

**Mission of the North Lake Tahoe Chamber of Commerce**

“To take specific actions to help improve the opportunity for local businesses to achieve and sustain success: to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community.”

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**Committee Members:**

**Chair:** Caroline Ross, Squaw Valley Business Association | **Vice Chair:** Alyssa Reilly, NTBA

**Stephen Lamb**, PlumpJack Inn | **Katie Biggers**, Tahoe City Downtown Association | **Sahra Otero**, Heartwood Floristry & Planetarium  
**Lindsay Thayer**, LT Marketing | **Greg Long**, Incline Village Crystal Bay Visitors Bureau | **Paul Raymore**, IVGID/Diamond Peak Ski Resort

**Linda Offerdahl**, IVCBA | **Patrick Lacey**, Homewood Mountain Resort

North Lake Tahoe Resort Association Board Member: **Jim Phelan**

Placer County Representative: **Nicholas Martin**

Join Zoom Meeting

<https://us02web.zoom.us/j/82877604144?pwd=QTZLb1pFRWVzcjhFQkVCS29kMTY4UT09>

as authorized by AB 361

Meeting ID: 828 7760 4144

Passcode: 935547

Dial by your location

+1 669 900 9128 US (San Jose)

1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the BACC on items of interest to the committee 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 committee on items addressed under Public Forum.
3. **Agenda Amendments and Approval – MOTION**
4. **Approval of Meeting Minutes**
  - a. **Thursday, February 10, 2022 – MOTION {Page 1}**
5. NLTRA Organizational Update - Amber Burke **{Page 3}**
6. NLT Gift Card Update - Amber Burke
7. Event Update Roundtable

8. Committee Member Updates
  - a. NLTRA BOD Update - Jim Phelan
  - b. NLTRA – Amber Burke
  - c. Olympic Valley/SVBA & The Village at Palisades Tahoe: Caroline Ross, Steve Lamb
  - d. Northstar Village:
  - e. Kings Beach/NTBA: Alyssa Reilly, Lindsay Thayer
  - f. Tahoe City/TCDA: Katie Biggers, Sahra Otero
  - g. Incline Village: Greg Long / Paul Raymore / Linda Offerdahl
  - h. West Shore: Patrick Lacey

9. **Placer County Economic Development Update –Nick Martin (10 minutes)**

10. Adjournment

Posted online at [www.nltra.org](http://www.nltra.org)



# north lake tahoe

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## BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MEETING

Thursday, February 10th, 2022 at 1:00pm  
Via Zoom

### **PRELIMINARY MINUTES**

Committee members that joined via zoom: Jim Phelan, Sahra Otero, Greg Long, Caroline Ross, Steve Lamb, Alyssa Reilly, Julie Malkin-Manning, Lindsay Thayer, Chloe Marquardt, Nick Martin

Staff and other in attendance: Katie Biggers, Dave Wilderotter, Johnny Roscher, Sara Page, Aaron Wilcher

1. Call to Order – Quorum was established at 1:08pm.
2. Public Forum – No public forum.
3. Agenda Amendments and Approval  
**MOTION to approve today's agenda LONG/OTERO/UNANIMOUS**
4. Approval of Meeting Minutes  
**MOTION to approve Meeting Minutes from Dec 9, 2021 OTERO/MARQUARDT/UNANIMOUS**
5. Employee Retention and Recruitment – Sara Page/Golden Sierra  
Sara Page with Golden Sierra presented on hiring trends and recruitment. The presentation can be found [here](#). Businesses are struggling to find candidates and they must be more creative when it comes to recruitment efforts. Sara will be sharing current labor market information; workforce study result and what future candidates are looking for when hiring but also how to keep your current employees. Golden Sierra can be a resource for hiring needs, candidate screening, job skills training and more. To reach Golden Sierra please call 916.530.9518 or e-mail [page@goldensierra.com](mailto:page@goldensierra.com).

#### Comments:

- Caroline asked Sarah for the name of the 3 programs for leading with strengths. Sara shared the names: Clifton StrengthsFinder, Enneagram and Working Genius.
- Dave questioned if Golden Sierra is funded by Placer County. Sarah shared they are grant funded by Department of Labor and tasked with building the workforce. They offer all the services mentioned above and also work with job seekers.
- Jim asked if there are any seasonal job exchange programs in place? Sara stated this is on their wish-list and she is happy to work with employers and reach out to Jim personally.

