

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 8:32 AM – Establish Quorum

Board members in attendance

Samir Tuma, Jim Phelan, Dan Tester, Jeff Cowen, Kevin Mitchell, Greg Gooding, Jon Slaughter, Christine Horvath, Brett Williams, and Tom Turner. A quorum was established. Advisory Committee Member Erin Casey was also present.

Board members absent

Andre Priemer, Stephanie Hoffman, and Adam Wilson.

Staff Members in attendance

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

Others in attendance

Included Jerusha Hall, Erin Casey, Emily Setzer, Andrew..., Shawna Purvines, and Stephanie Hoffman

2. Public Forum

There were no comments in items no on today's agenda.

3. Agenda Amendments and Approval

Motion to approve today's agenda as presented. TESTER/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 Sept 2, 2020 Link to preliminary online document**
- B. Approval of preliminary NLTRA Financial Statements of Aug 31, 2020**
- C. Approval of CEO Expense Reports for August 2020**
- D. Approval of Kind Traveler Agreement**
- E. Approval of In-Market Take-out Tahoe Campaign Scope of Work with the Abbi Agency**

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

- Finance Committee Meeting Aug 19, 2020
- Tourism Development Committee Aug 25, 2020

● **In-Market Tourism Development Committee May 26, 2020**

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

5. Action Items

A. 2021 Spartan North American Championships Agreement

Biggers presented the updated agreement that was included in today's meeting packet. She described the changes, which have been approved by the Tourism Committee and vetted by Counsel. Biggers was asked to clarify the payment schedule.

Motion to approve the 2021 Spartan North American Championships Agreement as presented.

GOODING/MITCHELL/Carried with Horvath abstaining

B. Workforce Housing Preservation Program Review and Possible Action – Emily Setzer

Setzer presented the revised Program, which includes comments from the public and Board of Supervisors. The Supervisors will consider adoption of the Program at its October 27, 2020 meeting. If approved, it would be implemented in 2021. Details of the deed restriction program were discussed.

Setzer is asking the NLTRA Board to consider recommending TOT funding for the program. In addition to the \$250,000 being requested, the County could match that amount, and the additional \$500,000 of the \$1 million needed to implement the program can come from County general funds, TBID if it passes, regional partners, developer mitigation fees, and state and federal grants. Williams asked if the County has considered an assessment on property taxes, which would then include second homeowners. Setzer said neither property taxes nor a vacancy tax are being considered.

Discussion continued regarding how the program will be monitored, potential impacts to employees and employers, and qualifications for homeowner and tenants.

Cowen said this initiative is consistent with the TRPA Tahoe Living Framework and believes Placer County is setting the tone for what will be a model for other efforts in the basin.

Motion to recommend Placer County allocates \$250,000 of prior year TOT funds dedicated to housing and transportation to support the Workforce Housing Preservation Program contingent upon Placer County matching that allocation. WILLIAMS/TESTER/Motion carried with Turner voting no.

6. Informational Updates/Verbal Reports

A. Ski Season Update - Liz

Bowling recapped the recent Ski Season Town Hall roundtable. There was good participation. She is developing press releases and a video focused on consumers about what to expect this ski season. Bowling showed the Welcome to Winter video and the collateral materials that will be widely shared.

B. Marketing Update – Amber

Burke reported the fall media campaign was to have launched in early September, but was delayed because of smoke and wildfire closures. It was launched September 23 and will run through mid-November. The budget was divided with 30% of the spend in the Bay Area, 20% in Monterey/Santa Barbara, and 50% in Los Angeles. Horvath suggested spending more in the Los Angeles market.

Discussion followed. It was noted a new airline, JFX, is starting direct flights between Reno and Burbank. There are also flights scheduled from Dallas and Atlanta this winter. NLTRA is working with South Lake Tahoe to hit that market. Tuma suggested connecting with Surf Air customers flying in and out of Truckee.

Burke described the Take-Out Tahoe initiative, which is a response to surveys submitted by restaurants as a way of promoting take-out service. The six-week promotion will focus on six different regions in North Tahoe. Burke described

how the program will be promoted. Cowen noted the Sustainable Recreation Group has been considering solutions to the trash issue from take out this summer. He suggested encouraging the use of sustainable, durable containers. Patrons can leave a deposit to be returned when they return the containers. Casey said the League to Save Lake Tahoe is working on a similar issue as a way of reducing trash. Burke will reach out to the League.

C. CAP Committee Update – Erin/Jim/Jeff

Casey reported that of the six Group 3 projects still being considered for a FY 2019/20 grant, two have been withdrawn. Hentz said that of the remaining four, the group voted to recommend funding the NTPUD sports park and trail expansion for a total of \$825,000. Also recommended was the Tahoe City holiday tree request. Funding requests for a mural in Kings Beach and Kilner Park Master Plan were not recommended. Casey presented the Committee's recommendation and staff report to the Board of Supervisors.

Casey reported TOT collections are down and there is no fund balance carryover, which will likely impact the Tahoe Tourism and Promotions budget. The TOT grants come from the TTP. That said, applications for this fiscal year are being accepted. Casey said funds were pulled from Reserves to honor all current CAP commitments.

Hentz has been talking to Brad Johnson from NTPUD about the field expansion to gauge the impacts to tourism as well as residents. Hentz suggested a study be conducted to show the nexus of these types of projects to the Tourism Master Plan that would inventory current assets and what offerings would enhance the appeal to the sports tourism sector.

Discussion followed as the current collections were clarified. Tuma asked for a more in-depth TOT presentations and updates. Williams asked how many certificate holders there are during different reporting periods.

D. TBID Update – Jeff E. Audit Update – Bonnie

Hentz said solid progress is being made in relaunching the TBID petition. More urgency was put on the project during a call with the Executive Committee and County CEO Todd Leopold. The County wants the petition period completed by early November because it is considering increasing TOT by 2% and wants it on the 2021 ballot. The information in the meeting packets that is being used to promote the initiative and the update from Civitas was reviewed.

Discussion followed regarding the need to get the petition drive successfully completed. Board members were asked to help with the effort.

AUDIT UPDATE

Bavetta reported the auditors had some staffing issues, but everything is getting back on track. She presented the financial reports.

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 Aug 31, 2020

B. Conference Revenue Statistics Report Aug 2020

C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics Aug 2020

D. Tourism Development Report on Activities, Aug 2020

E. PR & Communications, Aug 2020

F. Event Update – Cancelled/Postponed Events, Aug 2020

G. Visitor Information Center Visitor Report, Aug 2020

H. North Lake Tahoe Marketing Coop Financial Statements Aug 2020

I. Financial Key Metrics Report July 2020

8. CEO and Staff Updates

Hentz has been spending a significant amount of time on TBID. He gave comment at yesterday's Board of Supervisor's meeting in favor of re-opening the Placer Shares grants program since many businesses were busy over the Labor Day closing period. There is still about \$400,000 in the fund.

Hentz has been working with Tuma and Casey on the Community Forum Stakeholder Initiative which is bringing together community members to discuss solutions to some of the issues from this summer. Zephyr Consulting is facilitating the program which will consist of evaluating surveys, four stakeholder meetings, and public input.

9. Directors Comments

Gooding reported the Resort at Squaw Creek will be closed from October 25 to November 25, 2020.

Casey reported that at yesterday's meeting, the Board of Supervisors agreed to reopen the Placer Shares program, with approximately \$400,000 to be granted. Dr. Oldham, the new Health and Human Services Director and Interim Public Health Director gave a presentation outlining the work HHS has done during the pandemic. The Board extended the emergency ordinance allowing expanded use of outdoor space and signage for one year. The Board is meeting in Tahoe on October 27, 2020

Turner asked Casey for clarification on the State's new health metric regarding disadvantaged communities in the County. Casey will ask Oldham to elaborate on that at the next stakeholder call.

Williams asked for a plan to distribute the conflicting regional data over this summer's visitors to the community. Tuma said the information is being shared in the Community Forums. Hentz is considering developing a quarterly dashboard to identify issues and key metrics. Burke noted the negotiation the co-op is in with Arrivalist, a company that can deliver cell phone data up to 12 months in arrears that can help identify overnight and day-use visitors. Information is also being compiled from Air DNA. All data will be shared with the County and other agencies.

Tuma reported that contrary to rumors, the Tahoe City Lodge should break ground next spring.

10. Meeting Review and Staff Direction

- Biggers will clarify the payment schedule for the 2021 Spartan North American Championships Agreement
- Reach out to League to Save Lake Tahoe about Take Out Tahoe
- There will be a monthly update on TOT including how many certificate holders during the reporting period
- Hentz will report on Community Stakeholder Forums
- CAP Committee updates will be provided as necessary
- Casey will try to get more info on new state metric regarding disadvantaged communities
- Hentz will compile a dashboard sharing data from Air DNA and Arrivalist

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:03AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS