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## 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

### **Instruction for Public Participation:**

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link:

<https://us02web.zoom.us/j/84754245640?pwd=cytweUhzVHErUEVBOVpuQmFPeWovdz09>

as authorized by AB 361

Meeting ID: 847 5424 5640

Passcode: 228569

Dial by your location

+1 669 900 9128 US (San Jose)

## AGENDA

- 2:30 p.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.
- 2:35 p.m.** 3. Agenda Amendments and Approval (Action)
- 2:40 p.m.** 4. Approval of meeting minutes
- a) October 10, 2022 **Page 1**
  - b) October 26, 2022 **Page 3**
- 2:45 p.m.** 5. Final Review of Grant Project Process to Recommend for Board of Directors Approval (Action) - Erin Casey
- 3:30 p.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:

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

### 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



## Draft Minutes

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### 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  
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### 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

### 1. Call to Order – Establish Quorum

Jim Phelan called the meeting to order via Zoom at 11:06 AM.

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

Jim Phelan, Dave Wilderotter, Jerusha Hall, and Jonny Roscher

#### **Committee members absent**

Jonn Melrose, Katherine Hill, Tom Feiten, Danny Scott, and Laurie Munos

A quorum was not established.

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

Jim Phelan, Melissa Siig, and Haley Packard. Alex Mourelatos joined at 11:40

#### **Committee members absent**

Connor McCarthy, DJ Ewan, and Jill Schott

A quorum was established when Mourelatos joined the call.

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

Tony Karwowski, Francois Cazalot, 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)

The agenda was approved by affirmation.

### 4. Approval of Combined TBID Advisory and Zone 1 meeting minutes from October 10, 2022 (Action)

Due to the lack of a quorum for both Committees, no action was taken.

### 5. Update on Grant Project Process – Erin Casey

Casey is also giving today's presentation to the TOT Advisory and CAP Committees for feedback, as well as County staff and Supervisor Gustafson.



Casey reminded the group of the goals of the funds, as expressed by Committee members and the MDP, which include supporting the visitor experience and stabilizing the workforce housing inventory.

Casey suggested breaking the funds into three categories, or buckets: 1) fund, or sponsor, long-term or multi-year projects; 2) annual grants with a one-time contribution, similar to how TOT funds have been allocated in the past; and 3) "opportunity" programs to consider ideas outside of regular grant cycle.

Casey said the allocation for each bucket can be flexible depending on the funds available. She described the workflow recommendation for each category, including how requests are submitted, evaluated, and approved.

Discussion followed clarifying the recommendations and criteria for each bucket and committee. Everyone agreed it is important to clarify what can be funded by which Committee, noting differences between TBID and TOT dollars.

The group discussed percentages to be allocated to each category, but agreed that conversation would best be had when the actual dollar amounts are known.

Casey noted the unique needs between each committee. Zone 1 funds are more flexible and there could be different priorities than for the TBID Advisory Committee.

In response to a question, Casey noted the differences between TBID and the Business Assessment District (BAD), which is in effect in Kings Beach to address maintenance of the new infrastructure, but has not been approved in Tahoe City.

Casey said the next steps are to refine today's presentation based on today's discussion, for presentation and adoption by the NLTRA Board of Directors.

## **6. Adjournment**

There being no further business to come before the Committee, the meeting adjourned at 12:20 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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