



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, May 5, 2021

Location: Virtual meeting via Zoom

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

Jeff Cowen, TRPA

Advisory Committee: Erin Casey, Placer County Executive Office

1. Call to Order at 8:33 AM– Establish Quorum

Board members in attendance

Samir Tuma, Dan Tester, Adam Wilson, Kevin Mitchell, Jeff Cowen, Jim Phelan, Christine Horvath, Stephanie Hoffman, David Lockhard, Tom Turner, Jon Slaughter, and Colin Perry. A quorum was established.

Board members absent

Brett Williams and Advisory Committee member Erin Casey

Staff Members in attendance

Jeffrey Hentz, Anna Atwood, Amber Burke, DeWitt Van Siclén, Katie Biggers, and Liz Bowling

Others in attendance

Included Steve Gross, Drew Conly, David Lockard, Alyssa Reilly, Jerusha Hall, Emily Setzer, Kylee Bigelow, Robb Olson, Julia Powers, Scott Willers, Kylee Bigelow, Debra Augustine, Brad Johnson, Charles Teran, Cathy Nanadiego, Lindsay Romack, Nick Martin, Sahra Otero, Joy Doyle, and Andrew Ryan

2. Public Forum

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

3. Agenda Amendments and Approval

Motion to approve today's agenda as presented. TESTER/WILSON/UNANIMOUS

4. Consent Calendar

A. NLTRA Board Meeting Minutes from April 7, 2021

B. Approval of preliminary NLTRA Financial Statements of Mar 31, 2021

C. Approval of CEO Expense Reports for Mar 2021

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

● Finance Committee Meeting Apr 27, 2021

● Tourism Development Committee Apr 27, 2021

● In-Market Tourism Development Committee Mar 30, 2021

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

5. Action Items

A. Board Election/Amended Bylaw Discussion – Steve/Jeff

Hentz noted the changes required to the NLTRA Bylaws in order to fulfill TBID requirements. Attorney Steve Gross said the changes primarily deal with the composition of the Board, explaining the NLTRA also serves as the TBID Board and must comply with the TBID boundaries. A brief discussion followed clarifying the revisions and the process to amend the Bylaws. The changes are submitted to the membership for comment prior to the Board considering adoption of the new Bylaws.

Motion to notice and conduct a membership meeting on or around May 18, 2021 to address proposed changes to the Bylaws and to conduct an election for NLTRA Board members to be completed by June 18, 2021, with new Board members being seated no later than June 30, 2021. PHELAN/WILSON/UNANIMOUS

B. CAP Committee Appointment of Drew Conly – Jeff

Motion to appoint Drew Conly as the NLTRA appointed lodging representative on the CAP Committee. PHELAN/HORVATH/UNANIMOUS

C. NTBA/TCDA Request for Funding – Jeff

Hentz presented the request to allocate \$50,000 to both NTBA and TCDA to address the financial challenges each organization have had given COVID and the lack of fundraising opportunities over the past year. Both associations have been strong supporters of NLTRA and businesses during this difficult time. The funds will be allocated from the NLTRA surplus. Discussion followed. Wilson suggested NTBA and TCDA continue to collaborate with NLTRA and the Chamber during the TBID reorganization to find efficiencies and not duplicate efforts. Several Board members from each organization, as well as Emily Stetzer and Nick Martin from the CEO's office, spoke in support of the request. Hentz reported Supervisor Gustafson also is in favor of the allocations.

Motion to recommend the Placer County Board of Supervisors allocate \$50,000 to both NTBA and TCDA from NLTRA surplus funds. PHELAN/WILSON/UNANIMOUS

6. Informational Updates/Verbal Reports

A. TOT Renewal Update – Erin/Lindsay

Lindsay Romack reported the 2% additional TOT collected on the east side of the County sunsets in September 2022. The County is considering options for putting this on the ballot for voters to renew the tax. Romack presented a slide show explaining details of the tax, 2018 polling data that indicates strong support of the 2% and possibly raising it to 4%, options for new polling, and putting the initiative on the ballot. A brief discussion followed noting the importance of the funds, how the community benefits from the dollars, and impacts if the tax is not renewed. There was support for the initiative, although NLTRA as an organization cannot advocate for it.

B. Summer Advertising Campaign Update – Jeff/Amber

Burke reminded the group that a traditional summer campaign encouraging visitation would not be done this year, but smaller campaigns encouraging responsible travel would be done instead. She described the trends she is seeing in the market and expects a busy summer. NLTRA channels will be used to promote safe travel and supporting local businesses using the Traveler Responsibility Pledge and Know Before You Go programs for in-market audiences and drive markets.

Bowling discussed the seven videos being used to highlight responsible travel. Outreach to day-use visitors will include paid media by re-targeting dollars.

Discussion followed regarding the impacts of visitation last summer and strategies this summer to address impacts including trash, parking, and access to recreation areas through appropriate messaging. There was overall support of the campaigns described.

C. Budget Update for FY 2021/22 – Jeff/DeWitt

Hentz said cash flow projections will be submitted to the Board in June and sent to Placer County as a bridge cash request of what NLTRA will need during the first nine months of the fiscal year. Van Siclen reminded the Board that TBID

collections do not begin until July 1 and there will be a lag before those dollars are realized. Lodging booked prior to July 1 will not be assessed the TBID amount. Van Siclen and Hentz will continue to work on projections.

D. TBID Coraggio Group Update - Jeff

Hentz reported the Ad Hoc Committee is working with Coraggio. Webinars, focus groups, and individual stakeholder interviews are being scheduled with various business sectors and community members. Coraggio is also helping to clarify the maps showing Zones and forming TBID, TOT, and Appeals committees. Working with Coraggio, the Ad Hoc Committee is still on target to wrap up its work in late June or early July.

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 Feb 31, 2021**
- B. Conference Revenue Statistics Report Feb 2021**
- C. Tourism Development Report on Activities, Feb2021**
- D. Visitor Information Center Visitor Report, Feb 2021**
- F. North Lake Tahoe Marketing Coop Financial Statements 2020**
- G. Membership Accounts Receivable Report Feb 2021**
- H. Financial Key Metrics Report Feb 2021**

8. CEO and Staff Updates

No additional updates were given.

9. Directors Comments

Cowen reported the TRPA Governing Board approved the Regional Transportation Plan Update. He noted changes in boat inspection locations for this summer.

10. Meeting Review and Staff Direction

- Hentz will work with staff to advise members of the May 18 TBID Special Membership Meeting regarding the Bylaw updates
- Hentz will coordinate the balloting process for the Board election

11. Closed Session

The Board went into Closed Session at 10:21 AM. Open Session was reconvened at 11:39 AM and the following reported: There is alignment in the organizational opportunities that were just presented in the HR discussion just completed by the NLTRA Board of Directors. The Executive Committee will move forward with this alignment and there will be further reporting in the June NLTRA Board of Directors meeting.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:40 AM.

Respectfully submitted,
Judy Friedman
Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS