
Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge

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)

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- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:30 a.m.** 2. 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.
- 8:40 a.m.** 3. Agenda Amendments and Approval **[ACTION]**
- 8:45 a.m.** 4. Approval of Resolution 2021.02
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 OCTOBER 6, 2021 TO NOVEMBER 5, 2021 PURSUANT TO BROWN ACT PROVISIONS. **[ACTION]**
- 8:50 a.m.** 5. Introduction and Approval of new NLTRA Board Members
A. Introduction and Approval of NLTRA Board Member/Palisades Tahoe, Dee Byrne **[ACTION]**
B. Introduction and Approval of County of Placer, Executive Office/Tahoe advisory board member, Stephanie Holloway **[ACTION]**

- 9:00 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 Sept 1, 2021 [Link to preliminary online document](#)
 B. Approval of modifications to NTBA and TCDA 2021/22 contracts
 C. Approval of Bavetta consultant contract
 D. Approval of Northstar 21.22 Business Association Grant
 E. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org
- Finance Committee Meeting Sept 28, 2021
 - Tourism Development Committee Sept 28, 2021
 - In-Market Tourism Development Committee Sept 28, 2021
- 9:05 a.m.** 7. Action Item:
Page:55 A. Review and Approval of Northstar/USA Cycling Contract **[ACTION]** -Amber Burke/Northstar
- 9:35 a.m.** 8. Informational Updates/Verbal Reports:
Page:91 A. Fall Tourism Development Strategy Update – Augustine/Amber Burke
 B. CEO search update – Samir Tuma
- 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, Aug 31, 2021
 B. Conference Revenue Statistics Report, Aug 2021
 C. Tourism Development Report on Activities, Aug 2021
 D. Reno Tahoe Airport Report, Aug 2021
 E. Visitor Information Center Report, Aug 2021
 F. North Lake Tahoe Resort Association Financial Statements, Aug 31, 2021
 F. North Lake Tahoe Marketing Coop Financial Statements, Aug 31, 2021
 G. Membership Accounts Receivable Report Aug 31, 2021
 H. Financial Key Metrics Report Aug 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
 A. Personnel matter regarding wages
- 11:00 a.m.** 14. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org