



## SPECIAL BOARD OF DIRECTORS MEETING

**DATE:** Wednesday, Mar 8, 2023  
**TIME:** 8:30 a.m. – 11:00 a.m.  
**LOCATION:** Tahoe City PUD  
221 Fairway Dr., Tahoe City, CA

### BOARD OF DIRECTORS

#### CHAIR

**VICE CHAIR** SUE RAE IRELAN, Placer County Appointee  
**TREASURER** DAN TESTER, Squaw Valley Business Assoc.  
**SECRETARY** RAY VILLAMAN, F&B At Large  
**PAST CHAIR** SAMIR TUMA, At-Large Seat #1  
**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**, North Shore Lodging/Property Management  
**STEPHANIE HOFFMAN**, West Shore Lodging/Property Management  
**JIM PHELAN**, At-Large Activity Business Sector  
**DAVE WILDEROTTER**, At-Large Seat #2  
**MELISSA SIIG**, Tahoe City Downtown Association  
**ALYSSA REILLY**, North Tahoe Business Association

#### ADVISORY MEMBERS

**STEPHANIE HOLLOWAY**, Placer County Executive Office  
**JEFF COWEN**, Tahoe Regional Planning Agency

### 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/3xMTDXg>

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.

The meeting will be conducted in-person and the room is open to the public. As a courtesy, the public may participate via video conference or telephone. Online and telephonic access does not guarantee the public the ability to observe the meeting or to make public comment in the event there is a disruption that prevents the NTCA from broadcasting the meeting or the public from being able to offer public comment. Members of the public who want to be assured that they have the ability to observe the meeting and offer comment during the meeting should attend the meeting in-person.

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 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.
- 8:32 a.m.** 3. Agenda Amendments and Approval [ACTION]
- 4. 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:1** A. NLTRA Board Meeting Minutes from Feb 1, 2023 [Link to preliminary online document](#)
- Page:5** B. Review and Approval of CEO’s Expense Report for Dec & Jan
- Page:16** C. NLTRA Preliminary Financial Statements, Jan 2023

- Page:37** D. Approval of the Tourism Development Committee recommendation of ADVNC Lacrosse Tournament 2023 Sponsorship in the amount of \$12,000
- Page:48** E. Approval of the Tourism Development Committee recommendation of North Tahoe Business Association 2023 Drone Show Sponsorship in the amount of \$25,000
- Page:50** F. Approval of the Tourism Development Committee recommendation of Tahoe City Downtown Association 2023 Drone Show Sponsorship in the amount of \$25,000
- 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 Feb 22, 2023
  - TOT Committee Meeting, Feb 15, 2023
  - TBID Advisory Committee Meeting, Feb 15, 2023
  - Zone 1 Committee Meeting, Feb 15, 2023
  - Tourism Development Committee Feb 21, 2023
  - In-Market Tourism Development Committee Nov 29, 2022
- 8:45 a.m.** 5. Action Item:
- A. Moving April 5th BOD meeting to April 12th 4/5 to 4/12 - Tony Karwowski
- 8:50 a.m.** 6. Informational Updates/Verbal Reports:
- Page:52** A. Spring Consumer Media Campaign – Kirstin Guinn
- Page:73** B. Drone Show Update by TCDA & NTBA - Katie Biggers & Alyssa Reilly
- C. Results of Board Election - Tony Karwowski
- Page:84** D. Draft Financial Audit - Kendall Galka
- 10:15 a.m.** 7. 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, Jan 2023
- B. Conference Revenue Statistics Report, Jan 2023
- C. Tourism Development Report on Activities, Jan 2023
- D. Reno Tahoe Airport Report, Jan 2023
- E. Visitor Information Center Report, Jan 2023
- F. North Lake Tahoe Marketing Cooperative Financials, Jan 2023
- 10:20 a.m.** 8 CEO and Staff Updates
- 10:53 a.m.** 9. Directors Comments
- 10:55 a.m.** 10. Meeting Review and Staff Direction
- 10:57 a.m.** 11.. Closed Session
- 11:00 a.m.** 12.. Adjournment Posted online at [nltra.org](http://nltra.org)