



## BOARD OF DIRECTORS MEETING

DATE: Wednesday, Mar 1, 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

## Board of Directors – Draft Meeting Minutes – March 8, 2023

### Rescheduled from March 1, 2023

#### 1. Call to Order – Establish Quorum

Irelan called the meeting to order at 8:06am. A quorum was established.

#### Board members present

Sue Rae Irelan, Jim Phelan, Dan Tester, Harry Hirsh, Sue Rae Irelan, Amy Ohran, Jill Schott, Melissa Siig, Stephanie Hoffman, Ray Villaman, Mike DeGoff, and Colin Perry. Also participating was Advisory member Jeff Cowen.

#### Board members absent

Colin Perry, Dave Wilderotter, Alyssa Reilly, and Manfred Steuerwald

#### Staff Members in attendance

Tony Karwowski, Anna Atwood, Francois Cazalot, Derek Vaughan, Kimberly Brown, Kirstin Guinn, and Julie Barber

#### Others in attendance

Included Kendall Galka, Samir Tuma (attending remotely as public), Lindsay Romack, Jess Weaver, Andrew Pappas, Julie Barber, Cruz Events, Katie Biggers, and Nick Martin. There may have been others attending who did not identify themselves.

#### 2. Public Forum

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

#### 3. Agenda Amendments and Approval [ACTION]

It was moved by Phelan and seconded by Siig to approve today's agenda as presented. Motion carried unanimously.

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.

**A. NLTRA Board Meeting Minutes from Feb 1, 2023 [Link to preliminary online document](#)**

**B. Review and Approval of CEO's Expense Report for Dec & Jan**

**C. NLTRA Preliminary Financial Statements, Jan 2023**

**D. Approval of the Tourism Development Committee recommendation of ADVNC Lacrosse Tournament 2023 Sponsorship in the amount of \$12,000**

**E. Approval of the Tourism Development Committee recommendation of North Tahoe Business Association 2023 Drone Show Sponsorship in the amount of \$25,000**

**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

It was moved by Tester and seconded by Phelan to approve the Consent Calendar as presented. Motion carried unanimously.

## **5. Action Item**

**A. Moving April 5th BOD meeting to April 12th 4/5 to 4/12 - Tony Karwowski**

It was moved by Phelan and seconded by Schott to move the April 5, 2023 Board meeting to April 12, 2023. Motion carried unanimously.

## **6. Informational Updates/Verbal Reports:**

**A. Spring Consumer Media Campaign – Kirstin Guinn**

Guinn presented the spring campaign, scheduled to launch in March. She noted the strategies to promote sustainability.

Guinn reviewed the data and demographics used to develop the campaign, as well as the budget and timing of the spend between March and May. The spring campaign accounts for 40% of the annual media spend.

Guinn answered questions clarifying her presentation.

**B. Drone Show Update by TCDA & NTBA - Katie Biggers & Alyssa Reilly**

Biggers presented the proposal to produce a drone show in Tahoe City over the 4<sup>th</sup> of July and in Kings Beach over Labor Day, in lieu of fireworks. Based on the budget available, Tahoe City will have 250 drones and Kings Beach will have 300 since the cost is a bit less over Labor Day. The current ask is for a \$75,000 sponsorship per show. Biggers showed the video of the drone show produced for Northstar's 50<sup>th</sup> Anniversary celebration.

Discussion followed regarding logistics, viewing areas, and costs of the shows.

**C. Results of Board Election - Tony Karwowski**

Karwowski noted Stephanie Hoffman has termed out. He thanked her for her many contributions over the years.

Karwowski thanked the current Election Committee; He reported the results of the 1,220 ballots received, representing 21% of the membership.

#### **D. Draft Financial Audit - Kendall Galka**

Galka from McClintock Accountancy presented the draft Audit for the year ended June 30, 2022. She said the organization received the highest finding, a Clean Opinion. Galka reviewed details of the report, noting the Finance Committee has reviewed the document. This is a significant year given staff turnover and the transition from TOT funding to TBID. Very few adjustments are recommended, which indicated the monthly financial reports are quite accurate.

Galka thanked staff and the Finance Committee for their help and cooperation. The final will be considered for approval next month.

#### **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**

#### **8 CEO and Staff Updates**

Karwowski reported on recent conversations with Civitas about the California Department of Taxation's ruling that if assessed goods are taxed, the tax must also be assessed. Karwowski is working with Civitas on a legal and legislative approach. In the meantime, the NTCA position is to educate assessed businesses and help them comply. Discussion followed as the requirement was clarified. In response to a question, Karwowski noted a restaurant in Mammoth was audited and had to pay taxes from when the TBID was instituted even though this requirement came to light afterwards.

Karwowski reported the joint meeting of the CAP, TOT, TBID Advisory, and TBID Zone 1 committees went very well. Housing and transit were the main topics. The second of two surveys to identify the community's priorities is still out. The next step is for the Committee Chairs and Vice-Chairs to meet with staff to review criteria for the granting cycles. A presentation will come to this Board next month.

Karwowski reminded Board members to submit their Form 700s by April 1, 2023.

The April Board meeting will also constitute the Annual Members meeting.

Brown announced the Annual Awards Dinner is scheduled for June 1 at Olympic Village Inn.

#### **9. Directors Comments**

Schott asked that since the name of the organization is now Community Alliance, should the Board be broadened to reflect the community? A brief discussion followed. Phelan pointed out the Management District Plan (MDP) for the TBID identifies the Board seats, but when it is renewed, perhaps that could be revisited. Karwowski is hoping to schedule a Board retreat and this would be a good topic for discussion.

Siig announced tickets for the June 10 Food & Wine Classic are on sale.

Irelan has shared the online survey and received feedback that it is very focused on transportation and housing. There is really no way to answer the questions to consider other projects identified in the Tourism

Master Plan. A conversation followed, noting each committee will be making recommendations germane to it.

Siig had a great time at World Cup, but it drained business from Tahoe City that weekend. She wondered if that is just a cost of supporting an event like that. She asked about a debrief to see how the event went overall. Irelan suggested including TCDA and NTBA, as well as a report on how transit was used. DeGroff will present something as he receives information.

**10. Meeting Review and Staff Direction**

- Survey presentation and how Committees are considering the information
- World Cup wrap up

**11. Closed Session**

Closed Session was not convened.

**12. Adjournment**

There being no further business to come before the Board, the meeting adjourned at 10:49 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS