



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, Dec 2, 2020

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 | Colin Perry, Ritz-Carlton, Lake Tahoe

Brett Williams, Agate Bay Realty | Stephanie Hoffman, Granlibakken Tahoe | Tom Turner, Tahoe Restaurant Collection

Advisory Committee: Erin Casey, Placer County Executive Office | Jeff Cowen, TRPA

1. Call to Order – Establish Quorum at 8:35 AM

Board members in attendance

Samir Tuma, Jim Phelan, Dan Tester, Adam Wilson, Brett Williams, Christine Horvath, Jon Slaughter, Jeff Cowen, Colin Perry, and Tom Turner. A quorum was established. Advisory Committee Member Erin Casey was also present.

Board members absent

Kevin Mitchell, Greg Gooding, and Stephanie Hoffman

Staff Members in attendance

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

Others in attendance

Included Emily Setzer, Kylee Bigelow, Joy Doyle, Jerusha Hall, Andy Chapman, Lindsay Romack, Michael Murphy, Bill Wood, Colin Perry, Alyssa Reilly, Adam (Sugar Bowl)

2. Public Forum

Tuma had sent an email to Board members recommending protocols to be used during Zoom meetings, including keeping the “video” on. A brief discussion followed and all agreed to the “best practices” he suggested.

3. Agenda Amendments and Approval

Motion to approve today’s agenda as presented. WILSON/WILLIAMS/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 Nov 4, 2020 [Link to preliminary online document](#)

B. Approval of preliminary NLTRA Financial Statements of Oct 31, 2020

C. Approval of CEO Expense Reports for Oct 2020

D. Approval of the Abbi Agency Scope of Work for the In-Market North Lake Tahoe Shop & Win Holiday Contest campaign.

E. Approval of Partnership Funding Event Sponsorship Recommendations

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

- Finance Committee Meeting Nov 24, 2020

- Tourism Development Committee Nov 17, 2020
- In-Market Tourism Development Committee Nov 17, 2020

Motion to approve the Consent Calendar as presented. TESTER/PHELAN/UNANIMOUS

5. Action Items

A. Review and Approval of Tourism Development Committee Applications – Sarah

Winters presented the candidate's applications to serve on the Tourism Committee, which were included in today's meeting packets. There are four seats expiring in 2020 and three resignations from those whose terms are not up until 2022.

Motion to approve the slate of candidates to the Tourism Development Committee as presented.
TESTER/WILLIAMS/UNANIMOUS

B. Texas Coop Advertising Campaign – Andy/Jeff

Hentz asked the Board to consider the campaign being presented today in particular and consider a position on when it is the appropriate time to engage in advertising in general. The Texas campaign targeting the Dallas and Houston markets was already scheduled, but postponed because of COVID.

Chapman introduced two IVCB Visitors Bureau Board members, Bill Wood and Michael Murphy, who were on today's call. Chapman described the campaign, which would be funded from a Travel Nevada CARES Act grant of \$50,000, plus \$100,000 from both the Coop and Lake Tahoe Visitors Authority (LTVA), for a total of \$250,000. He explained that in order to use the CARES funds, the campaign must begin by the end of the year, but it can then be paused until, say, February 2021 and then push spring travel. The campaign is timely because of non-stop air service from those markets into Reno, which will be promoted by the airlines and RASC. Murphy and Wood acknowledged the optics of pushing travel to the area during COVID. "Responsible travel" would be included in the messaging.

A lengthy discussion followed regarding the pros and cons of the proposed campaign, given the timing. Casey voiced concern that even a soft launch in December could be detrimental to both the County and NLTRA, given all the criticism both organizations dealt with over visitation this summer. Also, stricter travel guidelines are imminent from the state. Others agreed. Chapman stated that IVCB and LTVA may move forward so the CARES funds are not lost. Turner pointed out that what happens in Tahoe impacts everyone and could still be detrimental. It was noted that ski operations are also unknown, given new guidelines from Ski California yesterday. Discussion continued.

There was consensus that the campaign should not move forward right now. Perhaps after the first of the year, the travel situation will be clearer and the campaign can launch in January or February to promote spring skiing. The two Executive Committees and CEOs in the Coop should meet to discuss the issue. Chapman will get clarification from Travel Nevada on the timeline for the CARES funds and will report on the NLTRA discussion to Carol at LTVA. He will advise Hentz of his Board's final decision.

C. Discussion and Possible Approval of a Tourism Business Improvement District Ad-hoc committee

Hentz gave a history of the TBID process and reported the 50%+1 requirement to pass the initiative has been reached. He is now working on Phase 3, which involves County approvals and implementation. All agreed this is an important milestone for the community. Casey described the next steps. The Board of Supervisors could approve the TBID in February and assessments could start to be collected later in the spring or early summer, when all systems are in place.

Motion to appoint Phelan, Williams, and Tuma to a TBID Ad-hoc Committee to develop the organizational structure.
PHELAN/HORVATH/UNANIMOUS

6. Informational Updates/Verbal Reports

A. Overview of Winter Toolkit – Liz & Amber

Burke described the Winter Toolkit which promotes responsible travel and urges visitors to plan ahead. Resources

include the Takeout Tahoe guide. Other campaigns in place are the five-week Shop & Win Contest going on now using the Goosechase app with over 100 scavenger hunt-style challenges and the Gift Card Recovery Program. Backcountry Safety Awareness week is December 14 – 18.

Bowling shared press releases regarding safe travel and ski season information as part of the Know Before You Go information. She reported on the media outlets picking it up and how the Winter Toolkit is being shared with partners and on the website.

A number of staff were trained for the Crisis Communications and Public Relations Summit, which will be presented on December 11 by a panel of experts including journalists and representatives from the ski industry.

B. CAP Committee Project Update –Erin/Jeff

Hentz thanked Phelan for all the work he does as Chair of the CAP Committee. At the November 19 meeting, the Committee made recommendations on eight of the nine applications received for TOT funding. The ninth applicant was Placer County DPW for the Kings Beach Western Approach. Peter Kraatz was asked to submit a revised request as the Committee felt not all components were appropriate for TOT funding. Casey will present the recommendations to the Board of Supervisors in January.

Tuma suggested more information on the applications be presented to the NLTRA Board for possible comment. Casey acknowledged Phelan's contributions to the Committee. His efforts have improved the application and review process.

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 Sept 30, 2020**
- B. Conference Revenue Statistics Report Sept 2020**
- C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics Sept 2020**
- D. Tourism Development Report on Activities, Sept 2020**
- E. Event Update – Cancelled/Postponed Events, Sept 2020**
- F. Visitor Information Center Visitor Report, Sept 2020**
- G. North Lake Tahoe Marketing Coop Financial Statements Sept 2020**
- H. Membership Accounts Receivable Report Sept 2020**
- I. Financial Key Metrics Report Sept 2020**

Tuma suggested if there is a report staff wants highlighted, the item be marked with an asterisk.

8. CEO and Staff Updates

Hentz welcomed Colin Perry from the Ritz Carlton to the NLTRA Board of Directors.

Hentz has spent an abundance of his time on the TBID and will continue to do so as the initiative moves into Phase 3. The November 13 PPE Giveaway Day was very productive and presented an opportunity to distribute more information on TBID.

A Town Hall was conducted with the retail and restaurant sectors. With Placer County moving into the "purple tier" for COVID restrictions, a second session will be held in cooperation with the Tahoe City Downtown Association and North Tahoe Business Association to continue to support businesses, including personal service providers.

A virtual Tuesday Morning Breakfast Club was held on December 1. There was tremendous participation and great updates and presentations. There is a good team working on programming and promotion. The next one is scheduled for January 5, 2021.

The next NLTRA Board meeting was scheduled for January 13, 2021, a week later than the usual date.

9. Directors Comments

Hentz was thanked for getting the TBID over the finish line. It's a great accomplishment of a difficult task, made even harder because of COVID.

Cowen added his appreciation on behalf of TRPA. He reported the Sustainable Recreation Working Group continues to meet every other week. He described the videos and virtual gatherings planned to support the Backcountry Safety Awareness campaign. TRPA recognized Larry Sevison at the recent Governing Board meeting. Cowen said TRPA continues to identify funds for the Bi-State Transportation Coalition. He commended Joanne Marchetta for creating a safe work environment for TRPA staff.

10. Meeting Review and Staff Direction

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:06 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS