



**BOARD OF DIRECTORS MEETING**

**DATE:** Wednesday, Oct 4,2023  
**TIME:** 8:30 a.m. – 11:00 a.m.  
**LOCATION:** Tahoe City PUD  
221 Fairview Dr., Tahoe City, 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 Board of Directors from a teleconference location in the same manner as if that person attended the meeting location at 221 Fairview Dr., Tahoe City, CA 96145

**BOARD OF DIRECTORS**

**CHAIR** SUE RAE IRELAN, Placer County Appointee  
**VICE CHAIR** JILL SCHOTT, North Shore Lodging/Property Management  
**TREASURER** DAN TESTER, Palisades Village Neighborhood Company  
**SECRETARY** RAY VILLAMAN, F&B At Large  
**PAST CHAIR** SAMIR TUMA, At-Large  
**MIKE DEGROFF**, Palisades Tahoe  
**AMY OHRAN**, Northstar California Resort  
**HARRY HIRSCH**, Homewood Mountain 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  
**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. Closed Session - Personnel discussion, pursuant to Brown Act (§ 54957) - Performance Evaluation CEO
- 3. 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.

4. Agenda Amendments and Approval [ACTION]

5. 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.

A. NTCA Board Meeting Minutes from Sept 6, 2023

B. NTCA Preliminary Financial Statements, Aug 2023

C. Review and Approval of CEO Expense Report, Aug 2023

D. Approve appointment of Samir Tuma and Jill Schott to Housing Hub Board of Directors for three-year terms

E. Minutes are available after they have been approved by their respective committee on [nltra.org](http://nltra.org) and a link to the zoom recording is provided here as available:

- [TOT Committee Meeting, Sept 18, 2023](#)

- [TBID Advisory Committee, Sept 19, 2023](#)

- [Joint BACC and TDC Committee Meeting, Sept 26, 2023](#)

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9:00 am

6. Presentation:

A. Presentation of Cal Neva property revitalization. – Jason Newcomer, Hospitality/McWhinney

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7. Action Items:

A. Approve The dissolution of the Business Association Chamber Collaborative (BACC) and the Tourism Development Committee (TDC) in lieu of the Establishment and Organizational Parameters of the Chamber Advisory Committee for the purposes of supporting the strategic direction of the North Tahoe Chamber, the Roadmap work and collaboration with the Business Associations, the recommendation for the investment in community events, and the annual advocacy policies and positions; AND That the NTCA Board delegate interim authority to appoint and align existing BACC and TDC committee members to the designated CAC committee seats. - Brown/Wilson

B. Recommend the allocation of up to \$602,754 in TOT funds to the Tahoe Truckee Transportation Management Association for the Sponsorship of the North Lake Tahoe Workforce Vanpool Program over a three-year period in partnership with the Mountaineer Transit Company to the Placer County Board of Supervisors as recommended by the TOT Committee. - Hetz/Karwowski

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- C. Approve the allocation of up to \$155,000 in TBID funds to the TMA for the North Lake Tahoe Workforce Vanpool Program to be developed and implemented in Q2 of FY23-24 in partnership with the Mountaineer Transit Company as recommended by the TBID Advisory Committee. - Hetz/Karwowski

10:00 am

8. Informational Updates/Verbal Reports:

- A. GoTahoeNorth Strategic Campaign Overview – Guinn
- B. GoTahoeNorth SMARI Research Overview - Guinn
- C. Tahoe Regional Destination Stewardship Plan - Karwowski

9. 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 Aug 2023
- B. Tourism Development Report on Activities, Aug 2023
- C. Reno Tahoe Airport Report, Aug 2023
- D. Visitor Information Center Report, Aug 2023
- E. North Lake Tahoe Marketing Cooperative Financials, Aug 2023

10. CEO and Staff Updates

11. Directors Comments

12. Request for future agenda items

13. Meeting Review and Staff Direction

11:00 am

14. Adjournment