

Board of Directors:

Chair: Adam Wilson, Northstar California | **Vice Chair: Sue Rae Irelan**, Placer County Appointee
Treasurer: Dan Tester, Squaw Valley Business Assoc. | **Secretary: Ray Villaman**, Northstar Business Assoc.

Past Chair: Samir Tuma, Tahoe City Lodge

Adam Wilson, Northstar California | **Mike DeGross**, Palisades Tahoe | **Kevin Mitchell**, Homewood Mountain Resort
Resort at Squaw Creek | **Colin Perry**, Ritz-Carlton, Lake Tahoe

Jill Schott, Tahoe Moon Properties | **Stephanie Hoffman**, Tahoe Luxury Properties

Jim Phelan, Tahoe City Marina | **Tom Turner**, Tahoe Restaurant Collection

Dave Wilderotter, Tahoe Dave's | **Melissa Siig**, TCDA | **Alyssa Reilly**, NTBA

Advisory members: Stephanie Holloway, Placer County Executive Office | **Jeff Cowen**, TRPA

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link: <https://bit.ly/3cCQMZS> as authorized by AB 361.

Pre-registration is required, and members of the public will be admitted into the meeting as an attendee, with audio and video controls disabled. If you wish to make a public comment, use the "Raise Hand" feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

8:30 a.m. 1. Call to Order – Establish Quorum

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2. Approval of Resolution 2022.09

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 SEPT 7, 2022 TO OCTOBER 6, 2022 PURSUANT TO BROWN ACT PROVISIONS. **[ACTION]**

8:32 a.m. 3. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board 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 Board on items addressed under Public Forum.

8:35 a.m. 4. Agenda Amendments and Approval **[ACTION]**

8:40 a.m. 5. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

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A. NLTRA Board Meeting Minutes from Aug 3, 2022 [Link to preliminary online document](#)

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B. Review and Approval of CEO's Expense Report for June & July

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C. NLTRA Financial Statements, July 2022

D. NTBA Lighting project agreement

E. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting Aug 31, 2022
- Tourism Development Committee Aug 30, 2022 (no meeting in June & July)
- In-Market Tourism Development Committee May 24, 2022

8:45 a.m.

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6. Action Item:

A. Request for recommendation of returned TOT funds to for Dollar Creek Crossing housing project - Placer County Staff

B. Review and Approval of minor corrections in Bylaws - Tony

C. Review of NLTRA renaming process and approval of final recommendation - Tony/Coraggio

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10:15 a.m.

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7. Informational Updates/Verbal Reports:

A. Results of membership vote to increase TOT Committee seats from 5-7 to 11-13 - Tony

B. Update on Grant Process timeline, intake and review - Tony

C. Staffing introductions and update

10:50 a.m.

8. Reports/Back up – The following reports are provided on a monthly or periodic basis by staff and can be pulled for discussion by any Board member.

A. Destimetrics Report, July 2022

B. Conference Revenue Statistics Report, July 2022

C. Tourism Development Report on Activities, July 2022

D. Reno Tahoe Airport Report, July 2022

E. Visitor Information Center Report, July 2022

F. North Lake Tahoe Marketing Coop Financial Statements, July 2022

G. Membership Accounts Receivable Report July 2022

H. Financial Key Metrics Report July 2022

I. Fall Marketing Campaign 2022

10:51 a.m.

9. CEO and Staff Updates

10:53 a.m.

10. Directors Comments

10:55 a.m.

11. Meeting Review and Staff Direction

10:57 a.m.

12. Closed Session

11:00 a.m.

13. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org