
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, Jim Phelan, David Lockhard, Dan Tester, Brett Williams, Jeff Cowen, Adam Wilson, Kevin Mitchell, Stephanie Hoffman, Christine Horvath, Jon Slaughter, and Tom Turner. A quorum was established. Advisory Committee member Erin Casey was also present.

Board members absent

Colin Perry and Greg Gooding

Staff Members in attendance

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

Others in attendance

Included Andy Chapman, Lindsay Romack, Nick Martin, Alyssa Reilly, Kylee Bigelow, Peter Kraatz, Matthew Landkamer, and Chris Harder.

2. Public Forum

There were no comments on items not on today's agenda.

3. Agenda Amendments and Approval

Item 5K was added yesterday and not properly posted. The item will be tabled. There was a brief discussion about the number of action items on today's agenda. It was agreed to convene a Special Meeting on Friday June 11 at 2:00 PM.

Motion to approve today's agenda as presented. Items 5G, 5H, 5J, 5I, and 5K will be tabled to a Special Board meeting on Friday June 11, 2021. TUMA/TESTER/UNANIMOUS

4. Consent Calendar

- A. NLTRA Board Meeting Minutes from May 5, 2021 [Link to preliminary online document](#)
- B. Approval of preliminary NLTRA Financial Statements of Apr 30, 2021
- C. Approval of CEO Expense Reports for Apr 2021
- D. Community Marketing Grants
- E. North Lake Tahoe Eats Campaign SOW with Abbi Agency
- F. In-Market Gift Card Program with Augustine Agency

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

- Finance Committee Meeting June 1, 2021
- Tourism Development Committee May 25, 2021
- In-Market Tourism Development Committee Mar 25, 2021

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

5. Action Items

Burke presented the following sponsorship requests. The Tourism Committee has reviewed each request and recommends approval.

A. Review and Approval of Made in Tahoe Sponsorship – Amber

Motion to approve the \$10,000 sponsorship request for Made In Tahoe, scheduled for October 2021. PHELAN/MITCHELL/Carried with Horvath abstaining.

B. Review and Approval of Oktoberfest Sponsorship – Amber

This event is scheduled for September 18 and 19 in Squaw Valley.

Motion to approve the \$10,000 sponsorship request for Oktoberfest. TESTER/PHELAN/Carried with Horvath abstaining.

C. Review and Approval of Halloweekends at Homewood – Amber

Motion to approve the \$10,000 sponsorship request for Halloweekends at Homewood, scheduled for October 2021 at Homewood. WILLIAMS/HOFFMAN/Carried with Mitchell abstaining.

D. Review and Approval of Tahoe Adventure Vans Sponsorship – Amber

This event is scheduled for September 18 and 19 in Homewood. It is part of a seven-stop national event.

Motion to approve the \$10,000 sponsorship request for Tahoe Adventure Vans. TESTER/PHELAN/UNANIMOUS

E. Review and Approval of Tahoe Trail 100 Sponsorship – Amber

This is the 11th annual event at Northstar scheduled for July 17. It is a qualifier for Leadville in Colorado.

Motion to approve the \$10,000 sponsorship request for the Tahoe Trail 100. MITCHELL/PHELAN/Carried with Wilson abstaining.

F. In-Market Sustainability Initiative SOW with Abbi Agency – Amber/Liz

Burke reported some of the Marketing Committee's budget was used for the Take-Out Tahoe guide and Shop & Win contest. Burke presented a proposal to allocate the remaining funds to promote the Traveler Responsibility Pledge and Sustainable Travel messaging from Memorial Day to Labor Day. These funds will be used mainly for print and radio in-market, including Reno and Carson City, as a way to reach day-visitors. The co-op is funding the digital and social outreach.

Discussion followed regarding the target for the Traveler Responsibility Pledge and whether or not it should be called the Tahoe Responsibility Pledge. It was noted the campaign is directed both to residents and visitors and has already been launched. There was consensus to continue the name Traveler Responsibility Pledge for now.

Motion to allocate \$38,714 for the Traveler Responsibility Pledge campaign. TESTER/PHELAN/Motion carried with Williams voting no.

G. 2021/22 NLTRA Budget Review & Approval – Jeff/DeWitt

This item was tabled to a Special Meeting on Friday, June 11, 2021

H. 2021/22 County of Placer Agreement & Scope of Work Review & Approval - Jeff

This item was tabled to a Special Meeting on Friday, June 11, 2021

I. TBID Contract with County of Placer - Jeff/Erin

This item was tabled to a Special Meeting on Friday, June 11, 2021

J. Unspent NLTRA funding recommendation from FY 2019/20 - Jeff/DeWitt

This item was tabled to a Special Meeting on Friday, June 11, 2021

K. Review and Approval of additional Tourism Mitigating Services – Jeff/Erin

This item was tabled to a Special Meeting on Friday, June 11, 2021

6. Informational Updates/Verbal Reports

A. Coraggio Group Presentation on preliminary results – Matthew

Matthew Landkamer and Chris Harder from Coraggio Group presented preliminary results of the focus groups and interviews conducted to inform the NLTRA re-organization. This information and feedback from today's discussion will be considered by the Ad Hoc Committee as it forms its recommendations.

Landkamer described the work done with stakeholders, which resulted in eleven Key Strategic Insights. Housing and related employment issues were number one. Landkamer reviewed a slide showing who "owns" and who "influences allocations of TBID and TOT funds. He discussed a proposed Governance Structure, showing the flow of responsibilities for overseeing and recommending how funds are allocated. This is different from an Organization Structure.

The Organization Structure was considered, including the sustainability of the TBID and where the Chamber fits in. It was suggested a 5-year road map be developed to show the possible evolution of the organization.

Discussion followed as the presentation and findings were clarified.

B. TBID and NLTRA Board Election Update - Jeff

Hentz reported the Bylaw revisions were approved at the recent Membership Meeting. That set the timeline for the Board election, which is currently underway. Ballots are being tallied by McClintock Accountancy. The results will be known on June 18 and the new Board seated July 1.

7. Reports/Back up

A. Destimetrics Report Apr 30, 2021

B. Conference Revenue Statistics Report Apr 2021

C. Tourism Development Report on Activities, Apr 2021

D. Reno Tahoe Airport Report, April 2021

E. Visitor Information Center Visitor Report, Apr 2021

F. North Lake Tahoe Marketing Coop Financial Statements 2020

G. Membership Accounts Receivable Report Apr 2021

H. Financial Key Metrics Report Apr 2021

8. CEO and Staff Updates

Hentz reported Augustine Agency/Richter 7 was selected to handle advertising and outreach, including the website, both for NLTRA and the co-op. The three-year contract will come to the Board for action in July.

Hentz is working with counsel, TCDA, and NTBA to develop the scope of work and agreements as NLTRA takes over the business associations as part of the TBID transition. Van Siclen will be sending out an amendment to the current contract regarding grant funding.

9. Directors Comments

Turner asked about weekend trash pick-ups. Peter Kraatz is unsure of the schedule, but will follow up.

Discussion

followed and there was consensus to encourage trash pick up for commercial and residential properties on weekends, since that is a time of high use.

10. Meeting Review and Staff Direction

Hentz will get the agenda and supporting documents out for Friday's Special Board meeting.

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:07 AM. A Special Board Meeting will be convened on Friday, June 11, 2021 at 2:00 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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