

## Board of Directors – Draft Meeting Minutes – January 11, 2023

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### 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 DeGroff**, 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

### **1. Call to Order at 8:31 AM – Establish Quorum**

#### **Board members in attendance (in person or electronically)**

Dave Wilderotter, Jim Phelan, Dan Tester, Samir Tuma, Stephanie Holloway, Amy Ohran, Mike DeGroff, Jill Schott, Adam Wilson, Stephanie Hoffman, Alyssa Reilly, Sue Rae Irelan, Harry Hirsch, Ray Villaman, and Melissa Siig. A quorum was established. Also participating were Advisory members Stephanie Holloway and Jeff Cowen.

#### **Board members absent**

Colin Perry and Manfred Steuerwald

#### **Staff Members in attendance**

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

#### **Others in attendance**

Included Erin Casey, Mike Martin, and Cathy Nanadiego. There may have been others attending who did not identify themselves.

### **2. Approval of Resolution 2023.1**

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 JAN 10, 2023 TO FEB 9, 2023 PURSUANT TO BROWN ACT PROVISIONS. **[ACTION]**

**Motion to adopt Resolution 2023.1. WILDEROTTER/TESTER/Motion carried unanimously by Roll Call vote.**

### **3. Public Forum**

There were no comments on items not on today's agenda.

### **4. Agenda Amendments and Approval [ACTION]**

**Motion to approve today's agenda as presented. PHELAN/DEGROFF/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 Dec 7, 2022 [Link to preliminary online document](#)

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

C. NLTRA Preliminary Financial Statements, Nov 2022

D. 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 Jan 4 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

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

## 6. Action Item

A. NLTRA Appointment of Jim Phelan and Ron Parson to the NLTRA appointed Capital Advisory Projects (CAP)\ Committee Seats - Tony Karwowski

Karwowski reported Phelan and Parson indicated an interest in continuing to serve as the NLTRA representatives to the CAP Committee. For that reason, he did not solicit the membership for other candidates. Projects will be presented to this Board prior to the representatives voting.

Motion to appoint Jim Phelan and Ron Parson as the NLTRA representatives on the CAP Committee. WILDEROTTER/TESTER/ Motion carried unanimously by Roll Call vote.

B. Appointment of Harry Hirsch to NLTRA finance committee - Francois Cazalot

Cazalot recommends Harry Hirsch to replace Kevin Mitchell on the NLTRA Finance Committee.

Motion to appoint Harry Hirsch to the NLTRA Finance Committee. TESTER/PHELAN/Motion carried unanimously by Roll Call vote.

## 7. Informational Updates/Verbal Reports

A. Palisades Tahoe World Cup Update on Parking/Transportation/Traffic mitigation – Mike Martin

Mike Martin presented the 2023 World Cup Traffic Management Plan, as requested by this Board. He described the traffic mitigation measures proposed, parking plan, and explained how the NLTRA sponsorship dollars are being allocated both leading up to and during the event.

Martin answer questions clarifying details and logistics of the Plan, which will be used as a guide for future traffic management plans. The group discussed strategies to inform the public on the options for getting to and from Palisades Tahoe for the event. Because it is being televised and live-streamed, traffic impacts may be further reduced by encouraging people to attend local "watch parties."

B. NTCA Rebrand Update - Kirstin Guinn

Guinn presented details of rebranding the organization from the North Lake Tahoe Resort Association (NLTRA) to the North Tahoe Community Alliance (NTCA). She noted the consumer facing "Go Tahoe North" is not changing. Guinn showed the various iterations of the new logo and how it will be used.

Guinn said the launch is scheduled for February 1, 2023. She described the guiding principles used to develop the new brand, the audiences, and how the name and new logo are being launched.

Discussion followed regarding the transition, how the website will direct people to the new site, and the thinking behind the URL and online development.

### **C. Board Election Update - Tony Karwowski**

Karwowski presented the Board election timeline. Candidate filings are due January 30, 2023. The results will be announced at the March 1, 2023 Board meeting and the new Board will be seated in April.

### **D. Housing Hub Concept and mini-workshop - Erin Casey**

Casey presented Housing Hub idea and business plan. She discussed the goals and objectives, the many organizations and stakeholders involved, the draft mission, vision, programs and services, and timelines.

The Hub is being developed to provide programs, support, and services some of the other housing organizations are unable to including different funding sources. Priorities for the first year of the Hub include developing strategies to support developers, advocate for code and policy changes, facilitate regional collaboration with other agencies, and develop an ADU Acceleration Program, similar to HelloADU in the Bay Area.

Casey proposed a structure for the Housing Hub, including a seven-member Board of Directors representing organizations with a focus on workforce housing and/or individuals able to offer expertise in land use and policy. An Advisory Committee comprised of non-voting members can offer specialized expertise.

NLTRA is being asked to incubate the program by offering office space and administrative support, provide legal guidance, and be a fiscal sponsor until a separate 501 (c) is formed.

Next steps include continued meetings with stakeholders, meeting with potential funding partners, and getting formal support from this Board based on a business plan, budget, and funding pledges. Hopefully, the Hub will be launched this spring.

Tuma emphasized the Hub is not a NLTRA program. It is an attempt at a regional approach to work with the many jurisdictions in the area. It will have a stand-alone Board. It will be unencumbered by restrictions governmental entities are subject to and be able to advocate for programs and policies. TBID dollars will be requested to fund the Hub.

Discussion followed clarifying the proposal, ways the Hub can function differently from other groups addressing housing, yet collaborate with those groups, how it fits in with the NLTRA Stewardship goal, and expectations.

### **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, Nov 2022**

**B. Conference Revenue Statistics Report, Nov 2022**

**C. Tourism Development Report on Activities, Nov 2022**

**D. Reno Tahoe Airport Report, Nov 2022**

**E. Visitor Information Center Report, Nov 2022**

**F. North Lake Tahoe Marketing Cooperative Financials, Nov 2022**

The reports were in the packet. There were no questions or comments.

### **9. CEO and Staff Updates**

Karwowski expects AB 361, the emergency order allowing for virtual meetings, to be lifted February 28, 2023. If so, NLTRA Board meetings as of March 1, 2023 will be in person only. There are posting and public access requirements for those wanting to meet remotely. Karwowski will send a handout explaining the situation. He reminded the Board of the requirement to attend ten of twelve Board meetings a year.

Karwowski reported the TBID consultant Civitas advised him that if an assessed business collects sales tax, that tax is subject to the TBID assessment. Karwowski will advise the approximately 600 impacted businesses.

Karwowski reminded the Board that Placer County is partnering on a survey to develop a priority list of projects the community would like to see receive TBID and TOT dollars. It begins this weekend and the results will be presented at the joint TBID, TOT, and CAP Committee meeting in February.

**10. Directors Comments**

Jeff Cowen said an email has been circulating indicating TRPA is meeting this week about the updated Homewood Master Plan, but that is not accurate. The project is only in the pre-application discussion phase.

An informal presentation on the Boulder Bay development will be given to the TRPA Governing Board in January. The proposal is for an overall reduction in the original plan. However, the requirement for 38 workforce housing units will remain.

**11. Meeting Review and Staff Direction**

Karwowski will make sure CAP projects are brought to this Board for review before the representatives vote.

**12. Closed Session**

Closed Session was not convened.

**13. Adjournment**

There being no further business to come before the Board, the meeting adjourned at 11:23 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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