



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING
Date: Wednesday, Aug 5, 2020
Time: 8:30 a.m. – 11:00 p.m.
Virtual Zoom Meeting

NLTRA Mission

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge | **Vice Chair:** Adam Wilson, Vail Resorts
Secretary: Dan Tester, Granite Peak Management | **Treasurer:** Jim Phelan | Tahoe City Marina
Christine Horvath, Squaw Alpine | Jon Slaughter, Sugar Bowl Resort | Kevin Mitchell, Homewood Mountain Resort
Greg Gooding, Resort at Squaw Creek | Andre Priemer, Ritz-Carlton, Lake Tahoe
Brett Williams, Agate Bay Realty | Stephanie Hoffman, Granlibakken Tahoe | Tom Turner, Tahoe Restaurant Collection
Karen Plank, Placer County Appointee | Jeff Cowen, TRPA
Advisory Committee: Erin Casey, Placer County Executive Office

1. Call to Order at 8:31 AM – Establish Quorum

Board members in attendance

Samir Tuma, Jim Phelan (until 9am), Jon Slaughter, Christine Horvath, Stephanie Hoffman, Karen Plank, Brett Williams, Andre Premier, Tom Turner, and Adam Wilson. A quorum was established. Advisory Committee Member Erin Casey was also present.

Board members absent

Jeff Cowen, Dan Tester, Kevin Mitchell, and Greg Gooding

Staff Members in attendance

Jeffrey Hentz, Anna Atwood, Amber Burke, Liz Bowling, Bonnie Bavetta, and Katie Biggers

Others in attendance

Included Cathy Nanadiego, Jerusha Hall, Lindsay Moore, Steven Smith, Brittany Lima, Connie Anderson, and Lindsay Moore

2. Public Forum

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

3. Agenda Amendments and Approval

Motion to adopt today's agenda as presented. WILSON/PHELAN/UNANIMOUS

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.

A. NLTRA Board Meeting Minutes from June 3, 2020 [Link to preliminary online document](#)

B. Approval of CEO Expense Report for June 30, 2020

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting June 24, 2020 & July 29, 2020

- Tourism Development Committee June 23, 2020
- In-Market Tourism Development Committee May 26, 2020

Motion approve the Consent Calendar as presented. PHELAN/WILSON/UNANIMOUS

5. Action Items

A. Mask-Up Campaign Contract Approval

Hentz is asking for retro-active approval of this contract since there was no meeting in July and time was of the essence to kick off the campaign. Bowling provided details of the contract, which included videos and photos of local influencers use to promote the use of masks. The productions were done in Spanish and English.

Motion approve the Mask Up Campaign contract for \$40,900. PHELAN/HORVATH/UNANIMOUS

B. Approval of Civitas TBID Contract – Jeff/Bonnie

Hentz asked the Board to approve the \$40,000 contract to re-engage Civitas to complete the petition drive for the TBID. Discussion followed as details of the project were clarified.

Motion to approve the \$40,000 contract with Civitas. WILSON/PHELAN/Carried with Slaughter abstaining.

C. Approval of the 2020/21 NLT Marketing Coop Budget

The Board is being asked to approve a budget variance. Bavetta reported the NLTRA contribution is \$1 million and Incline has reduced its contribution to \$600,000. A brief discussion followed as Hentz described the PR costs this year, saying much of the work is being done in-house.

Motion approve the updated 2020/21 NLT Marketing Co-op budget. SLAUGHTER/WILLIAMS/UNANIMOUS

6. Informational Updates/Verbal Reports

A. COVID-19 Update - [Know Before You Go Guide](#) – Jeff

Hentz reported the travel advisory messaging done with partner agencies has been updated. PPE giveaways continue, including outreach to underserved segments of the community. The COVID response information on the website continues to be updated. Hentz said NLTRA focuses on three pillars in the community: businesses, local residents, and visitors.

A virtual Town Hall meeting is scheduled for Thursday August 13 at 10 AM to provide information on Placer Shares, a grant program offering \$5,000 - \$10,000 to small businesses.

The Know Before You Go Guide continues to be extensively distributed through a number of channels informing visitors of how to travel to the area safely and responsibly. The Mask Up Campaign is another component of the regional messaging.

Turner asked about recent press reports asking people not to come to the area. He thinks the message should be to come up and enjoy the area. He is not seeing transmissions from visitors. A brief discussion followed regarding communications from Placer County and Truckee, the differences in what can open in each area given Placer County is on the Governor's Watch List, but Nevada County is not, and what restaurant operations may look like in the fall when the weather cools down. Hentz described the Ambassador Program being developed and asked for additional Board feed back and suggestions on positive outreach to residents and visitors.

B. TBID Re-launch – Jeff

Hentz reviewed the requirements for the TBID petition drive and noted the contract agreed to above to re-engage with Civitas. He suggested that as he reaches out to businesses about PPE, he may have the opportunity to talk about TBID. It was noted that businesses may not be receptive to TBID right now given all the COVID issues they are dealing with. There was agreement that the effort should continue, being mindful of other issues.

C. Consumer Marketing Recovery Campaign - Augustine Agency Team

Buke introduced the principals from Augustine, who described a recovery campaign that will be ready to go when the time is appropriate.

D. Consumer Social Media & Content Update - Abbi Agency Team

Connie Anderson gave an update on the social media strategy that continues to change with the COVID situation. Messaging is released based updates from the State and/or County focused on responsible travel, Mask Up Tahoe, and Pack In Pack Out (trash).

E. Update on Marketing Cooperative Committee Members - Jeff

Stephanie Hoffman is joining this Committee.

F. Responsible Travel & Mask Up Tahoe Content Campaigns - Amber Burke & Liz Bowling

Buke and Bowling described current campaigns and showed examples featuring short messages from local influences about wearing masks. Those videos have been shared by Visit California and regional partners are producing similar campaigns. Over 155,000 impressions have been seen by over 140,000 people. New content will be added for fall. A brief discussion followed about continually getting the word out about wearing masks and Stronger Together to visitors and residents. The opportunity to publicly thank the influencers is another way to enhance the campaign.

7. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.

- A. Destimetrics Report June 30, 2020
- B. Conference Revenue Statistics Report June 2020
- C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics June 2020
- D. Tourism Development Report on Activities, June 2020
- E. Event Update – Cancelled/Postponed Events, June 2020
- F. Visitor Information Center Visitor Report, June 2020
- G. North Lake Tahoe Resort Association Preliminary Financial Statements June 2020
- H. North Lake Tahoe Marketing Coop Financial Statements June 2020
- I. Membership Accounts Receivable Report June 2020
- J. Financial Key Metrics Report June 2020
- K. Tahoe Regional Planning Agency Updates
- L. COVID-19 Updates

8. CEO and Staff Updates

Hentz has been working on the Co-op budget, staff reviews, TBID and is working with Erin Casey to develop an Ambassador Program to distribute PPE to underserved communities. His presentation to the Board of Supervisors regarding the NLTRA COVID response, international travel strategies for the next 12-18 months, and group travel was well received.

The Spartan Event has cancelled for this September. Visitor Center traffic is below normal, but revenues are up.

9. Directors Comments

Casey reported Jennifer Merchant has left her position with Placer County and is moving to the coast. Merchant presented the TOT Incentive Program at the last Board of Supervisors, which was approved.

The Supervisors approved an emergency ordinance banning alcohol on the Truckee River through October 15.

Casey reported traffic flaggers are being used on weekends in Kings Beach to control pedestrian crossings at the roundabouts, which should improve traffic flows. A similar program will be instituted in Tahoe City at Grove Street on weekends and for Farmer's Market on Thursdays.

The County is investigating options to increase trash collection in the town centers during peak periods.

Casey is working with the CAP Committee Chair and Vice-Chair on minor changes to the Ranking Sheet and other tools to help evaluate applications.

10. Meeting Review and Staff Direction

Hentz will follow up on the discussion regarding a thank-you for the influencers and the TBID approach.

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:28 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS