

**Board of Directors:**

**Chair:** Adam Wilson, Northstar Business Assoc. | **Vice Chair:** Sue Rae Irelan, Placer County Appointee  
**Treasurer:** Dan Tester, Squaw Valley Business Assoc. | **Secretary:** Ray Villaman, Tahoe Restaurant Group  
**Mike DeGross**, Palisades Tahoe | **Amy Ohran**, Northstar California Resort | **Harry Hirsch**, Homewood Mountain Resort  
**Manfred Steuerwald**, 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 | **Dave Wilderotter**, Tahoe Dave's | **Melissa Siig**, TCDA | **Alyssa Reilly**, NTBA  
**Advisory members:** **Stephanie Holloway**, Placer County Executive Office | **Jeff Cowen**, TRPA

**Instruction for Public Participation:**

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link: <http://bit.ly/3gWNfHV>  
Pre-registration is required, and members of the public will be admitted into the meeting as an attendee, with audio and video controls disabled. If you wish to make a public comment, use the "Raise Hand" feature in Zoom or \*9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

**8:30 a.m.** 1. Call to Order – Establish Quorum

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2. Approval of Resolution 2022.12

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 DEC 6, 2022 TO JAN 5, 2023 PURSUANT TO BROWN ACT PROVISIONS. **[ACTION]**

**8:32 a.m.** 3. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board 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 Board on items addressed under Public Forum.

**8:35 a.m.** 4. Agenda Amendments and Approval **[ACTION]**

**8:40 a.m.** 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.

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A. NLTRA Board Meeting Minutes from Nov 2, 2022 [Link to preliminary online document](#)

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B. Review and Approval of CEO's Expense Report for Oct 2022

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C. NLTRA Preliminary Financial Statements, Oct 2022

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D. Approval of Event Partnership Funding Recommendations (9 events) at a total of \$50,000

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E. Approval of Event Sponsorship for the 2023 Highlander Event in the amount of \$25,000

F. Approval of Event Sponsorship for the 2023 Lake Tahoe Concours D'Elegance in the amount of \$10,000

G. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)

- Finance Committee Meeting Nov 30, 2022
- TOT Committee Meeting, Nov 21, 2022
- TBID Advisory Committee Meeting, Nov 16, 2022
- Zone 1 Committee Meeting, Nov 16, 2022
- Tourism Development Committee Nov 29, 2022
- In-Market Tourism Development Committee Nov 29, 2022

**8:45 a.m.**

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6. Action Item:

A. Approval of Event Sponsorship for the 2023 Winter Wondergrass music festival in the amount of \$65,000 – Kim Brown

B. Approval of Event Sponsorship for the 2023 Broken Arrow Skyrace in the amount of \$65,000 – Kim Brown

C. Approval of the North Tahoe Business Association FY 22/23 Agreement and SOW in the amount of \$150,000 – Kim Brown

D. Approval of the Tahoe City Downtown Association FY 22/23 Agreement and SOW in the amount of \$150,000 – Kim Brown

E. Approval of Election Committee – Tony Karwowski

F. Approval of new Tourism Development Committee Members - Kirstin Guinn

G. Final Grant Process Review and Recommendation of Approval to Placer County Board of Supervisors - Tony Karwowski/Erin Casey

H. CAP Committee FY 22/23 Project Recommendations - Tony Karwowski

**10:35 a.m.**

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7. Informational Updates/Verbal Reports:

A. NTCA rebrand update presentation- Kirstin Guinn

**10:50 a.m.**

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, Oct 2022

B. Conference Revenue Statistics Report, Oct 2022

C. Tourism Development Report on Activities, Oct 2022

D. Reno Tahoe Airport Report, Sept 2022

E. Visitor Information Center Report, Oct 2022

**10:51 a.m.**

9. CEO and Staff Updates

**10:53 a.m.**

10. Directors Comments

**10:55 a.m.**

11. Meeting Review and Staff Direction

**10:57 a.m.**

12. Closed Session

**11:00 a.m.**

13. Adjournment

*Posted online at nltra.org*