



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, January 5, 2022

Location: Virtual meeting via Zoom

Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge

Dee Byrne, Palisades Tahoe | **Deirdra Walsh**, Northstar California | **Kevin Mitchell**, Homewood Mountain Resort

David Lockard, Resort at Squaw Creek | **Colin Perry**, Ritz-Carlton, Lake Tahoe

Brett Williams, Agate Bay Realty | **Stephanie Hoffman**, Tahoe Luxury Properties

Jim Phelan, Tahoe City Marina | **Tom Turner**, Tahoe Restaurant Collection | **Samir Tuma**, Tahoe City Lodge

Dave Wilderotter, Tahoe Daves

Melissa Siig, TCDA | **Alyssa Reilly**, NTBA | **Ray Villaman**, Northstar Business Assoc. | **Dan Tester**, Squaw Valley Business Assoc.

Sue Rae Irelan, Placer County Appointee

Advisory members: **Stephanie Holloway**, Placer County Executive Office | **Jeff Cowen**, TRPA

1. Call to Order – Establish Quorum at 8:38 AM

Board members in attendance

Samir Tuma, Dave Wilderotter, Dan Tester, Jim Phelan, Kevin Mitchell, Sue Rae Irelan, Deirdra Walsh, Sue Rae Irelan, Brett Williams, Melissa Siig, and David Lockard. A quorum was established. Tom Turner and Alyssa Reilly joined the meeting. Advisory Committee members Jeff Cowen and Stephanie Holloway were also present.

Board members absent

Dee Byrne
Ray Villaman,
Stephanie Hoffman
Colin Perry

Staff Members in attendance

Bonnie Bavetta, Anna Atwood, Amber Burke, Katie Biggers, and DeWitt Van Siclen

Others in attendance

Included Cindy Gustafson, Lindsay Romack, Nick Martin, Katelynn Hopkins, Emily Setzer, and Joy Doyle

2. Approval of Resolution 2021.045

Motion to adopt Resolution 2021.04 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 January 5, 2022 to February 3, 2022 pursuant to Brown Act provisions. TESTER/MITCHELL/Approved unanimously by roll call vote.

3. Public Forum

Supervisor Gustafson said COVID numbers are increasing in the area as a result of the Omicron variant. She reviewed the statistics and said Interim Health Director Rob Oldham’s recommendation is for people to wear N95 masks even indoors. There are no new requirements from the County or the State.

Gustafson reported on the extreme storm damage on the west side of the County. Many people have been without power for over a week. Caltrans has had staffing and equipment issues, which is why Highway 28 through Tahoe City has not been fully opened up. There could be funding available from the state for the increased costs related to the storms.

Gustafson reviewed agenda items for upcoming Board of Supervisors meeting. She will become Chair of the Board at the January 11, 2022 meeting. The Board is meeting at Granlibakken January 24 and 25. Gustafson is hosting a virtual North Tahoe Town Hall tomorrow night.

4. Agenda Amendments and Approval [ACTION]

A Closed Session was added to today's agenda. Item 6C will be an update not requiring action.

Motion to approve today's agenda as amended. SIIG/WILLIAMS/UNANIMOUS

5. 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.

A. NLTRA Board Meeting Minutes from December 1, 2021 [Link to preliminary online document](#)

B. Approval of NLTRA Financial Statements, Nov 30, 2021

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

- **Finance Committee Meeting Dec 21, 2021**

Motion to approve the Consent Calendar as presented. TESTER/WALSH/UNANIMOUS

6. Action Items

A. CAP Project Funding Review [ACTION] – Bavetta/Phelan

Bavetta reminded the group of previous CAP Committee recommendations. The Committee asked the South Yuba River Citizen's League to reconsider its request for \$1.5 million for a restoration and trail project at Van Norden Meadow. The revised request is for \$500,000 and the CAP Committee recommends approval. The project area being funded is in Placer County.

Motion to approve the recommendation to fund the South Yuba River Citizen's League project at \$500,000.

PHELAN/TESTER/UNANIMOUS

B. Appointment of NLTRA Election Committee Member [ACTION] – Bavetta

Bavetta reported Wilderotter was approved, but is unable to serve on the Committee.

Motion to appoint Phelan to the NLTRA Election Committee. IRELAN/WILDEROTTER/UNANIMOUS

C. TOT Reserve & FY 2021 NLTRA TOT Funds Potential Expenditures [ACTION]

Action on this item was tabled.

Holloway reported FY 2021 Reserves totaled approximately \$1.7 million and there is a fund balance of approximately \$1.5 million from the NLTRA Fund Remittance. She discussed possible allocation options for those funds, including transit and the Housing Trust Placer.

Discussion followed regarding the proposed allocations and projects that may be addressed. The Board asked for additional clarification on Housing Trust Placer and transit needs. There was agreement that more discussion is needed before recommendations are made, including how the proposed expenditures address the area's priorities and how other agencies and organizations may be addressing the needs.

7. Informational Updates/Verbal Reports

A. Placer County 2% TOT Renewal Update – Placer County staff

Romack presented results of a voter survey that indicated strong support of renewing the 2% TOT, which sunsets in fall 2022. Priorities identified in the survey were protecting lake water quality, quality of life, and keeping the funds local. The number one issue identified was the cost of housing, followed by traffic congestion, drought impacts, and trash.

This information will be presented to the Board of Supervisors, who will consider approving a ballot measure on the June 7, 2022 ballot to renew the tax. Romack explained the County can only educate the public on the measure. NLTRA could advocate for its passage, using non-public funds.

Discussion followed. Although there could be support to increase the tax above 2%, the Board of Supervisors agreed not to request an increase if the North Lake Tahoe TBID was approved, which it was. Conversation continued regarding how the 2% is allocated.

B. Placer County Short Term Rental Ordinance Update – Placer County staff

Holloway presented County staff's findings and BAE's economic study being used to inform staff's recommendations on revision to the STR Ordinance. She reminded the group of the STR permit moratorium in effect until the end of March. Staff made a presentation to the Board of Supervisors to get feedback on avenues to pursue, including caps on the numbers of permits, removing existing exemptions, and removing hotels, motels, timeshares, and condo-hotels from the Ordinance. There was not a lot of support for setting a maximum number of nights rented, but there was for setting minimums.

Discussion followed as the presentation was clarified. Williams pointed out several components of the presentation he felt were disingenuous and should be reconsidered. He believes staff is being pressured to draw conclusions prior to getting facts. Tester agreed, saying he is not sure the limitations proposed are based on empirical evidence or community sentiment. Discussion continued. This information will be presented in other public forums and to the Board of Supervisors in January. Any revisions to the Ordinance will go into effect April 1, 2022.

C. NLTRA/TOT/TBID Committee Structures review - Bavetta

This item was tabled.

D. Proposed Joint IVCBVB/NLTRA Boards meeting - Bavetta

Bavetta will send out an email to see about scheduling this meeting on March 16, 2022.

8. 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, Nov 30, 2021

B. Conference Revenue Statistics Report, Nov 2021

C. Tourism Development Report on Activities, Nov 2021

D. Reno Tahoe Airport Report, Nov 2021

E. Visitor Information Center Report, Nov 2021

F. North Lake Tahoe Marketing Coop Financial Statements, Nov 30, 2021

G. Membership Accounts Receivable Report Nov 30, 2021

H. Financial Key Metrics Report Nov 2021

9. CEO and Staff Updates

Bavetta noted the Q1 TOT Collections report in the meeting packet. Revenues are up despite smoke and closures.

Burke reported Crest is the consulting firm selected to do the TRPA Sustainable Recreation Plan. It should take about one year.

10. Directors Comments

There were no additional comments.

11. Meeting Review and Staff Direction

Bavetta will:

- Circulate Gustafson's email regarding mask wearing from Placer County
- Post the presentations from today on the website
- Send an email to schedule the joint IVCBVB/NLTRA Board meeting

CLOSED SESSION

The Board went into Closed Session at 11:10 AM to consider (*personnel, contract, or legal issues???*)

Open Session was reconvened at and the following action (*motion*) was reported (or “*there was no reportable action*”)

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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