



north lake tahoe

Chamber | CVB | Resort Association

TBID Advisory Committee

Date: Wed, July 27, 2022

Time: 2:00 pm to 3:00 pm

Location: 100 North Lake Blvd, Tahoe City, CA

AGENDA

Committee Members:

Chair: Jim Phelan, Tahoe City Marina | **Vice Chair: Jonn Melrose**, Tahoe House
Tom Feiten, Palisades Tahoe | **Jerusha Hall**, Northstar California Resort
Danny Scott, Tahoe Restaurant Group | **Laurie Munos**, Ritz-Carlton, Lake Tahoe
Dave Wilderotter, Tahoe Daves | **Johnny Roscher**, Za's Restaurant
Katherine Hill, Tahoe Weekly

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link:

<https://us02web.zoom.us/j/89951310762?pwd=MGlycy9PaG4zWXJWenlUOUxtMzNWZz09>

as authorized by AB 361.

Dial by your location

+1 669 900 9128 US (San Jose)

Meeting ID: 899 5131 0762

Passcode: 376404

- 2:00 p.m.** 1. Call to Order – Establish Quorum
- 2:05 p.m.** 2. Public Forum – Any person wishing to address the TBID Advisory Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the TBID Advisory on items addressed under Public Forum.
- 2:10 p.m.** 3. **Agenda Amendments and Approval (Action)**
- 2:15 p.m.** 4. **Approval of meeting minutes from**
- a) **May 18, 2022 (Action)**
 - b) **May 26, 2022 (Action)**
 - c) **July 7, 2022 (Action)**
- 2:20 p.m.** 5. Presentation on Process and Project Intake
- 3:00 p.m.** 6. Adjournment

Posted online at nltra.org

DRAFT MINUTES

Committee Members:

Chair: Jim Phelan, Tahoe City Marina | **Vice Chair: Jonn Melrose**, Tahoe House
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Danny Scott, Tahoe Restaurant Group | **Laurie Munos**, Ritz-Carlton, Lake Tahoe
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Katherine Hill, Tahoe Weekly

1. Call to Order – Establish Quorum

Jim Phelan called the meeting to order via Zoom at 3:03 PM.

Committee members in attendance

Jim Phelan, Danny Scott, Jerusha Hall, Tom Feiten, Dave Wilderotter, Laurie Munos, Katherine Hill, and Jonn Melrose.

Committee members absent

Johnny Roscher

Staff members in attendance

Tony Karwowski, Amber Burke, and DeWitt Van Siclén

2. Approval of Resolution 2022.08

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 MAY 18, 2022 TO JUNE 18, 2022 PURSUANT TO BROWN ACT PROVISIONS. [ACTION]

It was moved by Hall and seconded by Wilderotter to approve Resolution 2022.08. Motion carried unanimously.

3. Public Forum

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

4. Agenda Amendments and Approval (Action)

It was moved by Wilderotter and seconded by Munos to approve today's agenda as presented. Motion carried unanimously.

5. Approval of TBID Advisory meeting minutes from April 28, 2022 (Action)

It was moved by Hill and seconded by Wilderotter to approve the minutes of the April 28, 2022 meeting as presented. Motion carried unanimously.

6. Informational Updates/Verbal Reports

A. High level strategic review of NLTRA Strategic Plan - Tony Karwowski

Karwowski feels it is important to understand the NLTRA Strategic Plan in order to ensure funding requests align with the plan and community priorities. He presented the NLTRA 2021 – 2023 Strategic Plan, noting the stewardship principles identified, and the vision, mission, and values that informed the plan.

Karwowski recommended an ad-hoc committee of two consider the submittal and evaluation process and make a recommendation for the full Committee to approve. Melrose and Feiten offered to serve.

B. Marketing Strategic presentation - Amber Burke

Burke presented a high level overview of the NLTRA marketing campaigns and how they are developed.

