



BOARD OF DIRECTORS MEETING/

DATE: Wednesday, Sept 6,2023
TIME: 8:30 a.m. – 11:00 a.m.
LOCATION: North Tahoe Event Center
8318 North Lake Blvd. Kings Beach, CA
ADDITIONAL LOCATIONS:
692 Jule, South Lake Tahoe, CA

Each teleconference location is open to the public and any member of the public has an opportunity to address the CAP Committee from a teleconference location in the same manner as if that person attended the meeting location at 8318 North Lake Blvd., Kings Beach, CA 96143

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
, 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://us02web.zoom.us/j/84678477385?pwd=SWZtWjRQY1RodVV4K0FNy3hiQ202UT09>

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 am

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.

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A. NTCA Board Meeting Minutes from July 12, 2023

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B. NTCA Special Board Meeting minutes from Aug 2, 2023

C. NTCA Preliminary Financial Statements, June & July 2023

D. Review and Approval of CEO Expense Report June & July 2023

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:

- [CAP Committee Meeting, Aug 3](#)
- [TBID Advisory & Zone 1 Committee Meeting, Aug 23](#)
- [CAP and TOT Committee Meeting, Aug 23](#)
- [Joint Committee Meeting \(CAP, TOT, TBID Advisory & Zone 1\), Aug 29](#)

8:45 am

5. Action Items:

A. The NTCA BOD approve expenditure of TBID Zone 1 Funds in the amount of up to \$1,145,000 for projects and programs associated with the Community Vitality and Economic Health Investment Program 2023 Sponsorship Program as presented by staff and recommended by the TBID Zone 1 Committee.

B. The NTCA BOD approve expenditure of TBID Funds in the amount of up to 1,370,558 for projects and programs associated with the Community Vitality and Economic Health Investment Program 2023 Sponsorship Program as presented by staff and recommended by the TBID Advisory Committee.

C. The NTCA BOD recommend to Placer County Board of Supervisors expenditure of up to \$7,367,000 in TOT funds for projects and programs associated with the Community Vitality and Economic Health Program 2023 Sponsorship Program as presented by staff and recommended by the Transient Occupancy Tax (TOT) committee.

D. The NTCA BOD recommend to Placer County Board of Supervisors expenditure of up to \$10,145,000 in TOT funds for projects and programs associated with the Community Vitality and Economic Health Program 2023 Sponsorship Program as presented by staff and recommended by the Capital Advisory Projects (CAP) Committee.

10:00 am

6. Closed Session:

A. Closed Session - Personnel discussion, pursuant to Brown Act (§ 54957) - Performance Evaluation of the CEO

10:15 am

7. Informational Updates/Verbal Reports:

A. GoTahoeNorth 2023/24 Strategy Overview – Kirstin Guinn

B. GoTahoeNorth Research Overview – Kristin Guinn

C. GoTahoeNorth Fall Campaign Overview – Kirstin Guinn

D. Tahoe Regional Destination Stewardship Plan - Tony Karwowski

8. Reports – 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 July 2023

B. Tourism Development Report on Activities, July 2023

C. Reno Tahoe Airport Report, June 2023

D. Visitor Information Center Report, July 2023

E. North Lake Tahoe Marketing Cooperative Financials, June & July 2023

9. CEO and Staff Updates

10. Directors Comments

11. Request for future agenda items

12. Meeting Review and Staff Direction

11:00 am

13. Adjournment