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

Board members absent

None

Staff Members in attendance

Jeffrey Hentz, Anna Atwood, Amber Burke, DeWitt Van Siclen, Liz Bowling, Sarah Winters, and Katie Biggers

Others in attendance

Included Drew Conly, Colin Perry, Walt McRoberts, Lindsay Romack, Nicholas Martin, Cathy Nanadiego with Richter 7, and Jesse Patterson

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. WILSON/TESTER/UNANIMOUS

4. Consent Calendar

A. NLTRA Board Meeting Minutes from Mar 3, 2021 Link to preliminary online document

B. Approval of preliminary NLTRA Financial Statements of Feb 28, 2021

C. Approval of CEO Expense Reports for Feb 2021

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 Mar 30, 2021**

● **In-Market Tourism Development Committee Mar 30, 2021**

TESTER/TURNER/UNANIMOUS

5. Action Items

A. Approval of Broken Arrow Skyrace Sponsorship – Katie

Hentz noted the \$25,000 sponsorship request exceeds the limit for this item to be in Consent, although it is a renewal. Biggers provided details of the event, which is scheduled for October. The Tourism Development Committee supports the request.

Motion to approve the \$25,000 sponsorship request for the Broken Arrow Skyrace. WILSON/TESTER/Carried with Horvath abstaining.

B. Spring Campaign Update and Approval of Spring Campaign Funding Request – Jeff/Amber

Hentz noted the Board’s previous direction to move forward with campaigns in Southern California. Incline moved forward with the Austin and Dallas campaigns. Today’s presentation detailed the proposed 2021 Consumer Spring Campaign. Staff recommends reducing the contribution to the Co-op since NLTRA did not participate in the Incline promotion. Discussion followed as the reasons for not participating in marketing to Texas at this time and details of the promotional efforts in Southern California and the Santa Barbara to Monterey drive markets were clarified.

Van Siclen explained the financial component as regards Co-op funding. Essentially the proposed Spring Campaign redirects dollars and it is a wash for NLTRA.

Motion to reduce the NLTRA contribution to the Co-op by \$124,000. TESTER/HORVATH/UNANIMOUS

Motion to approve the contract between NLTRA and Augustine Agency for the Spring Campaign as presented for \$114,000. TESTER/GOODING/UNANIMOUS

6. Informational Updates/Verbal Reports

A. 6-Month Report Highlights - Liz/Sarah/Amber

Winters, Burke, and Bowling presented the semi-annual report submitted to the Placer County Board of Supervisors, including the sales, marketing, messaging, and public relations campaigns conducted by NLTRA.

Discussion followed regarding the many pivots necessary to interpret COVID restrictions and the need to continue to promote safe and responsible travel. Burke noted she is hearing people are ready to travel but they are considering the readiness of the destination as they consider options.

B. Traveler Responsibility Pledge & Rollout – Liz Bowling

Bowling noted the impacts from visitation last year and the need to develop the Sustainability and Stewardship pillars to educate visitors about responsible and sustainable travel. She described the tactics being employed to accomplish that, including the Responsibility Pledge and how the message will be reinforced by local partners, including Truckee and South Lake Tahoe. The Pledge is being launched on Earth Day, April 22. Several other outdoor destinations are doing something similar.

Jesse Patterson from the League to Save Lake Tahoe described the organization’s Voluntourism campaign designed around the idea of “leaving the area better than you found it” with three levels of participation. The League is happy to be partnering with the NLTRA Blue Crew this summer. Other messaging includes the Tahoe Blue-Gooder media kit.

There was a brief discussion about the programs and strategies to include residents as well as visitors.

C. Ad Agency RFP Update – Amber/Jeff

Burke reported nine agencies submitted proposals. The selection panel will bring a recommendation to the Board at next month’s meeting.

D. TBID Update – Jeff

Hentz reported that at its March 9th meeting, the Board of Supervisors has approved the Resolution of Formation, the MDP, and the five-year agreement with NLTRA. Following a 30-day protest period, the District will be officially formed. Hentz described the initiatives being designed to work with various business sectors on the details and helping them get ready for the July 1 launch.

Hentz is working with the County on messaging about assessment collections and with Corragio consultants on the transition and reorganization of NLTRA.

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

E. North Lake Tahoe Marketing Coop Financial Statements 2020

F. Membership Accounts Receivable Report Feb 2021

G. Financial Key Metrics Report Feb 2021

8. CEO and Staff Updates

Hentz has been working with Corragio on the NLTRA re-structuring and strategies to work with businesses on the implementation of TBID. He thanked everyone for their participation in Bonnie Bavetta's retirement party and Tom Turner for hosting the event.

Tuesday Morning Breakfast Club participation continues to increase. The focus yesterday was sustainability and May's topic will be transit.

9. Directors Comments

Hoffman reported that after 26 years, she is no longer at Granlibakken. She has accepted a position as CFO at Tahoe Luxury Properties.

Cowen reported an online watercraft inspection appointment system was launched April 1 and as of yesterday over 450 reservations had been requested. Decontamination stations will open May 1. At this point, only the Lake Forest and Cave Rock launches are open. The Truckee Airport site will not be available this year, but the Alpine Meadows location will be open with more lanes to serve more people. Cowen expects another big year and has heard there are no boats available for sale, but there are a lot of back orders.

Tester said Squaw Valley Lodge is launching a multi-million dollar modernization project in the next few weeks.

Williams thanked Erin Casey for taking the lead in recommending good projects for this summer with re-allocated TOT dollars.

Gooding is leaving the Resort at Squaw Valley at the end of this week. Because of personal issues, he is moving back to Las Vegas. The Resort is bringing in David Lockhart from the Hyatt La Jolla. Lockhart was at the Incline property at one time. Drew Conly will remain at the Resort and available for any questions.

Casey thanked Hentz and his staff for the support and help over the past few months given so many transitions and initiatives, including the TBID.

Casey reported the Supervisors approved a contract with Downtowner to operate the micro-transit pilot program this summer. There will be two zones on the North Shore and the system will operate every day between July 1 and September 6 from 8:00 am to midnight. Incline is considering a similar system for this summer.

Lindsay Romack is now in the Tahoe City CEO's office and will take the lead with DPW to launch the micro-transit system. Romack will compile data and report back at the end of the season.

At last week's meeting in Tahoe, the Supervisors approved \$1.3 million in TOT allocations as recommended by the CAP Committee. They also received a housing update from Shawna Purvines. The presentation is available online. The Board approved changes to the STR Ordinance, which were mainly clarifications to some confusing language. Staff was asked to provide regular updates.

10. Meeting Review and Staff Direction

- Hentz will report on the Spring Marketing campaign data metrics
- Staff will present the RFP recommendations
- Information will be sent to Board members in anticipation of working with Corragio

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:01 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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