



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, September 1, 2021

Time: 8:30 a.m. – 11:00 a.m.

Location: Virtual meeting via Zoom

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 – Establish Quorum at 8:35 AM

Board members in attendance

Samir Tuma, Dan Tester, Brett Williams, Deirdra Walsh, Colin Perry, Jim Phelan, Stephanie Hoffman, Sue Rae Irelan, Ray Villaman, Dave Wilderotter, Tom Turner, and Alyssa Reilly. A quorum was established. Advisory Committee members Nick Martin and Lindsay Romack were also present.

Board members absent

David Lockhard, Kevin Mitchell, Jeff Cowen, Melissa Siig, and the vacant Squaw Valley position

Staff Members in attendance

Bonnie Bavetta, DeWitt Van Sicle, Amber Burke, Katie Biggers, Rosanna Gonzalez, Adam Wilson, and Sarah Winters

Others in attendance

Included (using Zoom names provided) Debbie Milani, Colleen Dalton, Jim Winterberger, Hess Weaver, Stephanie Holloway, Leanne Grimmer, Cindy, Andrew, Luke Eberle, Leslie Heier, and Emily Setzer

2. Public Forum

Stephanie Holloway, the new Operations Officer for Placer County's Tahoe CEO's office, introduced herself.

Jim Winterberger, Chair of Visit Tahoe Truckee, said VTT did not participate in a regional press release issued yesterday regarding the fires and evacuations because there was not time to bring it to the Board for review and approval. He expressed the organization's empathy and concern.

3. Agenda Amendments and Approval

Tuma asked to add "CEO Search Update" to today's agenda.

Motion to approve today's agenda as amended and to take items out of order. PHELAN/WALSH/UNANIMOUS

4. Consent Calendar

A. NLTRA Board Meeting Minutes from July 7, 2021 [Link to preliminary online document](#)

B. NLTRA Special Board of Directors Meeting Minutes July 13, 2021 [Link to preliminary online document](#)

C. Approval of Broken Arrow Live Streaming Sponsorship \$5,000

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

- Finance Committee Meeting Aug 24, 2021

- Tourism Development Committee Aug 24, 2021
- In-Market Tourism Development Committee Mar 25, 2021

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

5. Action Items

A. NLT Coop Budget 2021.22

Van Siclen presented the co-op budget, noting the contribution was actually approved with the NLTRA budget. A brief discussion followed as the budget was clarified. The marketing plan will be presented next month.

Motion to approve the NLTRA contribution to the NLT Co-op budget for FY 2021.22 as presented.
WALSH/WILLIAMS/UNANIMOUS

B. NLTRA Bank Account Signatories

Motion to appoint Jim Phelan, Amber Burke, and Dan Tester as signatories to the NLTRA bank accounts. Further, to add Dan Tester and Greg Long as signatories on the Co-op accounts. WILDEROTTER/WALSH/UNANIMOUS

C. Communications and Digital Marketing Contracts

Adam Wilson explained that before Liz Bowling left NLTRA, he met with her, Chapman, and the Augustine Agency to develop a marketing strategy moving forward. Wilson asked the Board to approve contracts for the next fiscal year with Jess Weaver from JVP Communications, which will oversee public relations and Tiffany Conway from In Blue Marketing, which will handle social and print media, as well as update content on the website. There is an existing agreement with Augustine. A brief discussion followed. There is a 60-day cancellation clause in the contracts in the event the new CEO wants to make changes. Wilson was asked to change the termination clauses to 30-days.

Motion to approve up to \$33,000 for In Blue Marketing and \$56,000 for JVP Communications.
IRELAN/TESTER/UNANIMOUS

6. Informational Updates/Verbal Reports

A. NLTRA 2020/21 Annual Report to County of Placer

Winters and Burke presented the North Lake Tahoe Annual Summary 2020-2021 given to Placer County. The report highlighted the sales, marketing, and public relations campaigns done over the last fiscal year. The results of each were tracked and that data will inform future plans. More details were included in today's meeting packet. The Board was appreciative of the work done, noting flexibility was key during a challenging year.

B. TBID Appeals Process and Results

Fourteen businesses requested exemptions from participating in TBID. Bavetta reported the Committee recommends allowing each request. No additional hearing is required since the Committee was unanimous in its decision. Bavetta will advise those businesses.

AGENDA ADDITION: CEO SEARCH UPDATE

Walsh reported Searchwide Global has been contracted to conduct the CEO search. She reviewed the timeline, which anticipates hiring a new CEO in November. A hiring committee is being formed with a wide-representation of the community to assist in the decision.

