



north lake tahoe

Chamber | CVB | Resort Association

TBID Advisory Committee

Date: Monday, April 28, 2022

Time: 3:00 pm to 4:30 pm

Location: 100 North Lake Blvd, Tahoe City, CA

Committee Members:

Chair: Jim Phelan, Tahoe City Marina | **Vice Chair: Jonn Melrose**, Tahoe House
Tom Feitin, Palisades Tahoe | **Jerusha Hall**, Northstar California Resort
Danny Scott, Tahoe Restaurant Group | **Laurie Munos**, Ritz-Carlton, Lake Tahoe
Dave Wilderotter, Tahoe Daves | **Johnny Roscher**, Za's Restaurant
Katherine Hill, Tahoe Weekly

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link:

<https://us02web.zoom.us/j/83342730776?pwd=SFR6QkdjZ2JPUzIHVXBxa1U1dkI4UT09>

as authorized by AB 361.

Meeting ID: 833 4273 0776

Passcode: 293654

+1 669 900 9128 US (San Jose)

- 3:00 p.m.** 1. Call to Order – Establish Quorum
- 3:05 p.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.
3. Agenda Amendments and Approval (**Action**)
- 3:10 p.m.** 4. Approval of TBID Advisory meeting minutes from April 8, 2022 (**Action**)
- 3:15 p.m.** 5. Informational Updates/Verbal Reports:
- A. Review of Management District Plan Specific Services and service spend categories
 - B. High level 22/23 Budget review
 - C. Review NLTRA purchasing policy for understanding, alignment, and questions
 - D. NLTRA open positions update
 - E. Call for TOT committee member's update
- 4:00 p.m.** 6. Action Items:
- A. Committee seat terms for discussion and approval:
 - Have initial half 1 yr, half 2 yr seats, then 2-year terms, no term limits
 - B. Discuss virtual vs. live meetings going forward, select and approve best option
 - D. Discuss and select meeting cadence going forward
 - Monthly for the next three months, then decide best cadence
 - E. Regular meeting time and day - Third Thursday of the month

4:30 p.m. 7. Adjournment

Posted online at nltra.org



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TBID Advisory Committee
Date: Monday, April 11, 2022
Location: 100 North Lake Blvd,
Tahoe City, CA

Committee Members:

Tom Feitin, Palisades Tahoe | **Jerusha Hall**, Northstar California Resort
Jim Phelan, Tahoe City Marina | **Danny Scott**, Tahoe Restaurant Group | **Laurie Munos**, Ritz-Carlton, Lake Tahoe
Dave Wilderotter, Tahoe Daves | **Johnny Roscher**, Za's Restaurant
Katherine Hill, Tahoe Weekly | **Jon Melrose**, Tahoe House

1. Call to Order – Establish Quorum

Tony Karwowski called the meeting to order via Zoom at 8:01 AM.

Committee members attending were Jon Melrose, Danny Scott, Dave Wilderotter, Jonny Roscher, Jerusha Hall, Tom Feiten, Kat Hill, Jim Phelan, and Laurie Munos

Staff in attendance were Tony Karwowski, Anna Atwood, and DeWitt Van Siclén

2. Action Item

- **Election of Chair and Vice Chair**

It was moved by Wilderotter and seconded by Hall to appoint Phelan as Chair and Melrose as Vice-Chair, each for a six-month term. Motion carried unanimously.

3. Public Forum

There were no comments on items not on today's agenda.

4. Agenda Amendments and Approval [ACTION]

It was moved by Wilderotter and seconded by Phelan to approve today's agenda as presented. Items may be taken out of order. Motion carried unanimously.

5. Informational Updates/Verbal Reports:

A. Committee orientation presentation

Karwowski presented a history of NLTRA and the North Lake Tahoe TBID, explaining how and why each was formed. He clarified the various funding mechanisms for projects in this area and who has jurisdiction over which funds.

Karwowski noted the mission of NLTRA is shifting from destination marketing to destination stewardship. He described changes in the NLTRA Organizational Structure, given the TBID governance role. Karwowski showed a chart indicating the source and uses of funding that can be recommended by this Committee, the Zone 1 and Zone 2 Committees, the Capital Projects Advisory (CAP) Committee, and Transient Occupancy Tax (TOT) collected on the east side of Placer County. The Placer County Board of Supervisors ultimately approves recommendations for TOT and CAP funds, while the NLTRA Board will approve recommendations on TBID funds.

6. Action Items

A. Review and recommend approval of Q 4 expense budget to NLTRA board

Karwowski and Van Siclén explained anticipated TBID collections. Van Siclén provided more detail on how the budgets were determined and the re-forecasted based on actual revenues. Fiscal Year 2021/22 Q4 receipts were actually higher

than anticipated and the budget was redone accordingly. He discussed anticipated cash flows for each funding category and anticipated expenditures.

Discussion followed regarding the budget, marketing, and the organizational structure. Karwowski explained the NLT TBID has a five-year term. He reviewed some of the legal definitions governing TBIDs.

It was moved by Hall and seconded by Melrose to recommend approval of FY 2021/22 Q4 TBID budget as presented with total expenditures of \$1.1 million. Motion carried unanimously.

B. Future meeting dates:

-1 meeting prior to end of April to discuss additional opportunities, operating standards for committee including: cadence of regular meetings, seat terms, process around non-expense funds.

- May meeting date for 22/23 budget review and recommendation

Karwowski will send out a Doodle Poll to determine upcoming meeting dates and times.

7. Adjournment

There being no further business to come before the Committee, the meeting adjourned at 9:42 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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