

Board of Directors – Draft Meeting Minutes – September 7, 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 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

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, Adam Wilson, Kevin Mitchell, Melissa Siig, Ray Villaman, Mike DeGross, Stephanie Hoffman, , Colin Perry, and Jim Phelan. A quorum was established. Samir Tuma arrived at 8:49 AM. Tom Turner arrived at 9:00 AM.

Advisory members Jeff Cowen and Stephanie Holloway were also present.

Board members absent

Jill Schott, and Alyssa Reilly

Staff Members in attendance

Tony Karwowski, Anna Atwood, Francois Cazalot, and Kimberly Brown

Others in attendance

Included Emily Setzer, Paul Breckenridge, Denise Springsteel, and Vincent Hawkins. There may have been others attending electronically who did not introduce themselves.

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.

Motion to adopt Resolution 2022.09. MITCHELL/TESTER/Motion carried unanimously by Roll Call vote.

3. Public Forum

Karwowski introduced the new staff at NLTRA: Francois Cazalot, Kirstin Guinn, and Kimberly Brown

4. Agenda Amendments and Approval [ACTION]

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

TESTER/WILDEROTTER/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.

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

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

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

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

6. Action Items

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

Stephanie Holloway provided an update on the Dollar Creek Crossing project, which consists of rental apartments, for-sale housing, and community space.

Emily Setzer explained how the project fits in with the County's strategic initiatives related to housing. She provided detail on affordable housing definitions and how this project is designed to address the "missing middle."

Paul Breckenridge spoke to specifics of the project, noting consultant studies regarding feasibility, land capability and coverage, transportation and traffic flows, and neighborhood impacts. He discussed the components in detail and funding options.

The County will be requesting \$602,743 from TOT for predevelopment activities. There could be reimbursements available and the net impact to TOT is anticipated to be \$147,549. The Board of Supervisors will be asked to approve an Exclusive Right to Negotiate Agreement related to activities and deliverables.

Holloway explained the various funding mechanisms specific to the east side of the County and how they are allocated to Tahoe services, Housing & Transportation, and Capital & Infrastructure. There is approximately \$1.48 million in unspent contract funds, which are now covered by TBID dollars. Today's funding request would come from that "bucket."

Discussion followed as the presentation was clarified, including sources of funding, timing of the project, the needs to be flexible given changing local market needs and income, and what is considered "affordable" in this area.

Motion to recommend the Placer County Board of Supervisors allocate \$602,743 from TOT for predevelopment activities associated with the Dollar Creek Crossing Housing Project, anticipating reimbursement of \$455,194 for a net impact of \$147,549. Reimbursed funds will be allocated to the same bucket the funds are drawn from and can be used for this project or similar projects, at the discretion of the NLTRA Board. TUMA/IRELAN/Carried with Turner abstaining.

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

Karwowski reviewed minor corrections made to the Bylaws. The revised document is in today's meeting packet and was sent to the voting membership.

Motion to approve the Bylaw corrections as presented. WILDEROTTER/SIIG/UNANIMOUS

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

Matthew Landkamer from Coraggio Group reviewed the methodology and outreach leading to the four recommendations for the new name: North Tahoe Stewardship Council, North Tahoe Advocacy Council, North Tahoe Community Alliance, and Advocate North Tahoe.

Discussion followed as the process was clarified, other names considered, how the name will be used, and options that can convey the appropriate message. It was noted Go Tahoe North will remain the consumer facing moniker. Many options were considered, but consensus was not reached. The most favored name was North Tahoe Community Alliance.

Karwowski will continue to work with Landkamer and this item will be on the next agenda for possible action.

7. Informational Updates/Verbal Reports:

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

Karwowski reported a quorum of votes was received; 853 members voted in favor of amending the Bylaws and 141 voted against. The amendment passed.

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

Karwowski, along with the consultant and the Ad Hoc Committee, are recommending a process to streamline the intake, review, and granting process. A common application would be received twice a year and staff will assign it to the appropriate funding committee for review and recommendation. The procedure is designed to make the process more efficient for the applicant and the Committees.

Karwowski showed an 11-month graph indicating the timeline from the call for applications to approval, noting who does what and when.

C. Staffing introductions and update

Karwowski explained the revisions he is making in job descriptions and titles to more clearly reflect the NLTRA staffing positions. Discussion followed as the recommendations were clarified.

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

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

9. CEO and Staff Updates

Karwowski noted the recent end-of-summer celebrations and drone shows hosted by TCDA and NTBA. A survey will be sent to gauge community response. Tuma noted the Tahoe City show seemed shorter and

featured fewer drones than King Beach. Karwowski said those details will be part of the de-brief. In response to a question, Karwowski said NLTRA contributed \$50,000 to each show.

10. Directors Comments

There were no additional comments.

11. Meeting Review and Staff Direction

Karwowski noted the meetings he will be scheduling.

12. Closed Session

Closed Session was not convened.

13. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:27 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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