

## Board of Directors – Draft Meeting Minutes – December 7, 2022

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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 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)**

Adam Wilson, Samir Tuma, Manfred Steuerwald, Jim Phelan, Amy Ohran, Sue Rae Irelan, Melissa Siig, Ray Villaman, Dan Tester, Dave Wilderotter, and Harry Hirsch. A quorum was established. Stephanie Hoffman and Alyssa Reilly joined at 8:38 AM. Jill Schott arrived at 8:41 AM. Also participating were Advisory members Stephanie Holloway and Jeff Cowen.

#### **Board members absent**

Colin Perry and Mike DeGross

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

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

#### **Others in attendance**

Included Katie Biggers and Erin Casey. There may have been others attending who did not identify themselves.

### **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.**

**Motion to adopt Resolution 2022.12. PHELAN/TUMA/Motion carried unanimously by Roll Call vote.**

### **3. Public Forum**

Wilson welcomed new Board members Harry Hirsch, Amy Ohran, and Manfred Steuerwald.

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

**Motion to approve today's agenda as presented and take items out of order if needed. IRELAN/TUMA/Motion carried unanimously by Roll Call vote.**

**5. 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 Nov 2, 2022 Link to preliminary online document**

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

**C. NLTRA Preliminary Financial Statements, Oct 2022**

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

**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**

**Motion to approve the items on the consent Calendar. TUMA/SIIG/ Motion carried unanimously by Roll Call vote.**

#### **6. Action Item:**

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

Brown presented the sponsorship request for the March 30 – April 3, 2023 event. This will be its seventh year at Palisades. Brown gave statistics from past events and described the value of the sponsorship. In response to a question, Brown said a committee is working on transportation. Event producer Scotty Stoughen was on the call for this portion of the meeting and provided more detail, including the budget. He noted the ask this year is higher because of increased event costs. The three non-profits to benefit from the event are Tahoe Food Hub, Shane McConkey Foundation, and Arts for the Schools. The Tourism Development Committee recommends approval.

**Motion to approve the \$65,000 sponsorship request for the 2023 Winter Wondergrass music festival. TUMA/HOFFMAN/Motion carried by Roll Call vote with Tester abstaining**

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

Brown said event organizer Brendan Madigan, who was on today's call, presented this request to the Tourism Development Committee. The event is scheduled for June 16 – 18, 2023 and has grown over the years. Registration for several groups have already sold out. This year the event will be live-streamed. Discussion followed as details were clarified, including how the NLTRA sponsorship will be featured and the plans to live-stream. Villaman asked that a "score card" be developed to track the results of sponsorships.

**Motion to approve the \$65,000 sponsorship request for the 2023 Broken Arrow Skyrace. IRELAN/TUMA/ Motion carried by Roll Call vote with Tester abstaining**

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

Brown presented the FY 2022/23 agreements and scope of work between NLTRA and the North Tahoe Business Association and Tahoe City Downtown Association (Item 6.D. below). Included in today's recommendation is changing reporting procedures from bi-annual written reports to monthly meetings. Also, given the complexity of the agreements and the time it has taken to develop what is being presented today, it is recommended a consultant be brought on to craft next year's agreements to consider better efficiencies for all parties.

Discussion followed as the agreements and scope of work was clarified. Tuma noted the need for the three organizations to work together to best serve the community. He said this is a collaboration and the consultant should be a facilitator, not a mediator.

**Motion to approve the North Tahoe Business Association FY 2022/23 Agreement and Scope of Work in the amount of \$150,000. IRELAN/SIIG/Motion carried by Roll Call vote with Reilly abstaining**

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

**Motion to approve the Tahoe City Downtown Association FY 2022/23 Agreement and Scope of Work in the amount of \$150,000. IRELAN/PHELAN/Motion carried unanimously by Roll Call vote**

**E. Approval of Election Committee – Tony Karwowski**

Karwowski said Phelan, DeGroff, and Alex Mourelatos are nominees for this year's Election Committee. He reviewed the five seats that will be on the ballot and election process.

