
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 8:34 AM– Establish Quorum

Board members in attendance

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

Board members absent

Kevin Mitchell, Jon Slaughter, Stephanie Hoffman, and Colin Perry

Staff Members in attendance

Jeffrey Hentz, Anna Atwood, Amber Burke, Sarah Winters, Liz Bowling, and DeWitt Van Siclén

Others in attendance

Included Andy Deinken, Jerusha Hall, Nick Martin, Walt McRoberts, Jared Deck, Lindsay Romack, Kylee Bigelow, Andy Chapman, Kevin Bell, Alyssa Reilly, Matthew Landkramer, Cathy Nanadiego with Richter 7; Walt McRoberts

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. PHELAN/TESTER/UNANIMOUS

4. Consent Calendar

A. NLTRA Board Meeting Minutes from Feb 3, 2021 [Link to preliminary online document](#)

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

C. Approval of CEO Expense Reports for Jan 2021

D. Approval of Lake Tahoe Dance Festival Sponsorship

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

- Finance Committee Meeting Feb 23, 2021
- Tourism Development Committee Feb 23, 2021
- In-Market Tourism Development Committee Jan 26, 2021

TESTER/WILSON/UNANIMOUS

5. Action Items

A. Review and Approval of Proposed Tourism Mitigation Activities Budget

Casey presented her written report, noting the goal of allocating some of the TOT Reserve dollars that could be available if the Board of Supervisors approves the TBID at its March 9 meeting. Her recommendations are focused on mitigating tourism impacts this coming summer, including traffic through the use of Micro-transit and Park & Ride, expanding trash containers and pick-ups, pedestrian safety in Town Centers, and expanded snow removal on trails. Casey and County staff answered questions clarifying each proposed component. Discussion followed as the Board offered suggestions.

Motion to recommend allocating up to \$1,105,000 to fund the proposed Tourism Mitigation Activities budget as presented, contingent upon the Board of Supervisors approving the Resolution of Formation for the TBID.
PHELAN/GOODING/UNANIMOUS

B. Review and Approval of Coraggio Group Contract for Consulting Services

Hentz said the Coraggio Group is a management consulting firm with a strong focus on travel and tourism strategy. Matthew Landkramer of the Coraggio Group presented the proposal addressing reorganization of NLTRA, in light of TBID. The proposal in today's meeting packet included a scope of work and deliverables. Hentz noted the work could take six months, but he is hoping to condense it so components can be implemented in July to coincide with the start of TBID collections.

Motion to direct Hentz to execute the contract with Coraggio Group as presented at a cost of \$99,102.
PHELAN/TESTER/UNANIMOUS

C. Review and Approval of Spring Consumer Media Campaign - Augustine

Hentz reminded the Board of a previous discussion about when and how to resume promoting the area. The Co-op met and agreed to a plan to re-engage in advertising in March in key Texas markets. Burke presented details of the proposed campaign and Cathy Diego and Walt McRoberts described the strategy behind the recommendation. Chapman noted the Incline and South Lake Tahoe campaign in Texas was put on hold during recent storms, but will resume on March 26.

A lengthy discussion followed regarding the pros and cons of promoting travel to Tahoe in general, from Texas specifically, and appropriate timing. There was general agreement that reservations are down between April and mid-June.

A question was asked about group travel prospects. Winters said there is a separate campaign focused on meetings and conventions. She will give an update at next month's meeting. The group continued to consider the Texas promotion. Hentz said Southern California is integrated into this campaign, but the Texas market supplements the Incline and South Shore dollars already being spent, as well as takes advantage of the new air service from Dallas and Houston.

Horvath encouraged promotion in California in the San Diego to Santa Barbara markets. Burke noted Visit California is spending dollars in those areas as they promote a drive campaign within California. Visit California will be starting a national campaign as well that will also hit Nevada markets. Strategies for moving forward were considered.

Neither Greg Gooding nor Brett Williams was present for this vote. Burke will advise the Co-op of today's decision since the campaign was using those dollars.

Motion to begin the Southern California campaign as planned in late March into April and revisit the Texas campaign at the next Tourism Development Committee meeting. The Committee may make a recommendation for the Board to vote on electronically. TESTER/TURNER/ROLL CALL VOTE

AYES: Tester, Turner, Wilson, Tuma, Horvath

NOES: None

ABSTENTION: Phelan

Motion carried.

6. Informational Updates/Verbal Reports

A. TBID Ad-Hoc Committee Update - Jeff

Hentz reported he and Casey will make the presentation to the Board of Supervisors on March 9 for the final public hearing and consideration of the Resolution of Formation. The main topic at yesterday's Breakfast Club was TBID. There were about 60 people on the Zoom and it went well. Hentz met with Supervisor Jones to bring her up to speed on the TBID. She was very supportive.

Hentz said that based on an expectation of approval of the Resolution, plans for implementation and communication are underway, as well as developing a website landing page for the business community. He will also be working with Coraggio on the re-organization of NLTRA.

The Ad-Hoc Committee is working with Civitas to review and update the Management District Plan (MDP). The five-year agreement with Placer County has been revised. The Committee meets today to begin work on the Bylaws.

B. 6-Month Report Highlights - Amber, Liz & Sarah

This item was tabled to the April meeting.

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 Jan 31, 2021

B. Conference Revenue Statistics Report Jan 2021

C. Tourism Development Report on Activities, Jan 2021

D. Public Relations & Communications, Jan 2021

E. Visitor Information Center Visitor Report, Jan 2021

F. North Lake Tahoe Marketing Coop Financial Statements Jan 202a

G. Membership Accounts Receivable Report Jan 2021

H. Financial Key Metrics Report Jan 2021

8. CEO and Staff Updates

Hentz is receiving data from AirDNA on the vacation home sector. It helps to provide a total picture of lodging in the area.

In light of Bavetta's retirement, interviews with a small group of qualified candidates begin next week. Bavetta has offered to help with training and consulting as necessary.

Hentz attended the TRPA workshop on Sustainable Recreation last week. He will continue to work with Amy Berry and Carol Chapman on the initiatives discussed.

The goal of the membership drive is \$75,000. In the first days of the campaign, \$35,000 has already come in.

He and Casey are considering signage for TOT funded projects, such as "TOT Dollars at Work," similar to the Caltrans SB1 signage.

Although the RFP for marketing services was pulled last March, Hentz has released it and eight agencies have submitted proposals. He will give an update at the April meeting.

9. Directors Comments

Phelan asked for a report on the impacts of the NHL event in South Shore. Bowling noted the great national press the area received. It was a very successful event.

Casey announced the Short-Term Rental Town Hall tonight at 6pm, hosted by Supervisor Gustafson. It will include data collected to date and recommended changes. The event will be recorded.

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 11:28 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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