

Board of Directors – Draft Meeting Minutes – October 5, 2022

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

**Mike DeGroff, 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

1. Call to Order at 8:41 AM – Establish Quorum

Board members in attendance (in person or electronically)

Adam Wilson, Colin Perry, Alyssa Reily, Jill Schott, Melissa Siig, Jim Phelan, Dave Wilderotter, Dan Tester, Samir Tuma, Sue Rae Irelan, Ray Villaman, and Tom Turner. A quorum was established. Advisory members Jeff Cowen and Stephanie Holloway were also present.

Board members absent

Kevin Mitchell and Mike DeGroff

Staff Members in attendance

Tony Karwowski, Anna Atwood, Francois Cazalot, Kimberly Brown, and Kirstin Guinn.

Others in attendance

Included Andrew Pappas, Cathy Nanadiego, Clair Marcus, Crystal Jacobsen, Jess Weaver, Joy Doyle, Emily Setzer, Stacy Caldwell, Matthew Landkamer, Thomas Cornwell, Katie Biggers, and Julianna Cisneros. There may have been others attending electronically who did not introduce themselves.

2. Approval of Resolution 2022.10

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 OCT 5, 2022 TO NOV 4, 2022 PURSUANT TO BROWN ACT PROVISIONS.

Motion to adopt Resolution 2022.10. PHELAN/SIIG/Motion carried unanimously by Roll Call vote.

3. Public Forum

Karwowski introduced the new NLTRA Director of Marketing and PR, Kirstin Guinn.

4. Agenda Amendments and Approval [ACTION]

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

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

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.

Karwowski noted there are no financial reports included in Consent due to a change in vendors and software. September financials will be included next month.

A. NLTRA Board Meeting Minutes from Aug 3, 2022 Link to preliminary online documentPage:8

B. IT Services Agreement - Tahoe Tech Group

C. Growing People and Companies (gpac) Services Agreement- Candidate search firm

D. ER Casey & Associates Consulting Agreement - TBID/TOT Grant process development and housing gap analysis and recommendations

E. Elevation Law Services Agreement - one time contract legal consult

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

- Finance Committee Meeting Sept 29,, 2022
- Tourism Development Committee Sept 27, 2022
- In-Market Tourism Development Committee Sept 27, 2022

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

6. Action Item

A. Review of NLTRA organization renaming process and approval of final name recommendation - Tony Karwowski/Matthew Landkamer

Karwowski reviewed the process and reasons for renaming the organization as it transitions from strictly marketing to stewardship. Landkamer, from Coraggio Group, facilitated a discussion on potential new names. He reminded the group that this name will not be the consumer facing brand, but it does need to speak to residents and businesses.

Landkamer presented the proposed names and three “pillars” that will be featured under the new name. Discussion followed as the Board, committee members, and staff weighed in on the options.

Motion to approve the name North Tahoe Community Alliance and for the pillars to continue to be developed. IRELAN/TUMA/ Motion carried unanimously by Roll Call vote.

7. Informational Updates/Verbal Reports

A. TBID/TOT grant cycle process development update and action plan presentation Tony Karwowski/Erin Casey

Karwowski said the Ad Hoc Committee is proposing a bi-annual grant process. He reviewed the scope of work for consultant Erin Casey as she helps fine-tune and streamline the grant application intake, review, approval, and tracking components and ensure it aligns with the Management District Plan (MDP), Measure A ballot language regarding the 2% TOT renewal, and Tourism Master Plan (TMP).

Casey described the complexities to be considered moving forward, noting an ultimate goal of demonstrating successful results, given the TBID will need to be renewed in less than five years. Upcoming steps include Committee and stakeholder meetings to effectively revise the grant program. A final process will be presented to this Board next month.

Discussion followed regarding considerations moving forward, including communicating past successes and focusing on short-term wins and long-term strategies.

B. Tahoe Basin Area Plan Economic Sustainability and Housing Amendments Presentation - Placer County Staff - Stacy Wydra & Emily Setzer

Setzer explained the Tahoe Basin Area Plan (TBAP) regulates land use throughout North Lake Tahoe from Stateline to Tahoma. Since it was adopted in 2017, no new projects and very few workforce housing units have been developed in the town centers. She has been working with a consultant to analyze the reasons there has been no private investment and possible solutions. Also being considered are the Envision Tahoe findings and changing demographics in the area.

Wydra reviewed proposed TBAP policy amendments, including revising the Policy Document and Implementing Regulations. The updates are designed to encourage entrepreneurship in the town centers, incentives for housing acknowledging the higher pay scale Tahoe employees generally receive compared with other areas of the state, and compliance with new County code and State Law. Next steps include public outreach and presenting the proposed revisions to the Planning Commission, Placer County Board of Supervisors, and TRPA with a goal of adopting the new TBAP in 2023.

Discussion followed as the updates were clarified and the timing was considered. Ireland suggested the benefits of the revisions and assurances that development is not the only measure of success be included in future presentations.

C. TCDA Annual Report - Katie Biggers

Biggers presented the mission and vision statements for TCDA. Both TCDA and NTBA have adopted the Main Street Philosophies with four focus areas. Biggers reviewed funding mechanisms for TCDA, noting over 2000 volunteer hours have been contributed to the organization.

NLTRA allocated \$50,000 from TBID funds for the Downtown Tahoe City Lighting Program, which will provide canopy lighting in town, building perimeter lights, and character trees. TCDA will be releasing a survey to businesses soon.

Biggers reviewed marketing, promotion, and events done over the past three months and plans moving forward. She is excited about the changes to the organization and the opportunities change presents.

There was a discussion regarding the Labor Day drone shows in Tahoe City and Kings Beach. Both Reilly and Biggers agreed the shows did not meet expectations or contractual obligations. Reilly, Biggers, and Karwowski will work with the vendor on possible credit for this year's shows and details of the event moving forward.

Biggers answered questions regarding her presentation.

D. NTBA Annual Report - Alyssa Reilly

Reilly reported on how NTBA achieves the goals outlined in the four focus areas. NTBA has realized a 5% growth in membership just over the past year. The organization has been responding to community issues such as trash and parking. She discussed strategies to bring the community together and partnerships that contribute resources. The NTBA Strategic Plan is being updated.

In response to a question, Reilly reported that with the NLTRA TBID grant, eight murals are scheduled to be done in Kings Beach and hopefully, all at one time. She is working with Arts for the Schools to produce an event during the painting.

Schott asked the status of membership fees for TBID assessed businesses. Both Biggers' and Reilly's understanding was that membership fees should no longer be charged for NTBA or TCDA and that NLTRA would make up the dollars lost. Karwowski noted the issue is being considered during the current contract negotiation.

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, Aug 2022

B. Conference Revenue Statistics Report, Aug 2022

C. Tourism Development Report on Activities, Aug 2022

D. Reno Tahoe Airport Report, Aug 2022

E. Visitor Information Center Report, Aug 2022

The reports were in today's meeting packet. There were no questions or comments.

9. CEO and Staff Updates

Karwowski updated the Board on NLTRA staffing.

Guinn reported a resident's survey has been released regarding the Lake Tahoe Destination Management Plan. A workshop will be scheduled to follow up.

10. Directors Comments

Tuma noted good forward movement with housing and the Mountain Housing Council. Updated programs and policies will be recommended that offer exciting opportunities with real potential.

11. Meeting Review and Staff Direction

- Work with TCDA & NTBA on reconciliation regarding the drone operator contract
- Get feedback on the TBID grant process

12. Closed Session

Closed Session was not convened.

13. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:26 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS