

Board of Directors – Draft Meeting Minutes – August 3, 2022

Board of Directors

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 DeGroff**, Palisades Tahoe | **Kevin Mitchell**, Homewood Mountain Resort

David Lockard, 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

1. Call to Order at 8:34 AM – Establish Quorum

Board members in attendance (in person or electronically)

Sue Rae Irelan, Dave Wilderotter, Dan Tester, Jim Phelan, Jill Schott, Melissa Siig, Adam Wilson, Mike DeGroff, Samir Tuma, and Alyssa Reilly. A quorum was established. Advisory member Jeff Cowen also participated. Tom Turner and Ray Villaman arrived at 8:42 AM Stephanie Hoffman arrived at 9:02 AM.

Board members absent

Colin Perry, Kevin Mitchell, and David Lockhard

Staff Members in attendance

Tony Karwowski, Anna Atwood, and DeWitt Van Siclen

Others in attendance

Included Jess Weaver, Andrew Pappas, Joy Doyle, and Thomas Cornwell. There may have been others attending electronically who did not introduce themselves.

2. Approval of Resolution 2022.08

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 AUGUST 3, 2022 TO SEPTEMBER 2, 2022 PURSUANT TO BROWN ACT PROVISIONS.

Motion to adopt Resolution 2022.08. WILDEROTTER/PHELAN/Motion carried unanimously by Roll Call vote.

3. Public Forum

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

4. Agenda Amendments and Approval [ACTION]

Motion to approve today's agenda as presented and take items out of order if needed.

WILDEROTTER/TESTER/Motion carried unanimously by Roll Call vote.

5. Election of New Chair [ACTION]

Karwowski reported Deidre Walsh has resigned and Northstar appointed Adam Wilson as its representative to the Board.

Motion to appoint Adam Wilson as Chair of the NLTRA Board. TESTER/PHELAN/Motion carried by Roll Call vote with Wilson abstaining.

6. 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.

A. NLTRA Board Meeting Minutes from June 1, 2022 [Link to preliminary online document](#)

B. NLTRA Emergency Board Minutes from July 8, 2022

C. NLTRA Financial Statements, May 31 and June, 30 2022

D. Review and Approval of Sierra Nevada Alliance Contract

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

- **Finance Committee Meeting July 27, 2022**
- **Tourism Development Committee May 24, 2022 (no meeting in June & July)**
- **In-Market Tourism Development Committee May 24, 2022**

Motion to approve the items on the Consent Calendar as presented. PHELAN/SIIG/Motion carried unanimously by Roll Call vote.

7. Action Item

A. Procurement Policy amendment – Tony

Karwowski presented the amendment to the Procurement Policy adopted in April 2022. The amendment increases the dollar amount the CEO can authorize.

Motion to approve the amendment as presented/WILDEROTTER/VILLAMAN/Approved unanimously by Roll Call vote.

B. Changing of Bank Signatories - DeWitt

Motion to appoint Tony Karwowski, Dan Tester, Jim Phelan Kim Brown, Andy Chapman, Greg Long, as signers on the Co-op accounts and Tony Karwowski, Dan Tester, Jim Phelan, and Kim Brown as signers on the NLTRA accounts.

PHELAN/WILDEROTTER/Motion carried unanimously by Roll Call vote.

8. Informational Updates/Verbal Reports:

A. Organization Chart/Hiring update and Introduction of Kimberly Brown - Tony

Karwowski presented a Power Point describing revisions to the NLTRA organization chart and staffing. He explained the tasks of the four departments under the CEO. Kim Brown has been hired to fill the newly created Director of Business & Community Relations position.

Discussion followed as the chart was clarified, including the role of each department and related staff. There are some vacancies to be filled. There have been some good local candidates, but the lack of housing and related labor shortage is making hiring difficult. Schott suggested investigating what a “livable wage” in Tahoe is in order to be competitive.

Discussion continued. Turner said that until major housing solutions are addressed, and given the high cost of living, the situation will continue. The governing agencies need to allow employee housing to be built. Turner also feels a “bullet proof” marketing campaign is needed. Billboards should be in San Francisco, not on Interstate 80. Trash is an issue. More consideration needs to be given to what people want and how they enjoy their vacation.

Tuma noted discussions about other ways the Chamber can serve the business community. For example, businesses can come together under the Chamber to increase buying power for insurance. Now that NLTRA is funded by TBID, the organization can advocate for the community to the County to bring about real housing solutions.

B. Communications Update – JVP

Jess Weaver has been working with Karwowski and Burke to align and support communications, particularly with the shift to focus on stewardship. She reviewed the variety of strategies used in Q3 and Q4 to educate residents, businesses, and visitors about the NLTRA's changing role and reorganization.

C. NLTRC & In-Market 22/23 Strategy Overview – Augustine - 30 minutes

Cathy Nanadiego from Augustine Agency described the in-market strategy. She explained Augustine handles the consumer side, whereas JVP addressed the community and public relations components.

Nanadiego reviewed the objectives and details of campaigns for the Co-Op and NLTRA, including digital and print media.

Discussion followed clarifying the communications and marketing plans and budgets.

D. NLTRA Updates: Renaming process, Grant Process, Bylaw change Notification, TOT committee seat membership vote

Karwowski reminded the group of the contract with Coraggio to complete the reorganization of NLTRA and renaming process.

Zone 1 and TBID Committees have been formed and are developing the application process to allocate funds. The TOT Committee is being formed and discussions on how the CAP Committee fits in continue. There have been conversations about streamlining the application process to make the granting process easier and more efficient for applicants, staff, and the Committees.

The Board discussed the proposed process. Ireland sees both pitfalls and opportunities as grants are often written to request specific funding. The roadmap for grant allocations has always been the Tourism Master Plan, but that does not address current priorities. It needs to be updated and that is a big and very complex responsibility. Discussion continued on strategies to implement the TBID and allocate funds.

Karwowski reported the ballot to revise the Bylaws to increase the TOT Committee from 5-7 seats to 11-13 will go to the membership this week. At least 10% of the 5000 members must return the ballot and the question must be approved by 50% + 1.

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

- A. Destimetrics Report, June, 2022**
- B. Conference Revenue Statistics Report, June 2022**
- C. Tourism Development Report on Activities, June 2022**
- D. Reno Tahoe Airport Report, June 2022**
- E. Visitor Information Center Report, June 2022**
- F. North Lake Tahoe Marketing Coop Financial Statements, June 2022**
- G. Membership Accounts Receivable Report June 2022**
- H. Financial Key Metrics Report June 2022**

There were no questions or comments.

10. CEO and Staff Updates

Karwowski presented his report. The 4th of July drone shows that were postponed due to high winds will be featured on September 2nd in Kings Beach and September 4th in Tahoe City. Reilly described the shows and logistics.

The Annual Membership meeting will be a luncheon or “mixer” in October. Details are being worked out.

11. Directors Comments

Siig commented that Tahoe City was “dead” over the 4th of July. The drone show was cancelled and there were no other events scheduled to bring people into town.

12. Meeting Review and Staff Direction

Karowski will reach out to those wanting to participate in an upcoming meeting about renaming NLTRA.

13. Closed Session

Closed Session was not convened.

14. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:00 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS