



BOARD OF DIRECTORS MEETING/

DATE: Wednesday, July 12,2023
TIME: 8:30 a.m. – 11:00 a.m.
LOCATION: Tahoe City PUD
221 Fairway Dr., Tahoe City, 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, EVERLINE RESORT
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 June 7, 2023 [Link to preliminary online document](#)

Page:5 B. Review and Approval of CEO’s Expense Report for May 2023

Page:12 C. NTCA Preliminary Financial Statements, May 31, 2023

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D. Approval of the annual Public Services Contract with JVP Communications
FY 23/24

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 as available.

- Joint TOT/CAP Committee Meeting, June 19th
- [TBID Zone 1 Meeting, June 20th](#)
- [TBID Advisory Meeting, June 20th](#)
- [In-Market Tourism Development/Tourism Development Meeting, June 27th](#)

8:50 a.m.

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5. Action Item:

A. The Board approves the Amended and Restated Agreement in substantially the form presented, subject to any non-substantive changes or additions approved by the CEO and Counsel and as are stated in the fully executed Agreement. - Adam Wilson

9:30 a.m.

6. Informational Updates/Verbal Reports:

A. Presentation of annual grant cycle criteria, and annual grant cycle timeline - Erin Casey

B. Sponsorship grant program update and timeline - Tony Karwowski

C. SB 584 Updates - Tony Karwowski

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D. FY 22-23 Communications Update - Jess Weaver

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E. NTCA Annual Stewardship Marketing Plan - Kirstin Guinn

10:30 a.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, June 2023

B. Tourism Development Report on Activities, May 2023

C. Reno Tahoe Airport Report, May 2023

D. Visitor Information Center Report, May 2023

E. North Lake Tahoe Marketing Cooperative Financials, May 2023

F. Key metrics for May 2023

10:45 a.m.

8. CEO and Staff Updates

10:50 a.m.

9.. Directors Comments

10. Request for future agenda items

10:55 a.m.

11. Meeting Review and Staff Direction

11:00 a.m.

12. Adjournment

