



north lake tahoe

Chamber | CVB | Resort Association

TBID Zone 1 Committee

Date: Thursday, April 28, 2022

Time: 12:30p.m.- 2 p.m.

Location: 100 North
Lake Blvd., Tahoe City

Committee Members:

Chair: Jim Phelan, Tahoe City Marina | Vice Chair: DJ Ewan, Granlibakken
Jill Schott, Tahoe Moon Properties | Haley Packard, Packard Realty
Alex Mourelatos, Mourelatos Lakeshore Resort | Connor McCarthy, Homewood
Melissa Siig, TCDA

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/82899385221?pwd=MDJaMXBTRWZBZ2IYYnhuM0V6T3RNUT09>

as authorized by AB 361.

Meeting ID: 828 9938 5221

Passcode: 765470

+1 669 900 9128 US (San Jose)

- 12:30 p.m.** 1. Call to Order – Establish Quorum
- 12:35 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.
- 12:40 p.m.** 3. Agenda Amendments and Approval (**Action**)
- 12:45 p.m.** 4. Approval of Zone 1 meeting minutes from April 8, 2022 (**Action**)
- 12:50 p.m.** 5. Informational Updates/Verbal Reports:
- A. Review of Management District Plan Zone 1 Specific Services and other service categories eligible for Zone 1 spend
 - 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
- 1:30 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

2:00 p.m.

7. Adjournment

Posted online at nltra.org



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TBID Zone 1 Committee

Date: Friday, April 8, 2022

Location: 100 North Lake Blvd,
Tahoe City, CA

Committee Members:

Jill Schott, Tahoe Moon Properties | Haley Packard, Packard Realty | DJ Ewan, Granlibakken

Alex Mourelatos, Mourelatos Lakeshore Resort | Connor McCarthy, Homewood

Jim Phelan, Tahoe City Marina | Melissa Siig, TCDA

1. Call to Order – Establish Quorum

Tony Karwowski called the meeting to order via Zoom at 1:00 PM.

Committee members present were Melissa Siig, Jim Phelan, DJ Ewan, Alex Mourelatos, Jill Schott, and Haley Packard.

NLTRA Staff present were Tony Karwowski, Anna Atwood, Amber Burke, and DeWitt Van Siclen

2. Action Item

- Election of Chair and Vice Chair

It was moved by Mourelatos and seconded by Siig to appoint Phelan as Chair and Ewan as Vice-Chair. 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 Mourelatos and seconded by Ewan to approve the agenda as presented. It was agreed items may be taken out of order. Motion carried unanimously.

5. Informational Updates/Verbal Reports

A. Committee orientation presentation

Karwowski provided background on the formation of NLTRA and the North Lake Tahoe TBID, including funding mechanisms and priorities through the years. He explained the differences between Transient Occupancy Tax (TOT) and TBID funds, both in how they are collected and allocated. Recommendations on TOT allocations are approved by the Placer County Board of Supervisors. TBID recommendations are approved by the NLTRA Board.

Karwowski described the NLTRA's shift from marketing to stewardship and promoting responsible visitation. He presented the revised NLTRA Organizational Structure, noting the tasks of each position.

This Committee will make recommendations on allocating funds collected in Zone 1 of the TBID boundaries. Zone 1 is comprised primarily of lakeside businesses. Zone 2 businesses are outside of the basin, including Northstar and Olympic Valley.

Discussion followed regarding the information presented, the role of the Capital Projects Advisory (CAP) Committee, and strategies to coordinate priorities for the area. The Committee asked that governance and flexibility in recommending allocations for specific projects be on a future agenda.

6. Action Items:

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

Van Siclen explained how the budgets are forecasted and the adjustments made based on actual collections. Re-forecasted funds for Zone 1 for Fiscal Year 2021/22 Q4 are \$150,000. Of that, \$15,000 is known to be needed for overhead and \$135,000 is available for projects within Zone 1 boundaries.

Discussion followed clarifying details of TBID in general, Zone 1 in particular, and the proposed budget. Karwowski will follow up on a question about rolling over unspent funds and establishing a reserve.

It was moved by Phelan and seconded by Mourelatos to recommend approval of the FY 2021/22 Q4 Zone 1 expense budget as presented. 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

There was general agreement for the Committee to meet the third Thursday of each month at 1:00 PM. The next meeting was scheduled for May 19,, 2022. Process will be discussed at a future meeting.

7. Adjournment

There being no further business to come before the Committee, the meeting adjourned at 2:38 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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