The North Lake Tahoe Marketing Co-op includes the Incline Village/Crystal Bay Visitor's Bureau has a budget of \$2.4 million this fiscal year. Burke clarified the budget categories. One of the current priorities for the Co-op is revising the website. Burke was asked to provide a list of trade shows the Co-op is participating in.

Burke explained how the CAP Committee recommendations for TOT allocations are relayed to the Marketing Cooperative, since they are based on Tourism Master Plan priorities.

The North Lake Tahoe Marketing Cooperative provides scope and strategy. Personas have been developed and those, combined with visitors who may stay at least four nights, are identified as the high value target markets.

Media strategies are developed per season. Spring and fall account for approximately 75% - 80% of the total budget. There is flexibility built into the plan to account for unknowns, such as last summer's fires and smoke.

Burke reviewed upcoming programs and the current budget allocations.

Burke answered questions during her presentation explaining how the data is collected and used and the messaging to visitors about sustainability, stewardship, and responsible travel.

7. Action Items

A. NLTRA FY2022/23 Budget - DeWitt Van Siclen

Van Siclen presented the \$7 million TBID budget for this year. It is higher than expected given an increase in anticipated revenues and fewer expenses. He reviewed the various budget categories, explaining the allocations and what committee makes recommendations for which funds.

A brief discussion followed as the funding and forecasting was clarified. Wilderotter suggested NLTRA consider a staff member dedicated to identifying and championing specific projects. In response to a question, Van Siclen explained how funds must be allocated according to the TBID and any carryover must be allocated to a specific line item. Per the TBID law, allocations between categories can only be changed by 15%.

It was moved by Hall and seconded by Hill recommend approval of the FY 2022/23 budget as presented. Motion carried unanimously.

8. Next Meeting - June 15th, 3-4:30 pm - process of funding request intake/future meeting cadence

9. Adjournment

There being no further business to come before the Committee, the meeting adjourned at 4:45 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

Draft Meeting Minutes – May 18, 2022

Committee Members:

Chair: Jim Phelan, Tahoe City Marina | **Vice Chair: Jonn Melrose**, Tahoe House
Tom Feiten, Palisades Tahoe | **Jerusha Hall**, Northstar California Resort
Danny Scott, Tahoe Restaurant Group | **Laurie Munos**, Ritz-Carlton, Lake Tahoe
Dave Wilderotter, Tahoe Daves | **Johnny Roscher**, Za's Restaurant
Katherine Hill, Tahoe Weekly

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Committee members absent

Johnny Roscher

Staff members in attendance

Tony Karwowski, Amber Burke, and DeWitt Van Siclen

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Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



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TBID Advisory Committee Draft - Meeting Minutes – Thursday May 26, 2022

The Emergency TBID Zone 1 Committee was held via Zoom video conferencing.

Committee Members that joined via teleconference: Dave Wilderotter, Jonn Melrose, Katherine Hill, Jerusha Hall, Laurie Munos

Not present: Jim Phelan, Daniel Scott, Tom Feiten, Johnny Roscher

Staff in attendance: Amber Burke, DeWitt Van Siclen, Tony Karwowski, Anna Atwood

Others in attendance: Lindsay Romack

1. Meeting called to order at 1:36 and a quorum was established.

2. **Public Forum – No public forum**

3. **Agenda Amendments and Approval**

Motion to approve the agenda as presented HILL/MUNOS/UNANIMOUS

4. **Q4 Business Association Grant Funding**

Karwowski shared some background on funding for both NTBA and TCDA. NLTRA is under contract to provide each organization with \$100,000. Due to the transition to TBID funding beginning of April, and the amount of available funding in the fourth quarter of this fiscal year, staff is requesting approval of the use of TBID dollars to fund the business associations.

Karwowski is recommending approval of TBID funds for \$40,000 to provide each organization \$20,000 and \$10,000 will be provided through Zone 1 Specific Services.

Comments/Feedback:

- Munos questioned what this means in laymen's term as there are a lot of acronyms. Karwowski explained that the two business associations that NLTRA is contracted to fund has previously been funded out of the TOT budget. These funds were not previously budgeted for as the budget were made last April and May. These contracts now fall under TBID funding.
- Hall had some questions on the budget summary and the available funds amount. Van Siclen clarified this item and the amount for the committee members.
- Melrose questioned the contractual obligations for these two entities. These obligations shifted due to TBID funding taking precedence from the county TOT monies? Karwowski explained that NLTRA had a year long contract to fund these organization and when the contract with Placer County expired because of TBID funding, NLTRA now has to absorb that funding.

Motion to recommend for Board approval for TCDA and NTBA \$50,000 (\$40,000 out of TBID and \$10,000 Zone 1 specific services) WILDEROTTER/HALL/UNANIMOUS

5. Informational Updates/Verbal Reports
No informational updates.

6. **Adjournment**

The meeting adjourned at 1:59pm.

Minutes submitted by Anna Atwood/NLTRA

~ Emergency TBID Advisory draft meeting minutes – July 7, 2022 ~

Committee Members:

Chair: Jim Phelan, Tahoe City Marina | **Vice Chair: Jonn Melrose**, Tahoe House
Tom Feitin, Palisades Tahoe | **Jerusha Hall**, Northstar California Resort
Danny Scott, Tahoe Restaurant Group | **Laurie Munos**, Ritz-Carlton, Lake Tahoe
Dave Wilderotter, Tahoe Daves | **Jonny Roscher**, Za's Restaurant
Katherine Hill, Tahoe Weekly

Committee members in attendance: Jonn Melrose (Chair for today's meeting), Danny Scott, Tom Feiten, Jonny Roscher, Dave Wilderotter, Jerusha Hall, Kat Hill (9:38am)

Committee members absent: Laurie Munos, Jim Phelan

Staff and other members in attendance: DeWitt Van Siclen, Amber Burke, Tony Karwowski, Lindsay Romack

1. Call to Order – Establish Quorum 9:31am

2. Approval of Resolution 2022.07

Motion to approve resolution 2022.07 WILDEROTTER/HALL/UNANIMOUS

3. Public Forum – No public forum

4. Agenda Amendments and Approval

Motion to approve the agenda as presented WILDEROTTER/HALL/UNANIMOUS

Kat Hill joined the zoom at 9:38am.

5. Review and approval of Robert Half Placement Services

Wilderotter suggested raising the CEO Authority of Execution limit to avoid emergency meetings in the future. It's important that the CEO can execute expediently and recommended this be added to a future agenda.

Karwowski shared the current NLTRA Purchasing Policy is currently at \$25,000 and any expenditures over this amount requires board approval. Karwowski stated there is a need to change this and will bring this forward to a future meeting.

Melrose questioned how NLTRA is doing in the search for the new leadership positions? Karwowski gave an update and shared he is moving forward with two offers this week. The interview panel saw an opportunity to pivot on the organization work chart in reviewing the applications last week during the interviews process. VP of Marketing position will be changed to a director position with some of the responsibilities from that position being moved to a new position, Director of Community Relations/Business Associations & Chamber of Commerce/Events. The most challenging position to fill has been the Director of Finance and the hiring consultant has recommended that NLTRA work with Robert Half to get this position filled. Melrose recommended that NLTRA consider the commute if they are driving from Reno or other

areas as sometimes it's not so appealing after 3-4 months. Karwowski shared those considerations have already been taken into account.

Action: Add an amendment to the NLTRA Purchasing Policy to allow CEO Authority of Execution to next month's agenda.

Motion to recommend for Board Approval a Placement Service expense related to this position in the amount of 25% of hired candidate's salary WILDEROTTER/HALL/UNANIMOUS

6. Adjournment

Meeting adjourned at 9:44am.