



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, Nov 3, 2021

Time: 8:30 a.m. – 11:00 a.m.

Location: Virtual meeting via Zoom (link and call-in number provided below)

Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge

Dee Byrne, Palisades Tahoe | Deirdra Walsh, Northstar California | Kevin Mitchell, Homewood Mountain Resort

David Lockard, Resort at Squaw Creek | Colin Perry, Ritz-Carlton, Lake Tahoe

Brett Williams, Agate Bay Realty | Stephanie Hoffman, Tahoe Luxury Properties

Jim Phelan, Tahoe City Marina | Tom Turner, Tahoe Restaurant Collection | Samir Tuma, Tahoe City Lodge

Dave Wilderotter, Tahoe Dave's

Melissa Siig, TCDA | Alyssa Reilly, NTBA | Ray Villaman, Northstar Business Assoc. | Dan Tester, Squaw Valley Business Assoc.

Sue Rae Irelan, Placer County Appointee

Advisory members: Stephanie Holloway, Placer County Executive Office | Jeff Cowen, TRPA

Join Zoom Meeting

<https://us02web.zoom.us/j/82968523606?pwd=cU0xellxSGZ0ekgzQ2oyZFBnWEUzZz09>

Meeting ID: 829 6852 3606

Passcode: 486552

Dial by your location

+1 669 900 9128 US (San Jose)

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:35a.m.** 2. Approval of Resolution 2021.03
Page:1 A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD NOVEMBER 3, 2021 TO DECEMBER 2, 2021 PURSUANT TO BROWN ACT PROVISIONS. **[ACTION]**
- 8:40 a.m.** 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.
- 8:45 a.m.** 4. Agenda Amendments and Approval **[ACTION]**
- 8:50 a.m.** 6. 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.

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A. NLTRA Board Meeting Minutes from Oct 6, 2021 [Link to preliminary online document](#)

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B. NLTRA Financial Statements, Sept 31, 2021

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

- Finance Committee Meeting Oct 26, 2021
- Tourism Development Committee Oct 26, 2021
- In-Market Tourism Development Committee Sept 28, 2021

9:00 a.m.

7. Action Item:

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A. NLTRA Fiscal Year 2020/21 Audit – McClintock Accountancy [MOTION]

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B. Lake Tahoe-Truckee Sustainable Recreation & Tourism Funding [MOTION]

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C. Appointment of Kevin Mitchell to the Finance Committee [MOTION]

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D. Spartan 2022 Sponsorship [MOTION]

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E. Broken Arrow 2022 Sponsorship & Contract [MOTION]

9:35 a.m.

8. Informational Updates/Verbal Reports:

A. Recap of Summer TOT/TBID Dollars at Work

B. County of Placer STR Moratorium Update – Stephanie Holloway

C. County of Placer Housing Review – Shawna Pervines

D. County of Placer TOT renewal Update – Stephanie Holloway

10:10 a.m.

9. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.

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A. Destimetrics Report, Sep 30, 2021

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B. Conference Revenue Statistics Report, Sep 2021

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C. Tourism Development Report on Activities, Sep 2021

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D. Reno Tahoe Airport Report, Sep 2021

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E. Visitor Information Center Report, Sep 2021

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F. North Lake Tahoe Marketing Coop Financial Statements, Sep 30, 2021

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G. Membership Accounts Receivable Report Sep 30, 2021

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H. Financial Key Metrics Report Sep 2021

10:15 a.m.

10. CEO and Staff Updates

10:20 a.m.

11. Directors Comments

10:30 a.m.

12. Meeting Review and Staff Direction

10:35 a.m.

13. Closed Session

11:00 a.m.

14. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org