**Motion to approve the 2023 Election Committee recommendations as presented. HOFFMAN/SIIG/Motion carried unanimously by Roll Call vote**

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

Guinn noted the three candidates for five available seats. She will continue to solicit for the remaining two seats.

**Motion to appoint Wade Machon, DJ Ewan, and Katie Biggers to the Tourism Development Committee. PHELAN/HIRSCH/Motion carried unanimously by Roll Call vote**

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

Casey presented the NLTRA Economic Sustainability and Community Vitality Investment Program. She and Karwowski explained how it was developed and updated based on feedback from the CAP Committee, TBID Committees, NLTRA Board, County staff, and Supervisor Gustafson. One of the main changes is the addition of a fourth bucket for Reserve funds.

Casey described the overall goals of the grants from each Committee and guiding documents. She discussed the workflow, approval process, and reporting requirements for each bucket of funds. Included in her presentation was the Committee Focus Area Comparison showing what funds each Committee oversees, the priority areas, and approval process for each. Casey recommends convening a meeting of all Committee members and a facilitator to clarify how each Committee fits into the overall structure, including similarities and differences. Also, Casey recommends a community survey, designed by a consultant, to ensure the goals of the TBID and community priorities are being addressed through the granting process.

The next steps to implementing the Program are for the NLTRA Board to approve it and the Placer County Board of Supervisors approve the components dealing with TOT dollars. A consultant for the survey should be brought on in December to get that process started. The joint Committee meeting could be scheduled for February after results of the survey have been compiled.

Discussion followed as details of the Program, goals for funding recommendations, and Casey's recommendation were clarified.

**Motion to recommend the Placer County Board of Supervisors approve the NLTRA Economic Sustainability and Community Vitality Investment Program as presented. TUMA/PHELAN/Motion carried unanimously by Roll Call vote**

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

Karwowski presented the CAP Committee recommendations included in today's meeting packet, including the project descriptions, the requested funding, and the Committee's recommendations. The Committee recommended funding for eight projects totaling approximately \$4.5 million, which leaves about \$2.7 million unallocated. Phelan, Chair of the CAP

Committee explained how the recommendations were made. He acknowledged Karwowski and County staff for guiding the process so efficiently.

There was a discussion explaining the history and responsibility of the CAP Committee, changes to its scope given the Measure A language regarding the 2% TOT, and the deliberation process. Irelan noted that although housing can now be considered, there is no plan or strategy about how that will be supported. Wilson noted the recommendations traditionally have come to this Board before going to the Placer County Board of Supervisors for approval. However, no action is requested today as these recommendations have already been submitted to the Supervisors.

## **7. Informational Updates/Verbal Reports**

### **A. NTCA rebrand update presentation- Kirstin Guinn**

Guinn presented the visual components of the branding for the new name, the North Tahoe Community Alliance. The final platform and messaging strategy will be presented to this Board next month for the roll-out in January.

## **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**

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

Karwowski thanked his staff for jumping into their positions so quickly. Almost everyone is new and doing a great job.

AB 361 has allowed groups subject to the Brown Act to meet remotely because of COVID, but it expires February 1, 2023. Karwowski explained meetings will have to be in person, but Board members can join virtually within strict guidelines.

There was an article in Fodor's that included Tahoe as a "do not go" destination because of environmental concerns. Within 24-hours of the article coming out, the local DMOs convened a meeting to discuss strategies to counteract that message and respond to inquiries. The response focuses on responsible travel and the stewardship platform.

## **10. Directors Comments**

Tuma announced tomorrow's Planning Commission meeting. The Commission is expected to make a recommendation to the Board of Supervisors regarding the amendments to the Tahoe Basin Area Plan.

## **11. Meeting Review and Staff Direction**

## **12. Closed Session**

Closed Session was not convened.

## **13. Adjournment**

There being no further business to come before the Board, the meeting adjourned at 11:39 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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