



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Aug 10, 2022 ~ 3:00pm

Agenda

**Join Zoom Meeting
as authorized by AB 361**

<https://us02web.zoom.us/j/88330484098?pwd=cmhpYWlvOGZwa2JLUFY3bHZqek1KZz09>

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PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. 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 above.

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|-----------------|---|-------------------|
| | A. Call to Order | Chair |
| | B. Public Comment (Pursuant to NRS 241.020) | Chair |
| | C. Roll Call | Chair |
| | D. New Committee Member Welcome and Introduction | Chair |
| | E. Motion: Approval of Agenda | Chair |
| Page: 1 | F. Motion: Approval of June 8th, 2022 Coop Meeting Minutes | Chair |
| Page: 3 | G. Motion: Fall Media Recommendations & Discussion | Augustine |
| | H. Review of Group & Leisure Sales Trade Show Schedule | Chapman |
| Page: 41 | I. May & June 2022 Coop Financials Update | Van Siclen |
| | J. Organizational Updates | Karwowski/Chapman |
| | K. New Business | Chair |
| | L. Old Business | Chair |
| | M. Adjournment | Chair |

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8722

Public Posting

www.GoTahoeNorth.com

www.NLTRA.org

Nevada Public Meeting Notice Website



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**** Draft BACC Meeting Minutes from June 9th, 2022 Meeting ****

PRELIMINARY MINUTES

Committee members that joined via zoom: Caroline Ross (Chair), Jim Phelan (NLTRA Board representative), Steve Lamb, Greg Long, Paul Raymore, Katie Biggers and Placer County Representative Nicholas Martin.

Staff and other in attendance: Amber Burke, Anna Atwood

1. Call to Order – Quorum was established at 1:06pm.
2. Public Forum – No public forum.
3. Agenda Amendments and Approval
MOTION to approve the agenda as presented PHELAN/LONG/Approved Unanimously by roll call vote
4. Approval of Meeting Minutes
MOTION to approve Meeting Minutes from Feb 10, 2022 LONG/PHELAN/Approved Unanimously by roll call vote.
5. NLTRA Organizational Update
Burke gave a presentation on NLTRA Organizational update. The presentation can be viewed [here](#) starting on page 5. Burke shared there has been a lot of organizational changes and gave an in-depth overview of the changes.

The committee members complimented Burke on the presentation.

Comments:

- Long questioned where NLTRA are in the hiring process of the top 3 positions? Burke shared the interview process is currently taking place and the first round was just completed. The goal is to have these positions filled by August.

6. NLT Gift Card Update
Burke gave kudos to Biggers for getting this program launched and shared that anything any of the partners can do, to add new businesses to this program would be great. In the last 12 months there has been \$5,300 purchased in gift cards. Burke also shared one of the schools contacted her to use the gift cards as end of year gift for their teachers, and there is an option to set up a corporate partner with lowered fees.

7. Event Update Roundtable

Before the roundtable got started there were robust conversations on rising insurance cost and liquor license liability insurance. This is a regionwide problem and Ross shared she is currently dealing with homeowner association general liability insurance has not been renewed. Ross provided some feedback to Biggers and stated she will share any new contacts she hears of, and any findings regarding this big problem with the group.

Olympic Valley:

- Ross shared they had a successful Made in Tahoe event over Memorial Day Weekend. They were a little challenged by weather. She received positive feedback. Tuesday Bluesday starts on Tuesday, June 14th running through August 30th. Their midweek events, yoga and bingo starts the first week of July. Their next big event is Beer Festival, August 13-14. There is major construction in Palisades Tahoe currently.

TCDA:

- Tahoe City Wine Walk is this Saturday, and Music at Commons Beach starts this Sunday, June 12th. She has been working on the drone show launch location. She stated the location they are hoping to launch from is the parking lot next to the post office in Tahoe City. Burke requested that when Biggers has the viewing suggestion available, that she communicate this with NLTRA so it can be added to the blog website. Phelan suggested that Biggers communicate with the Coast Guard and the Sheriff's office regarding the change to drone show this year. She also shared TCDA is hiring for an office manager and possible some other positions too.

Incline Village:

- Long shared they are doing a drone show this year and it will be launched from the middle school. There is also the usual 4th of July parade and the other festivities as well. Incline Village Crystal Bay Visitors Bureau just went through a renaming/rebranding process that will be announced in July.

PlumpJack:

- Burke questioned Lamb about construction and closures. There are primarily focused on special events and dinners, but property is open and is projected to stay open through 2023 at this point.

BOARD Update:

- Phelan shared that the Coraggio Group has been hired and working on a strategic plan and there will be a renaming/rebranding project of the NLTRA as well. There is talk about getting the Tourism Master Plan updated and the Sustainable Tourism efforts are underway with workshops, and this is an important effort.

NLTRA:

- Burke shared the organization will going through a renaming/rebranding process. This process has already started. She also reminded everyone that we are partnering with the Sierra Nevada Alliance on an Ambassador program this summer. Burke shared with everyone that she received an e-mail that West Shore Association will be dissolving.

8. Committee Member Updates

No additional updates from committee members.

9. Placer County Economic Development Updates

Martin shared he was sorry to hear of everyone's problems with liquor licenses liability insurance. The county has larger development projects currently moving through their office. The Tahoe City Lodge project is currently on a construction cost hold, the former Kings Beach Center project now called 39

North is moving at a rapid pace. There will be a presentation on the Boatworks project tonight. He shared it's exciting to see this incentive program being put to work. He gave an update on the Placer County staffing changes. The Placer County Board of Supervisors will be meeting at the North Tahoe Event Center in Kings Beach on June 28th. Martin also requested to meet with the two Business Association regarding the permitting for the drone show. Ross questioned if there were any advocacy opportunities from Placer County with insurance in general and homeowner rates going up drastically? Martin stated he does not know, but on the wildfire side there is significant pressure from our local supervisors and assembly. Ross did emphasize that the insurance for the homeowner's association is a big issue, also for potential buyers and for STRs.

10. Adjournment

The meeting adjourned at 2:24pm

NLTRA Hiring Update



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Current Open Positions and Status

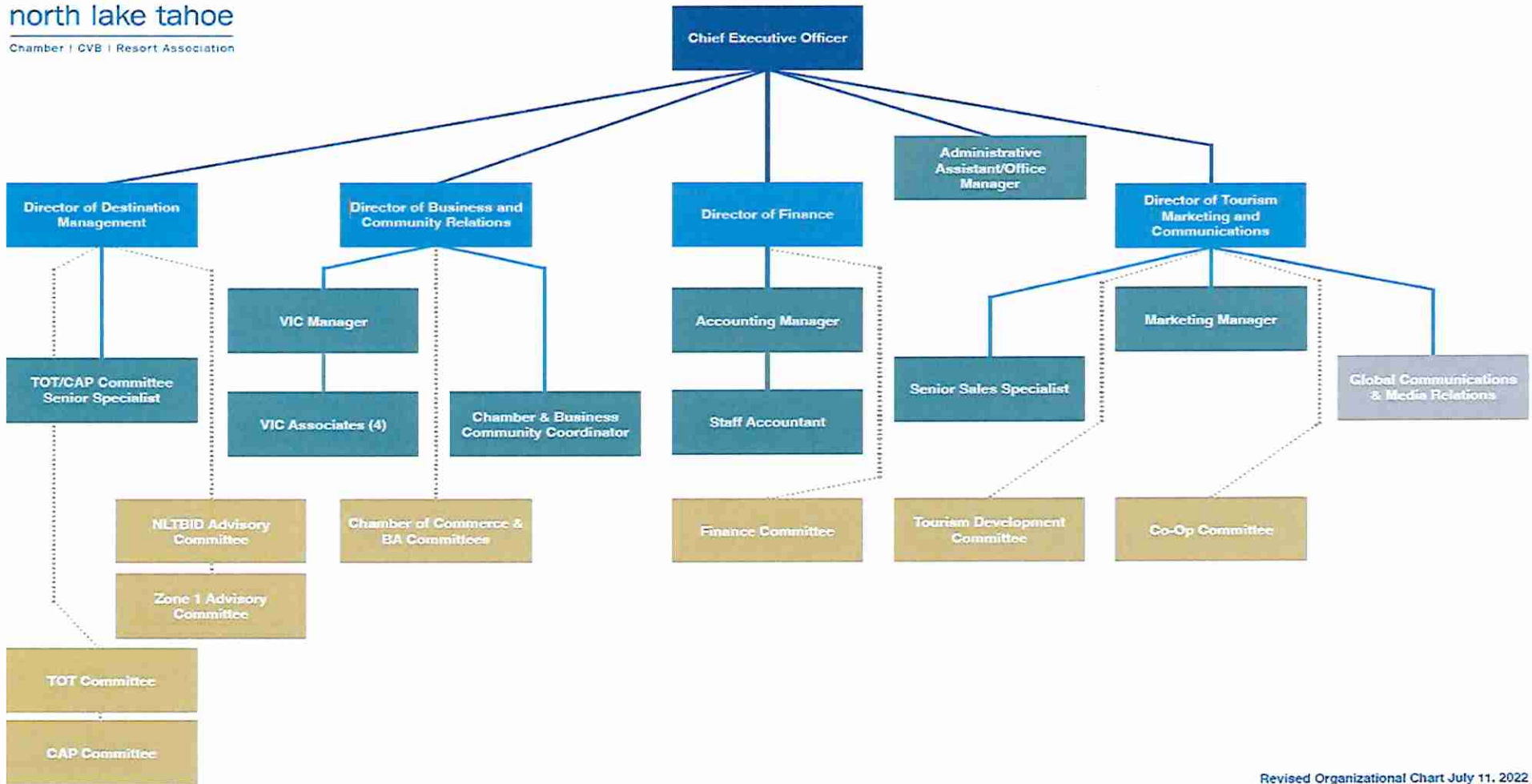
- Director of Marketing and Public Relations
- Director of Finance
- Director of Destination Management





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Revised Organizational Chart July 11, 2022



Director of Business and Community Relations

- Events
- Business association contracts
- Chamber activities
- Visitor information centers
- Business advocacy, support and educational opportunities
- Community outreach and programming
- Establishing business and community feedback loops



WELCOME TO THE TEAM

KIMBERLY BROWN

DIRECTOR OF BUSINESS
AND COMMUNITY
RELATIONS



Welcome to the Team

Please join us in welcoming Kimberly Brown as the North Lake Tahoe Resort Association's new Director of Business and Community Relations!

Kimberly started in her new role with the NLTRA on July 18 and will be working closely with local businesses and other community stakeholders to help our vibrant business community thrive while also serving as a passionate advocate for destination stewardship.

Please join us in welcoming Kimberly Brown as the North Lake Tahoe Resort Association's new Director of Business and Community Relations! For the past 25 years, Kimberly has held leadership roles for organizations including Bright Horizons, Child Development Inc. and Kids' Country. While at Kids' Country, she successfully helped transform the company culture, with the organization achieving "Best Place to Work" awards from the San Francisco Business Times and Bay Area News Group.



Thank You

NLTRA Updates



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Renaming Process

- Focus groups
 - Board
 - Staff
 - Community Stakeholders
 - Final review group

Mission Alignment

Given the evolution of NLTRA's Mission, what roles do you think a new name for the organization should speak to or encompass?

Name Qualities

What qualities should the name have? Memorable? Catchy? Fun? Businesslike? Exciting? Inviting?

Inspiration

Are there businesses or non-profits whose name you really admire?

Brainstorm

What name ideas do you have now?

Review Options

How well do these initial ideas work?



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TBID/TOT Grant process

- Worked with ad hoc committee and consultant to develop biennial call for projects schedule
- Focus on streamlined process for grant submission, review, award, and tracking
- Simplify one intake form for all grants
 - Creates efficiencies for staff
 - Reduces confusion for grant applicants
 - Allows staff to see all applications and where they best fit in funding puzzle
 - Potential to have TBID Advisory, Zone 1, TOT, and CAP to go through 1 application
 - More efficient use of committee time



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Bylaw Notification / TOT Committee Vote

- Membership vote ballots to increase TOT committee seats from 5-7 to 11-13 are in the mail this week
 - 10% of membership must return votes
 - 50% +1 in favor of amendment to pass
- Membership notifications of minor bylaw changes the NLTRA BOD will be voting on at the September board meeting will also be included in mailing



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Thank You