**Action to staff (Katie): Share Sara Page's contact information with Jim Phelan.**

6. Placer County Labor Market Conditions & Workforce Opportunity Profile  
Aaron Wilcher, Director of Center of Excellence presented on Placer County labor market conditions & workforce opportunity profile. The presentation can be found [here](#). The group he works for is Center of

Excellence and it is a program under the State Community College System. Their main client are usually colleges, but they do a lot of Stakeholder partnership work. Aaron stated there are economic studies completed and posted on the Placer County Economic Development website from Beacon Economics. (You can view it [here.](#)) There will be more detailed data available soon on industry sectors, that he will share with Katie. Aaron shared a link to subscribe to their newsletter/economic update. Click [here](#) to be added. Aaron Wilcher can be reached at [wilchea@losrios.edu](mailto:wilchea@losrios.edu)

#### Comments:

- Dave Wilderotter asked where his company receives funding. Aaron shared he is funded by the Economic and Workforce Development Department, so its state funded.
- Dave Wilderotter shared that the housing crisis in the most critical top in North Lake Tahoe.
- Jim Phelan expanded a bit on the housing crisis and mentioned that data shows low unemployment rate in our area compared to other areas of Placer County. He shared a lot of the workforce don't live here a there is a need to dig deeper in the data on these reports.
- Aaron shared he is open to continuing the conversation to help support this topic.

7. North Lake Tahoe Local Employee Retention and Recruitment Initiatives  
Tahoe Dave's Dave Wilderotter stated that the groups working in on housing in North Lake Tahoe are working on building Affordable Housing. In order to qualify you can't make a lot of money and they are having difficulties filling them as not many people qualify. A group was just created for Business owners through Mountain Housing Council and is focused on employee housing. Tara with TTCF, started this group and Dave shared Tara's email ([tara@ttcf.net](mailto:tara@ttcf.net)). He encouraged everyone and the different business associations to join these meetings. Tahoe Dave's has purchased a few houses that he has filled with employees to try and help with the housing crisis.  
Za's Johnny Roscher shared he has 15 employees and recently started a 401K and a profit sharing with his employees. His hopes are that he will be able to retain his employees by offering this benefit.
8. NLT Jobs Fair – This was tabled for another meeting.
9. Shop Local Group & North Tahoe Eats Update – This was tabled for another meeting.
10. North Lake Tahoe E-Gift Card Program – This was tabled for another meeting.
11. Tart Connect Video Update & Passenger Reports – This was tabled for another meeting.
12. Committee Member Updates  
NTBA – Snowfest parade is on March 5<sup>th</sup> and kids' activities, food truck and more events will take place after the parade.  
Golden Sierra – Placer Works is planning a job fair on March 16<sup>th</sup>.
13. Placer County Economic Development Updates – This was tabled for another meeting.
14. Adjournment  
The meeting adjourned at 2:35pm.

# North Lake Tahoe Resort Association

Tourism Development  
Committee Update



north lake tahoe

An aerial photograph of a turquoise lake with green trees and rocks. The water is a vibrant blue-green color, and the surrounding landscape is lush with green foliage. Large, light-colored rocks are visible in the foreground on the left side.

## NLTRA Mission

**“The North Lake Tahoe Resort Association promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental sustainability to benefit our residents, businesses, and visitors.”**



## Stewardship Principles

1. Elevate the experience of Lake Tahoe for all
2. Honor our region's history and local culture
3. Ensure that our natural resources are cared for by visitors and residents
4. Create opportunities that support a balance for business owners, workers and residents
5. Engage our partners in collaborations toward common outcomes

## Position Statement

NLTRA is deeply committed to a sustainable community in balance with our vibrant visitor economy. We are focused on communicating about the NLT region, managing visitation and mitigating impacts, generating revenue and reinvesting locally, fostering employment, and protecting quality of life for residents through:

- Providing local governance that transparently manages and distributes Tourism Business Improvement District (TBID) funds to support tourism management
- Guiding the investment of TOT dollars to support transportation and workforce housing initiatives
- Advocating to County and State government on the needs of the tourism industry and supporting our local business community
- Developing compelling promotional communications that shape our visitor base, influence how our visitors and community engage with the destination, and drive desired economic impact





## NLT TBID Services

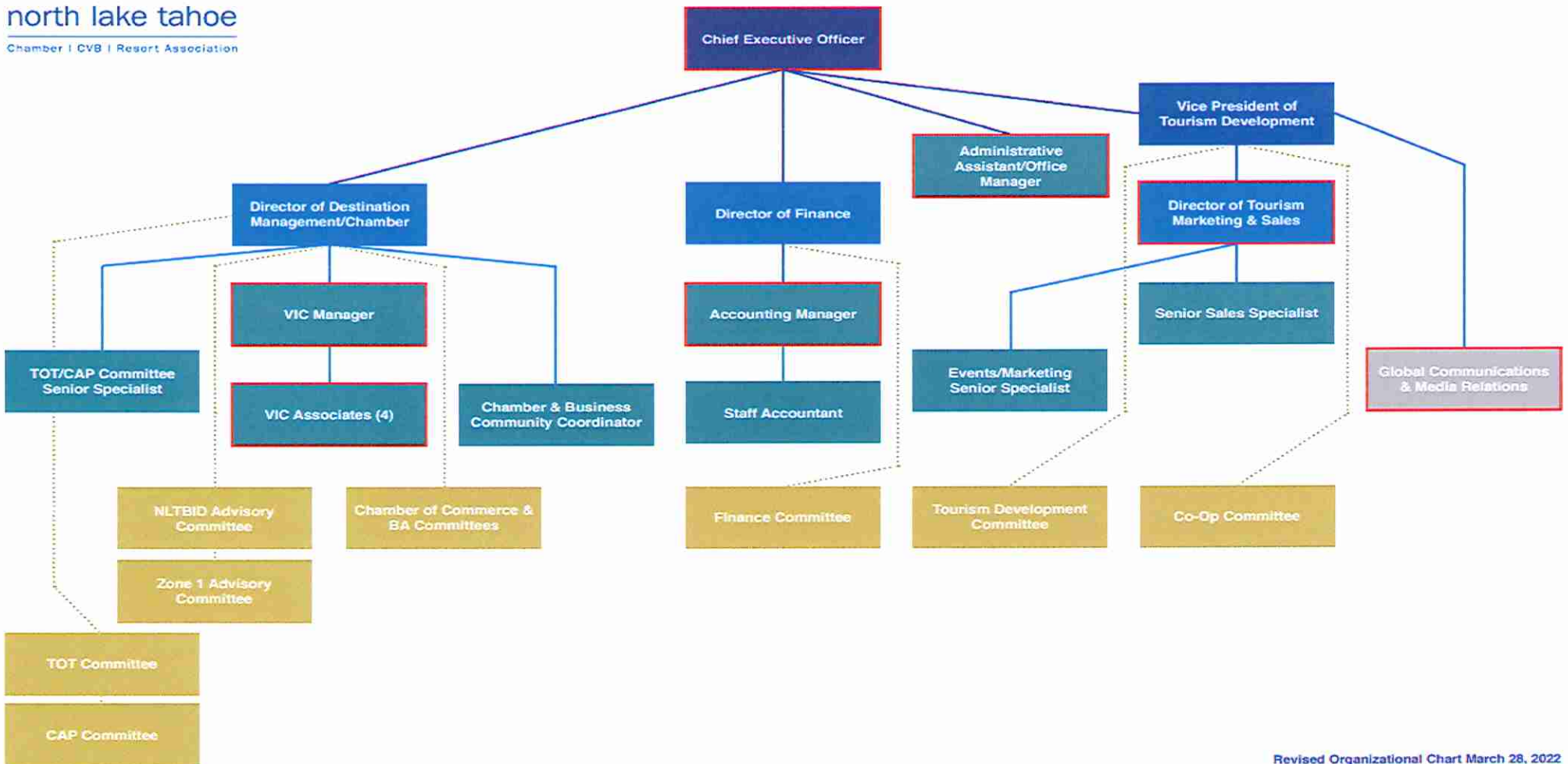
- NLT TBID is an assessment district providing specific benefits to payors by funding:
  - Marketing, stewardship education, communications, promotions, and special events
  - Visitor services & visitor centers
  - Sustainability and mitigation of tourism impacts
  - Business support and advocacy
  - Economic development, transportation, other opportunities
- The NLT TBID Management District Plan (MDP) specifies the use of TBID funds and outlines the budget by category



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# NLTRA Organizational Structure



