



**BOARD OF DIRECTORS MEETING/**

**DATE:** Wednesday, May 3,2023  
**TIME:** 8:30 a.m. – 11:00 a.m.  
**LOCATION:** Tahoe City PUD  
221 Fairway Dr., Tahoe City, CA

**BOARD OF DIRECTORS**

**CHAIR** SUE RAE IRELAN, Placer County Appointee  
**VICE CHAIR** JILL SCHOTT, North Shore Lodging/Property Management  
**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

**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: <https://bit.ly/3Vdghmz>

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. 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 April 12, 2023 [Link to preliminary online document](#)
- Page:5** B. Review and Approval of CEO’s Expense Report for Mar 2023
- Page:8** C. NLTRA Preliminary Financial Statements, Mar 2023

**Page:27** D. Approval of the Lake Tahoe Dance Festival 2023 Sponsorship in the amount of \$20,000

**Page:53** E. Approval of the Adventure Van Expo 2023 Sponsorship in the amount of \$15,000

**Page:68** F. Approval of the California Enduro Series 2023 Sponsorship in the amount of \$10,000

**Page:73** G. Approval of the Tahoe Trail 100 2023 Sponsorship in the amount of \$15,000

**Page:80** H. Approval of the Squaw Valley Business Association FY 22/23 Marketing Grant in the amount of \$10,000.

I. 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 April 26, 2023
- TOT Committee Meeting, April 24, 2023
- TBID Advisory Committee Meeting, April 18, 2023
- Zone 1 Committee Meeting, April 18, 2023
- Tourism Development Committee April 25, 2023
- In-Market Tourism Development Committee April 25, 2023

**8:50 a.m.** 5. Action Item:

A. Approve full slate of NTCA officers:

- Sue Rae Irelan - Chair
- Jill Schott - Vice Chair
- Dan Tester - Treasurer
- Ray Villaman - Secretary
- Samir Tuma - Past Chair

**Page:91** B. The North Tahoe Community Alliance Board of Directors make a recommendation to the Placer County Board of Supervisors on the expenditure of “turned back” (or unspent) Transient Occupancy Tax (TOT) funds to the following programs:

- \$500,000 to the Lease to Locals program
- \$500,000 to TART Connect Microtransit
- \$43,112 to the North Lake Tahoe Express Airport Shuttle

**Page:100** C. Review and approve final NTCA Community Vitality and Economic Health Investment Program document for use in opening the multi-year sponsorship grant funding cycle

**10:20 a.m.** 6. Informational Updates/Verbal Reports:

**Page:156** A. Presentation of NTCA FY 23/24 preliminary budget for discussion, feedback, and process update

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, Mar 2023
- B. Conference Revenue Statistics Report, Mar 2023
- C. Tourism Development Report on Activities, Mar 2023
- D. Reno Tahoe Airport Report, Feb 2023
- E. Visitor Information Center Report, Mar 2023
- F. North Lake Tahoe Marketing Cooperative Financials, Mar 2023

- 10:45 a.m.** 8. CEO and Staff Updates
- 10:50 a.m.** 9. Directors Comments
- 10:55 a.m.** 10. Meeting Review and Staff Direction
- 11:00 a.m.** 11. Adjournment