

**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.

Advisory member: **Jeff Cowen**, TRPA

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

---

**1. Call to Order – Establish Quorum at 8:31 AM**

**Board members in attendance**

Samir Tuma, Dave Wilderotter, Alyssa Reilly, Dee Byrne (approved today), Dan Tester, Jim Phelan, David Lockard, Melissa Siig, Brett Williams, Kevin Mitchell, Sue Rae Irelan, Colin Perry, Stephanie Hoffman, and Tom Turner, A quorum was established. Advisory Committee member Stephanie Holloway (approved today) was also present.

**Board members absent**

Deirdra Walsh and Ray Villaman

**Staff Members in attendance**

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

**Others in attendance**

Included (using Zoom names provided) Jess Weaver, Todd Kelly, Cathy Nanadiego, and Joy Doyle

**2. Public Forum**

There were no comments on items not on today's agenda.

**3. Agenda Amendments and Approval**

**Motion to approve the agenda as amended, noting items may be taken out of order. PHELAN/TESTER/UNANIMOUS**

**4. Approval of Resolution 2021.02**

Bavetta explained that because this organization is subject to the California Brown Act, a resolution must be adopted at each meeting to continue meeting electronically.

**Motion to adopt Resolution 2021.02 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 October 6, 2021 to November 5, 2021, pursuant to Brown Act provisions. TESTER/MITCHELL/Approved unanimously by roll call vote.**

**5. Introduction and Approval of new NLTRA Board Members**

**A. Introduction and Approval of NLTRA Board Member/Palisades Tahoe, Dee Byrne [ACTION]**

**Motion to approve appointment of Dee Byrne from Palisades Tahoe to the NLTRA Board of Directors.**

**MITCHELL/WILLIAMS/UNANIMOUS**

**B. Introduction and Approval of County of Placer, Executive Office/Tahoe advisory board member, Stephanie Holloway [ACTION]**

**Motion to approve appointment of Stephanie Holloway from the Placer County CEO's office to the NLTRA Advisory Committee. WILDEROTTER/HOFFMANUNANIMOUS**

**6. Consent Calendar**

**A. NLTRA Board Meeting Minutes from Sept 1, 2021 Link to preliminary online document**

**B. Approval of modifications to NTBA and TCDA 2021/22 contracts**

**C. Approval of Bavetta consultant contract**

**D. Approval of Northstar 21.22 Business Association Grant**

**E. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)**

- **Finance Committee Meeting Sept 28, 2021**
- **Tourism Development Committee Sept 28, 2021**
- **In-Market Tourism Development Committee Sept 28, 2021**

**Motion to approve the Consent Calendar as presented. TURNER/PHELAN/UNANIMOUS**

**7. Action Item**

**A. Review and Approval of Northstar/USA Cycling Contract [ACTION] -Amber Burke/Northstar**

Biggers presented the request for a \$175,000 sponsorship of the UCI and USA Cycling event at Northstar in October 2022. The Tourism Development Committee has reviewed the request and recommends approval. Event organizer Todd Kelly provided more detail of the event. He and Biggers answered questions regarding logistics including the route, anticipated impacts to roadways, and outreach to regional partners that may be involved, including Truckee and Incline. The final contract is still being negotiated. It will be vetted by NLTRA Counsel and presented to the Board next month. Time is of the essence to approve funding.

**Motion to allocate up to \$175,000 to sponsor the USA Cycling Event, subject to approval of the final contract. WILLIAMS/TESTER/UNANIMOUS**

**8. Informational Updates/Verbal Reports:**

**A. Fall Tourism Development Strategy Update – Augustine/Amber Burke**

Burke and Cathy Nanadiego from Augustine presented the proposed 2021 fall strategy for marketing and PR, including goals, strategies, and anticipated outcomes. The Board suggested there needs to be a balance to speak to residents as well as visitors about stewardship of the area, sustainability, and responsible travel. Projects such as trail head improvements and TART Connect reach both audiences positively. There was a request that the year-round focus on stewardship be considered at a future meeting.

**B. CEO search update – Samir Tuma**

Tuma reported Walsh has been leading the search process. A committee of local business people has been formed and is working with SearchWide Global, an executive search firm, to move the process forward. A job description has been developed and it differs from what the role of the CEO has been. It is focused on making NLTRA more of a stewardship organization. It is hoped a candidate will be selected by the end of the year, but it depends on the applications received.

Tuma noted the Visit California white paper regarding “stewardship,” which also encompasses “management” of a destination.

**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, Aug 31, 2021**

**B. Conference Revenue Statistics Report, Aug 2021**

**C. Tourism Development Report on Activities, Aug 2021**

**D. Reno Tahoe Airport Report, Aug 2021**

**E. Visitor Information Center Report, Aug 2021**

**F. North Lake Tahoe Resort Association Financial Statements, Aug 31, 2021**

**G. North Lake Tahoe Marketing Coop Financial Statements, Aug 31, 2021**

**H. Membership Accounts Receivable Report Aug 31, 2021**

**I. Financial Key Metrics Report Aug 2021**

**10. CEO and Staff Updates**

Bavetta reported initial numbers from Placer County indicate record high TOT collections from the last fiscal year of just over \$20.6 million. That translates to approximately \$4.3 million for CAP Committee recommendations for local projects. Applications for those grants are due by October 14.

Bavetta is hoping to conduct new Board member orientation by the end of this month.

TBID collections began July 1, 2020. Most of the funds will be sent to the County quarterly. Numbers for this July and August are expected to be low, but within projections. The funds will be submitted to NLTRA in November.

Placer County and the Town of Truckee hosted a ribbon cutting ceremony last week showcasing the 288 affordable housing units in four projects.

Presentations at yesterday's Breakfast Club included Dee Byrne speaking about the ski area name change to Palisades at Tahoe and Stacy Caldwell giving updates for the Tahoe Truckee Community Foundation. About 75 people attended the Zoom meeting.

Biggers reported on events, including the Spartan Race which saw approximately 3700 racers and last weekend's Broken Arrow event with 2000 runners.

The Made in Tahoe event is scheduled for this weekend. Also this weekend is Halloweekend at Homewood.

Approximately \$50,000 in grants is available for local events and marketing promotions. Biggers is working with TCDA and NTBA on the "Yifty" give card program that will begin on Small Business Saturday in November.

**11. Directors Comments**

Holloway reminded the group that the Short-Term Rental permit moratorium was extended to the end of March so County staff can evaluate the program and make recommendations on changes to the STR Ordinance. In addition to code enforcement, staff is considering the impacts of STRs on workforce housing and how other communities are addressing similar issues. BAE is being contracted to consider economic impacts.

Byrne thanked NLTRA for its support of the recent Spartan and Broken Arrow events.

Williams noted expanding air service from the Reno airport to some emerging markets.

Cowen reported TRPA has been working with water providers, the Sustainable Recreation group, and the USFS as much is being learned about water and environmental quality from the recent fires. A Burned Area Assessment is being done, which will inform fire reduction projects and the impact of Fire Wise Communities.

TRPA has issued an RFP to identify consultants to consider the future of recreational tourism on a regional scale.

Boat inspections for aquatic invasive species is closing for the season at Alpine Meadows, but will remain open at the Lake Forest and Cave Rock launches.

TRPA will continue to push the Take Care and stewardship messaging, as well as the back country safety campaign launched last year.

Reilly thanked Phelan for his work at getting the NTBA contract completed. NTBA is excited about the future and finding efficiencies by working with TCDA and NLTRA.

Tuma reported the next iteration of the Mountain Housing Council is being considered. The County joined the Mountain Housing Trust, but most of that focus is on the west side of the County. There are opportunities for NLTRA to be directly involved through the use of “freed-up” TOT dollars, which have been allocated to housing and transportation.

**12. Meeting Review and Staff Direction**

- The contract for the Northstar bike event will be submitted to the Board
- There will be an agenda item to consider year-round focus on stewardship
- New Board member orientation will be scheduled

**13. Closed Session at 10:41 AM**

**A.. Personnel matter regarding wages**

The Board met to discuss potential compensation for the new CEO. No reportable action.

**14. Adjournment**

There being no further business to come before the Board, the meeting adjourned at 11:22 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS