
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 Dave's

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 8:32 AM

Board members in attendance

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

Board members absent

Colin Perry, Stephanie Hoffman, and David Lockard

Staff Members in attendance

Tony Karwowski, Anna Atwood, Amber Burke, and DeWitt Van Siclen

Others in attendance

Included Katie Biggers, Crystal Jacobson, Matt from Great Lakes Drone Company, and Jason and Amy Lapp. There may have been others attending electronically who did not introduced themselves.

2. Public Comment

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

3. Agenda Amendments and Approval [ACTION]

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

4. 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 Feb 2, 2022 [Link to preliminary online document](#)

B. NLTRA Financial Statements, Jan 31, 2022

C. Approval of Event Sponsorship for 2022 Adventure Van Expo

D. Approval of Event Sponsorship for 2022 High Sierra Archery

E. Approval of Event Sponsorship for 2022 Lake Tahoe Paddle Racing Series

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

- **Finance Committee Meeting**
- **Tourism Development Committee Feb 22, 2022**
- **In-Market Tourism Development Committee Jan 25, 2022**

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

5. Action Items

A. Approval of Event Sponsorship for 2022 Tahoe 100 Mountain Bike Race

Burke presented the request to sponsor the 12th annual event taking place at Northstar in July. The Tourism Development Committee supports an allocation of \$15,000 plus an additional \$5,000 dependent on the marketing plan to drive lodging in Placer County. Although NLTRA does not generally sponsor events taking place during the summer, this was considered to be an exception because it is at Northstar. Burke reviewed statistics from past events. She answered questions clarifying the route and logistics.

Motion to approve the sponsorship request of \$15,000 plus an additional \$5,000 for the 2022 Tahoe 100 Mountain Bike Race. WILLIAMS/MITCHELL/UNANIMOUS

B. Approval of Event Sponsorship for 2022 Kings Beach Fireworks

C. Approval of Event Sponsorship for 2022 Tahoe City Fireworks

Burke presented these two items together given the fireworks contracts are for both TCDA and NTBA. She provided background on the events and described the increased costs, both in the fireworks contracts and as a result of additional regulatory requirements from Placer County and the North Tahoe Fire Protection District.

Reilly reported on her investigation into producing drone shows rather than fireworks. She presented the proposal from Starlight Aerial Productions for a three year agreement to do shows in both Kings Beach and Tahoe City. NLTRA is being asked for \$100,000 per year. TCDA and NTBA will cover the additional costs through fundraising. Any surplus will be applied to the following year's show. Reilly described the benefits in staff time, environmental concerns, and overall costs in doing a drone show. Matt, from Great Lakes Drone Company, showed a video of a drone presentation

Discussion followed regarding logistics, technology, and details of the show. The group questioned the three-year commitment, given this would be the first time a show like this has been done. Both the organizational details and public's response need to be considered. There was also a question about NLTRA entering into a three-year agreement.

Motion to celebrate the Country's birth, which is important, and approve the contract to sponsor the 2022 Kings Beach Fireworks drone show subject to an amendment to opt out after the first year. IRELAN/SIIG/Carried with abstention from Reilly

Motion to celebrate the Country's birth, which is important, and approve the contract to sponsor the 2022 Tahoe City Fireworks drone show subject to an amendment to opt out after the first year. IRELAN/SIIG/Carried unanimously

D. Approval of Spartan 2022 Contract Amendment

Burke asked the Board to approve the amendment to the contract approved in November 2021. The addition of the Ultra World Championship 24-hour race has been confirmed. The sponsorship approved in November was for \$175,000 on a sliding scale. Dee Byrne was not present for this vote.

Motion to approve the Spartan 2022 contract amendment as presented. IRELAN/VILLAMAN/UNANIMOUS

E. Approval of Coraggio Consulting Services Agreement

Karowski presented the Agreement and Statement of Work. Coraggio was the consultant for the TBID and reorganization of NLTRA, but Phase 3 was put on hold pending hiring the new CEO. This request is for \$28,000 plus expenses. Approximately \$33,000 is remaining from the original contract.

Motion to approve the Coraggio consulting services agreement as presented. TESTER/WALSH/UNANIMOUS

F. Approval of CEO Authority of Execution

This approval will give the CEO authority to execute agreements and approve expenditures of varying amounts with and without Board approval. Details of the expenditure amounts were discussed.

Motion to approve the CEO Authority of Execution as presented. TURNER/WILDEROTTER/UNANIMOUS

6. Informational Updates/Verbal Reports:

A. George Ruther- Delivering on housing solutions in Vail, Colorado

George Ruther, Director of Housing for the Town of Vail, presented details on strategies the Town has used to address housing issues, as well as outcomes and lesson's learned to date. He answered questions clarifying some of the initiatives. His presentation will be posted to the NLTRA website.

B. Tahoe City Skate Park presentation

Tuma noted the recent passing of Scotty Lapp. His parents, Jason and Amy Lapp, joined the call and explained their desire to implement his dream of a skate park in Tahoe City. TCPUD will be evaluating sites for the park. This Board offered support of the project.

C. Placer County Staff- Short Term Rental implementation program

Holloway reported the Placer County Board of Supervisors took action to replace and repeal the STR ordinance. She narrated a Power Point presentation giving a history of the ordinance and details of the new one that takes effect on March 31, 2022.

Crystal Jacobsen provided more detail of the new ordinance, explaining the permit caps, stricter nuisance standards, and increased fines. The general exemptions have been removed, but properties such as hotels, motels, and condo-hotels are not subject to the ordinance. The next steps include increasing staff for administration and enforcement. A community working group is being formed to monitor results. An outreach program is being developed for STR applicants.

Discussion followed as Holloway and Jacobsen answered questions clarifying the ordinance, implementation (including the required NTFPD inspection), and suggestions on outreach. There was a request to clarify the 30-day rental minimum, as someone renting for 31 days could still be subject to the ordinance.

7. 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, Jan 31, 2022**
- B. Conference Revenue Statistics Report, Jan 2022**
- C. Tourism Development Report on Activities, Jan 2022**
- D. Reno Tahoe Airport Report, Jan 2022**
- E. Visitor Information Center Report, Jan 2022**
- F. North Lake Tahoe Marketing Coop Financial Statements, Jan 2022**
- G. Membership Accounts Receivable Report Jan 2022**
- H. Financial Key Metrics Report Jan 2022**
- I. NLTRA 6-month Performance Report**

8. CEO and Staff Updates

Karwowski reported a check for approximately \$4.18 million will be issued to Placer County for unspent TOT funds from FY 2021. The funds will be held in an account for the Housing and Transit TOT Committee to recommend allocations. The surplus is due to fewer expenses from staffing, delayed marketing, and less event sponsorships.

Karwowski reported a quorum of ballots for the Board of Directors election has been reached. He read the results and thanked outgoing Board members Dee Byrne and Brett Williams. Tuma noted the Executive Committee will be appointed at the April meeting.

Karwowski thanked staff, particularly Atwood, for organizing today's hybrid meeting. He thanked the staff and Board for his onboarding and orientation process.

Katie Biggers is leaving NLTRA to become the TCDA Executive Director.

Burke reported six of the 2022 California Poppy Awards went to Tahoe entities. NLTRA and IVGID received an award for the best marketing campaign with a budget of less than \$1 million.

9. Directors Comments

Villaman commented on how big the workforce housing issue is. He suggested NLTRA work with other agencies to consider measures private businesses are taking to address it.

Reilly announced Snowfest events in Kings Beach on Saturday.

Cowen congratulated NLTRA on the Poppy Awards.

10. Meeting Review and Staff Direction

- Karwowski will review the drone show contract to make sure it includes an "opt out" after the first year. He will also check with Counsel about entering into a multi-year agreement
- The costs of a hybrid meeting will be reviewed
- Wilderotter asked that his Board position be listed as "at large."

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:55 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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