
Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge

Mike DeGroff, Palisades Tahoe | Deirdra Walsh, Northstar California | Kevin Mitchell, Homewood Mountain Resort

David Lockard, Resort at Squaw Creek | Colin Perry, Ritz-Carlton, Lake Tahoe

Jill Schott, Tahoe Moon Properties | 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, Deidra Walsh, Jill Schott, Alyssa Reilly, Ray Villaman, Melissa Siig, Stephanie Hoffman, Tom Turner, and Sue Rae Irelan. A quorum was established. Advisory Committee member Stephanie Holloway was also present. Board member Mike DeGroff joined the meeting at 9:15 AM.

Board members absent

Colin Perry, Kevin Mitchell, and David Lockard

Staff Members in attendance

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

Others in attendance

Included Emily Setzer and Jonn Melrose. There may have been others attending electronically who did not introduce themselves.

2. Public Comment

Tuma welcomed new Board members Jill Schott and Mike DeGroff.

3. Agenda Amendments and Approval [ACTION]

Motion to approved today's agenda as presented. PHELAN/TWALSH/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 Mar 2, 2022 [Link to preliminary online document](#)

B. NLTRA Financial Statements, Feb 28, 2022

C. CEO Expense Report for February 2022

D. Notification of new NLTRA Marketing Cooperative Committee members

E. Civitas retainer contract

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

- Finance Committee Meeting Mar 22, 2022
- Tourism Development Committee Mar 29, 2022
- In-Market Tourism Development Committee Mar 29, 2022

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

5. Action Items

A. Election of NLTRA Board Officers

Tuma thanked previous Executive Committee members Phelan, Tester, Walsh, and Adam Wilson. A slate of officers was presented. Tuma will remain on the Executive Committee as past-President.

Motion to appoint Walsh as Chair, Irelan as Vice-Chair, Tester as Treasurer, and Villaman as Secretary. PHELAN/SIIG/UNANIMOUS

Karwowski presented gifts of appreciation to outgoing Board officers Tuma and Phelan.

B. Amend CEO authority of execution

Motion to amend CEO Authority of Execution regarding the procedure for approved contracts to be signed. WILDEROTTER/TUMA/UNANIMOUS

C. Approval of Rebranding Scope of Work with Augustine Agency

Burke presented the proposal from Augustine Agency to rebrand NLTRA as a result of formation of the TBID. She answered questions clarifying the process and a brief discussion followed regarding components and reasons for rebranding.

Motion to approve the scope of work proposed by Augustine Agency for rebranding, not to exceed \$30,000. WILDEROTTER/SIIG/UNANIMOUS

D. TBID Advisory committee recommendations and appointment

Karwowski reviewed the recommendations from staff and the Executive Committee.

Motion to approve recommendations as presented for appointments to the TBID Advisory Committee. VILLAMAN/TURNER/UNANIMOUS

E. TBID Zone 1 Advisory committee recommendations and appointment

The recommendations were included in the meeting packet. Discussion followed regarding the tasks of each TBID Committee, noting the need to form them quickly. That said, the composition can be revised at any time to provide for more diversity and inclusion, as was recommended during discussion.

The topic was open to public comment. Setzer supported comments regarding a more public process to solicit members for each committee.

Motion to approve recommendations as presented for appointments to the TBID Zone 1 Advisory Committee. TUMA/SCHOTT/UNANIMOUS

F. NLTRA Building lease at 100 North Lake Blvd. Tahoe City, CA

Karwowski presented the request to extend the lease for five-years. A discussion followed regarding terms of the lease and options to purchase the building. Karwowski was asked to follow up with the property owner.

Motion to approve the NLTRA building lease as presented, subject to a discussion with the owner to gauge his interest in selling the building prior to the lease being signed. TUMA/SIIG/UNANIMOUS

6. Informational Updates/Verbal Reports

A. New NLTRA Org. Chart

Karwowski presented a new Organization Chart, based on shifting the focus on marketing to stewardship and managing the NLT TBID. He described the tasks for each position and impacts to the budget. Karwowski answered questions clarifying the positions and the anticipated timeline for onboarding new staff.

B. Housing Programs and Projects in Eastern Placer County – Emily Setzer

Setzer presented an update on County initiatives focused on the goals of increasing housing types, reducing Vehicle Miles Traveled (VMT), and addressing overall employment growth in this area. Setzer provided detail on how the County is working with other agencies, its participation in the Workforce Housing Preservation Program that provides financial assistance to qualified applicants, deed restrictions to ensure local workers are being housed, and regulatory recommendations.

Discussion followed as the statistics and recommendations were clarified. Wilderotter suggested NLTRA help promote the programs. Villaman agreed, saying he does not think everyone understands how urgent this issue really is.

Holloway thanked Setzer for the presentation, noting the multi-pronged approach the County is using, including land acquisition and incentives.

C. Summer Media Plan – Amber Burke

Burke presented the media plan based on the stewardship principles adopted. It includes updating the Know Before You Go guides, awareness of transportation options, and promoting local events. The Traveler's Responsibility Pledge will be highlighted again this summer and the Visitor Guide will focus on responsible travel. A new campaign is being developed called "Tag Tahoe" for people to share how they are honoring the Responsibility Pledge.

Burke reviewed campaign strategies based on increasing mid-week and longer stays, as well as in-market spends. The consumer media plan will be flexible so shifts can easily be made if necessary.

Burke answered questions regarding how information is being disseminated both locally and out of the area.

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, Feb 28, 2022

B. Conference Revenue Statistics Report, Feb 2022

C. Tourism Development Report on Activities, Feb 2022

D. Reno Tahoe Airport Report, Feb 2022

E. Visitor Information Center Report, Feb 2022

F. North Lake Tahoe Marketing Coop Financial Statements, Feb 2022

G. Membership Accounts Receivable Report Feb 2022

H. Financial Key Metrics Report Feb 2022

8. CEO and Staff Updates

Karwowski announced Burke's promotion to Director of Tourism Marketing and Sales.

Karwowski will schedule TBID Advisory and Zone 1 Committee meetings with a goal of approving Q4 budgets.

9. Directors Comments

Walsh expressed appreciation to all who volunteered to serve on committees.

Holloway noted Measure A, the 2% TOT renewal initiative, will be on the June ballot. She noted the many initiatives those fund support. Ballots will be mailed to voters May 9 so promotion and education of the measure should begin

soon. Karwowski said NLTRA is listed as a supporter in the voter information book and will continue to advocate for the initiative.

10. Meeting Review and Staff Direction

- Karwowski will follow up with Roger Kahn regarding interest in selling the building.

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:10 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS