



TBID ADVISORY COMMITTEE

DATE: Tuesday, June 20, 2023
TIME: 2:30 p.m. - 4:00 p.m.
LOCATION: Granlibakken Resort
725 Granlibakken Rd., Tahoe City, CA

COMMITTEE MEMBERS

CHAIR JIM PHELAN, Zone 1 seat
VICE CHAIR JONN MELROSE, At-Large seat
TOM FEITEN, Palisades Tahoe seat
JERUSHA HALL, Northstar California Resort seat
DAVE WILDEROTTER, Assessed Business seat.

DANIEL SCOTT, Assessed Business seat.
JOHNNY ROSCHER, Assessed Business seat.
KATHERINE HILL, At-Large Seat

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://us02web.zoom.us/j/84754245640?pwd=cytweUhzVHErUEVBOVpuQmFPeWovdz09>

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

- 2:30 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. Approval of Meeting Minutes from May 16, 2023 [ACTION] Page 1
- 5. Annual Grant Cycle Criteria Workshop - NTCA Staff will present annual grant cycle criteria, scoring, and priorities guiding document for input and feedback.
- 6.CEO/Staff Updates
- 4:00 p.m. 7.Adjourment



TBID Advisory Committee
Date: Tuesday May 16, 2023
Time: 2:30 PM – 4:00 PM.
Location: Tahoe City Visitors Information Center
100 North Lake Blvd., Tahoe City, CA

TBID Advisory Committee – Draft Meeting Minutes – May 16, 2023

COMMITTEE MEMBERS

CHAIR JIM PHELAN, Zone 1 seat
VICE CHAIR JONN MELROSE, At-Large seat
TOM FEITEN, Palisades Tahoe seat
JERUSHA HALL, Northstar California Resort seat
DAVE WILDEROTTER, Assessed Business seat.

DANIEL SCOTT, Assessed Business seat.
JOHNNY ROSCHER, Assessed Business seat.
KATHERINE HILL, At-Large Seat

1. Call to Order – Establish Quorum

Jim Phelan called the meeting to order 2:34 PM. A quorum was established.

Committee members in attendance

Jim Phelan, Jonn Melrose, Dave Wilderotter, Tom Feiten, Kathrine Hill, and Jerusha Hall

Committee members absent

Johnny Roscher and Daniel Scott.

Staff members in attendance

Francois Cazalot, Adam Wilson, Anna Atwood, and Derek Vaughan

Lindsay Romack was also on the call.

2. Public Forum

Melrose has been asked how someone would submit ideas for projects, such as putting a recycling center at 64 acres. Wilson said ideas can be submitted to NTCA. If it is a funding request, it would be through the granting process.

Staff is meeting with potential applicants on May 19 to described the process. A recording of the meeting will be available online.

3. Agenda Amendments and Approval [ACTION]

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

4. Approval of Meeting Minutes from April 18 18, 2023 [ACTION]

It was moved by Wilderotter and seconded by Hall to approve the minutes of the April meeting. Motion carried with Hill abstaining.

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]

Cazalot explained that the Bylaws and Management District Plan (MDP) call for each Committee to review and make a recommendation on the bucket.

Cazalot and Vaughan presented the draft FY 2023/24 NLT TBID budget. They described the assumptions made as it was being compiled.

During the presentation, Cazalot and Vaughan explained how the forecasts were developed based on the limited data available this year, noting there will be more information next year to inform revenues and expenditures.

Additional items in this year's budget included a possible visitor's center in Kings Beach and an interactive experience at the Tahoe City center.

Discussion followed as specific line items were clarified, allocations to specific programs such as visitor services. Hill suggested allocating a higher percentage of the budget to visitor services, business advocacy, and sustainability. Phelan felt it would be better to keep the allocations as presented as this first grant cycle will provide more information.

Feiten asked to see a budget specific to marketing.

Wilderotter was not present for the following vote:

Item 5. Motion was exact as written on agenda with no caveat.. M/S/C MELROSE/HALL/UNANIMOUS

6. Verbal Reports/Updates

7. CEO/Staff Updates

There were no additional updates.

7. Adjournment

There being no further business to come before the Board, the meeting adjourned at 4:04 PM

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS