

Board of Directors:

Chair: I **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
Adam Wilson, Northstar California | **Mike DeGross**, 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/3cOIAxS> 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

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2. Approval of Resolution 2022.08

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 AUGUST 3, 2022 TO SEPTEMBER 2, 2022 PURSUANT TO BROWN ACT PROVISIONS. **[ACTION]**

8:35a.m. 3. 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.

8:40 a.m. 4. Agenda Amendments and Approval **[ACTION]**

8:45 a.m. 5. Election of New Chair **[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.

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A. NLTRA Board Meeting Minutes from June 1, 2022 [Link to preliminary online document](#)

B. NLTRA Emergency Board Minutes from July 8, 2022

C. NLTRA Financial Statements, May 31 and June, 30 2022

D. Review and Approval of Sierra Nevada Alliance Contract

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

- Finance Committee Meeting July 27, 2022
- Tourism Development Committee May 24, 2022 (no meeting in June & July)
- In-Market Tourism Development Committee May 24, 2022

8:55 a.m.

7. Action Item:

A. Procurement Policy amendment - Tony

B. Changing of Bank Signatories - DeWitt

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10:25 a.m.

8. Informational Updates/Verbal Reports:

A. Organization Chart/Hiring update and Introduction of Kimberly Brown - Tony 15 min

B. Communications Update – JVP 20 min

C. NLTRMC & In-Market 22/23 Strategy Overview – Augustine - 30 minutes

D. NLTRA Updates: Renaming process, Grant Process, Bylaw change Notification, TOT committee seat membership vote

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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, June, 2022

B. Conference Revenue Statistics Report, June 2022

C. Tourism Development Report on Activities, June 2022

D. Reno Tahoe Airport Report, June 2022

E. Visitor Information Center Report, June 2022

F. North Lake Tahoe Marketing Coop Financial Statements, June 2022

G. Membership Accounts Receivable Report June 2022

H. Financial Key Metrics Report June 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