

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/3wDkR22>
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
2. Closed Session - Personnel discussion, pursuant to Brown Act (§ 54957) - Performance Evaluation CEO
- Page: 1** 3. Approval of Resolution 2023.2
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 FEB 1, 2023 TO FEB 28, 2023 PURSUANT TO BROWN ACT PROVISIONS. **[ACTION]**
- 9:00 a.m.** 4. 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.
- 9:05 a.m.** 5. Agenda Amendments and Approval **[ACTION]**
- 9:10 a.m.** 6. 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.
- Page: 4** A. NLTRA Board Meeting Minutes from Jan 11, 2023 [Link to preliminary online document](#)
Page: 8 B. NLTRA Preliminary Financial Statements, Dec 2022

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- C. Approval of Made in Tahoe 2023 Sponsorship in the amount of \$40,000
- D. Approval of Oktoberfest 2023 Sponsorship in the amount of \$20,000.
- E. Approval of Big Blue Adventures 2023 Sponsorship in the amount of \$35,000

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

- Finance Committee Meeting Jan 25, 2023
- TOT Committee Meeting, Jan 23, 2023
- TBID Advisory Committee Meeting, Jan 18, 2023
- Zone 1 Committee Meeting, Jan 18, 2023
- Tourism Development Committee Jan 24, 2023
- In-Market Tourism Development Committee Nov 29, 2022

9:15 a.m.

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7. Action Item:

- A. Review presentation on Tahoe City Access Improvement project from Ryan Decker and Andy Deinken from Placer County Engineering; and possibly take action on TBID Advisory and TBID Zone 1 Committee funding recommendations in the amount of \$340,000.

10:00 a.m.

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8. Informational Updates/Verbal Reports:

- A. NTBA/TCDA 4th of July drone show review and recommendations - Alyssa Reilly/Katie Biggers

10:45 a.m.

9. 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, Dec 2022
- B. Conference Revenue Statistics Report, Dec 2022
- C. Tourism Development Report on Activities, Dec 2022
- D. Reno Tahoe Airport Report, Dec 2022
- E. Visitor Information Center Report, Dec 2022
- F. North Lake Tahoe Marketing Cooperative Financials, Dec 2022
- G. Key metrics, Dec 2022

10:46 a.m.

10. CEO and Staff Updates

10:53 a.m.

11. Directors Comments

10:55 a.m.

12. Meeting Review and Staff Direction

10:57 a.m.

13. Closed Session

11:00 a.m.

14. Adjournment

Posted online at nltra.org