
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

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link <https://bit.ly/3IkISPK> Pre-registration is required, and members of the public will be admitted into the meeting as an attendee, with audio and video controls disabled. If you wish to make a public comment, use the "Raise Hand" feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:35a.m.** 2. Public Comment – 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. 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.

Page:1

Page:5

Page:28

Page:32

Page:36

A. NLTRA Board Meeting Minutes from Feb 2, 2022 [Link to preliminary online document](#)

B. NLTRA Financial Statements, Jan 31, 2022

C. Approval of Event Sponsorship for 2022 Adventure Van Expo

D. Approval of Event Sponsorship for 2022 High Sierra Archery

E. Approval of Event Sponsorship for 2022 Lake Tahoe Paddle Racing Series

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

- Finance Committee Meeting
- Tourism Development Committee Feb 22, 2022
- In-Market Tourism Development Committee Jan 25, 2022

- 8:50 a.m.** 5. Action Item:
- Page:40** A. **Approval of Event Sponsorship for 2022 Tahoe 100 Mountain Bike Race**
 - Page:44** B. **Approval of Event Sponsorship for 2022 Kings Beach Fireworks**
 - Page:59** C. **Approval of Event Sponsorship for 2022 Tahoe City Fireworks**
 - Page:65** D. **Approval of Spartan 2022 Contract Amendment**
 - Page:70** E. **Approval of Coraggio Consulting Services Agreement**
 - Page:81** F. **Approval of CEO Authority of Execution**
- 9:40 a.m.** 6. Informational Updates/Verbal Reports:
- A. George Ruther- Delivering on housing solutions in Vail, Colorado -30 min
 - B. Tahoe City Skate Park presentation -20 min
 - Page:82** C. Placer County Staff- Short Term Rental implementation program on -15 min
- 10:45 a.m.** 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.
- Page:93** A. Destimetrics Report, Jan 31, 2022
 - Page:94** B. Conference Revenue Statistics Report, Jan 2022
 - Page:97** C. Tourism Development Report on Activities, Jan 2022
 - Page:113** D. Reno Tahoe Airport Report, Jan 2022
 - Page:121** E. Visitor Information Center Report, Jan 2022
 - Page:122** F. North Lake Tahoe Marketing Coop Financial Statements, Jan 2022
 - Page:128** G. Membership Accounts Receivable Report Jan 2022
 - Page:129** H. Financial Key Metrics Report Jan 2022
 - Page:130** I. NLTRA 6-month Performance Report
- 10:45 a.m.** 8. CEO and Staff Updates
- 10:50 a.m.** 9. Directors Comments
- 10:55 a.m.** 10. Meeting Review and Staff Direction
- 11:00 a.m.** 11. Closed Session
- 11:00 a.m.** 12. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org