



BOARD OF DIRECTORS MEETING

Date: Wednesday, Feb 1, 2023

Time: 8:30a.m. – 11:00 a.m.

Location: North Tahoe Event Center
8318 N Lake Blvd, Kings Beach, CA

Board of Directors – Draft Meeting Minutes – February 1, 2023

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 – Establish Quorum at 8:30 AM

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

Board member absent: Colin Perry

Staff Members in attendance

Tony Karwowski, Anna Atwood, Francois Cazalot, Kimberly Brown, Kirstin Guinn, Julie Barber, and Joan Spelletich

Others in attendance

Included Lindsay Romack and Todd Jackson. There may have been others attending who did not identify themselves.

2. Closed Session

The Board went into Closed Session at 8:32 AM to discuss:

Personnel discussion, pursuant to Brown Act (§ 54957) - Performance Evaluation CEO

Open Session was reconvened at 9:08 AM. There was no reportable action.

3. Approval of Resolution 2023.2

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 FEB 1, 2023 TO FEB 28, 2023 PURSUANT TO BROWN ACT PROVISIONS. [ACTION]

Motion to adopt Resolution 2023.2. TESTER/SCHOTT/Motion carried unanimously by Roll Call vote.

4. Public Forum

There were no comments on items not on today's agenda.

5. Agenda Amendments and Approval [ACTION]

Motion to approve today's agenda as presented. PHELAN/WILDEROTTER/Motion carried unanimously by Roll Call vote.

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.

A. NLTRA Board Meeting Minutes from Jan 11, 2023 [Link to preliminary online document](#)

B. NLTRA Preliminary Financial Statements, Dec 2022

C. Approval of Made in Tahoe 2023 Sponsorship in the amount of \$40,000

D. Approval of Oktoberfest 2023 Sponsorship in the amount of \$20,000.

E. Approval of Big Blue Adventures 2023 Sponsorship in the amount of \$35,000

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

- Finance Committee Meeting Jan 25, 2023
- TOT Committee Meeting, Jan 23, 2023
- TBID Advisory Committee Meeting, Jan 18, 2023
- Zone 1 Committee Meeting, Jan 18, 2023
- Tourism Development Committee Jan 24, 2023
- In-Market Tourism Development Committee Nov 29, 2022

Wilderotter asked to pull Item 6.E.

Motion to approve items on the Consent Calendar except Item 6.E. TUMA/WILDEROTTER/ Motion carried by Roll Call vote with DeGross abstaining.

Item 6.E.

Wilderotter asked for clarification on how sponsorship requests are reviewed. On this specific item, he noted the June date and asked about traffic and parking impacts. Brown explained the Tourism Development Committee makes recommendations on event sponsorship funding. In this instance, event producer Todd Jackson requested \$35,000 for a series of five events. The event is scheduled regardless of the NTCA sponsorship. Although it is during high season, the Committee felt it offered an opportunity to promote NTCA's sustainability message.

Discussion followed. Todd Jackson addressed the group regarding details of the Tahoe Off-Road Triathlon. He is working through a Caltrans permit for the event and engaging CHP to assist with traffic control. He described the public outreach.

Motion to approve Item 6.E. as presented. VILLAMAN/SIIG/ Motion carried unanimously by Roll Call vote

7. Action Item

A. Review presentation on Tahoe City Access Improvement project from Ryan Decker and Andy Deinken from Placer County Engineering; and possibly take action on TBID Advisory and TBID Zone 1 Committee funding recommendations in the amount of \$340,000.

Deinken presented details of the Tahoe City Access Improvement Project, including the goals of adding approximately 35 parking spaces to the Grove Street parking lot, improving mobility and safety for pedestrians, and reducing vehicular congestion on SR 28. The project includes a multi-use trail on the north side and depending on funding, EV charging stations and public restrooms.

Deinken showed existing conditions on an aerial site map and proposed improvements. The project is scheduled to go from Grove Street to the Cobblestone, although it could be extended depending on the property owners to the west. Four property owners within the current boundaries are granting ingress easements, although the only egress will be onto Grove Street.

The environmental reviews have been completed. Today's funding request is for final design and permitting.

Discussion followed as the project was clarified. Final construction costs are estimated to be approximately \$1.5 million, of which \$172,000 has been secured. Additional funding sources for construction were considered, as well as maintenance and operation dollars.

The item was open to public comment. Lindsay Romack said the CAP Committee supported this request, but suggested TBID dollars may be a better funding option given the benefit to Tahoe City businesses. Public comment was closed.

Jim Phelan left the meeting at 10:15 AM and was not present for actions below.

Motion to allocate \$340,000 of TBID Advisory and TBID Zone 1 dollars to the Tahoe City Access Improvement Project as presented. WILDEROTTER/VILLAMAN/ Motion carried unanimously by Roll Call vote

8. Informational Updates/Verbal Reports:

A. NTBA/TCDA 4th of July drone show review and recommendations - Alyssa Reilly/Katie Biggers

Biggers and Reilly presented details of the proposed drone shows. Tahoe City will feature its show on July 4. However, Reilly said the Kings Beach community liked having a celebration over Labor Day weekend, so they will schedule their show for then. Each organization will promote the other's show. Logistically it is also better for the vendor.

The challenges and responses from the 2022 show were described. As a result, a new vendor has been selected for this year. The new vendor is the one who produced the successful Incline Village show last year and has been contracted for 2023. Biggers and Reilly described details of the proposed shows. Based on surveys from last year, both TCDA and NTBA are recommending a much larger show. Because of the disappointment in last year's productions, the public needs to see how dramatic the drone shows can be and better appreciate the environmental improvements over fireworks.

NTCA has already committed \$50,000 to each organization for drone shows. Two additional sponsorship options were presented today: one for an additional \$25,000 each for 150 drones and a second for \$50,000 each for 200 drones.

Karwowski said these sponsorship requests will be presented to the TBID and Zone 1 Committees. Today's presentation is for information only. Discussion followed as the productions and requests were clarified. South Lake Tahoe is considering a hybrid of drones and fireworks because it is difficult to see the drone formations from different vantage points. Schott asked to see a demo of 100 versus 200 drones.

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, Dec 2022

B. Conference Revenue Statistics Report, Dec 2022

C. Tourism Development Report on Activities, Dec 2022

D. Reno Tahoe Airport Report, Dec 2022

E. Visitor Information Center Report, Dec 2022

F. North Lake Tahoe Marketing Cooperative Financials, Dec 2022

G. Key metrics, Dec 2022

There were no questions or comments.

10. CEO and Staff Updates

Karwowski reported ballots for the Board election are being sent out today. They are due by February 27 and the results will be announced at the March 1, 2023 Board meeting. There are eight candidates for the eight available seats.

The TBID, Zone 1, TOT, and CAP Committees will have a joint meeting on February 15. The purpose is to provide Committee members a better understanding of the overall process and funding categories and how their committee fits in.

The California emergency order allowing for hybrid meetings expires at the end of February. Effective March 1, 2023, all Brown Act Boards and committee must meet in person. There are some allowances for members to join virtually, but with a lot of restrictions. Karwowski is sending out an information sheet.

Guinn reported the rebranding to NTCA is in process. The Spring Consumer Campaign is being finalized and will be presented next month. Results of the Winter Campaign are in today's meeting packet. Guinn introduced the new Marketing Manager, Julie Barber, who will be taking over the tasks In Bloom was doing.

Brown introduced Joan Spelletich, the new Business, Community, and Event Specialist. Spelletich will work on events and supporting the business community, including the annual Awards Dinner, scheduled for June 1.

Brown announced an RFP has been released to identify a consultant to craft the agreements with NTBA and TCDA.

Cazalot announced the final vacant accounting position has been filled.

11. Directors Comments

Villaman confirmed Truckee will be featuring 4th of July fireworks.

12. Meeting Review and Staff Direction

13. Closed Session

Closed Session was convened at the start of the meeting (see above).

14. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:12 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS