

**Committee Members:**

**Chair: Samir Tuma**, Kila Properties | **Vice Chair: Sarah Coolidge**, Coolidge Consulting  
**Alyssa Bettinger**, TRPA | **Kim Boyd**, Tahoe City PUD  
**Teresa Crimmens**, Sierra Community House | **Pat Fraser**, Palisades Tahoe | **Linda Meckel**, WSP | **Alyssa Reilly**, NTBA  
**Kane Schaller**, Dickson Realty/KJM Team | **Sara Van Siclen**, TNT/TMA | **Dave Wilderotter**, Tahoe Daves  
**Kristina Kind**, Mountain Housing Council | **Scott Zumwalt**, Bridgetender/West Shore Market  
**Placer County Appointed Advisory Seats: Stephanie Holloway and Shawna Purvines**

**NLTRA Mission**

North Lake Tahoe Resort Association (NLTRA) promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental sustainability to benefit our residents, businesses and visitors.

**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/83474346171?pwd=VUQrT1gxQjJFV1c5TjYwQVEvb2tEUT09>

as authorized by AB 361

Meeting ID: 834 7434 6171

Passcode: 196078

Dial by your location  
+1 669 900 9128 US (San Jose)

**AGENDA**

- |                  |    |                                                                                                                                                                                                                                                                                                 |
|------------------|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>2:00 p.m.</b> | 1. | Call to Order – Establish Quorum                                                                                                                                                                                                                                                                |
| <b>2:05 p.m.</b> | 2. | 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. |
| <b>2:10 p.m.</b> | 3. | <b>Agenda Amendments and Approval</b>                                                                                                                                                                                                                                                           |
| 2:15 p.m.        | 4. | <b>Approval of TOT Committee meeting minutes from Nov 21, 2022</b> <b>Page 1</b>                                                                                                                                                                                                                |
| 2:20 p.m.        | 5. | NTCA Rebrand – Informational Update – Guinn/Karwowski <b>Page 3</b>                                                                                                                                                                                                                             |
| 2:35 p.m.        | 6. | CA Brown Act Requirements & Future Meetings, Information Update -Karwowski                                                                                                                                                                                                                      |
| 3:00 p.m.        | 7. | Adjournment                                                                                                                                                                                                                                                                                     |

**Committee Members:**

**Chair: Samir Tuma, Kila Properties | Vice Chair: Sarah Coolidge, Coolidge Consulting  
Alyssa Bettinger, TRPA | Kim Boyd, Tahoe City PUD  
Teresa Crimmens, Sierra Community House | Pat Fraser, Palisades Tahoe | Linda Meckel, WSP | Alyssa Reilly, NTBA  
Kane Schaller, Dickson Realty/KJM Team | Sara Van Sielen, TNT/TMA | Dave Wilderotter, Tahoe Daves  
Kristina Kind, Mountain Housing Council | Scott Zumwalt, Bridgetender/West Shore Market  
Placer County Appointed Advisory Seats: Stephanie Holloway and Shawna Purvines**

---

**1. Call to Order – Establish Quorum**

Chair Samir Tuma called the meeting to order via Zoom at 2:02 PM.

Committee members attending were Samir Tuma, Kristina Kind, Sara Van Sielen, Linda Meckel, Pat Fraser, Teresa Crimmens, Sarah Coolidge, Scott Zumwalt, Kim Boyd, Alyssa Bettinger, Dave Wilderotter, and Stephanie Holloway. A quorum was established.

Committee members not present were Kane Schaller, Alyssa Reilly, and Stephanie Holloway.

Staff in attendance were Tony Karwowski, Kim Brown, and Francois Cazalot. Also present were Pam Janke and consultant Erin Casey

**2. Public Forum**

Pam Janke introduced herself. She described Hopkins Village in Truckee, the for-sale workforce housing mitigation for Martis Camp. Janke offered to give this group a presentation about the development and tours.

**3. Agenda Amendments and Approval**

**Motion to approve today's agenda as presented. COOLIDGE/CRIMMENS/UNANIMOUS**

**4. Approval of TOT Committee meeting minutes from Oct 24, 2022**

**Motion to approve the October 24, 2022 minutes as presented.**

**MECKEL/COOLIDGE/UNANIMOUS**

**5. Final Review of Grant Project Process to Recommend for Board of Directors Approval (Action) – Erin Casey**

Casey described the updates to the NLTRA Economic Sustainability and Community Vitality Investment Program, based on feedback from presentations to the TBID, Zone 1, and this Committee, the NLTRA Board, County staff, and Supervisor Gustafson. Changes include the strategy around surveys to identify the funding priorities and the addition of a fourth bucket for Reserves.

Casey described each of the four funding buckets, including the evaluation, recommendation, and approval process for allocations from each. She explained the Committee Focus Area Comparison spreadsheet that showed the priorities for each Committee and how it is funded.

Next steps including finalizing the framework, presenting it to the NLTRA Board for approval, the Board of Supervisors for approval of the TOT allocation components, and hopefully, implanting the Investment Program in January 2023.

There were questions about funding off-cycle and multi-year programs. It was noted those projects and programs can only be considered for the “life” of the TBID. For projects funded by TOT, there is a bit more flexibility since the 2% approved by voters last June no longer sunsets. The Board of Supervisors needs to re-approve projects annually. There was agreement that grant recipients should provide quarterly status reports and annual updates.

Discussion followed as Casey’s presentation was clarified. There was general agreement that public outreach and communicating successes will be critical to get the TBID renewed. Various components of housing and how to make an impact were considered.

**Motion to recommend approval of the framework as presented.**

**VAN SICLEN/MECKEL/UNANIMOUS**

## **6. Adjournment**

There being no further business to come before the Committee, the meeting adjourned at 3:17 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



# Introducing the North Tahoe Community Alliance

JANUARY 2023



## Who?

The NTCA is the evolution of the North Lake Tahoe Resort Association, which has served the business community and our tourism-based economy for more than 65 years.

Our Mission:

To promote and manage visitation and collaborate to achieve economic health, community vitality, and environmental stewardship to benefit our residents, businesses, and visitors.

[Play video >](#)





## Our Past

Until 2021, the NLTRA served the business community as both the destination marketing organization and the chamber of commerce for eastern Placer County / North Lake Tahoe.

In this capacity, we made recommendations to the Placer County Board of Supervisors regarding the investment of the 2% Transient Occupancy Tax (TOT) to support the Tourism Master Plan.



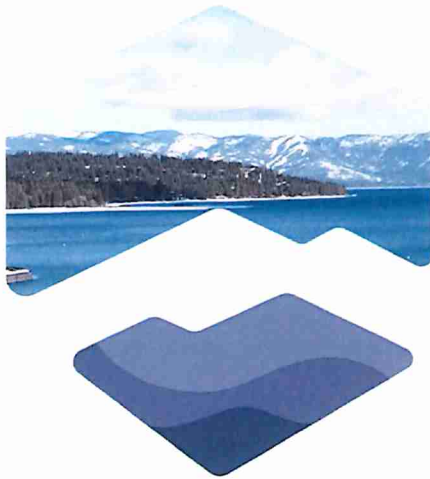
## Our future

In 2021, the Tourism Improvement District (TBID) was approved by membership vote, and with it came a shift in our role in the community.

Destination ~~Marketing~~ *Management* Organization

We continue to serve the business community as the chamber of commerce for North Lake Tahoe.

[Watch video](#)



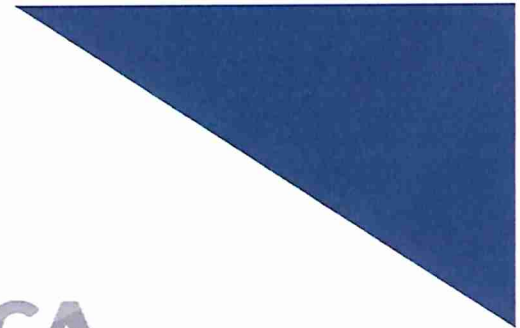
**NORTH TAHOE**

**NTCA**

**COMMUNITY ALLIANCE**





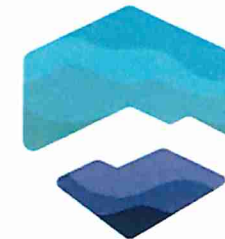


# LOGO SYMBOLISM

Inspired by the picturesque landscapes of North Tahoe and the guiding principles of our brand pillars, our logo is designed with intent and purpose, representing what we stand for as an organization in a simple and iconic way.

## CALIFORNIA

The CA in the logotype is colorized differently to give the NTCA acronym dual meaning: Community Alliance and California. The A in also contains a mountainous ridgeline shape for added personality.



### LANDSCAPE

The logo icon is an abstract landscape, utilizing negative space to create mountain ridgelines, while the positive space represents the sky, the mountains and the lake.

### SHIELD

The overall shape of the logo icon was inspired by a shield to represent NTCA as the stewards, protectors and ambassadors of the community.

### HEART

The bottom shape of the icon is an abstract heart, which symbolizes love for community and economic health.

### COMPASS

The logo icon consists of two arrows. The largest points north to represent the North Tahoe region. Combined with the smaller arrow which points south, they represent how the NTCA is guiding the region into the future.



# What do we do now?

Our efforts are now focused on **promoting responsible travel** during off-peak seasons, **stewardship education**, and **collaborating with regional stakeholders** to identify and implement solutions to issues that impact our residents, businesses, and visitors.

We also seek out and **advocate for local transportation and workforce housing solutions, visitor services**, and **tourism mitigation projects** that can be funded by and leveraged with TOT and NLT TBID assessment dollars.

We do this in four ways:

~ Providing local governance that transparently manages and distributes Tourism Business Improvement District (TBID) funds back into the local community

~ Advocating to County and State government on the needs of the tourism industry and supporting our local business community

~ Guiding the investment of Transient Occupancy Tax (TOT) dollars to support transportation and workforce housing initiatives in the local community

~ Developing compelling promotional messaging and programming that shapes our visitor base, influences how people engage with the destination, and drives the desired economic and behavioral impact



How do we do it?

<b>Tourism Business Improvement District Advisory Committee</b>	<b>TBID Zone 1 Advisory Committee</b>	<b>Capital Projects Advisory Committee</b>	<b>Transient Occupancy Tax Committee</b>
<b>\$6m</b>	<b>\$850K from Zone 1 lodging properties specifically</b>	<b>\$4.2m</b>	<b>\$4m</b>
<b>Management District Plan 2021-2026</b>	<b>Management District Plan 2021-2026</b>	<b>Tourism Master Plan &amp; Measure A</b>	<b>5 year agreement with Placer County</b>
<b>Business Advocacy, Economic Development, Transportation, Stewardship &amp; Tourism Mitigation, Marketing &amp; Partnerships, Visitor Services</b>	<b>Business Advocacy, Economic Development, Transportation, Stewardship &amp; Tourism Mitigation, Marketing &amp; Partnerships, Visitor Services for Zone 1 lodging properties specifically</b>	<b>Transportation, Activities &amp; Facilities, Marketing &amp; Partnerships, Visitor Information</b>	<b>Transportation &amp; Workforce Housing</b>
<b>TBID Advisory Committee &gt; NTCA Board of Directors</b>	<b>Zone 1 Committee &gt; NTCA Board of Directors</b>	<b>CAP Committee &gt; NTCA Board of Directors &gt; Placer County Board of Supervisors</b>	<b>TOT Committee &gt; NTCA Board of Directors &gt; Placer County Board of Supervisors</b>



Learn  
more

As the North Tahoe Community Alliance, we look forward to building on the accomplishments of those before us and positioning our community for a successful, sustainable future.

We look forward to partnering with your organization.

[NorthTahoeCommunityAlliance.com](http://NorthTahoeCommunityAlliance.com)\*

*\*Redesigned web site launching Q2*





Thank you!

