

**Board of Directors:**

**Chair: Samir Tuma**, Tahoe City Lodge

**Mike DeGroff**, Palisades Tahoe | **Deirdra Walsh**, Northstar California | **Kevin Mitchell**, Homewood Mountain Resort

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

**Jill Schott**, Tahoe Moon Properties | **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/3LmGGIn>  
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 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. 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:26**

**Page:29**

**Page:30**

- A. NLTRA Board Meeting Minutes from Mar 2, 2022 [Link to preliminary online document](#)
- B. NLTRA Financial Statements, Feb 28, 2022
- C. CEO Expense Report for February 2022
- D. Notification of new NLTRA Marketing Cooperative Committee members
- E. Civitas retainer contract
- F. 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 Mar 22, 2022
  - Tourism Development Committee Mar 29, 2022
  - In-Market Tourism Development Committee Mar 29, 2022

- 8:50 a.m.** 5. Action Item:
- A. Election of NLTRA Board Officers
  - B. Amend CEO authority of execution
  - C. Approval of Rebranding Scope of Work with Augustine Agency
  - D. TBID Advisory committee recommendations and appointment
  - E. TBID Zone 1 Advisory committee recommendations and appointment
  - F. NLTRA Building lease at 100 North Lake Blvd. Tahoe City, CA
- 9:30 a.m.** 6. Informational Updates/Verbal Reports:
- A. New NLTRA Org. Chart
  - B. Housing Programs and Projects in Easter Placer County – Emily Setzer
  - C. Summer Media Plan - Amber Burke
- 10:10 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.
- A. Destimetrics Report, Feb 28, 2022
  - B. Conference Revenue Statistics Report, Feb 2022
  - C. Tourism Development Report on Activities, Feb 2022
  - D. Reno Tahoe Airport Report, Feb 2022
  - E. Visitor Information Center Report, Feb 2022
  - F. North Lake Tahoe Marketing Coop Financial Statements, Feb 2022
  - G. Membership Accounts Receivable Report Feb 2022
  - H. Financial Key Metrics Report Feb 2022
- 10:15 a.m.** 8. CEO and Staff Updates
- 10:20 a.m.** 9. Directors Comments
- 10:30 a.m.** 10. Meeting Review and Staff Direction
- 10:35 a.m.** 11. Closed Session
- 11:00 a.m.** 12. Adjournment

*This meeting is wheelchair accessible*

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