C. County of Placer Short Term Rental Moratorium

Tuma reminded the group of the County's emergency ordinance to not issue STR permits for 45 days. At yesterday's Board of Supervisor's meeting, the moratorium was extended to the end of March to give staff and the community time to study the issues associated with short term rentals and recommend solutions as appropriate. Although NLTRA cannot take a position on the issue, the organization can be a partner and offer input as the NLTRA focus morphs from destination marketing to destination management. He asked Bavetta to distribute a piece from Visit California about destination stewardship to the Board.

Discussion followed as the pros and cons of the moratorium were considered and possible impacts to real estate sales, property managers, and those who rent their homes. Also discussed were impacts of STRs on the ability of local workers

to find affordable housing in the area. Williams noted data collected by Mountain Housing Council that he would like to present to this Board having to do with perception versus reality of STRs on workforce housing. It was acknowledged that there are many sides of the issue to be considered and taking the time to get it right will be beneficial to all.

The topic was open to public comment. Jim Winterberger from Tahoe Getaways said he supported the 45-day moratorium, but the extension is making his business more difficult. He agreed with a comment from Williams that professionally managed properties can be much different than do-it-yourself owners who rent. He encouraged a data-driven approach.

Leanne Grimmer does not see the need for the moratorium and does not support it. Her experience is that those who rent their cabins do so in order to afford their vacation home. She rented her home long-term and will not do it again because of the way renters let it. Grimmer hopes this Board takes a stand for small businesses.

Public comment was closed and the Board continued to discuss the issue. Tuma said the information from Mountain Housing Council and other stakeholders needs to be considered. The County is running the process and NLTRA needs to stay apprised and ensure a broad section of the community is included in the discussions.

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 July 31, 2021
- B. Conference Revenue Statistics Report July 2021
- C. Tourism Development Report on Activities, July 2021
- D. Reno Tahoe Airport Report, July 2021
- E. Visitor Information Center Visitor Report, July 2021
- F. Preliminary NLTRA Financial Statements of June 30 & July 31, 2021
- G. Preliminary North Lake Tahoe Marketing Coop Financial Statements July 31, 2021
- H. Membership Accounts Receivable Report July 2021
- J. Financial Key Metrics Report July 2021
- J. NLTRA Annual Report 2020/21

8. CEO and Staff Updates

Bavetta reported on staffing changes. She thanked Wilson and the Executive Committee for their help and support.

Van Sclen will be dealing with the upcoming audit. Preliminary numbers show a carryover of approximately \$1.5 million. A recommendation on allocating those dollars will be formulated and presented to the Board of Supervisors.

Preliminary reports on TOT collections for FY 2020/21 look good and could be upwards of \$20 million.

Burke announced upcoming events, including Spartan and the Broken Arrow Sky Race.

Northstar and USA Cycling gave a presentation to the Tourism Development Committee, requesting a sponsorship of \$150,000 - \$200,000 for the Gravel Cycling Event taking place in October 2022. The 3-4 day event usually sees about 2000 racers and 3500 attendees in the area for five-nights.

Bavetta reported Jessica Morse, Deputy Secretary for Forest and Wildfire Resilience at the California Natural Resources Agency, will be the featured speaker at the September 7 Breakfast Club. TCPUD's GM Sean Barclay will be talking about the District's long-term financial considerations, and Stephanie Holloway will introduce her new position.

Burke will bring the Board a formal presentation on the fall campaigns, which have been pushed back because of fires. The campaigns will focus on the close fly or drive markets.

9. Directors Comments

Turner found it surprising that the Board of Supervisors needs six-months to consider the short-term rental issue, given the amount of data already available. Also, he is sorry visitors are being told not to come to Tahoe. Interstate 80 is open and he will be taking a major financial hit to his businesses given Labor Day weekend is coming up.

Walsh reported Northstar and Heavenly guest operations have been closed due to fires.

Irelan suggested an orientation be done for new Board members. Others agreed that would be beneficial.

Irelan reported there was a legal challenge to the EIR for the new Cross-Country Center lodge, but it has been settled. Plans and fundraising will move forward after the first of the year.

Villaman reported over 200 Northstar employees have been evacuated. He has food to donate to shelters and front-line workers and asked for suggestions on who to contact. This is a difficult time and everyone should reach out to those in need. Tuma agreed, saying NLTRA is involved in communications and maybe more could be done to help connect people with resources.

10. Meeting Review and Staff Direction

- Bavetta will consider options for new Board member orientations.
- Bavetta will follow up with businesses on TBJD appeals.
- Bavetta will circulate the Visit California stewardship piece. She will work with staff and the Executive Committee on ways to collaborate with the STR research being done and staying informed
- The Mountain Housing Council report and other pertinent information on STR data will be presented at the next meeting. Tuma noted the need to have a strategy in place soon as the Board of Supervisors will again consider the issue after the first of the year so recommendations can be implemented by the March deadline.

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 10:45 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS