had their first meeting. Hentz thanked the following Board of Directors members for volunteering including Tuma, Williams, Tester, Phelan and Mitchell. They started discussions on the TBID process but also the need to determine the new structure for the organization. Hentz touched on the primary objective that NLTRA need to create new infrastructure and restructure the organization to best manage the TBID and produce above expectation results. He touched on some of the topics being discussed and they are currently meeting weekly. A business consultation company will be brought in to help with this process.

Tuma acknowledged NLTRA for passing the TBID and all the hard work and the efforts that went into this. He also stated this is a big milestone for our business community and our community. Casey shared that the Placer County Board of Supervisors congratulated NLTRA and is very excited to support this resolution of intent and moving this forward. Casey suggested scheduling a meeting with the new Placer County Board of Supervisors to give an overview of the organization and help educate her on the NLTRA and Placer County partnership.

Action to Jeff: Schedule meeting with the new Supervisors Jones before January 26th if possible.

C. Joint NLTRA/IVCBVB EC Meeting Update

Hentz gave an update on the joint NLTRA and Incline Village Crystal Bay Visitors Bureau Executive meeting held on January 7th. Hentz shared discussion of current progress of the TBID formation and the anticipated timeline for its completion was on the agenda. The likelihood of the Marketing Cooperative Partnership Agreement will need to be revisited and addressed prior to the fiscal year end, and the TBID commencement. They also discussed timing on the Dallas, Texas Media Campaign and when NLTRA may be participating again for the remaining campaign dates. This item will be discussed at the next Tourism Development Committee meeting. It was also agreed that there is no need for funding the coop budget the rest of the fiscal year, February through June. Very little of the marketing and media budget have been spent so there is ample of unspent funds to cover the remaining fiscal year. Hentz also shared that there was some discussion to have Visit Truckee join this Cooperative Agreement.

Hentz requested some more data on traveler sentiment from Burke that can be shared at the next Tourism Development Committee meeting. Hentz also requested the Board of Directors for feedback on timing when to return to advertising? Tuma shared that some of the properties they own and run in Mendocino has been very busy and he thinks there is demand, but the challenge is rolling out a plan in a sensitive way. Tester and Mitchell recommended that we get the messaging out quickly that North Lake Tahoe is open. Burke shared a consumer newsletter with the message that the stay-at-home order has been lifted is going out soon. Gooding reminded everyone to push safety first and Phelan shared it is important to not "over-advertise" as restaurants in this region are still only open to-go. Amber assured we have current restriction at top of mind along with safety messaging. Casey and Horvath stated the need to be careful with marketing at this point in the Southern California marketplace.

Action to Amber: follow up for data from Visit CA on traveler sentiment.

D. North Lake Tahoe Emergency Rent Relief Program

Hentz shared the Placer County Board of Supervisors approved an additional grant program to financially assist small businesses that have been impacted by COVID-19. This will be a program run by our Chamber in collaboration with the local business organizations. Biggers reviewed the new North Lake Tahoe Emergency Rent Relief Program and shared the amount will be around \$185K-\$200K. Biggers shared a link to the application portal and stated so far, she has received 20 applications. The application deadline is January 22, 2021.

Phelan questioned how a business apply for this and Biggers shared the link to the google sheet document. This has also gone out in newsletters and email blasts to our Chamber members and the different business organizations has also shared this to their members. Bowling stated a press release was also sent out on this program. Tuma suggested to reach out to some of the larger landlords like Cobblestone and The Boatworks Mall.

7. 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 March, 2019
- B. Conference Revenue Statistics Report February 2019, March, 2019
- C. Tourism Development Report on Activities, March, 2019
- D. Chamber of Commerce Board Report March, 2019
- E. Visitor Information Center Visitor Report March, 2019
- F. North Lake Tahoe Marketing Coop Financial Statements February, 2019
- G. Membership Accounts Receivable Report February, 2019
- H. Financial Key Metrics Report February 2019

I. Board Correspondence

8. CEO and Staff Updates

- Hentz shared a town hall was held on Dec 4 for "Personal Services" businesses to discuss options for recovery and assistance. This was very well attended.
- On Dec 9th a joint meeting with Visit Truckee was held with the lodging sector and the California Lodging Association to discuss a number of issues facing Covid and the Stay-at-home order that went into effect a few days later.
- On Dec 16 the NLTRA participated in the Placer County Community Winter Workshop Webinar. This was put on by Zephyr Collaboration and was very well attended.
- Breakfast Club continues to grow in attendance and last meeting had over 70 people in attendance and the next Breakfast Club meeting will be held on February 2nd.
- Hentz announced he just completed his first year with the organization and is sincerely enjoying working with everyone.
- Winters announced that all the new Tourism Development Committee members went through training and is ready for their first meeting.

9. Directors Comments

- Phelan congratulated Hentz and staff and gave compliments to all new programs that has come out during this difficult time. Phelan also requested that Cowen with TRPA give information on the Tahoe Commemorative Coin program.
- Tester, Horvath, Williams, Wilson, Hoffman echoed everyone's sentiment and congratulated Jeff and staff.
- Cowen congratulated on passing the TBID and congratulated Jeff and staff. TRPA governing board adopted a new update to the watercraft inspection fee in December. He announced the Tahoe Commemorative Coin just wrapped up. They minted 1000 coins, and this raised about \$100K that will help ongoing education programs in the basin. He also announced there are two new governing board members coming in this month, Alexis Hill and Haley Williamson.
- Casey acknowledged the partnership with NLTRA has been tremendous through COVID and thanked Hentz for handling all the challenges related to Tourism and Marketing. Casey also shared her gratitude for working with all staff members. Casey stated there was a trash ordinance change service that came forward at yesterday Board of Supervisors Meeting. There was also a change in realigning the funding source for one of the CAP Committee projects for the turf fields in the Tahoe Vista Regional Park. The Workforce Housing Program will be brought forward for adoption at the next meeting. The Northstar Community Service District has been "hung up" on a section of the trail with the Army Corps of Engineers for the Martis Valley Trails which got final approval yesterday.

10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment

The meeting adjourned at 10:56am.

Submitted,
Anna Atwood
Office Manager
NLTRA