
Board of Directors – Draft Meeting Minutes – May 4, 2022

Board of Directors:

Chair: Deirdra Walsh, Northstar California, **Vice Chair:** Sue Rae Irelan, Placer County Appointee
Treasurer: Dan Tester, Squaw Valley Business Assoc. | **Secretary:** Ray Villaman, Northstar Business Assoc.

Past Chair: Samir Tuma, Tahoe City Lodge

Mike DeGross, Palisades Tahoe | **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

Dave Wilderotter, Tahoe Dave's | **Melissa Siig**, TCDA | **Alyssa Reilly**, NTBA

Advisory members: **Stephanie Holloway**, Placer County Executive Office | **Jeff Cowen**, TRPA

1. Call to Order – Establish Quorum at 8:32 AM in person and via Zoom

Board members in attendance

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

Board members absent

Kevin Mitchell and Stephanie Hoffman

Staff Members in attendance

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

Others in attendance

Included Joy Doyle, Jaime Olson, Emily Setzer, and Lindsay Romack. There may have been others attending electronically who did not introduced themselves.

2. Public Forum

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

3. Agenda Amendments and Approval [ACTION]

Motion to approve today's agenda as presented. PHELAN/IRELAN/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 April 6, 2022 [Link to preliminary online document](#)

B. NLTRA Special Board Meeting Minutes from April 13, 2022

C. NLTRA Financial Statements, Mar 31, 2022

D. CEO Expense Report for March 2022

E. NLTRA CEO Coach agreement

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

- **Finance Committee Meeting Apr 27, 2022**
- **Tourism Development Committee Apr 26, 2022**
- **In-Market Tourism Development Committee Mar 29, 2022**

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

5. Action Item

A. Lease to Locals Program and TOT expense proposal - Emily Setzer

Setzer presented details of Lease to Locals, which if approved by the Placer County Board of Supervisors in June, would be a one-year pilot program beginning August 1, 2022. It is modeled after the Truckee program and would offer cash incentives to east Placer homeowners who rent to local workers.

Colin Frolich from Landing Locals described the programs being used in Truckee, South Lake Tahoe, and Ketchum, Idaho, including how and why they were developed, the goals, and the results. Frolich will be working with Placer County on this project if approved.

Stephany Holloway explained the proposed funding, which would include approximately \$1.5 million from TOT Reserves.

Discussion followed as details were clarified, including how applicants are screened, costs, and incentives to property owners.

Motion to recommend approval of \$500,000 from TOT Reserves to fund the Lease to Locals program as presented. TUMA/SCHOTT/UNANIMOUS

B. North Lake Tahoe Microtransit service TOT expense proposal- Lindsay Romack/Jaime Wright

Wright presented details of the TART Connect pilot program which was launched last summer. The program has been very successful. Adjustments have been made to make the winter and non-peak off season service more responsive to rider's needs. Wright reviewed statistics of ridership, routes, and funding.

Wright reviewed proposed services for FY 2022/23, which would expand the hours of service and accommodate special events.

The Board asked questions clarifying the service, the routes, and the ability of the operator to provide extended service. It was noted that TART Connect is free-to-the-rider and designed to be a "last mile" service connecting with fixed TART routes. Wright was asked to consider a fee-based program with expanded service.

Motion to recommend allocating \$350,000 from TOT Reserves to fund the FY 2022/23 TART Connect program. IRELAN/VILLAMAN/UNANIMOUS

6. Informational Updates/Verbal Reports:

A. Squaw Valley I Alpine Meadows Micro Mass Transit District Renewal Presentation - Joy Doyle

Doyle provided details of SATCo, why and how it was formed under a TBID to provide micro-transit service in Olympic Valley and Alpine Meadows.

The TBID is due for renewal next year, but the advice from CIVITAS is to begin the process as soon as possible. Currently, the assessment is 1% on lodging in those areas, daily lift tickets, and Palisades Tahoe "frequency products." The renewal will increase the assessment to 1.5% and there is already support for that. Increasing revenues will address increasing costs and allow for expanded service. Doyle presented the proposed timeline for the petition process, which will not begin until the results of the Placer County 2% TOT renewal are known.

Doyle announced the organizations new name, Mountain Transit Company.

