

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/3IP8zhm> 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

Page:1

2. Approval of Resolution 2022.06

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD JUNE 1, 2022 TO JUNE 31, 2022 PURSUANT TO BROWN ACT PROVISIONS. **[ACTION]**

8:35a.m.

Page:4

3. Ratifying the Approval of March 2022, April 2022, and May 2002 consent and Action items:

a) Ratify Consent items from March 2, 2022 Board of Directors meeting

- NLTRA Board Meeting Minutes from Feb 2, 2022
- NLTRA Financial Statement, Jan 31, 2022
- Approval of Event Sponsorship for 2022 Adventure Van Expo
- Approval of Event Sponsorship for 2022 High Sierra Archery
- Approval of Event Sponsorship for 2022 Lake Tahoe Paddle Racing Series

b) Ratify Action items from March 2, 2022 Board of Directors meeting

- Approval of Event Sponsorship for 2022 Tahoe 100 Mountain Bike Race
- Approval of Event Sponsorship for 2022 Kings Beach Fireworks
- Approval of Event Sponsorship for 2022 Tahoe City Fireworks
- Approval of Spartan 2022 Contract Amendment
- Approval of Coraggio Consulting Services Agreement
- Approval of CEO Authority of Execution

c) Ratify Consent items from April 6, 2022 Board of Directors meeting

- NLTRA Board Meeting Minutes from March 2, 2022

Page:8

- NLTRA Financial Statements, Feb 28, 2022
- CEO Expense Reports for February 2022
- Notification of NLTRA Marketing Cooperative members
- Civitas retainer contract

d) Ratify Action items from April 6, 2022 Board of Directors meeting

- Election of NLTRA Board Officers
- Amend CEO authority of execution
- Approval of Rebranding Scope of Work with Augustine Agency
- TBID Advisory committee recommendations and appointments
- TBID Zone 1 Advisory committee recommendations and appointment
- NLTRA Building lease at 100 North Lake Blvd. Tahoe City, CA

Page:12

e) Ratify Action items for Special Board of Directors meeting April 13, 2022

- Review and approve TBIDZone 1 committee recommended Q4 expense budget
- Review and approve TBID Advisory committee recommended Q4 expense budget

Page:14

f) Ratify Consent items from May 4, 2022 Board of Directors meeting

- NLTRA Board of Director Meeting Minutes from April 6, 2022
- NLTRA Special Board Meeting Minutes from April 13, 2022
- NLTRA Financial Statements, Mar 31, 2022
- CEO Expense Report for March 2022
- NLTRA CEO Coach agreement

g) Ratify Action items from May 4, 2022 Board of Directors meeting

- Lease to Locals Program and TOT expense proposal
- North Lake Tahoe Microtransit service TOT expense proposal

[ACTION]

4. 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.

8:45 a.m.

5. Agenda Amendments and Approval **[ACTION]**

8:50 a.m.

6. 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:18

A. NLTRA Board Meeting Minutes from May 4, 2022 [Link to preliminary online document](#)

Page:22

B. NLTRA Financial Statements, Apr 30, 2022

Page:57

C. Tahoe Training Partners - Agreement for recruitment services

Page:60

D. CyberlinkASP - Agreement for accounting software licensing

Page:82

E. Squaw Valley Business Association 21.22 Business Association Marketing Grant

Page:86

F. West Shore Association 21.22 Business Association Marketing Grant

Page:91

G. NTBA Q4 Zone 1 Holiday lighting program recommendation

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

- Finance Committee Meeting May 25, 2022
- Tourism Development Committee May 24, 2022
- In-Market Tourism Development Committee May 24, 2022

8:55 a.m.

7. Action Item:

Page:96

A. Review & Approval of InBloom contract for NLTRA social media, newsletter and website and support

- Page:101** B. Review & Approval of JVP Communications contract for NLTRA PR and communications and support
- Page:106** C. Review & Approval of Fiscal Year 2022/23 NLTRA Budget
- Page:111** D. NTBA Zone 1 Kings Beach mural program recommendation
- Page:117** E. TCDA Zone 1 lighting project recommendation
- Page:133** F. Q4 Business Association Grant Funding recommendation for TCDA/NTBA contracts
- Page:135** G. Proposed TOT committee makeup and appointment
- Page:142** H. Proposed membership vote to amend NLTRA bylaws increasing the number of NLTRA appointed TOT committee seats from 5-7 to 11-13

10:25 a.m. 8. Informational Updates/Verbal Reports:

- Page:143** A. Renaming project timeline and approach
- B. TBID Advisory and Zone 1 committee project intake update
- Page:144** C. NLTMC & In-Market 22.23 Strategic Overview

10:40 a.m. 9. 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, Apr, 2022
- B. Conference Revenue Statistics Report, Apr 2022
- C. Tourism Development Report on Activities, Apr 2022
- D. Reno Tahoe Airport Report, Apr 2022
- E. Visitor Information Center Report, Apr2022
- F. North Lake Tahoe Marketing Coop Financial Statements, Apr 2022
- G. Membership Accounts Receivable Report Apr 2022
- H. Financial Key Metrics Report Apr 2022

10:40 a.m. 10. CEO and Staff Updates

10:45 a.m. 11. Directors Comments

10:47 a.m. 12. Meeting Review and Staff Direction

10:50 a.m. 13. Closed Session

11:00 a.m. 14. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org