

# Grant Cycle Timeline Update



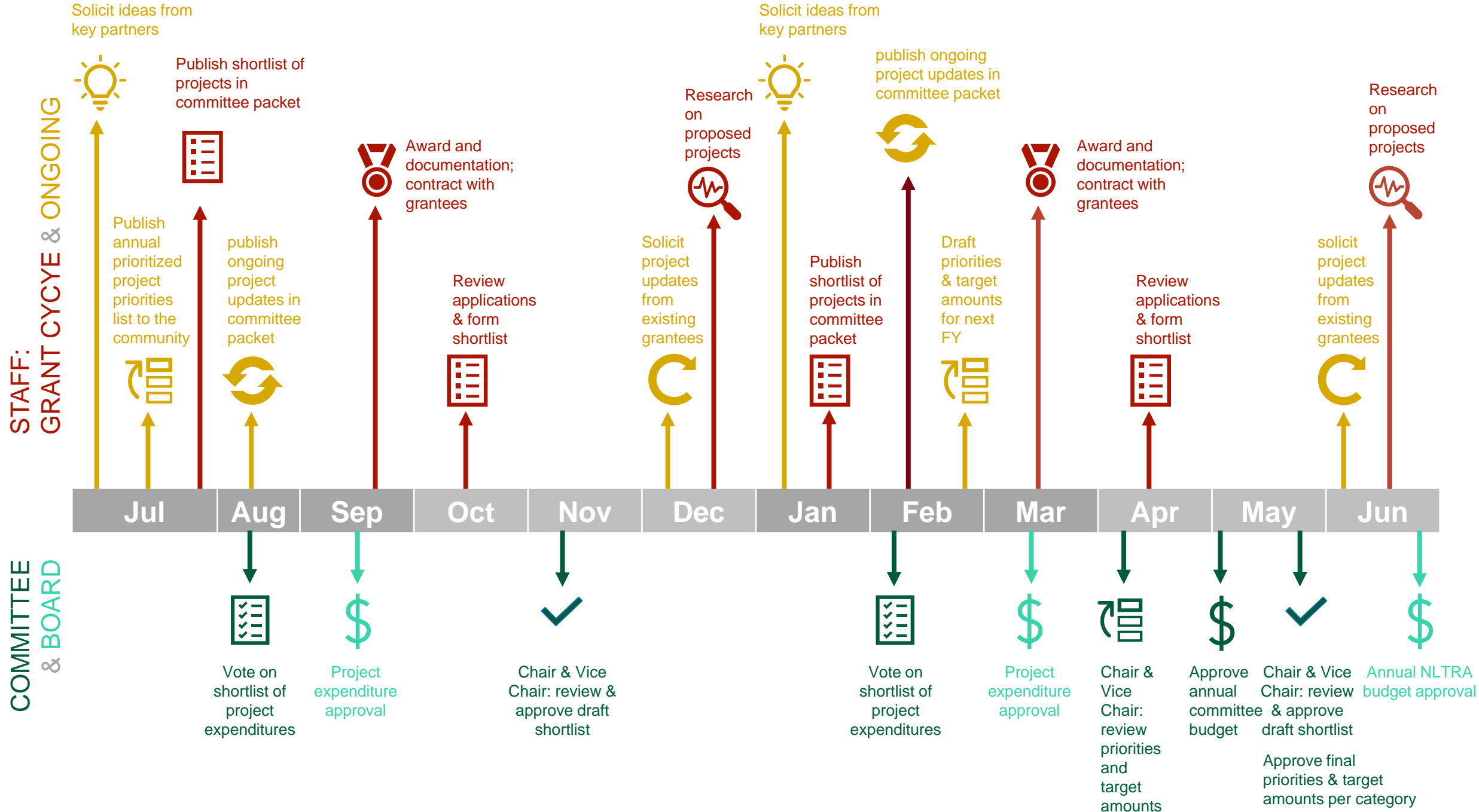
north lake tahoe

# 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
- Same process for TBID and TOT committees



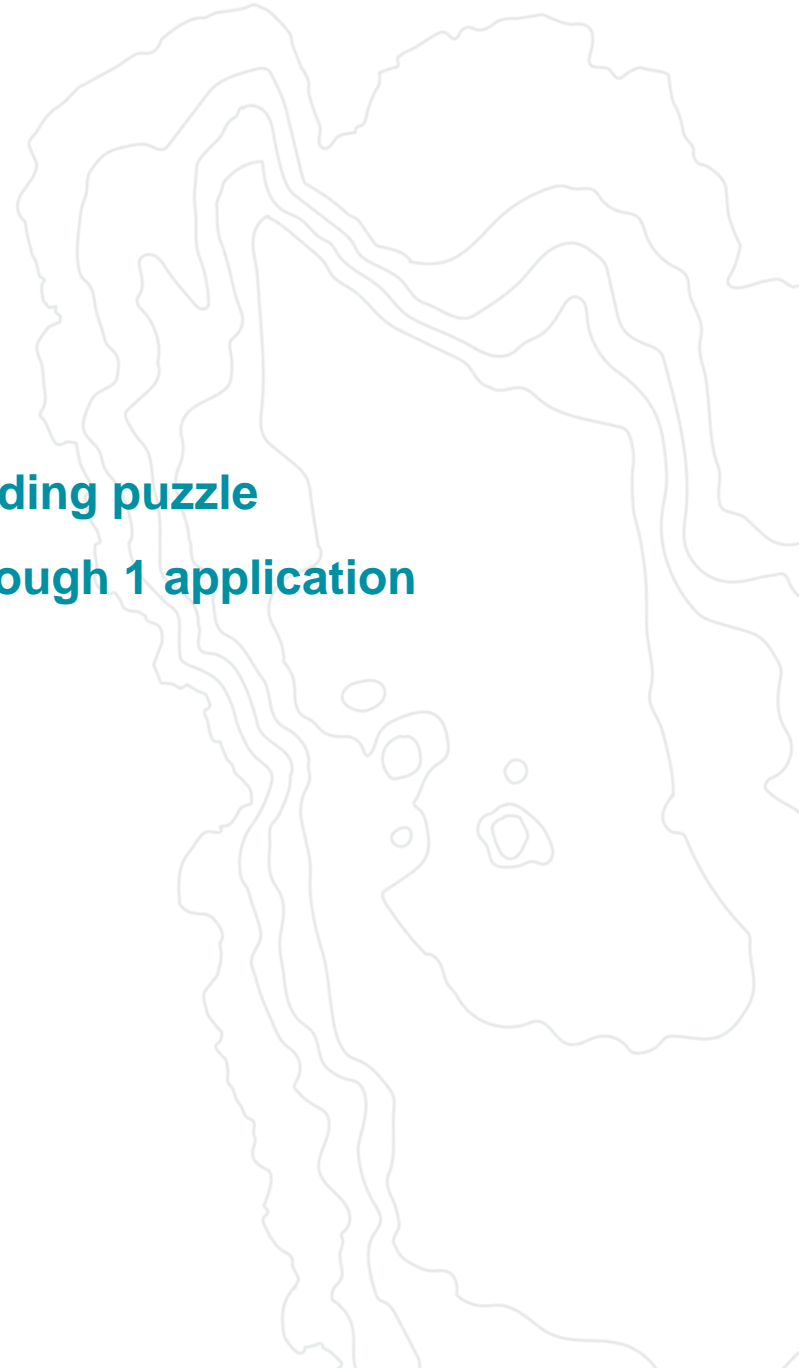
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# Next Steps

- **Develop one intake form and portal 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**
- **Further develop and define priority project areas**
  - **Work Force Housing**
  - **Transportation**
  - **Tourism Impact Mitigation**
  - **Business Advocacy & Support**
  - **Visitor Services & Visitor Centers**



# 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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# NLTRA Staffing Update



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# Welcome New NLTRA Staff

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## WELCOME TO THE TEAM

**KIMBERLY BROWN**

DIRECTOR OF BUSINESS AND COMMUNITY RELATIONS



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## WELCOME TO THE TEAM

**KIRSTIN GUINN**

DIRECTOR OF MARKETING AND PR



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## WELCOME TO THE TEAM

**FRANCOIS CAZALOT**

DIRECTOR OF FINANCE







## 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

# Current Open Position

## Director of Destination Management / Economic and Community Development Director

- Few applicants we had for the position under the name Director of Destination Management
- Backgrounds mostly in the marketing and sales world
- Researched the position description traits and cross referenced them with positions people applied for on indeed and found Economic and Community Development Director attracted applicants with more community project management experience
- Broad sector background including private, non-profit, and government agency

Please see below for the new posting on our web site and share with anyone who may be interested.

<https://www.indeed.com/jobs?q=NLTRA&l=Tahoe%20City%2C%20CA&vjk=bca20b0848a62ec3>

A scenic landscape featuring a rocky shoreline in the foreground, a dense forest of evergreen trees on a hillside to the left, and a calm body of water extending to the horizon. The sky is filled with soft, golden light from a setting or rising sun, creating a peaceful atmosphere. The text "Thank You" is centered in a bold, dark teal font over a semi-transparent white rectangular area.

**Thank You**