



north lake tahoe

Chamber | CVB | Resort Association

TBID Zone 1 Committee

Date: Wed. July 27, 2022

Time: 12:00p.m.- 1 p.m.

Location: 100 North
Lake Blvd., Tahoe City

Committee Members:

Chair: Jim Phelan, Tahoe City Marina | **Vice Chair: DJ Ewan**, Granlibakken
Jill Schott, Tahoe Moon Properties | **Haley Packard**, Packard Realty
Alex Mourelatos, Mourelatos Lakeshore Resort | **Connor McCarthy**, Homewood
Melissa Siig, TCDA

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/89169609482?pwd=WUcvLzI1dVBLNmxpZ1R6VTE5MllrQT09>

as authorized by AB 361.

Meeting ID: 891 6960 9482

Passcode: 045566

+1 669 900 9128 US (San Jose)

- 12:00 p.m.** 1. Call to Order – Establish Quorum
- 12:05 p.m.** 2. Public Forum - Any person wishing to address the TBID Zone 1 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 Zone 1 Committee on items addressed under Public Forum.
- 12:10 p.m.** 3. **Agenda Amendments and Approval (Action)**
- 12:15 p.m.** 4. **Approval of Meeting Minutes from**
- a) **May 18, 2022 (Action)**
 - b) **May 26, 2022 (Action)**
- 12:20 p.m.** 5. Presentation on Process and Project Intake
- 1:00 p.m.** 6. Adjournment

Posted online at nltra.org

DRAFT MINUTES FOR MAY 18, 2022

Committee Members:

Chair: Jim Phelan, Tahoe City Marina | Vice Chair: DJ Ewan, Granlibakken
Jill Schott, Tahoe Moon Properties | Haley Packard, Packard Realty
Alex Mourelatos, Mourelatos Lakeshore Resort | Connor McCarthy, Homewood
Melissa Siig, TCDA

1. Call to Order – Establish Quorum at 12:34 PM

Committee members in attendance

Jim Phelan, DJ Ewan, Jill Schott, Connor McCarthy, and Melissa Siig

Committee members absent

Haley Packard and Alex Mourelatos

Staff members in attendance

Tony Karwowski, DeWitt Van Sicen, and Amber Burke

2. Approval of Resolution 2022.07

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 1, 2022 TO MAY 31, 2022 PURSUANT TO BROWN ACT PROVISIONS. [ACTION]

It was moved by Ewan and seconded by Siig to adopt Resolution 2022.07. 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 Ewan and seconded by Schott to approve today's agenda as presented. Motion carried unanimously.

5. Approval of Zone 1 meeting minutes from April 28, 2022 (Action)

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

6. Informational Updates/Verbal Reports:

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

Karwowski reviewed the 2021/22 NLTRA Strategic Plan and asked this group to consider how allocations and the approval process aligns with the initiatives and priorities identified, particularly as this organization shifts from marketing to stewardship.

Karwowski suggested a working group be formed to consider process, such as the intake schedule for projects, i.e., quarterly or monthly, and how are the priorities ranked. A brief discussion followed regarding the best way to move forward. There was agreement that Phelan and Ewan would serve on an ad-hoc working group to develop a process, which will be presented to the full Committee for adoption.

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. Phelan asked that percentages of the categories be provided.

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. She answered questions clarifying her presentation.

7. Action Items

A. NLTRA Budget FY 2022/23 presentation - DeWitt Van Siclen

Van Siclen presented a summary of the FY 2022/23 budget, noting Zone 1 specifics. TBID revenues for this fiscal year have been higher than anticipated and expenses have been lower.

It was moved by Siig and seconded by McCarthy to recommend the NLTRA Board of Directors approve FY 2022/23 budget expenditures for Zone 1 of \$1,360,000. Motion carried unanimously.

B. TCDA lighting project request and presentation

TCDA Executive Director Katie Biggers presented the request to install building perimeter lighting and expand holiday lighting in Tahoe City. She showed images of proposed lighting and locations, noting there are several options. Biggers described the additional funding, potential sponsor opportunities, and outreach strategies.

Discussion followed as the presentation was clarified. Schott made a suggestion to "sell" trees, if there is a way to install the donor's name on a plaque. Ewan asked if the lights could be put on timers so they are not on all night. Biggers will look into both of those suggestions.

There was agreement that rather than the Committee making a decision today, Biggers will refine the proposal and come back with a more specific ask.

C. NTBA Project request and presentation

NTBA Executive Director Alyssa Reilly presented the proposal to expand the street pole lighting and holiday lighting program in Kings Beach. Of the 83 light poles, 30 were adopted by sponsors and NTBA is covering the cost for the rest. Those white lights are changed to colored lights for the holidays. NTBA is asking for \$12,450 for the lighting program.

It was moved by Schott and seconded by Siig to recommend approval of \$12,450 for NTBA's lighting program from Zone 1 funds. Motion carried unanimously.

Reilly described the Mural Project, which was approved for TOT funding and permitted by Placer County prior to the pandemic. There are funds to pay for two of the proposed ten mural sites, which will be on ADA ramps. Five of the locations will be painted by professional artists and the other five will be done by students working with the professionals. The murals will focus on the history of Kings Beach. NTBA will cover the cost of maintenance. Today's ask is for \$30,100 of the \$33,500 project cost.

It was moved by Ewan and seconded by Schott to recommend approval of \$30,100 for the North Lake Tahoe Mural Project from Zone 1 funds. Motion carried unanimously.

8. Next Meeting - June 15th, 12:30-2pm - process of funding request intake/future meeting cadence

9 . Adjournment

There being no further business to come before the Committee, the meeting adjourned at 2:30 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



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TBID Zone 1 Committee Draft - Meeting Minutes – Thursday May 26, 2022

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

Committee Chair: Jim Phelan | Vice Chair: DJ Ewan

Committee Members that joined via teleconference: Jim Phelan, DJ Ewan, Jill Schott, Melissa Siig, Connor McCarthy, Alex Mourelatos, Haley Packard

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

Others in attendance: Lindsay Romack and Katie Biggers

1. Meeting called to order at 12:32pm and a quorum was established.
2. Public Forum – No public forum
3. **Agenda Amendments and Approval**
Motion to approve the agenda as presented SCHOTT/EWAN/UNANIMOUS

4. TCDA Lighting Project Proposal

Biggers was asked to refine the TCDA lighting project proposal and come back to this committee with a more specific ask. She presented the different phases of the proposal including Character trees, Perimeter Lighting and Heritage Plaza and Cobblestone Canopy Lighting. TCDA has been taking a step towards sustainability, with the help of Liberty Utilities to upgrade to 100% LED lights. They are hoping to build on this within the downtown corridor.

Comments/Feedback:

- Ewan recommended that the TCDA consider the dark-sky movement. This is in line with the DMOs sustainability efforts and helps to reduce the light pollution and keep the night sky as attractive as possible at night. He recommended using a timer so when the last business close, they can be turned off. He also stated that light pollution has effect on our wildlife and ecosystems. Biggers stated she has a meeting scheduled with TCPUD regarding timer for the trees and this is her goal as well.
- Phelan stated that TRPA does have seasonal lighting regulations and recommended she contact them, and her plan needs to comply with these regulations.
- Siig shared her enthusiasm for the canopy lighting at Cobblestone and questioned if Biggers had permission from the landlords? Biggers stated she had conversations with Monica but still need to reach out but fell short on time before this meeting.
- Burke asked Biggers for more clarity on the matching grant program. Biggers shared this is still being developed but the intentions was to help the business owners beautify their buildings with a potential matching fund grant.
- Karwowski questioned cost of material and hardware that are needed to light the pine trees and if the owner of the power bill that is associated with these trees are notified? Biggers stated they would be notified and TCPUD takes care of most of the aspen trees. On the material and hardware, they have been lucky to utilize Bruce Olson equipment and Starlight Enterprise has also been very kind in working with TCDA.
- Phelan questioned if there will be some sort of reporting requirement in place and recommended since these are new committees that staff is reporting back this information. Karwowski did emphasize that the Coraggio Group was hired as a consultant to help facilitate this and will be assisting the ad-hoc group with the development of the reporting.
- Ewan did recommend that the lighting be tied into the new fanny bridge project.

- Mourelatos questioned the \$10,000 installation cost and the make-up of the cost? Biggers shared the breakdown of the cost. Mourelatos recommended the funding be contingent on communication from TRPA and TCDA on lighting regulations and that they find it acceptable.

Motion to recommend to the Board of Directors \$50K for TCDA Lighting Proposal with contingent approval from TRPA and TCPUD on Dark Sky & Holiday Lighting regulations SIIG/PACKARD/UNANIMOUS

5. Staff Verbal Updates

Karwowski informed the committee of the business advocacy and support TBID funds for Business Associations Q4 funding. NLTRA is under contract to provide \$100,000 each to both NTBA and TCDA for the fiscal year 2021/22. Prior to the transition to the use of TBID dollars, these contracts were funded through TOT. Due to the transition to TBID funding at the beginning of April, and the amount of available funding in the fourth quarter of this fiscal year, staff will be requesting the TBID Advisory Committee to recommend approval of the use of TBID dollars to fund the business associations. The request is to use \$40,000 of unallocated Business Advocacy and Support TBID funds to provide \$20,000 each to the NTBA and TCDA. An additional \$10,000 will be provided through Zone 1 Specific Services unallocated funding.

6. Adjournment

The meeting adjourned at 1:10pm.

Minutes submitted by,
Anna Atwood
NLTRA