

## AGENDA

### 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:**

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### **Agenda**

- 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 Combined TBID Advisory and Zone 1 meeting minutes from October 10, 2022 (Action)**
- 11:15 a.m. 5. Update on Grant Project Process – Erin Casey
- 12:30 a.m. 6. Adjournment



north lake tahoe

Chamber | CVB | Resort Association

TBID Advisory and Zone 1 Committee  
Joint Meeting

Date: Monday, October 10, 2022

Location: 100 North Lake Blvd,  
Tahoe City, CA

## Draft Minutes

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### TBID Advisory Committee Members:

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### 1. Call to Order – Establish Quorum

Jim Phelan called the meeting to order via Zoom at 1:04 PM. A quorum of each Committee was established.

#### **TBID Advisory Committee members in attendance**

Tom Feiten, Dave Wilderotter, Danny Scott, Jim Phelan, and Laurie Munos,

#### **Committee members absent**

Jonn Melrose, Johnny Roscher, Katherine Hill, and Jerusha Hall

#### **Zone 1 Committee members in attendance**

DJ Ewan, Melissa Siig, Jill Schott, Jim Phelan, and Alex Mourelatos

#### **Committee members absent**

Haley Packard and Connor McCarthy

#### **Staff members in attendance**

Tony Karwowski, Anna Atwood, and Kirstin Guinn

### 2. Public Forum

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

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

Today's agenda was approved as presented by affirmation.

### 4. Grant project intake, review, award, and tracking process development

a. Project recap to date

b. Erin Casey SOW

c. Timeline and process to get to Nov. 3rd BOD for approval

d. Role of TBID Advisory and Zone 1 Committees in grant development process

e. Role of AdHoc committee

**f. Initial areas of feedback from the committee**

Karwowski noted efforts to streamline the grant application intake, review, approval, and tracking process. The timeframe has been reviewed by both Committees. Consultant Erin Casey has been brought on board to finalize the process and flush out priority project areas for workforce housing, transportation, and tourism mitigation activities.

Casey has met with all Committees at least twice to get input on the process. Today’s discussion is to clarify the Committee’s goals, priorities, and expectations, noting each has different roles, but all are guided by the Management District Plan (MDP).

Casey facilitated a discussion about the goals for use of TBID funds and strategies to evaluate the effectiveness of those dollars. There could also be priorities outside of those mentioned in the MDP, so ways to adjust as necessary based on community feedback, surveys, and public outreach should be considered. Though all applicants will come through a central portal, they will be routed to Committee overseeing the appropriate “pot of money.”

Casey reminded the group the TBID will need to be renewed in fewer than five years. She asked everyone to consider what success looks like and ways to communicate that to the community and assessed businesses. Flexibility and serving community needs are the keys to success.

Among the details discussed, there was general agreement the project should at least consider options for matching funds and grantees should submit quarterly progress reports.

**g. Next steps**

Casey will compile the information from all three Committees. Recommendations will be developed into a final process to be approved by the NLTRA Board in November and the Placer County Board of Supervisors at its November 15, 2022 meeting.

Karwowski announced the NLTRA Board has approved the new name of North Tahoe Community Alliance. It will take a few months to fully develop the brand before it is released to the public. The consumer facing name will still be Go Tahoe North.

**7. Adjournment**

There being no further business to come before the Committee, the meeting adjourned at 2:45 PM.

Respectfully submitted,  
Judy Friedman  
Recording Secretary  
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS