

Board of Directors – Draft Meeting Minutes – November 2, 2022

Board of Directors:

Chair: | **Vice Chair:** Sue Rae Irelan, Placer County Appointee
Treasurer: Dan Tester, Squaw Valley Business Assoc. | **Secretary:** Ray Villaman, Northstar Business Assoc.
Past Chair: Samir Tuma, Tahoe City Lodge
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

1. Call to Order at 8:33 AM – Establish Quorum

Board members in attendance (in person or electronically)

Sue Rae Irelan, Dan Tester, Dave Wilderotter, Melissa Siig, Samir Tuma, Adam Wilson, Jim Phelan, Stephanie Hoffman, Harry Hirsch (appointed today), Jill Schott, and Alyssa Reilly. A quorum was established. Also participating was Advisory member Jeff Cowen.

Board members absent

Colin Perry, Ray Villaman, Kevin Mitchell, and Mike DeGross

Staff Members in attendance

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

Others in attendance

Included Erin Casey, Claire Marcus, Cathy Nanadiego, Yulianna Cisneros, Steve Gross, and Kirstin Costa. There may have been others attending who did not identify themselves.

2. Approval of Resolution 2022.11

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 NOV 2, 2022 TO DEC 1, 2022 PURSUANT TO BROWN ACT PROVISIONS.

Motion to adopt Resolution 2022.11. 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 and take items out of order if needed. TESTER/SIIG/Motion carried unanimously by Roll Call vote.

5. Open board seat appointments: [ACTION]

Bylaws Article 4 Sec. 6: Any elected director vacancy occurring on the Board shall be filled by the affirmative vote of a majority of the remaining directors at a meeting at which there is a quorum of directors present.

Irelan thanked outgoing Board members Kevin Mitchell, Adam Wilson, and Tom Turner for their commitment to the organization. Karwowski reviewed the Bylaws regarding filling vacancies.

**A. Appointment Amy Ohran to the Northstar California Resort NLTRA board seat per request from Vail Resorts
Motion to appoint Amy Ohran to the Northstar California Resort NLTRA board seat per request from Vail Resorts.
WILDEROTTER/SIIG/ Motion carried unanimously by Roll Call vote.**

**B. Appointment of Harry Hirsch to the Homewood Ski Resort NLTRA board seat per request form Homewood Ski Resort
Motion to appoint Harry Hirsch to the Homewood Ski Resort NLTRA board seat per request form Homewood Ski Resort.
WILDEROTTER/TESTER/ Motion carried unanimously by Roll Call vote.**

**C. Appointment of Manfred Steuerwald to the Resort at Squaw Creek board seat per request from Resort at Squaw Creek
Motion to appoint Manfred Steuerwald to the Resort at Squaw Creek board seat per request from Resort at Squaw Creek.
WILDEROTTER/TESTER/ Motion carried unanimously by Roll Call vote.**

D. Appointment of open At Large F&B seat
Karwowski reported Villaman expressed interest in filling the At Large F&B seat that was held by Tom Turner. Villaman currently fills the Northstar Business Association seat.

**Motion to appoint Villaman to the At Large F&B seat pending his resignation from the Northstar Business Association seat.
WILDEROTTER/TESTER/ Motion carried unanimously by Roll Call vote.**

E. Appointment of potential open seat
Motion to appoint Adam Wilson to the Northstar Business Association seat. WILDEROTTER/SIIG/ Motion carried unanimously by Roll Call vote

6. Election of NLTRA board officer position(s) [ACTION]

Motion to appoint Adam Wilson as Chair of the Board. TUMA/WILDEROTTER/Motion carried unanimously by Roll Call vote.

Motion to appoint Ray Villaman as Secretary of the Board. WILDEROTTER/TESTER/ Motion carried unanimously by Roll Call vote.

7. 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 Oct 5, 2022 [Link to preliminary online document](#)

B. Review and Approval of CEO's Expense Report for Aug, 2022 (No expense report for Sept)

C. NLTRA Financial Statements, Aug & Sept 2022

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

- Finance Committee Meeting Oct 28, 2022
- TOT Committee Meeting, Oct 24, 2022
- TBID Advisory Committee Meeting, Oct 26, 2022
- Zone 1 Committee Meeting, Oct 26, 2022
- Tourism Development Committee Oct 25, 2022

- **In-Market Tourism Development Committee Sept 27, 2022**

Motion to approve the items on the consent Calendar. TESTER/WILSON/ Motion carried unanimously by Roll Call vote.

8. Action Items:

A. Moving January 4, 2023 BOD meeting to January 11, 2023 - Tony Karwowski

Motion to change the date of the January 4, 2023 meeting to January 11, 2023. TESTER/WILLROTTER/ Motion carried unanimously by Roll Call vote.

