
Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge

Ron Cohen, Squaw Valley Alpine Meadows | **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.

Advisory member: **Jeff Cowen**, TRPA

Advisory member: **Nick Martin and Lindsay Romack**, Placer County Executive Office

1. Call to Order at 8:34 AM – Establish Quorum

Board members in attendance

Samir Tuma, Ron Cohen, Jim Phelan, Deirdra Walsh, Kevin Mitchell, David Lockard, Colin Perry, Brett Williams, Melissa Siig, Stephanie Hoffman, Dave Wilderotter, Alyssa Reilly, Ray Villaman, Dan Tester, Sue Rae Irelan, and Tom Turner. A quorum was established.

Advisory Committee members Nick Martin and Lindsay Romack were also in attendance.

Board members absent

None

Staff Members in attendance

Jeffrey Hentz, Amber Burke, DeWitt Van Siclen, Katie Biggers, Sarah Winters, and Liz Bowling

Others in attendance

Included Cathy Nanadiego, Claire Marcus, Lindsay Moore, Jaime Wright, Keith Vogt, Valli Murname, Adam Wilson, Joy Doyle, Kylee Bigelow, Steve Gross, Keith Fountain, Travis Gleason, and Matthew Landkramer.

2. Public Forum

Alyssa Reilly and Kylee Bigelow spoke to the benefits of working more collaboratively.

3. Board Member Introductions

All members of the Board introduced themselves, including the seven new members being seated today. Hentz thanked outgoing Board members Christine Horvath, Jon Slaughter, and Adam Wilson for their contributions and commitment to the organization.

4. Agenda Amendments and Approval

Motion to approve today's agenda as presented TESTER/HOFFMAN/UNANIMOUS

5. Consent Calendar

A. NLTRA Board Meeting Minutes from June 9, 2021 [Link to preliminary online document](#)

B. NLTRA Special Board of Directors Meeting Minutes June 11, 2021 [Link to preliminary online document](#)

C Approval of preliminary NLTRA Financial Statements of May 31, 2021

D. Approval of CEO Expense Reports for May 2021

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

- Finance Committee Meeting June 29, 2021
- Tourism Development Committee June 29, 2021
- In-Market Tourism Development Committee Mar 25, 2021

Motion to approve the items on the Consent Calendar as presented. PHELAN/TESTER/Carried with abstention from Wilderotter.

6. Action Items

A. Election of new Officers – Jeff

Motion to appoint Samir Tuma as Chair of the Board. TESTER/WILLIAMS/UNANIMOUS

Motion to appoint Diedre Walsh as Vice-Chair of the Board. TUMA/TESTER/UNANIMOUS

Motion to appoint Dan Tester as Secretary of the Board. PHELAN/HOFFMAN/UNANIMOUS

Motion to appoint Jim Phelan as Treasurer of the Board. TESTER/WILLIAMS/UNANIMOUS

B. Review and Approval of Scope of Work and Agreement for TCDA and NTBA – Jeff

Attorney Steve Gross and Hentz presented the proposed agreements between NLTRA and the business associations, which were included in the meeting packets. Discussion followed as details of the agreements were clarified.

Motion to approve the Economic Development Services Agreements for Business Community Development and Promotional Services By and Between North Lake Tahoe Resort Association and Tahoe City Downtown Association and a second agreement between the North Lake Tahoe Resort Association and North Tahoe Business Association with revisions per discussion, including adding “Placer County” to the agreements. PHELAN/MITCHELL/Carried with abstention from REILLY

C. Review and Approval of NLTRA FY 2021/22 Scope of Work and Budget Addendum for Augustine Agency Services Jeff/Amber

Burke presented the addendum to the agreement signed in April for in-market tourism campaigns.

Motion to approve the FY 2021/22 Scope of Work and Budget Addendum for Augustine Agency services. WILLIAMS/WALSH/UNANIMOUS

D. Review and Approval of the 3-Year NLTMC Agreement with Augustine Agency for Advertising, Marketing and Design Services Jeff/Amber

Motion to approve the three-year NLTMC Agreement with Augustine Agency for advertising, marketing, and design services as presented. TURNER/HOFFMAN/UNAN

E. Review and Approval of Winter Microtransit Pilot Program Funding Request with FY 2019/20 Transient Occupancy Tax Fund Balance as a Result of TBID Formation - Lindsay

Romack presented the recommendation to use the FY 2019/20 TOT fund balance to extend the summer TART Connect to a winter micro-transit pilot program. The summer program has only been in operation 14 days and is already very successful. The winter program will connect with the Mountaineer program in Squaw Valley and Alpine Meadows. Today's request is for \$530,000 and a match of \$531,000 is being requested from Placer County. There was a discussion regarding the proposal, the current service, and opportunities for further expansion, including connections to Truckee.

Motion to allocate \$530,000 from the FY 2019/20 TOT fund balance for a winter Micro-Transit Pilot Program, contingent upon Placer County contributing the remainder of funding needed. TESTER/WILLIAMS/UNANIMOUS

7. Informational Updates/Verbal Reports

Tuma described the changes to the organization as a result of TBID being instituted. Coraggio Group has been advising the transition.

A. Coraggio Group Update – Matthew

Matthew Landkramer described the work Coraggio has been doing with the Ad Hoc Committee for both the restructuring and 2021-2023 Strategic Plan. He noted the many ways for Board members to provide feedback and get clarification on the proposed Plan. Tuma stressed that this is a draft Plan and encouraged input as the organization transitions.

The proposed Organizational Chart was reviewed. Phelan described the function of the committees shown, as outlined in the Management District Plan (MDP), and how funding allocations are determined. He showed a pie chart of proposed allocations assuming a budget of \$6 million. There still needs to be some clarification as to the role and make-up of the TOT/CAP Committee and strengthening the role of the Chamber.

Discussion followed as the Organizational Chart and current and new committees were considered.

B. TBID Committees – Jeff

Hentz noted the current standing committees and described the new ones that will be formed as directed in the MDP, including the NLT TBID Advisor Committee for Zone 1, the re-formed TOT/CAP Committee, and the Appeals Committee. Hentz recommended appointing the 3-person Committee at the August NLTRA meeting so any TBID appeals received by the August 31 deadline can be heard in a timely manner.

C. TBID Update - Jeff

Hentz reported assessment collections began July 1. NLTRA has been busy implementing a comprehensive communication strategy to inform impacted businesses. Hentz is working on a plan to include non-assessed businesses who want to participate in TBID.

A 6 to 8-month Sustainable Business Plan is being developed to meet funding requirements and build up the Chamber. Hentz discussed the three divisions being addressed, including Planning Infrastructure, the Chamber, and Marketing, which will function as a Visitors Bureau/Destination Management Organization (VCB/DMO).

8. Reports/Back up

A. Destimetrics Report May 31, 2021

B. Conference Revenue Statistics Report May 2021

C. Tourism Development Report on Activities, May 2021

D. Reno Tahoe Airport Report, May 2021

E. Visitor Information Center Visitor Report, May 2021

F. North Lake Tahoe Marketing Coop Financial Statements 2020

G. Membership Accounts Receivable Report May 2021

H. Financial Key Metrics Report May 2021

9. CEO and Staff Updates

Hentz said the new Board Member Welcome Packet includes a document noting the length of terms, which is staggered and different for each Board member.

Hentz reported the COVID-modified Brown Act allows electronic meetings until October. At that time, meetings must be in-person, unless the order is extended. He suggested holding an in-person Board retreat in September, which will include more information on the Brown Act, the final reorganization plan, and the TBID budget. Hentz will poll the Board on their opinions regarding in-person meetings.

Hentz thanked the staff that organized the TART Connect ribbon cutting ceremony. The service is already a big success.

10. Directors Comments

Villaman is looking forward to working with this group and hopes that housing will be an immediate priority.

Hoffman noted piles of trash on dumpsters over the weekend and wondered how to encourage TTSD to pick up on weekends.

11. Meeting Review and Staff Direction

Hentz will make the requested updates to the TCDA and NTBA agreements.

Hentz will work with the Executive Committee to plan the September retreat. He will poll Board members on their comfort level to start in-person meetings.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:34 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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