



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, Nov 4, 2020

Time: 8:30 a.m. – 11:00 a.m.

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 | **Chris Southwick**, 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 8:32 AM – Establish Quorum

Board members in attendance

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

Board members absent

Andre Priemer, Kevin Mitchell, Greg Gooding, and Jon Slaughter

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, Kendall Galka, Kelley Altick, Nevo Waintraub, Peter Kraatz, and Stephanie Holloway

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/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 Sept 2, 2020 [Link to preliminary online document](#)

B. Approval of preliminary NLTRA Financial Statements of Sept 30, 2020

C. Approval of CEO Expense Reports for Sept 2020

D. Approval of NLTMC Agreement with CrowdRiff

E. Approval of NLTRA Event Sponsorship for the 2021 NLT Lacrosse Tournament

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

- Finance Committee Meeting Oct 28, 2020
- Tourism Development Committee Oct 27, 2020

● **In-Market Tourism Development Committee Sept 29, 2020**

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

5. Action Items

A. NLTRA Independent Auditor's Report and 2019/20 Financials – McClintock Accountancy

Kendall Galka and Kelley Altick from McClintock Accountancy presented the audit for the year ended June 30, 2020, which has been reviewed by the Finance Committee. They issued a "clean audit" and NLTRA staff was commended for the procedures that are in place.

Motion to approve the Independent Auditor's Report and 2019/20 Financials. PHELAN/WILLIAMS/UNANIMOUS

B. Arrivalist – Nevo Waintraub

Hentz provided background on Arrivalist, a company that can provide a variety of tourism data that will support NLTRA's efforts to manage the destination. Burke provided an overview of the 21-month contract for \$40,000, which will be paid from Marketing Cooperative funds. The action today is approval of the contract. The Incline Village/Crystal Bay Board has approved the contract. It has been reviewed by the Tourism Development Committee, which recommends approval.

Nevo Waintraub from Arrivalist presented more detail about the company, what data is collected, and how it is analyzed. Discussion followed as the terms of the contract and collection methods were clarified. The contract calls for data going back 12-month. To compare current data with that of 18-month ago would cost an additional \$6,000. Phelan asked that the contract be revised to clarify the term of the contract. Tumas asked for more information on the ratio of actual data to extrapolated data.

Motion to approve the 21-month contract with Arrivalist with a 12-month lookback window, subject to the timeframe of the contract being adjusted. WILSON/TESTER/UNANIMOUS

6. Informational Updates/Verbal Reports

A. Resort Triangle Transportation Plan – Stephanie Holloway

Tuma asked for this presentation because with TBID, this body will be advising on transit. Holloway presented the RTTP, which was approved by the Placer County Board of Supervisors. Holloway explained discussions in and out of the basin led to development of the plan. She presented details and how it aligns with the TRPA Regional Transportation Plan goals. Discussion followed as components were clarified, including vehicle miles traveled (VMT) and the projects to improve traffic flows on SR 89 and Highway 267. The funding for Phases 1 and 2 of the traffic flow component is in place and Phase 3 is partially funded.

Peter Kraatz from Placer County DPW added Caltrans is supportive of the 3-laning proposals on SR 89 and Highway 267. Signal improvements will come first, but with Caltrans approval of the "managed lane" concept, it will be implemented as quickly as possible.

Discussion continued. At this time, there are no plans for the west shore, other than Emerald Bay. Completion of the east shore trail is also a priority.

The second element of the Plan is Parking Management. The recommendation is for paid parking in the town centers of Tahoe City and Kings Beach and restricted parking in the residential areas. Phelan and Turner voiced concern about their commercial parking being used by those who do not want to pay to park. Turner emphasized the need for better transit. Hoffman noted the consideration of micro-transit, similar to what is being done in Squaw Valley, to help alleviate the situation. It could provide an on-demand, free fare system that would connect the neighborhoods to TART, which services town centers and recreational areas.

Hoffman and Kraatz answered questions clarifying the Plan, implementation, and coordination with other agencies including Caltrans and the California Highway Patrol. Kraatz described the One Tahoe effort from the Tahoe

Transportation District (TTD). Supervisor Gustafson supports the idea that regional revenues are worth pursuing to fill the gaps. With so many plans coming up at once, the messaging and funding need to be clear.

Holloway asked to come back to this Board when the Implementation Plan is finalized.

B. TBID Update

Hentz described the renewed outreach to get the TBID passed. It's a challenge getting in front of business owners right now because of COVID and how busy everyone is, but Hentz is confident the project will successfully get to the finish line this month. He recently heard from CIVITAS that they were working with a larger weighted average budget than Hentz was working with, so the projected weight of average business signatures is lower. Also, lodging will make up only 45% of TBID collections so more is needed food and beverage and activity sectors.

Hentz said meeting with businesses has provided an opportunity to hear how they want to be involved in governances and challenges with Placer County's CDRA. He is working with Casey and Gustafson to increase the dialog and resolve some of these issues. Hentz was asked to send the list of businesses by tier that have not yet signed on.

A PPE give-away day is scheduled for November 13 at the old Tahoe City firehouse. That will provide another opportunity to talk about TBID.

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

8. CEO and Staff Updates

Hentz has been spending a significant amount of time on TBID.

The Placer Shares grant program has been extended. An additional \$5 million from the CARES Act will be available to businesses and non-profits. NLTRA will coordinate with SBC and the County to conduct a webinar promoting and educating the business community on how to apply for the additional funds.

It is likely Placer County will be going back into the Red COVID tier next week. NLTRA will focus on support to restaurants, retail, gyms, and other businesses that will be impacted.

The CAP Committee met last week to narrow the applicants for TOT grants to nine. Those nine will give presentations to the Committee on November 10.

Take Out Tahoe Eats will run through December and focus on restaurants in six regions of north shore during the six-week promotion.

Zephyr Collaborative has been facilitating robust community forums to consider the results of a survey and input about issues raised this summer. Tuma agreed. Some good data has been presented and there is more work to be done as it is analyzed. That information, combined with Arrivalist, should be interesting.

9. Directors Comments

Everyone is looking forward to the snow predicted for this weekend.

Cowen is working with backcountry outfitters to put on a Winter Backcountry Safety Workshop December 14 – 18.

10. Meeting Review and Staff Direction

Hentz will send the tiered TBID list to Board owners.

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