B. Approval of 2023 Audi FIS Ski Men’s World Cup Event Sponsorship taking place at Palisades Tahoe in the amount of \$45k - Kim Brown

Brown presented the request for \$45,000 from the Large Event Sponsorship fund for this event, which is scheduled for February 24 – 26, 2023. Kirstin Costa provided more detail. Approximately 350 athletes, coaches, and staff from 28 countries are anticipated, as well as over 25,000 spectators over the 3-day event. Palisades Tahoe is tasked with providing lodging for the athletes and associated staff. Based on past World Cup events, there is major publicity associated with the event, including international television exposure. Costa noted NLTRA sponsored the Women’s FIS World Cup in 2017.

Discussion followed clarifying details of the event and where the sponsorship dollars will come from. It was suggested this provides an opportunity to show the community how TBID funds are allocated. The impacts of the event were considered, given it falls over a holiday weekend. The Board asked that a transportation mitigation plan and trash management plan be submitted. Regular updates should be given to this Board, particularly as regards the transportation plan. The Board also asked for details on how NLTRA’s sponsorship will be acknowledged.

Motion to approve sponsorship of \$45,000 for the 2023 Audi FIS Ski Men’s World Cup event as presented. SIIG/WILDEROTTER/Carried by Roll Call vote with Tester abstaining.

9. Informational Updates/Verbal Reports:

A. TOT/TBID Committee grant process update - Erin Casey

Consultant Erin Casey explained the proposed process was developed with input from the TBID and TOT Committees, County staff, and Supervisor Gustafson. During those meetings, she heard how important it is to deliver projects and programs that support the community and visitor experience. The community and assessed businesses want to see results. Casey noted the TBID will need to be renewed in about four years.

Casey presented a three-bucket approach that includes funding, or sponsoring, long-term projects, the annual grant cycle, and setting aside funds to consider opportunities outside the regular granting cycle. Casey gave examples of funds that could come from each budget and the workflow for each. She described the criteria, application review, and approval process for each bucket.

Next steps including fine-tuning the process and bringing it back to this Board for approval in December. Because the Board of Supervisors approves the TOT recommended allocations, it will be presented to that Board in January, with the hope of implementing the process in January 2023.

Discussion followed as Casey answered questions clarifying details of the proposed process. The idea of a fourth bucket for Reserves was raised. Pros and cons of combining the CAP and TOT Committees were considered.

B. Housing Hub project update - Erin Casey

Casey explained the objectives of the Housing Hub include analyzing the work being done by various organizations and agencies on workforce housing, identify the gaps, and recommend a role NLTRA can play in filling those gaps to develop a regional housing organization concept, or Hub. Casey noted Tuma has been working closely with her on this effort.

Casey reviewed the tasks completed to date and work still to be done. She outlined the services the Housing Hub could provide, including advocacy for policy and programs and projects. Casey suggested NLTRA “incubate” the idea and eventually a separate Board could be established.

Tuma added that the idea is to work with small- and medium-sized developers who want to do something as simple as an ADU or something larger to address the missing middle.

C. Winter Media Plan Presentation - Augustine Agency

Cathy Nanadiego with Augustine Agency described the winter campaign strategies, target markets, and tactics to reach them. The goal is to increase the length of stays and promote mid-week visitation. Most of the dollars will be spent in the Los Angeles area as it is a main fly-market to this area and those visitors tend to stay longer. Nanadiego answered questions explaining why the Greater LA Metro area was selected and how visitors activities are tracked.

Yulianna Cisneros reviewed the objectives of the social media campaign and provided performance statistics for July and August. She described the content moving forward.

Claire Marcus described the plan for print media, saying it is on trend with what Visit California is doing. Strategies include FAM tours and providing content for journalists and influencers to share. She noted the many publications the North Lake Tahoe message is featured in, including the New York Times, Travel & Leisure, and Forbes.

Nanadiego said a Crisis Communication plan is being developed.

10. 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, Sept 2022

B. Conference Revenue Statistics Report, Sept 2022

C. Tourism Development Report on Activities, Sept 2022

D. Reno Tahoe Airport Report, Aug 2022

E. Visitor Information Center Report, Sept 2022

F. North Lake Tahoe Marketing Coop Financial Statements, Aug and Sept 2022

There were no questions or comments on the Reports.

9. CEO and Staff Updates

Karwowski is working with Casey to develop the TBID, Zone 1, and TOT committee’s processes for grant applications. Through the agreement with Placer County, an admin position has been funded to support to the committees. Karwowski will develop a scope of work for the position that aligns with the granting process.

Guinn provided updates on upcoming events. She sent talking points to the Board to address ongoing efforts in the community so everyone is on the same page.

Cazalot introduced Derek Vaughan, who will be working in the Accounting Department.

10. Directors Comments

Wilderotter is happy to see the vacancies in the office being filled.

11. Meeting Review and Staff Direction

Karwowski noted the feedback on the grant cycles and Housing Hub. He will continue to work with Casey on the details.

Details of the NLTRA logo use, transportation plan, and trash management strategies for the World Cup event will be reported to the Board regularly.

12. Closed Session

Closed Session was not convened.

13. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:07 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS