

## AGENDA

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### TBID Advisory 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

### Zone 1 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 Mountain Resort  
**Melissa Siig**, TCDA/Tahoe Art Haus

### **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:

Join Zoom Meeting

<https://us02web.zoom.us/j/85024995647?pwd=bzNKWDFzNm40YmNyaFBZYkkybzN3dz09>

as authorized by AB 361

Meeting ID: 850 2499 5647

Passcode: 389996

Dial by your location

+1 669 900 9128 US (San Jose)

- 11:00 a.m.** 1. Call to Order – Establish Quorum
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.
- 11:05 a.m.** 3. **Agenda Amendments and Approval (Action)**
- 11:10 a.m.** 4. **Approval of meeting minutes from Aug 24, 2022 for TBID Advisory** *Page 1*
5. **Approval of meeting minutes from Aug 24, 2022 for Zone 1 Committee** *Page 3*
- 11:15 a.m.** 6. Grant project intake, review, award, and tracking process development
- Project recap to date
  - Erin Casey SOW
  - Timeline and process to get to Nov. 3rd BOD for approval
  - Role of TBID Advisory and Zone 1 Committees in grant development process
  - Role of AdHoc committee

- f. Initial areas of feedback from the committee
- g. Next steps

**12:30 p.m.** 7. Adjournment

*Posted online at [nltra.org](http://nltra.org)*



north lake tahoe

Chamber | CVB | Resort Association

TBID Advisory Committee

Date: Wed, Aug 24, 2022

Time 3:00 pm

Location: 100 North Lake Blvd,  
Tahoe City, CA

## Draft Minutes

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### 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**

### 1. Call to Order – Establish Quorum

Jim Phelan called the meeting to order via Zoom at 3:00 PM.

### Committee members in attendance

Jim Phelan, Jonn Melrose, Johnny Roscher, Danny Scott, Katherine Hill, Dave Wilderotter, Laurie Munos, Tom Felten, and Jerusha Hall

### Committee members absent

None

### Staff members in attendance

Tony Karwowski, Anna Atwood, DeWitt Van Siclen, Francois Cazalot, and Kimberly Brown

### 2. Public Forum

Melrose encouraged everyone to take the survey regarding short-term rentals on the County website.

### 3. Agenda Amendments and Approval (Action)

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

### 4. Approval of meeting minutes from

#### a) May 18, 2022 (Action)

It was moved by Hill and seconded by Melrose to approve the May 18, 2022 meeting minutes as presented. Motion carried unanimously.

#### b) May 26, 2022 (Action)

There was a clarification regarding funding allocations.

It was moved by Melrose and seconded by Munos to approve the May 26, 2022 meeting minutes as amended. Motion carried unanimously.

#### c) July 7, 2022 (Action)

It was moved by Wilderotter and seconded by Munos to approve the July 7, 2022 meeting minutes as presented. Motion carried unanimously.

## 5. Presentation on Process and Project Intake

Phelan reported an Ad Hoc Committee with members from this group and the Zone 1 Committee met with Karwowski and Coraggio to review the process to accept and review grant applications.

Karwowski noted the goal of streamlining the process, including the application itself, reviewing, and tracking. He presented a graph indicating the work of staff and the Committees throughout the fiscal year. It supposes receiving and allocating grants on a biennial basis.

Wilderotter asked if this will be one application for all committees. Lindsay Romack said at this point, the CAP Committee would not be part of the process, but that could change.

Karwowski stated this process will probably not be in place for the upcoming granting cycle. Ultimately, it will make the process easier for staff, the Committees, and the applicants. An application can be submitted and staff will determine which Committee it should go to. Karwowski said the priority projects as outlined in the Management Planning Document (MDP) will be more clearly defined.

Karwowski reported ballots are coming in from members voting on revising the Bylaws to increase the TOT Committee membership from 5-7 to 11-13 people. The vote should go to the NLTRA Board for ratification in September.

Karwowski is onboarding new staff, as well as working on details of this process. He suggested this Committee meet in September to finalize the recommendation.

A brief discussion followed as Van Siclen explained how TBID revenues are being tracked and additional reports that can be provided to the Committee.

### NLTRA staffing

Karwowski welcomed the new NLTRA staff, Director of Business and Community Relations Kim Brown and Director of Finance Francois Cazalot. Director of Marketing and PR Kirstin Guinn will begin in early September. Karwowski described some changes in job descriptions and titles.

Van Siclen announced he is leaving NLTRA September 2. He has accepted a position at Sugar Bowl. Karwowski noted Van Siclen's accomplishments at NLTRA and said he will be missed.

## 6. Adjournment

There being no further business to come before the Committee, the meeting adjourned at 3:52 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



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Chamber | CVB | Resort Association

**TBID Zone 1 Committee**  
Date: Wed. Aug 24, 2022  
Time: 1:00p.m.- 2:00 p.m.  
Location: 100 North Lake Blvd.,  
Tahoe City

## Draft Minutes

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### 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

Jim Phelan called the meeting to order via Zoom at 1:05 PM.

### Committee members in attendance

Jim Phelan, DJ Ewan, Connor McCarthy, Melissa Siig, and Alex Mourelatos

### Committee members absent

Haley Packard and Jill Schott

### Staff members in attendance

Tony Karwowski, Anna Atwood, DeWitt Van Siclen, Francois Cazalot, and Kimberly Brown

### 2. Public Forum

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

### 3. Agenda Amendments and Approval (Action)

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

### 4. Approval of Meeting Minutes from

#### a) May 18, 2022 (Action)

Mourelatos asked for clarification regarding from which budget buckets the co-op will be funded. Karwowski will follow up.

It was moved by Ewan and seconded by Siig to approve the minutes of the May 18, 2022 meeting. Motion carried with Mourelatos abstaining.

#### b) May 26, 2022 (Action)

It was moved by McCarthy and seconded by Siig to approve the minutes of the May 26, 2022 meeting as presented. Motion carried unanimously.

### 5. Presentation on Process and Project Intake

Phelan reported an Ad Hoc Committee that included members from this group and the TBID Advisory Committee met with Karwowski and Coraggio to clarify the project application, review, and granting process. Karwowski presented the



recommendation, which includes a biennial call for projects and a streamlined process for the Zone 1, TBID, and TOT Committees. That will be more efficient for staff, applicants, and grantees.

Karowski reviewed a graph indicating who does what and when over a fiscal year.

Discussion followed as the details were clarified and suggestions offered. Phelan asked if applications would be accepted throughout the year or just during a defined time. Karowski said messaging will go out that applications for a specific cycle must be received by "x" date.

Mourelatos asked for clarification on whether or not the committees provide information on priority projects, and if so, how. Is the Tourism Master Plan still the guiding document? Karowski noted the Management District Plan (MDP) provides guidance on how TBID funds can be allocated.

Phelan suggested the chart indicate when the Committees and NLTRA Board provide input.

Karowski will update the graph based on today's discussion. The next step is to develop one intake form. The hope is that ultimately all grant applications are received through one portal. Staff can then funnel the request to the appropriate Committee. The priority project areas as identified in the MDP will be considered.

The timing on the graph will be refined. Karowski noted this process will probably not be in place for the upcoming grant cycle, given the timing. This Committee will meet in September to vote on the final process proposed.

#### **6. NLTRA updates**

Karowski reported a quorum of ballots have been received to vote on revising the Bylaws to increase the TOT Committee membership from 5-7 to 11-13 people.

Van Siclen announced he is leaving NLTRA September 2. He has accepted a position at Sugar Bowl. Karowski noted Van Siclen's accomplishments at NLTRA and said he will be missed.

Karowski welcomed the new NLTRA staff on today's call, Director of Business and Community Relations Kim Brown and Director of Finance Francois Cazalot. Director of Marketing and PR Kirstin Guinn will begin in early September. Brown and Cazalot introduced themselves and described what they will be working on.

Karowski noted some changes made in titles and job descriptions.

Mourelatos asked that a statement of financial position be presented at each meeting, showing how much is available, what has been committed, what has been paid out, and the balance.

Discussion returned to the application process. Mourelatos noted a lot of unique factors to be considered with requests for marketing and events, infrastructure, and transportation.

#### **6. Adjournment**

There being no further business to come before the Committee, the meeting adjourned at 2:05 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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