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**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

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**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
- 8:35a.m.** 2. Approval of Resolution 2021.04  
**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 DECEMBER 1, 2021 TO DECEMBER 30, 2022 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.** 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.

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- A. NLTRA Board Meeting Minutes from Nov 3, 2021 [Link to preliminary online document](#)
- B. NLTRA Financial Statements, Oct 31, 2021
- C. Approval of Lacrosse Tournament 2022 Sponsorship
- D. Approval of Partnership Funding Recommendations
- E. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)
  - Finance Committee Meeting Nov 22, 2021
  - Tourism Development Committee Nov 23, 2021
  - In-Market Tourism Development Committee Nov 23, 2021

**8:55 a.m.**

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- 6. Action Item:
  - A. Review and Recommendation of CAP Project Funding [ACTION] – Bavetta/Phelan
  - B. Appointment of NLTRA Finance Committee Members [ACTION] – Bavetta
  - C. Appointment of NLTRA Tourism Development Committee Members [ACTION] – Burke
  - D. Appointment of NLTRA Election Committee Members [ACTION] - Bavetta
  - E. Review and Approval of WinterWonderGrass 2022 Sponsorship [ACTION]- Biggers

**9:30 a.m.**

- 7. Informational Updates/Verbal Reports:
  - A. Placer County Short Term Rental Study
  - B. Placer County TOT Renewal Update
  - C. CEO Search Update

**10:10 a.m.**

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- 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, Oct 31, 2021
  - B. Conference Revenue Statistics Report, Oct 2021
  - C. Tourism Development Report on Activities, Oct 2021
  - D. 2021-22 Winter Consumer Media Plan
  - E. Reno Tahoe Airport Report, Oct 2021
  - F. Visitor Information Center Report, Oct 2021
  - G. North Lake Tahoe Marketing Coop Financial Statements, Oct 31, 2021
  - H. Membership Accounts Receivable Report Oct 31, 2021
  - I. Financial Key Metrics Report Oct 2021

**10:15 a.m.**

- 9. CEO and Staff Updates

**10:20 a.m.**

- 10. Directors Comments

**10:30 a.m.**

- 11. Meeting Review and Staff Direction

**10:35 a.m.**

- 12. Closed Session

**11:00 a.m.**

- 13. Adjournment

*This meeting is wheelchair accessible*

*Posted online at [nltra.org](http://nltra.org)*