



**BOARD OF DIRECTORS MEETING/
Annual Meeting of Members**

DATE: Wednesday, April 12, 2023
TIME: 8:30 a.m. – 11:00 a.m.
LOCATION: North Tahoe Event Center
8318 N Lake Blvd., Kings Beach, 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

DJ EWAN, 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
DOUG BURNETT, Northstar 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/3z4OLgE>

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. Teleconference participation via Zoom is not guaranteed and can be disrupted by technical difficulties. If members of the public wish to be guaranteed the ability to observe/make public comments, they should attend 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.
- 3. Introduction of newly elected board members DJ Ewan & Doug Burnett
- 4. Election of Board Officers [ACTION]
- 5. Agenda Amendments and Approval [ACTION]
- 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:1** A. NLTRA Board Meeting Minutes from March 8, 2023 [Link to preliminary online document](#)
- Page:5** B. Review and Approval of CEO’s Expense Report for Feb 2023
- Page:17** C. NLTRA Preliminary Financial Statements, Feb 2023

Page:38 D. Approval of the TBID Zone 1 recommendations of the Tahoe City Downtown Association to fund \$11,270 for Upgraded Flower Baskets

Page:49 E. Notification of new NTCA Marketing Cooperative Committee members

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

- Finance Committee Meeting March 29, 2023
- TOT Committee Meeting, March 20, 2023
- TBID Advisory Committee Meeting, March 15, 2023
- Zone 1 Committee Meeting, March 15, 2023
- Tourism Development Committee March 28, 2023
- In-Market Tourism Development Committee March 28, 2023

8:50 a.m. 7. Action Item:

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A. Approval of the TBID Advisory recommendation to fund the Housing Hub incubation request for up to \$150,000 cash contribution and \$34,000 of in-kind support for year one budget – Tony Karwowski/Erin Casey

B. Approval of the TBID Advisory recommendation to fund the Housing Hub in year two, at an unspecified amount to be determined. – Tony Karwowski

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C. Reappoint of TBID Advisory committee members Daniel Scott, Jon Roscher, Kat Hill, and Jonn Melrose to a 2-year term. – Tony Karwowski

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D. Reappoint of TBID Zone 1 committee members Alex Mourelatos and Melissa Siig to a 2-year term. – Tony Karwowski

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E. Appointment of Mitchell Murray to NTCA appointed Lodging CAP committee Seat. – Tony Karwowski

10:00 a.m. 8. Informational Updates/Verbal Reports:

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A. Community Survey Results Presentation – Tony Karwowski

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B. Regional Storm messaging coordination update – Kristin Guinn

10:40 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, Feb 2023

B. Conference Revenue Statistics Report, Feb 2023

C. Tourism Development Report on Activities, Feb 2023

D. Reno Tahoe Airport Report, Feb 2023

E. Visitor Information Center Report, Feb 2023

F. North Lake Tahoe Marketing Cooperative Financials, Feb 2023

10:45 a.m. 10. CEO and Staff Updates

10:50 a.m. 11. Directors Comments

10:55 a.m. 12. Meeting Review and Staff Direction

11:00 a.m. 13. Adjournment