

Board of Directors:

Chair: Deirdra Walsh, Northstar California, **Vice Chair:** Sue Rae Irelan, Placer County Appointee
Treasurer: Dan Tester, Squaw Valley Business Assoc. | **Secretary:** Ray Villaman, Northstar Business Assoc.

Past Chair: Samir Tuma, Tahoe City Lodge

Mike DeGroff, Palisades Tahoe | **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

Dave Wilderotter, Tahoe Dave's | **Melissa Siig**, TCDA | **Alyssa Reilly**, NTBA

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/3veTyLx> as authorized by AB 361. 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.

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A. NLTRA Board Meeting Minutes from April 6, 2022 [Link to preliminary online document](#)

B. NLTRA Special Board Meeting Minutes from April 13, 2022

C. NLTRA Financial Statements, Mar 31, 2022

D. CEO Expense Report for March 2022

E. NLTRA CEO Coach agreement

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

- Finance Committee Meeting Apr 27, 2022
- Tourism Development Committee Apr 26, 2022
- In-Market Tourism Development Committee Mar 29, 2022

- 8:50 a.m.** 5. Action Item:
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- A. Lease to Locals Program and TOT expense proposal - Emily Setzer
 - B. North Lake Tahoe Microtransit service TOT expense proposal- Lindsay Romack/Jaime Wright
- 9:30 a.m.** 6. Informational Updates/Verbal Reports:
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- A. Squaw Valley I Alpine Meadows Micro Mass Transit District Renewal Presentation - Joy Doyle
 - B. Fiscal Year 2022.23 Budget Update- DeWitt Van Siclen
 - C. Measure A 2% TOT renewal and NLTRA advocacy - Tony Karwowski
 - D. TOT, TBID Advisory, and Zone 1 advisory committee formation update - Tony Karwowski
 - E. Lake Tahoe Destination Stewardship Plan Update - Gregory Miller
- 10:40 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, Mar, 2022
 - B. Conference Revenue Statistics Report, Mar 2022
 - C. Tourism Development Report on Activities, Mar 2022
 - D. Reno Tahoe Airport Report, Mar 2022
 - E. Visitor Information Center Report, Mar 2022
 - F. North Lake Tahoe Marketing Coop Financial Statements, Mar 2022
 - G. Membership Accounts Receivable Report Mar 2022
 - H. Financial Key Metrics Report Mar 2022
- 10:40 a.m.** 8. CEO and Staff Updates
- 10:45 a.m.** 9. Directors Comments
- 10:47 a.m.** 10. Meeting Review and Staff Direction
- 10:50 a.m.** 11. Closed Session
- 11:00 a.m.** 12. Adjournment

This meeting is wheelchair accessible

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