



JOINT TBID ADVISORY & ZONE 1 COMMITTEE

DATE: Tuesday, July 18, 2023
TIME: 12:00 p.m. - 4:00 p.m.
LOCATION: North Tahoe Event Center
8318 N. Lake Blvd., Kings Beach, CA

ZONE 1 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

TBID ADVISORY 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/87015897413?pwd=SCtoaGZJSTk5ZmtDVkRNUHV5Yis2UT09>

Meeting ID: 870 1589 7413 Passcode: 010305 +1 669 900 9128 US (San Jose)

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.

- 12:00 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.

ACTION ITEMS:

- 3. Agenda Amendments and Approval [ACTION]

4. Approval of TBID Zone 1 Meeting Minutes from June 20, 2023 [ACTION]
5. Approval of TBID Advisory Meeting Minutes from June 20, 2023 [ACTION]

Presentations:

6. Introduction and review of purpose of the joint TOT/CAP committee materials
 - i. Introduction of materials
 - ii. Funding snapshot
7. Presentation of Sponsorship projects and programs recommended for TOT/CAP committee review and scoring.
8. CEO/Staff Updates
9. Adjournment

4:00 p.m.



TBID Zone 1 Committee MEETING
Date: Tuesday June 20, 2023
Time: 12:30 PM
Location: Granlibakken Resort
725 Granlibakken Rd, Tahoe City, CA

TBID Zone 1 Committee – Draft Meeting Minutes – June 20, 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 12:44 PM

Committee members present: Jim Phelan, Melissa Siig, DJ Ewan, Jill Schott, Conn McCarthy, and Alex Mourelatos. A quorum was established.

Committee member Haley Packard was not present.

Staff Members in attendance: Tony Karwowski and Adam Wilson

2. Public Forum

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

3. Agenda Amendments and Approval

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

4. Approval of Meeting Minutes from May 16, 2023

It was moved by Schott and seconded by Ewan to approve the minutes of the May meeting. Motion carried with Mourelatos abstaining.

5 Annual Grant Cycle Criteria Workshop – NTCA Staff will present annual grant cycle criteria, scoring, and priorities guiding document for input and feedback.

Karwowski reported about 40 Letters of Intent (LOI) have been received for the multi-year sponsorship grant. The Chairs and Co-Chairs of all Committees will review them and recommend which committee should consider the request.

This group is responsible for recommending projects to be funded from Zone 1 TBID dollars, which will be considered for approval by the NTCA Board.

Erin Casey reviewed her analysis of the similarities and differences in criteria used to consider funding requests over the years. She has compared that with the current governing documents and priorities and merged the information as a way to score the applications.

Based on this recommendation and feedback received today, all Committees will be reviewing proposals similarly. Discussion followed as Casey's report was clarified, including the point structure, weighting, and flexibility that can be considered when scoring applications.

In response to a question, Karwowski explained the Board of Supervisors is expected to dissolve the CAP Committee at its July meeting. It will then be merged with the TOT Committee. The guiding documents will be the TMP and MDP, but expanded to include the language in Measure A regarding housing and transportation. The group continued to review Casey's presentation. The priorities identified were the outcome of the community survey and public outreach, which will continue. Karwowski noted a public workshop being convened the week of July 10.

The proposed timeline for the current grant cycle was reviewed. A joint TBID Committee meeting is being scheduled on July 18 from Noon to 4:00 PM for applicants to present their projects. Recommendations from each Committee will be finalized the week of August 21.

Casey will update her recommendation based on today's discussion.

6. CEO/Staff Updates

Karwowski is hoping to hire a Grants Coordinator.

7. Adjournment

There being no further business to come before the Board, the meeting adjourned at 2:05 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



TBID Advisory Committee – Draft Meeting Minutes – June 20, 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 2:39 PM.

Committee members present: Jim Phelan, Johnny Roscher, Dave Wilderotter, Katherine Hill, Daniel Scott, and Jerusha Hall. A quorum was established.

Committee members absent were Jonn Melrose and Tom Feiten

Staff members in attendance

Tony Karwowski, Adam Wilson, and Francois Cazalot.

Lindsay Romack and Erin Casey were also on the call.

2. Public Forum

Wilderotter is seeing the NTCA logo a lot, but it is important the TBID logo be very visible in the community. Hill agreed, saying it is important that people understand what TBID dollars are supporting.

Zumwalt suggested a window decal for assessed businesses.

3. Agenda Amendments and Approval [ACTION]

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

4. Approval of Meeting Minutes from May 16, 2023 [ACTION]

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

5. Annual Grant Cycle Criteria Workshop – NTCA Staff will present annual grant cycle criteria, scoring, and priorities guiding document for input and feedback.

Karwowski introduced today's discussion by explaining the CAP Committee has used specific criteria to consider grant requests. Casey will be proposing criteria for each Committee so applications are being scored similarly. Karwowski explained the Letters of Intent (LOI) submitted for this round of grants will be reviewed by the Chairs and Co-Chairs of all the committees and routed to the most appropriate group to be considered for funding.

Casey has analyzed the criteria that has historically been used to consider allocations and compared it with the current governing documents. She reviewed scoring and priorities, noting where they are similar between all committees and where they are distinctly different. For example, the CAP Committee did not consider “stewardship” when scoring applications.

Casey has merged the information into a single document with a recommended scoring method and asked the Committee for feedback on the proposed areas of alignment, divergence, and community priorities. The goal is for all Committees to use this document. Although there are differing governing documents, a single methodology will make it easier for the applicants.

The Board of Supervisors is expected to dissolve the CAP Committee at its July meeting. It will then be merged with the TOT Committee. The guiding documents will be the TMP and MDP, but expanded to include the language in Measure A regarding housing and transportation.

Discussion followed as Casey’s recommendations were clarified.

Karowski reviewed the grant cycle timeline. Almost 40 LOIs were received by the June 16 deadline for the multi-year Sponsorship grants. Karowski proposed a public workshop be convened the week of July 10 to further flush out community priorities.

A joint TBID Committee meeting will be scheduled for July 18 from Noon to 4:00 PM to review proposals and give the applicants an opportunity to present their requests. All Committee will review the recommendations the week of August 21. The NTCA Board will review and vote on the TBID allocation recommendations at its September 7 meeting. The Board of Supervisors will consider TOT recommendations on October 17.

6. CEO/Staff 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

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