



BOARD OF DIRECTORS MEETING/

DATE: Wednesday, June 7, 2023
TIME: 8:30 a.m. – 11:00 a.m.
LOCATION: North Tahoe Event Center
8318 North Lake Blvd., Kings Beach, 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/3WO3Q1h>

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. NTCA Board Meeting Minutes from May 3, 2023
- Page: 5** B. Review and Approval of CEO’s Expense Report for April 2023
- Page: 8** C. NTCA Preliminary Financial Statements, April 2023

Page:52

D. Approval of the Tahoe Reggae Festival Sponsorship for 2023 in the amount of \$15,000

E. Minutes are available after they have been approved by their respective committee on nltra.org and a link to the zoom recording is provided here

- [Finance Meeting, May 31, 2023](#)
- [No TOT meeting/Grant Program Workshop, May 19, 2023](#)
- [TBID Advisory Meeting, May 16, 2023](#)
- [Zone 1 Meeting, May 16, 2023](#)
- [Tourism Development Meeting, May 30, 2023](#)
- No In-Market Tourism Development Committee in May

8:45 a.m.

Page: 70

5. Action Item:

A. Approval of Authorization request for the CEO to enter an FY 23-24 Transition Year Contract with NTBA and TCDA – Adam Wilson

Page: 71

B. Review and approval of recommended FY 23/24 TBID Budget - Francois Cazalot

Page: 85

C. Review and approve staff request for NTCA BOD to take oppose position against CA SB 584 - Tony Karwowski

10:15 a.m.

Page: 92

Page: 111

Page: 113

6. Informational Updates/Verbal Reports:

A.GoTahoeNorth Summer Campaign Overview – Kristin Guinn

B.GoTahoeNorth consumer campaign, annual report - Kirstin Guinn

C.Move July BOD meeting to July 12, 2023 - Tony Karwowski

D. Appointment of Doug Burnett to vacant Appeals Committee seat by Board Chair – Tony Karwowski

10:45a.m.

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, April 2023

B. Dashboard, April 2023

C. Tourism Development Report on Activities, April 2023

D. Reno Tahoe Airport Report, Mar 2023

E. Visitor Information Center Report, April 2023

F. North Lake Tahoe Marketing Cooperative Financials, April 2023

10:50 a.m.

8. CEO and Staff Updates

9.. Directors Comments

10. Request for future agenda items

11. Meeting Review and Staff Direction

11:00 a.m.

12. Adjournment