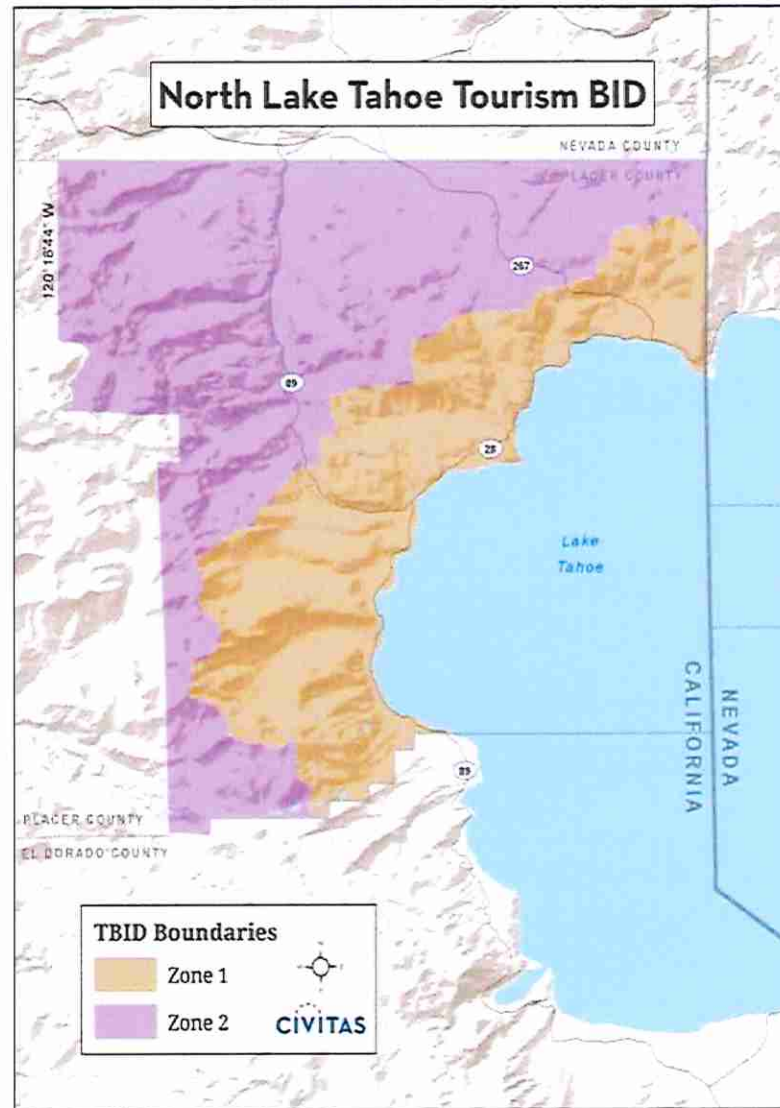
Revised Organizational Chart March 28, 2022

# New Committees with TBID Formation

- NLT TBID Advisory Committee
- NLT TBID Zone 1 Advisory Committee
- NLTRA TOT Committee



# TBID and Zone 1 Region



## NLT TBID Governance

NLTRA is the NLT TBID Owners' Association charged with managing the funds and implementation of programs

- NLT TBID Advisory Committee will advise the NLTRA Board on the implementation of the TBID Management District Plan
- Zone 1 Advisory Committee will recommend to the NLTRA Board the uses and implementation of Zone 1 specific funds



## NLTRA TOT Committee

Recommends to the County of Placer Board of Supervisors on expenditure of TOT allocated for housing & transportation (2.1% TOT)

- Focus on identifying affordable housing and transportation projects
- Members to include representation from workforce housing and transportation organizations or experienced individuals
- Committee size TBD
- Members appointed by NLTRA Board of Directors
- Up to 2 advisory members appointed by County CEO office, individuals with housing and transportation expertise
- Outlined in five-year agreement with County of Placer

## CAP Committee

Recommends capital projects to the County Board of Supervisors that support implementation of the Tourism Master Plan

- Funding from TOT (2%)
- Members appointed by community organizations, special districts, NLTRA and County of Placer
- 13 members
- County of Placer and NLTRA co-chair/co-convene



## Committees Summary – Direct Report to NLTRA Board

<b>Committee:</b>	<b>NLT TBID Advisory</b>	<b>NLT TBID Zone 1 Advisory</b>	<b>NLTRA TOT</b>	<b>CAP</b>
Source of Funds:	<i>NLT TBID</i>	<i>NLT TBID</i>	<i>TOT (2.1%)</i>	<i>TOT (2%)</i>
Approx. Funding:	<i>\$5.2 million</i>	<i>\$800,000</i>	<i>\$4 million</i>	<i>\$4 million</i>
Governing Use of Funds:	<i>TBID Management District Plan</i>	<i>TBID Management District Plan Zone 1</i>	<i>Housing &amp; Transportation Initiatives</i>	<i>Tourism Master Plan Implementation</i>
Recommends to:	<i>NLTRA Board</i>	<i>NLTRA Board</i>	<i>NLTRA Board</i>	<i>NLTRA/County CEO</i>
Final Approval:	<i>NLTRA Board</i>	<i>NLTRA Board</i>	<i>County BOS</i>	<i>County BOS</i>





## Partners

- County of Placer
- Incline Village Crystal Bay Visitors Bureau (IVCBVB)
- Regional Business Associations
- Tahoe Regional Planning Agency (TRPA)
- Truckee/North Tahoe Transportation Management Association (TNT TMA)
- Sustainable Recreation and Tourism Consortium
- Mountain Housing Council
- Tahoe Fund
- North Tahoe PUD/Tahoe City PUD
- North Tahoe Fire Protection District
- Visit Truckee/Town of Truckee
- Truckee Airport District/ Reno Airport Services



**Thank you!**