Discussion followed. Tester, Siig, and Lockard spoke to the benefits of the service. Tuma noted language from SATCo's MDP calling for combining with the North Lake Tahoe TBID so businesses in Olympic Valley are not assessed twice. He has not seen movement toward integrating into the broader system. Increasing the SATCo assessment could make it more difficult for changes to the NLT TBID. Tuma will not vote to support SATCo's renewal until there is more significant cooperation.

Although Doyle was not at SATCo during its inception, her understanding was that the community was anxious to get the service operating and businesses agreed to assess themselves. The service has grown beyond anyone's imagination, in spite of challenges such as COVID. Doyle said SATCo is open to the conversation regarding NLT TBID. Tuma was involved in the original discussions specific to "dissolving and combining." He would like to see firm commitments, not just discussion.

B. Fiscal Year 2022.23 Budget Update- DeWitt Van Siclen

Van Siclen presented the preliminary FY 2022/23 budget, which will be an action item next month. Based on the lack of historical data, Van Siclen relied on the MDP projection of \$6 million in revenue. That said, revenues have been higher than expected and expenditures less, so the budget is based on \$7 million. Van Siclen discussed the assumptions as the budget was prepared. Cash flows are based on the assessment collection schedule.

Van Siclen noted overhead, payroll, and administrative costs, Zone 1 and Zone 2 specifics, and the percentage breakdown of "spend" categories.

C. Measure A 2% TOT renewal and NLTRA advocacy - Tony Karwowski

Karwowski described Measure A, the 2% TOT renewal initiative on the June 7 ballot. He discussed how the funds are allocated and the benefits over the years for infrastructure projects including bike trails. If Measure A fails, not only with the \$4 million in revenue for those projects be lost, the "freed up" dollars that funded NLTRA and are to be allocated to housing and transit will also be lost.

Tuma agreed, emphasizing the importance of Measure A passing. He explained the advocacy campaign cannot be funded by public dollars, but a campaign committee has been formed outside of NLTRA. NLTRA is covering about \$15,000 of the anticipated \$40,000 campaign, so outreach will be done to make up the different.

D. TOT, TBID Advisory, and Zone 1 advisory committee formation update - Tony Karwowski

Karwowski reported both the TBID and Zone 1 Advisory Committees have met twice. At the first meetings, members received a general orientation of TBID and their tasks, elected officers, and reviewed and recommended approval of the Q4 budgets. At the second meetings, they received a more in-depth education about the budget categories and agreed to procedural matters, such as the terms of the seats, and future meeting dates. Each group will review the FY 2022/23 budgets at its next meeting.

Those with workforce housing or transit experience are being solicited for the TOT Committee. This group will make recommendations on allocating the "freed up" TOT dollars. About sixteen applications have been received to date. Karwowski will present a recommendation to this Board at the June meeting.

Irelan noted how complicated this process is and understanding who is doing what. She suggested identifying ways to simply communicate the purpose and outcomes in a comprehensive and strategic way.

E. Lake Tahoe Destination Stewardship Plan Update - Gregory Miller

Gregory Miller from the Center for Responsible Travel discussed outdoor recreation trends, challenges communities have with "over tourism," and responding to the community. He described the collaborations that will be integrated

into developing a shared stewardship plan for the region that integrates responsible tourism, transportation, and housing. Public visioning workshops to inform the Lake Tahoe Destination Stewardship Plan are scheduled around the lake and in Truckee for later this month.

Siig asked how over tourism is controlled. Miller explained the Plan is about managing tourism for the benefit of residents, visitors, and businesses rather than setting targets for growth.

Discussion followed about stewardship efforts in this and other areas and lessening impacts such as traffic and trash, the focus of the workshops, and how the information will be used. In response to a question, Miller agreed that climate change is fundamental to the future of Tahoe. There are experts on the team working on that specific issue. Cowen explained TRPA's involvement in the regional issue.

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

8. CEO and Staff Updates

Karwowski noted open staff positions.

9. Directors Comments

Walsh thanked all presenters and the Board for thoughtful conversations. She is confident that through the Committees, the complexities of TBID will be better understood and responded to.

10. Meeting Review and Staff Direction

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:24 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS