
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 8:31 AM– Establish Quorum

Board members in attendance

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

Board members absent

Kevin Mitchell and Colin Perry

Staff Members in attendance

Jeffrey Hentz, Bonnie Bavetta, Anna Atwood, Amber Burke, Sarah Winters, Liz Bowling, and DeWitt Van Siclen

Others in attendance

Included Walt... and Cathy Nanadiego with Richter 7, Andy Chapman, Nicholas Martin, Joy Doyle, Lindsay Romack, Kylee Bigelow, Jerusha Hall, and Alyssa Reilly

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/HOFFMAN/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 Jan 13, 2021 [Link to preliminary online document](#)

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

C. Approval of CEO Expense Reports for Dec 2020

D. 2021 Homewood Pride Ride Event Sponsorship

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

- Finance Committee Meeting Jan 27, 2021
- Tourism Development Committee Jan 26, 2021

- **In-Market Tourism Development Committee Jan 26, 2021**

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

5. Action Items

A. NLTRA Chamber Fund Shortfall Remedy Plan – Bonnie

Bavetta noted the negative cash balance for the past several months, which was approximately \$16,000 as of December 31, 2020. There are several reasons, including businesses being late paying dues and the cancellation of the annual Awards Dinner, which usually brings in about \$30,000. Bavetta presented her memo outlining proposed remedies, which was included in the meeting packets. Discussion followed. There was agreement that all businesses should be invoiced for their dues, but a note be included acknowledging the COVID impacts on businesses and offering payment plans.

Motion to accept staff recommendations to addressing the budget shortfall with the caveat of invoicing all business and including a note outlining the situation. SLAUGHTER/HOFFMAN/UNANIMOUS

B. Approval of CAP Committee Recommendations – Erin

Phelan, Chair of the CAP Committee, reviewed the projects the Committee is recommending the Board of Supervisors approve for TOT funding. He explained how the Committee ranks projects, using the Tourism Master Plan Tier 1 and Tier 2 outline as a guide.

Motion to approve the CAP Committee recommendations. PHELAN/TESTER/UNANIMOUS

C. NLT Consumer Advertising Restart – Amber/Jeff

Burke reported on advertising ideas being considered by the Tourism Development Committee as California moves out of strict stay-at-home orders. Chapman is having similar conversations with his Board. Walt and Nanadiego presented a plan focused on safe and responsible travel, using statistics from Visit California and Destination Analysts indicating consumer sentiment is more favorable toward travel, particularly outdoor destinations. They proposed various consumer campaigns in February, March, and April. During the presentation, there was discussion about the timing and need for campaigns. Horvath suggested a “mid-week deals” campaign be considered. Williams agreed, saying weekends and February are already strong.

Chapman reported Incline has begun the Dallas campaign with South Lake Tahoe. The response has been good and he expects longer stays as a result. He suggested the Co-op join the effort in late-March.

Discussion continued regarding anticipated travel, the timing of campaigns, and appropriate messaging moving forward. There was general agreement that mid-week campaigns be considered and no real advertising be started until later in the season, perhaps the middle or end of March. Chapman appreciated the comments. His Board may ask for some of the Co-op funds for their efforts prior to that timeframe as they continue to look at fly-in markets.

6. Informational Updates/Verbal Reports

A. TBID Formation/Ad-Hoc Committee Update – Jeff

B. Funding for Business Consultant - Scope of Work & Funding Structure - Jeff

Hentz reported the Board of Supervisors conducted the first of two public hearings, which went exceptionally well. The second hearing is scheduled for March 9 and the Board will consider approving the Resolution of Formation at that meeting. Hentz described the next steps, public outreach, and strategies to educate the public on details of the TBID.

The Ad-Hoc Committee has met weekly to develop the process of reorganizing NLTRA and the Chamber to ensure the needs of the entire business community are being met and provisions of the MDP are being followed. Civitas continues to provide guidance. The Ad-Hoc and Executive Committees are considering options to bring in a consultant to help with the process. The proposed Scope of Work, including a Critical Needs Assessment and public engagement, was in today’s meeting packets. A full proposal will be submitted for Board review and approval. Bavetta noted funds have been set aside for this purpose.

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 Dec 30, 2020

B. Conference Revenue Statistics Report Dec 2020

C. Tourism Development Report on Activities, Dec 2020

D. Public Relations & Communications, Dec 2020

E. Visitor Information Center Visitor Report, Dec 2020

F. North Lake Tahoe Marketing Coop Financial Statements Dec 2020

G. Membership Accounts Receivable Report Dec 2020

H. Financial Key Metrics Report Dec 2020

8. CEO and Staff Updates

Hentz reported participation in the First Tuesday Breakfast Club continues to grow.

The North Lake Tahoe Rent Relief program will allocate grants of up to \$5,000 to 56 businesses. The program is funded from the \$165,000 Placer Shares funds allocated to North Lake Tahoe.

Bavetta announced her plans to retire at the end of February. She was thanked for her commitment to the organization, the good work she's done in general, and specifically for her role as acting CEO. Her approach and professionalism are greatly appreciated.

9. Directors Comments

Cowen reported TRPA has been focused on housing and amending zoning in the Tahoe Basin Area Plan. The Governing Board approved 248 affordable housing units on California Tahoe Conservancy land. TRPA has partnered with the Center for Responsible Travel to host a workshop with the Sustainable Recreation working group to consider long-term strategies to address parking, trash, and overuse issues. Lastly, TRPA is addressing many transportation issues, but funding to implement solutions remains an issue.

Casey reported on items coming up on Board of Supervisor February 9 and February 16 agendas. The final hearing for the TBID is scheduled on March 9. The Board will meet in Tahoe on March 29 and 30 at the Resort at Squaw Creek.

Casey introduced Nick Martin, the new Senior Management Analyst in Placer County's Tahoe CEO office.

Turner asked this Board to consider spending time and money to address the major traffic backups on weekends. He suggested using traffic officers rather than depending on signal lights on weekends and holidays.

10. Meeting Review and Staff Direction

- Staff will finalize the Chamber membership issue
- Hentz will meet with Supervisor Jones to bring her up to speed on the TBID
- The Scope of Work and timeline for the consultant will be finalized within 2 weeks, which may require a Special Board meeting for final approval

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 10:48 AM.

Respectfully submitted,

Judy Friedman, Recording Secretary

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