



ZONE 1 Advisory COMMITTEE

DATE: Tuesday, May 16, 2023
TIME: 12:30 p.m. - 2:00 p.m.
LOCATION: Tahoe City Visitors Information Center
100 North Lake Blvd, Tahoe City, CA

COMMITTEE MEMBERS

CHAIR JIM PHELAN, At-Large Seat
VICE CHAIR DJ EWAN, Assessed Zone 1 Lodging Business
JILL SCHOTT, Assessed Zone 1 Lodging Business
HALEY PACKARD, Assessed Zone 1 Lodging Business

ALEX MOURELATOS, Assessed Zone 1 Lodging Business
MELISSA SIIG, At-Large Seat
CONNOR MCCARTHY, At-Large Seat

INSTRUCTION FOR PUBLIC PARTICIPATION:

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<https://us02web.zoom.us/j/87015897413?pwd=SCtoaGZJSTk5ZmtDVkRNUHVvYis2UT09>

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 comments during the meeting should attend the meeting in-person.

- 12:30 p.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. Approval of Meeting Minutes from April 18, 2023 [ACTION]
- 12:40 p.m.**
5. Review and recommend 23/24 Fiscal Year NLT TBID budget to NTCA Finance Committee and the NTCA Board of Directors for approval, as presented by NTCA Director of Finance Francois Cazalot. [ACTION]
 6. Informational Updates/Verbal Reports
 7. CEO/Staff Updates
- 2:00 p.m.**
8. Adjournment



Zone 1 Committee MEETING
Date: Wednesday, April 18, 2023
Time: 12:30 PM
Location: Granlibakken Resort
725 Granlibakken Rd, Tahoe City, CA

Zone 1 Committee – Draft Meeting Minutes – April 18, 2023

COMMITTEE MEMBERS

CHAIR JIM PHELAN, At-Large Seat
VICE CHAIR DJ EWAN, Assessed Zone 1 Lodging Business
JILL SCHOTT, Assessed Zone 1 Lodging Business

HALEY PACKARD, Assessed Zone 1 Lodging Business
ALEX MOURELATOS, Assessed Zone 1 Lodging Business
MELISSA SIIG, At-Large Seat
CONNOR MCCARTHY, At-Large Seat

1. Call to Order – Establish Quorum at 12:52 PM

Committee members present: Jim Phelan, DJ Ewan, Connor McCarthy, and Jill Schott. A quorum was established. Committee members not present were Haley Packard, Melissa Siig, and Alex Mourelatos.

Staff Members in attendance: Tony Karwowski, Anna Atwood, and Francois Cazalot.

Others in attendance: Erin Casey

2. Public Forum

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

3. Agenda Amendments and Approval

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

4. Approval of Meeting Minutes from March 16, 2023

It was moved by McCarthy and seconded by Schott to approve the minutes of the January meeting. Motion carried unanimously.

5 Informational Updates/Verbal Reports:

A. Presentation seeking feedback on potential grant framework investment percentage ranges for each of the framework categories (sponsorship, annual grant cycle, opportunistic, and reserve)

Casey proposed three options to consider the percentage of available funds to be allocated to each of the four buckets previously agreed to. The goal is to assure applicants that funds are available in all buckets, to develop the Reserve, and to assist Committee members in making appropriate recommendations. The options are:

- Option 1 is a balanced approach with 40% going to sponsorship and 40% going to the annual grant program (15% for out of cycle requests and 5% in Reserves)
- Option 2 is staff's recommendation to prioritize the sponsorship and grant programs with 50% to sponsorship, 40% to grant, 7% for out of cycle and 3% to Reserve
- Option 3 is more flexible with 35% going to sponsorship, 35% to grants, 20% for out of cycle, and 10% to Reserve

Karwowski noted the variables in each. Cazalot presented the actual dollars the percentages represent based on FY 2023/24 TBID revenues.

Discussion followed as the presentation was clarified, including Reserves and stipulations from the Management District Plan (MDP). Various scenarios and nuances were considered.

The group suggested changing the “Reserves” bucket name to “Flexible Spending” to better identify the purpose. There was consensus that Option 2 was the most preferred alternative, but 3% should be allocated to “out of cycle” and 7% to “flexible spending.”

Casey and Karwowski will develop a narrative explaining the intent of the Flexible Spending bucket.

B. Presentation of revised Community Vitality and Economic Health Investment Program criteria, scoring and letter of interest.

Casey noted revisions to the Program Priorities previously discussed, which identify the preferred investments in the categories of workforce housing, economic development, and transportation. Casey is hoping to finalize the document in preparation for it being adopted by the NTCA Board at its May 3 meeting. Casey emphasized that this is not intended to fund programs at existing levels. For example, expanding TART Connect may be considered, but not replacing existing funding for the current service level.

Casey explained the revisions are based on various meetings and surveys. She and Karwowski will be meeting with potential applicants to make sure the sponsorship requests are consistent with the priorities identified.

6. CEO/Staff Updates

Karwowski said that after the May 3 NTCA Board meeting and assuming the processes outlined are finalized, Letters of Intent will be received, and the sponsorship cycle will be implemented.

7. Adjournment

There being no further business to come before the Board, the meeting adjourned at 2:04 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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