



north lake tahoe

Chamber | CVB | Resort Association

**BOARD OF DIRECTORS MEETING**

Date: Wednesday, February 2, 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

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**1. Call to Order – Establish Quorum at 8:35 AM**

**Board members in attendance**

Samir Tuma, Dave Wilderotter, Jim Phelan, Dan Tester, Colin Perry, Kevin Mitchell, Deidra Walsh, David Lockard, Alyssa Reilly, Sue Rae Irelan, Melissa Siig, Stephanie Hoffman, Ray Villaman, and Tom Turner. A quorum was established. Advisory Committee members Jeff Cowen and Stephanie Holloway were also present.

**Board members absent**

Dee Byrne

Brett Williams

**Staff Members in attendance**

Tony Karwowski, Bonnie Bavetta, Anna Atwood, Amber Burke, Katie Biggers, and DeWitt Van Siclén

**Others in attendance**

Included Supervisor Cindy Gustafson, Andy Chapman, Joy Doyle, Cathy Nanadiego, Greg Long, Jess Weaver, Kenzie Wall, Walt McRoberts, James Holman, and Matt Davis

**2. Approval of Resolution 2021.06**

**Motion to adopt Resolution 2021.06 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 February 2, 2022 to March 4, 2022 pursuant to Brown Act provisions. MITCHELL/PHELAN/Approved unanimously by roll call vote.**

**3. Introduction of Tony Karwowski, NLTRA CEO**

Tony Karwowski introduced himself and was welcomed as the new NLTRA CEO. Bavetta was thanked for filling in as Interim CEO during the recruitment process.

**4. Public Forum**

On behalf of his Board, Andy Chapman welcomed Karwowski.

Gustafson welcomed Karwowski and thanked the Board for a well-run, inclusive hiring process.

Gustafson reported the County is moving forward with name changes on three roads in Olympic Valley. USGS is considering names for the Park, the Creek, and the Peak.

The Placer County Board of Supervisors is considering approval of a Zoning Text Amendment to allow those serving on the two at-large positions on the Planning Commission to be part-time residents of the County.

Gustafson is hoping to secure federal infrastructure bill funds to address widening SR 89 and Highway 267, which will cost over \$400 million. She has heard the Placer County Transportation Planning Agency (PCTPA) is considering options to increase rail service to this area.

#### **5. Agenda Amendments and Approval [ACTION]**

**Motion to approve today's agenda as presented. PHELAN/TESTER/UNANIMOUS**

**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. [ACTION]**

**A. NLTRA Board Meeting Minutes from Jan 5, 2022**

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

**C. Approval of Accounting Software Purchase & Implementation**

**D. Approval of 2022 Lake Tahoe Dance Festival Sponsorship**

**E. Approval of 2022 Oktoberfest Sponsorship**

**F. 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 January
- Tourism Development Committee Meeting
- In-Market Tourism Development Committee Meeting

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

#### **7. Action Items**

**A. Approval of Resolution Appointing Bank Signatories - VanSiclen [ACTION]**

**Motion to appoint Tony Karwowski, Amber Burke, Dan Tester, and Jim Phelan as signers on all accounts and Andy Chapman and Greg Long as signers on the co-op account. MITCHELL/VILLAMAN/UNANIMOUS**

**B. Approval of Made in Tahoe Events - Biggers [ACTION]**

Biggers reported the Tourism Development Committee has reviewed three events so far and expects to hear another 6-8 sponsorship requests. The Squaw Village Neighborhood Company is requesting additional funds for the Made in Tahoe events, which now takes place over Memorial Day weekend and in the fall. In response to a question, Biggers clarified the approval process.

**Motion to approve the additional sponsorship funds requested for the Made in Tahoe event  
VILLAMAN/IRELAN/UNANIMOUS**

**C. Approval of Tourism Development Committee Members – Burke [ACTION]**

Burke reported four of the seven applicants are recommended for approval. A brief discussion followed regarding the current make-up of the Committee.

**Motion to appoint Carolyn Craffey, Adam Wilson, Kristy Olk, and Conner McCarthy to the Tourism Development Committee. TESTER/VILLAMAN/UNANIMOUS**

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

**A. 2021-22 Responsible Travel Focused Spring Consumer Media – Burke**

Burke presented details of the spring campaign, noting the emphasis on Stewardship Principles. The goals are to increase the visitor's length of stay during shoulder seasons, encourage mid-week visitation, and target meeting and convention business. Burke said the campaign is being pushed through channels that allow the most flexibility for quick adjustments given COVID, smoke, and other possible impacts. Burke answered questions clarifying the presentation and described how the campaign was developed.

**B. County of Placer Short Term Rental Ordinance Update**

Gustafson reported there was over four and one-half hours of public testimony regarding Short Term Rentals at the recent Supervisor’s meeting. The currently recommended Ordinance will be considered for adoption at the February 8 meeting. She emphasized that this is not the end of process and the Ordinance will continue to be refined with input from a stakeholder group. STRs are important to the area, but housing workers and mitigating nuisance issues are critical. Gustafson is encouraging a facilitator be hired to oversee the stakeholder group so staff can remain neutral.

Gustafson noted the need to continually collect data. The complaints are relatively small compared with the number of rental room nights. When investigated, many complaints are related to owners and their guests using their home. The impacts of day use also needs to be considered. TRPA estimates 42% of summer traffic counts are from those just here for the day.

Holloway and Bavetta presented details on the proposed Ordinance. Holloway answered questions regarding the permitting application. A Town Hall will be presented to describe details of the Ordinance and a webinar and FAQ document for permit holders.

Tester asked about enforcement, specifically tracking those who operate “underground” without proper permits. Siig also asked about enforcement. Holloway described the tracking and fining options for those not in compliance.

Discussion followed as compliance and enforcement, how permits will be issued, and strategies to address day users were considered.

#### **C. NLTRA/TOT/TBID Committees Overview – Bavetta**

Bavetta narrated a Power Point presentation outlining the proposed structure for the three new committees being formed as a result of TBID. There was a brief discussion about the tasks of each committee, the funds each will oversee, and the process for allocations. This item will continue to be on the agenda for updates.

#### **D. NLTRA Board Election Update – Bavetta**

Bavetta reported Jill Shott has applied for the North Shore lodging seat, Tom Turner is running again for the food and beverage seat, and Dave Wilderotter, Marie Murphy, and Marshall Grattan are candidates for the at-large positions.

Palisades Tahoe has appointed Mike DeGroff. Dave Lockard is again the Resort at Squaw Creek’s appointee and Dan Tester will serve for the Squaw Valley Business Association.

Ballots will be sent to the membership soon. The new Board will be seated in April.

#### **E. Discussion of NLTRA/IVCBVCB Joint Meeting**

Bavetta referred to the memo in today’s Board packet. She recommends the joint meeting be held the morning of March 16 and followed by an informal light lunch. Bavetta will send out a Doodle Poll to confirm the date. The location will be advised.

#### **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, Dec 31, 2021**
- B. Conference Revenue Statistics Report, Dec 2021**
- C. Tourism Development Report on Activities, Dec 2021**
- D. 2021-22 Responsible Travel Focused Spring Consumer Media Supplemental Information**
- E. Reno Tahoe Airport Report, Dec 2021**
- F. Visitor Information Center Report, Dec 2021**
- G. North Lake Tahoe Marketing Coop Financial Statements, Dec 2021**
- H. Membership Accounts Receivable Report Dec 2021**
- I. Financial Key Metrics Report Dec 2021**

#### **10. CEO and Staff Updates**

Karwowski thanked the staff and Board for the warm welcome and helping getting him up to speed quickly.

Biggers said the Spartan contract will be presented at the March meeting.

**11. Directors Comments**

Irelan hopes the new Board member orientation includes training for Karwowski.

Bavetta was thanked for stepping up as Interim-CEO and helping with the transition.

**12. Meeting Review and Staff Direction**

Karwowski will confirm details of March 16 NLTRA/IVBVCB joint meeting.

**13. Closed Session**

Closed Session was not convened.

**14. Adjournment**

There being no further business to come before the Board, the meeting adjourned at 11:02 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS