



north lake tahoe

Chamber | CVB | Resort Association

TBID Advisory Committee
Date: Thursday, May 26, 2022
Time: 1:30 pm to 2:00 pm
Location: 100 North Lake
Blvd, Tahoe City, CA

AGENDA

Committee Members:

Chair: Jim Phelan, Tahoe City Marina | Vice Chair: Jonn Melrose, Tahoe House
Tom Feiten, 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:

Anna Atwood is inviting you to a scheduled Zoom meeting.

<https://us02web.zoom.us/j/89691981811?pwd=a2QybVd3end4WmpPTURjZUozUzN4UT09>

as authorized by AB 361

Meeting ID: 896 9198 1811

Passcode: 942307

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- 1:30p.m.** 1. Call to Order – Establish Quorum
- 1:35 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.
3. Agenda Amendments and Approval **(Action)**
- 1:40 p.m.** 4. Q4 Business Association Grant Funding **(Action)**
- 1:55 p.m.** 5. Informational Updates/Verbal Reports:
- 2:00 p.m.** 6. Adjournment



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MEMORANDUM

Date: 5/25/2022

TO: North Lake Tahoe Resort Association (NLTRA) TBID Advisory Committee

FROM: Tony Karwowski, CEO

RE: Use of Business Advocacy & Support TBID Funds for Business Association Q4 Grant Funding

Action Requested

TBID Advisory Committees' recommendation for approval of use of \$40,000 in TBID dollars for Q4 NTBA & TCDA grant funding.

Background

The North Lake Tahoe Resort Association (NLTRA) is under contract to provide \$100,000 each to both the NTBA and the TCDA for the fiscal year 2021/22. Prior to the transition to the use of TBID dollars, these contracts were funded through TOT. Due to the transition to TBID funding at the beginning of April, and the amount of available funding in the fourth quarter of this fiscal year, staff requests the TBID Advisory Committee to recommend approval of the use of TBID dollars to fund the business associations.

The total dollar amount requested for use is \$40,000 of unallocated Business Advocacy & Support TBID funds to provide \$20,000 each to the NTBA and the TCDA.

An additional \$10,000 will be provided through Zone 1 Specific Services unallocated funding.

Fiscal Impact:

\$40,000 expense to the Business Advocacy and Support budget category and \$10,000 expense to the Zone 1 Specific Services budget category of the NLT TBID for a total of \$50,000. This expense will be paid for with unallocated current year funds.

Attachments:

NLTRA Fiscal Year 2021/22 Q4 Budget Summary

TBID Budget Summary Fiscal Year 2021/22 Q4

	Reforecast	Known expenditures	NTBA/TCDA Funding Request	Available funds
Total	1,011,000	719,325	50,000	291,675
Marketing	531,000	531,000	-	-
Visitor Center & Services	74,000	59,000	-	15,000
Economic Devel, Trans, + Sustainability, Mitigation of Tourism Impact	77,000	8,000	-	69,000
	33,000	3,000	-	30,000
Business Advocacy & Support	55,000	(3,675)	40,000	18,675
Zone 1	150,000	15,000	10,000	125,000
Admin	51,000	51,000	-	-
County Admin	20,000	-	-	(36,000)
Contingency	20,000		-	20,000