



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, December 1, 2021

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.

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, Dan Tester, Jim Phelan, Dee Byrne, Kevin Mitchell, Melissa Siig, Sue Rae Ireland, Deirdra Walsh, Ray Villaman, Alyssa Reilly, Tom Turner, Stephanie Hoffman, and David Lockard. A quorum was established. Advisory Committee members Jeff Cowen and Stephanie Holloway were also present.

Board members absent

Brett Williams and Colin Perry

Staff Members in attendance

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

Others in attendance

Included Ryan Marino, Jess Weaver, Katelynn Hopkins, Lindsay Romack, Nick Martin, Ron Parson and Aaron Nousaine

2. Approval of Resolution 2021.04

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 December 1, 2021 to December 30, 2021, pursuant to Brown Act provisions. **SIIG/WILDEROTTER/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. TESTER/WILDEROTTER/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 Nov 3, 2021

B. NLTRA Financial Statements, Oct 31, 2021

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

- **Finance Committee Meeting Nov 22, 2021**
- **Tourism Development Committee Nov 23, 2021**

• **In-Market Tourism Development Committee Nov 23, 2021**

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

6. Action Items

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

Bavetta described the CAP Committee’s process to make the recommendations on allocations of TOT funds. Ultimately, the Placer County Board of Supervisors takes action regarding the recommendations. CAP Committee Chair Phelan provided more detail on each request. Of the approximately \$4.9 million available, \$2.78 million was recommended for the projects presented.

Phelan, Committee member Ron Parson, and County representative Lindsay Romack answered questions clarifying the process and recommendations. During discussion, it was noted the applications need to have a connection to Tier 1 or 2 priorities in the Tourism Master Plan. Housing is not a recognized priority in the current TMP. However, the document is being revised and highest and best use of the funds will be considered.

Parson feels specific priority projects need to be identified and then proponents need to come forward to request funding, such as what happened with sidewalks in Tahoe City.

Motion that the NLTRA Board accepts the CAP Committee recommendations as presented.

PHELAN/VILLAMAN/ Carried with abstention from Irelan

B. Appointment of NLTRA Finance Committee Members [ACTION] – Bavetta

Motion to appoint Jim Phelan, Kevin Mitchell, Dave Brown (CPA), and Ramona Cruz (CFO, TCPUD) to the NLTRA Finance Committee for 2022. HOFFMAN/WILDEROTTER/UNANIMOUS

C. Appointment of NLTRA Tourism Development Committee Members [ACTION] – Burke

Burke explained the three “pools” of the TDC. Pool B terms expire the end of this year. Burke recommends reappointing Becky Moore and Wendy Hummer for another three year term. Incumbent Tyler Gaffney is not asking to be reappointed. A recommendation to fill the third seat will be presented to this Board in February. A brief discussion followed regarding the reporting process for this Committee.

Motion to appoint Becky Moore and Wendy Hummer to the NLTRA Tourism Development Committee through December 2024. WILDEROTTER/TESTER/UNANIMOUS

D. Appointment of NLTRA Election Committee Members [ACTION] – Bavetta

Motion to appoint Stephanie Hoffman, Dave Wilderotter, and Judy Friedman to the NLTRA Election Committee. IRELAN/VILLAMAN/UNANIMOUS

E. Review and Approval of WinterWonderGrass 2022 Sponsorship [ACTION]- Biggers

Biggers presented the request for a \$50,000 sponsorship of the 2022 WinterWonderGrass. The request is larger this year because of increased production costs. Additional information was included in today’s meeting packet, including proposed marketing and deliverables.

Motion to approve a \$50,000 sponsorship for the 2022 WinterWonderGrass as presented.

WILDEROTTER/MITCHELL/Carried with abstention from Byrne

7. Informational Updates/Verbal Reports

A. Placer County Short Term Rental Study

Holloway reminded the group of the reasons for the study and the key issues being considered, including the possible link between STRs and workforce housing, impacts to neighborhoods, and safety issues. Stakeholder meetings are being conducted and strategies other areas are using to mitigate impacts are being considered. Aaron Nousaine from BAE presented data being collected as economic impacts of STRs and trends are being analyzed.

Discussion followed clarifying the information presented today, how condo-hotels are being considered in the mix, and from what sources the data was collected.

Holloway described some of scenarios being presented at the December 14 Board of Supervisors meeting, including capping the number of permits issued and minimum night stay requirements. The December 14th meeting will be mainly for staff to get direction in order to present recommendations on revisions to the current STR Ordinance at the January BOS meeting.

B. Placer County TOT Renewal Update

This item was tabled to January.

C. CEO Search Update

Walsh reported the search has been narrowed to three candidates, who have been invited for personal interviews next week. Those candidates will also meet with stakeholders in the area. The Search Committee will then make a recommendation to the NLTRA Executive Committee. The process was clarified.

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, Oct 31, 2021

B. Conference Revenue Statistics Report, Oct 2021

C. Tourism Development Report on Activities, Oct 2021

D. 2021-22 Winter Consumer Media Plan

E. Reno Tahoe Airport Report, Oct 2021

F. Visitor Information Center Report, Oct 2021

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

H. Membership Accounts Receivable Report Oct 31, 2021

I. Financial Key Metrics Report Oct 2021

9. CEO and Staff Updates

Bavetta reported the County collected \$971,000 in first quarter TBID receipts, which is higher than anticipated. That said, Bavetta is not making any predictions of future receipts.

In response to a question last month about the status of the Art Center and Fire House, Holloway said the property will be a priority for the County in 2022 when the STR Ordinance updates are completed.

Burke is working on a roadmap to consider how events are evaluated as regards sustainability. Recommendations will go to the Tourism Development Committee in early 2022, then to the Board for consideration.

10. Directors Comments

Phelan reported a decision on the consultant for the Sustainable Recreation and Tourism effort should be made soon. He reminded the group NLTRA contributed \$20,000 to the study.

11. Meeting Review and Staff Direction

- Today's STR presentation will be posted on the NLTRA website.
- The TOT Renewal report will be presented next month.

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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