

Board of Directors – Draft Meeting Minutes – June 1, 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 at 8:35 AM – Establish Quorum

Board members in attendance

Sue Rae Irelan, Alyssa Reilly, Dave Wilderotter, Ray Villaman, Dan Tester, Colin Perry, Melissa Siig, Samir Tuma, Jill Schott, Tom Turner, Stephanie Hoffman, and Mike Degross. A quorum was established. Advisory Committee member Stephanie Holloway was also present.

Tom Turner left the meeting at 10:02 AM and was not present for votes after Item 7.D.

Board members absent

Kevin Mitchell, David Lockhard, and Deirdra Walsh

Staff Members in attendance

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

Others in attendance

Included Katie Biggers. There may have been others attending electronically who did not introduced themselves.

2. Approval of Resolution 2022.06

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION 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 JUNE 1, 2022 TO JUNE 30, 2022 PURSUANT TO BROWN ACT PROVISIONS.

Motion to adopt Resolution 2022.06. TUMA/TESTER/Approved unanimously by Roll Call vote.

3. Ratifying the Approval of March 2022, April 2022, and May 2022 consent and Action items

a) Ratify Consent items from March 2, 2022 Board of Directors meeting

- NLTRA Board Meeting Minutes from Feb 2, 2022
- NLTRA Financial Statement, Jan 31, 2022
- Approval of Event Sponsorship for 2022 Adventure Van Expo
- Approval of Event Sponsorship for 2022 High Sierra Archery
- Approval of Event Sponsorship for 2022 Lake Tahoe Paddle Racing Series

Motion to ratify approval of Consent Items from the March 2, 2022 Board meeting. TUMA/TESTER/Approved unanimously by Roll Call vote

b) Ratify Action items from March 2, 2022 Board of Directors meeting

- Approval of Event Sponsorship for 2022 Tahoe 100 Mountain Bike Race
- Approval of Event Sponsorship for 2022 Kings Beach Fireworks
- Approval of Event Sponsorship for 2022 Tahoe City Fireworks
- Approval of Spartan 2022 Contract Amendment
- Approval of Coraggio Consulting Services Agreement
- Approval of CEO Authority of Execution

Motion to ratify approval of Action Items from the March 2, 2022 Board meeting. TUMA/TESTER/Approved unanimously by Roll Call vote

c) Ratify Consent items from April 6, 2022 Board of Directors meeting

- NLTRA Board Meeting Minutes from March 2, 2022
- NLTRA Financial Statements, Feb 28, 2022
- CEO Expense Reports for February 2022
- Notification of NLTRA Marketing Cooperative members
- Civitas retainer contract

Motion to ratify approval of Consent Items from the April 6, 2022 Board meeting. TUMA/TESTER/Approved unanimously by Roll call vote

d) Ratify Action items from April 6, 2022 Board of Directors meeting

- Election of NLTRA Board Officers
- Amend CEO authority of execution
- Approval of Rebranding Scope of Work with Augustine Agency
- TBID Advisory committee recommendations and appointments
- TBID Zone 1 Advisory committee recommendations and appointment
- NLTRA Building lease at 100 North Lake Blvd. Tahoe City, CA

Motion to ratify approval of Action Items from the April 6, 2022 Board meeting. TUMA/TESTER/Approved unanimously by Roll Call vote

e) Ratify Action items for Special Board of Directors meeting April 13, 2022

- Review and approve TBID Zone 1 committee recommended Q4 expense budget
- Review and approve TBID Advisory committee recommended Q4 expense budget

Motion to ratify approval of Action Items from the April 13, 2022 Board meeting. TUMA/TESTER/Approved unanimously by Roll Call vote

f) Ratify Consent items from May 4, 2022 Board of Directors meeting

- NLTRA Board of Director Meeting Minutes from April 6, 2022
- NLTRA Special Board Meeting Minutes from April 13, 2022
- NLTRA Financial Statements, Mar 31, 2022
- CEO Expense Report for March 2022
- NLTRA CEO Coach agreement

Motion to ratify approval of Consent Items from the May 4, 2022 Board meeting. TUMA/TESTER/Approved unanimously by Roll Call vote

g) Ratify Action items from May 4, 2022 Board of Directors meeting

- Lease to Locals Program and TOT expense proposal
- North Lake Tahoe Microtransit service TOT expense proposal

Motion to ratify approval of Action Items from the May 4, 2022 Board meeting. TUMA/TESTER/Approved unanimously by Roll Call vote

4.Public Forum

Judy Friedman encouraged everyone to vote yes on Measure A, the ballot initiative to renew the 2% TOT.

5. Agenda Amendments and Approval [ACTION]

Motion to approve today's agenda, agreeing to take items out of order. TUMA/TURNER/Approved unanimously by Roll Call vote

6. Consent Calendar

A. NLTRA Board Meeting Minutes from May 4, 2022 [Link to preliminary online document](#)

B. NLTRA Financial Statements, Apr 30, 2022

C. Tahoe Training Partners - Agreement for recruitment services

D. CyberlinkASP - Agreement for accounting software licensing

E. Squaw Valley Business Association 21.22 Business Association Marketing Grant

F. West Shore Association 21.22 Business Association Marketing Grant

G. NTBA Q4 Zone 1 Holiday lighting program recommendation

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

- Finance Committee Meeting May 25, 2022
- Tourism Development Committee May 24, 2022
- In-Market Tourism Development Committee May 24, 2022

Motion to approve the Consent Calendar as presented. PHELAN/VILLAMAN/Approved unanimously by Roll Call vote

7. Action Items

A. Review & Approval of InBloom contract for NLTRA social media, newsletter and website and support

Burke presented the proposed contract for \$3,350 per month for 12 months. She described the work InBloom does for NLTRA. This contract is specific to NLTRA and does not include the Co-op.

Motion to approve the InBloom contract as proposed. VILLAMAN/WILDEROTTER/Approved unanimously by Roll Call vote

B. Review & Approval of JVP Communications contract for NLTRA PR and communications and support

Burke explained this contract is to renew the agreement with Jess Weaver and JVP Communications for 12 months at \$5,600 per month. Burke answered questions about how the marketing team works together. She was asked to develop clearer communications regarding the TBID, including concise information on how marketing dollars are spent and how TBID collections fit in with the overall plan.

Motion to approve the contract with JVP Communications as presented. TESTER/SCHOTT/ Approved unanimously by Roll Call vote

C. Review & Approval of Fiscal Year 2022/23 NLTRA Budget

Van Sicklen presented the proposed budget, explaining TBID collections for FY 2021/22 exceeded anticipated revenues and expenses were lower. He expects a surplus of approximately \$1 million. Van Sicklen noted changes made to the proposed budget since it was discussed at last month's Board meeting.

Discussion followed regarding details of the budget and TBID assessments and allocations. There was a discussion about setting up an unrestricted Reserve Account. It was noted the MDP specifies that surplus dollars are to be spent in the categories the dollars were originally to fund. TBID revenues can be re-allocated to other categories by up to 15% annually by a vote of the Board.

Motion to approve the FY 2022/23 NLTRA budget as presented. WILDEROTTER/PERRY/Approved unanimously by Roll Call vote

D. NTBA Zone 1 Kings Beach mural program recommendation

Burke presented the request for \$30,100 to support the Kings Beach mural program. The plan is for ten murals to be painted on ADA concrete ramp walls in the commercial core. The murals will depict local themes. Arts for the Schools is partnering on the project and a professional artist will work with students on the murals. The total budget is \$33,500. NTBA has secured \$3,400 for the project.

Reilly provided more detail on the program and answered questions clarifying how the artwork will be selected and the project branded to note TBID dollars were contributed.

Motion to allocate \$30,100 from Zone 1 TBID funds for the Kings Beach mural program. VILLAMAN/WILDEROTTER/ Approved by Roll Call vote with Reilly abstaining.

Tom Turner left the meeting at 10:02 AM and was not present for the following votes.

E. TCDA Zone 1 lighting project recommendation

TCDA Executive Director Katie Biggers requested \$50,000 to fund building perimeter and “character tree” lighting in Tahoe City. She described her vision, the work she’s done with Starlight to identify appropriate lighting areas, and the overall budget. Included in the proposal is canopy lighting over Heritage Plaza and the Cobblestone, and an agreement with Starlight that TCDA would receive a commission on any lakefront homes that agree to hiring Starlight to light their property.

Discussion followed. There was concern that too much lighting in town and along the shoreline would not provide the “dark sky” the community supports and is against TRPA codes. Continuing to light the aspens and building perimeters may be acceptable. It was noted this request was submitted to the Zone 1 Committee, which asked for a reduced scope. That scope was presented today.

Motion to allocate \$50,000 from Zone 1 TBID funds for the TCDA lighting project. VILLAMAN/WILDEROTTER/ Approved unanimously by Roll Call vote

F. Q4 Business Association Grant Funding recommendation for TCDA/NTBA contracts

Karwowski recommended TCDA and NTBA both receive \$20,000 from Q4 funds. An additional \$10,000 will come from the Zone 1 Specific Services line item. Today’s total ask is for \$50,000.

Motion to approve the Q4 Business Association Grant Funding request for TCDA and NTBA contracts. PHELAN/TUMA/ Approved by Roll Call vote with Riley abstaining.

G. Proposed TOT committee makeup and appointment

Karwowski gave a presentation describing the Committee, noting the focus on housing and transit. Twenty-eight applications were received for the seven-seat Committee. Karwowski said all applicants were very qualified and recommends expanding the Committee from 5-7 seats to 11-13 seats. Discussion followed as the recommendations for Committee members and expanding the committee were clarified.

Motion to appoint the following seven to the TOT Committee: Sara Monson, Teresa Cremmens, Tara Zuardo, Samir Tuma, Dave Wilderotter, Linda Meckel, and Sarah Coolidge and approve the County appointments: Stephanie Holloway and Shawna Purvines. Further, to appoint the following six temporary Advisory appointees: Pat Fraser, Scott Zumwalt, Alyssa Bettinger, Alyssa Reilly, Kim Boyd, and Kane Schaller. Additionally, the temporary non-voting advisory seats will become voting seats if the membership votes to amend NLTRA Bylaws to increase the number of NLTRA appointed TOT Committee seats from 5-7 seats to 11-13 seats. WILDEROTTER/VILLAMAN/ Approved unanimously by Roll Call vote

H. Proposed membership vote to amend NLTRA bylaws increasing the number of NLTRA appointed TOT committee seats from 5-7 to 11-13

Motion to approve a “by mail” membership vote to amend NLTRA Bylaws increasing the number of NLTRA appointed TOT Committee seats from 5-7 seats to 11-13 seats. WILDROTTER/SIIG/ Approved unanimously by Roll Call vote

8. Informational Updates/Verbal Reports

A. Renaming project timeline and approach

B. TBID Advisory and Zone 1 committee project intake update

Karwowski presented the timeline for renaming NLTRA and the process for Committees to consider funding applications. He expects both processes to be completed by August 2022.

C. NLTC & In-Market 22.23 Strategic Overview

This item was tabled.

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, Apr, 2022

B. Conference Revenue Statistics Report, Apr 2022

C. Tourism Development Report on Activities, Apr 2022

D. Reno Tahoe Airport Report, Apr 2022

E. Visitor Information Center Report, Apr2022

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

G. Membership Accounts Receivable Report Apr 2022

H. Financial Key Metrics Report Apr 2022

There were no questions or comments.

10. CEO and Staff Updates

Karwowski is working with an outside contractor to fill staffing vacancies. He asked for two or three Board members to participate in interviews for top leadership positions.

Traditionally, the July NLTRA Board meeting is cancelled. Karwowski suggested there may be action items to be addressed in July. He suggested convening in July, but cancelling the August meeting.

The Annual Membership Meeting will be in October. The Community Awards Dinner is being planned for October 6.

Burke was certified as a Blue Crew Member and will be organizing three community clean-up days this summer. In Oct, annual membership mtg and Community Awards Dinner on Oct 6

11. Directors Comments

Tuma explained the importance of Measure A, the TOT renewal initiative. If it fails, the approximately \$4 million that comes to the east side of the County annually will be lost. An advocacy campaign has been launched but needs another \$5,000 - \$6,000 to continue. Contributions can be made at nltra.org/measure-A.

12. Meeting Review and Staff Direction

13. Closed Session

Closed Session was not convened.

14. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:17 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS