

**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

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