

**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

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

**Board members in attendance**

Samir Tuma, Dave Wilderotter, Jim Phelan, Alyssa Reilly, Dan Tester, Brett Williams, Kevin Mitchell, Melissa Siig, Deirdra Walsh, Dee Byrne, David Lockard, Ray Villaman, Sue Rae Irelan, and Stephanie Hoffman. A quorum was established. Advisory Committee member Stephanie Holloway was also present. Collin Perry joined the call at 9:10 AM.

**Board members absent**

Tom Turner

**Staff Members in attendance**

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

**Others in attendance**

Included Jess Weaver, Kendall Galka, Kelly Altick, Adam Wilson, and Shawna Purvines.

**2. Approval of Resolution 2021.03**

**Motion to adopt Resolution 2021.03** 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 November 3, 2021 to December 2, 2021, pursuant to Brown Act provisions. **TESTER/PHELAN/Approved unanimously by roll call vote.**

**3. Public Forum**

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

**4. Agenda Amendments and Approval [ACTION]**

**Motion to approve today’s agenda as presented. PHELAN/TESTER/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 Oct 6, 2021** [Link to preliminary online document](#)

**B. NLTRA Financial Statements, Sept 31, 2021**

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

- **Finance Committee Meeting Oct 26, 2021**

- **Tourism Development Committee Oct 26, 2021**
- **In-Market Tourism Development Committee Sept 28, 2021**

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

**6. Action Items:**

**A. NLTRA Fiscal Year 2020/21 Audit – McClintock Accountancy [MOTION]**

Kendall Galka from McClintock Accountancy presented the audit, which has been reviewed by the Finance Committee. The final report will be in next month's packets.

**Motion to approve the NLTRA FY 2020/21 Audit as presented. PHELAN/MITCHELL/UNAIMOUS**

**B. Lake Tahoe-Truckee Sustainable Recreation & Tourism Funding [MOTION]**

Bavetta reported TRPA is leading the effort to conduct a study in the basin and Truckee to develop funding strategies to achieve sustainable travel and tourism in the area. Today's request is for NLTRA to contribute \$20,000 toward the \$170,000 consultant fee. Other stakeholder agencies are also contributing. The study should take about one year. Discussion followed as the proposal was clarified.

**Motion to allocate \$20,000 to the Lake Tahoe-Truckee Sustainable Recreation and Tourism study. WILLIAMS/WALSH/UNANIMOUS**

**C. Appointment of Kevin Mitchell to the Finance Committee [MOTION]**

**Motion to appoint Kevin Mitchell to the Finance Committee. PHELAN/BYRNE/Carried with Mitchell abstaining**

**D. Spartan 2022 Sponsorship [MOTION]**

Biggers presented the request to fund one or both Spartan races at Palisades Tahoe in September, 2022. The sponsorship proposals are \$115,000 for the North American Championship and \$125,000 for the Ultra World Championship. Details of the request need to be flushed out, but Spartan is asking for a commitment now in order to get the events on their calendar, which is released on Black Friday in November. Biggers answered questions clarifying the request and the event. More information was requested regarding room nights and attendance from prior events and strategies for messaging to participants and the community focused on NLTRA's commitment to sustainability. The Event Guide will be updated to stress that messaging.

**Motion to allocate up to \$150,000 for the Spartan 2022 North American Championship and \$175,000 for the Ultra World Championship. WILLIAMS/VILLAMAN/Carried with abstention form Byrne**

**E. Broken Arrow 2022 Sponsorship & Contract [MOTION]**

Biggers reported the Tourism Development Committee (TDC) recommended funding this event at \$40,000, plus \$5,000 depending on achievement of Key Performance Indicators (KPI). Brendan Madigan, owner and producer of the event, is requesting \$60,000. NLTRA has funded this project since 2016. Costs have increased over the years, but so has participation and the event is now being live streamed. Discussion followed as the TDC recommendation was explained.

**Motion to allocate up to \$40,000 with an additional \$5000 based ok KPI. WALSH/HOFFMAN/Carried with Tester and Byrne abstaining.**

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

**A. Recap of Summer TOT/TBID Dollars at Work**

Burke presented slides describing the five pilot programs funded by TOT dollars this summer and the results of each, including TART Connect, Clean Tahoe, pedestrian crossing guards in the town centers, the temporary signal at Grove Street and SR 28, and the "responsible traveler" information, such as the Traveler Responsibility Pledge. All of the projects were quite successful and discussion is underway to continue them.

In response to questions regarding TART Connect, Holloway noted the full report submitted to the Board of Supervisors included statistics on ridership and lessons learned. This service addresses the "last mile" from neighborhoods to TART

mainline service. It was extended into the fall and will continue through the winter with connections to Squaw and Alpine, supplementing the Mountaineer service.

Williams suggested the community needs to be better educated that TOT funding makes these projects possible. Tuma agreed, saying the partnership between the County and NLTRA needs to be highlighted. These dollars are available because the TBID was approved.

#### **B. County of Placer STR Moratorium Update – Stephanie Holloway**

Holloway reviewed the STR Ordinance approved in November 2019. In June, the Board of Supervisors approved an Emergency Ordinance calling for moratorium on issuing new permits, which has been extended to March 31, 2022. Staff is reviewing the current ordinance and working with stakeholders to consider issues with short-term rentals and make recommendations on updating the Ordinance. Concurrently, consultant BAE is investigating economic impacts of rentals. Williams asked that the cost of vacancies also be considered. Recommended changes will be presented to the Supervisors in January with the goal of implementing revisions April 1, 2022. There was a brief conversation about some of the issues to be considered. Holloway was asked to make another presentation to the NLTRA Board in December so this Board can offer comment prior to the presentation to the Supervisors.

#### **C. County of Placer Housing Review – Shawna Purvines**

Purvines described the County's Multi-Disciplinary Housing Team and its goals. The County is also a partner of the Mountain Housing Council and participated in the Housing Needs Assessment. In this area, there are 288 affordable housing units either proposed or in various stages of construction, including Hopkins Village, Meadowview Place and Dollar Creek Crossing. The County continues to consider regulatory updates regarding zoning and ADUs. The Placer Housing Trust is another housing initiative, which will hopefully be part of a larger regional effort. There was a discussion as the Board offered suggestions on additional strategies the County could consider, including outreach and messaging to the community.

#### **D. County of Placer TOT renewal Update – Stephanie Holloway**

Hoffman anticipates the initiative to renew the 2% TOT will be on the June 2022 ballot. She reviewed the strategies to educate the voters. Tuma noted NLTRA is obligated to run the campaign, which the County cannot do.

#### **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, Sep 30, 2021**
- B. Conference Revenue Statistics Report, Sep 2021**
- C. Tourism Development Report on Activities, Sep 2021**
- D. Reno Tahoe Airport Report, Sep 2021**
- E. Visitor Information Center Report, Sep 2021**
- F. North Lake Tahoe Marketing Coop Financial Statements, Sep 30, 2021**
- G. Membership Accounts Receivable Report Sep 30, 2021**
- H. Financial Key Metrics Report Sep 2021**

#### **9. CEO and Staff Updates**

Bavetta reported there is work being done to clarify some discrepancies in the Bylaws. The public needs to be notified of any revisions at least 14 days prior to the Board voting on changes. This should be on the December agenda.

First quarter TBID collections were due at the end of October. A meeting is planned in mid-November with the County's Revenue Services to get a report on the amount of collections.

Grant requests being considered by the CAP Committee total approximately \$4 million, about the same amount as is available. Interviews are later this month. The Committee's recommendations will be presented to this Board next month and the Board of Supervisors in January.

Board member orientation is still being planned.

## **10. Directors Comments**

Wilderotter asked for a discussion about the make-up of the TBID Committees. Funds will be available for allocation in the spring and he suggests Committees be in place by then.

Irelan asked for an update on the relocation of North Tahoe Arts from the Community Center to Kings Beach to understand the move and plans for the building.

Reilly is hearing from TBID businesses that have not been billed and are not sure what to do. She and Bavetta will meet.

Tuma reported Walsh is leading the CEO Search. The Committee is working with the consultant and has narrowed the list of applicants to five, who will be interviewed November 15 and 16. The goal is to make an offer in December and have a new CEO on board in early January.

## **11. Meeting Review and Staff Direction**

- The final Spartan contract will be presented
- The Event Guide will be updated to include sustainability
- The complete audit will be presented next month
- A discussion on carry-over TOT dollars from the last fiscal year will be on an agenda
- Staff will work with the Country on branding TOT/TBID funded projects
- The recommended STR Ordinance revisions will be presented in December
- Employee housing information will be distributed to the Board. Housing impacts on businesses will continue to be recognized
- An update on the Community Center will be presented

## **12. Closed Session**

Closed Session was not convened.

## **13. Adjournment**

There being no further business to come before the Board, the meeting adjourned at 11:15 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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