



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, May 5, 2021

Location: Virtual meeting via Zoom

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 2:04 PM – Establish Quorum

Board members in attendance

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

Board members absent

Colin Perry, Greg Gooding, David Lockhard, Jeff Cowen, and Jon Slaughter

Staff Members in attendance

Jeffrey Hentz, Amber Burke, DeWitt Van Siclen, and Katie Biggers

Others in attendance

Included Peter Kraatz, Nick Martin, Lindsay Romack, Alyssa Reilly, and Jeffrey Thorsby.

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. MITCHELL/WILSON/UNANIMOUS

4. Action Items

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

Hentz noted challenges with cash flow, given the timing of various funding streams and anticipated TBID revenues. Van Siclen provided more details, including the assumptions made as the budget was being prepared. Discussion followed as specific line items were clarified. Phelan suggested Van Siclen pull out the allocations and percentages to see what revenues are anticipated throughout the year to provide a clear picture of what may be available when.

Motion to adopt the FY 2021/22 NLTRA Budget as presented. PHELAN/WILSON/UNANIMOUS

B. 2021/22 County of Placer Agreement, Scope of Work, Attachment A-2, B, C and E Review & Approval – Jeff

Hentz noted the Agreement and attachments have been vetted by Counsel. Casey presented the documents. Discussion followed as each document was reviewed and clarified.

Tuma noted an open issue regarding subsequent year's contracting. There was agreement that language for "next year's contract" be added to the current agreement.

The Board reviewed the attachments which include the transition of the scope of work as the TBID comes into play, references to getting the 2% TOT renewed, and new sections including Capital Improvements, Planning, Infrastructure, Housing and Transportation, and Research and Planning. There is a section about Business Association Contract Management and Oversight, which addresses funding and managing the North Tahoe Business Association and Tahoe City Downtown Association.

There was agreement that additional Key Performance Indicators could be identified through Committee discussions.

Attachment A2 reflects the Tourism Marketing Budget. Attachment B is the payment schedule from Placer County to NLTRA. Attachment C is the proposed budget. Attachment E addresses the frequency and documentation for progress and performance reporting.

Casey will make the changes to the contract related to renewal and identify which funds come from TOT and TBID, so expenditures can be more clearly identified.

Motion to approve the FY 2021/22 County of Placer Agreement, Scope of Work, and Attachments A-2, B, C and E, noting changes to undo deletions to Section 5 and identifying which dollars come from TOT or TBID for expenditures needing approval. This will be submitted with the revised Attachment C.

PHELAN/TESTER/UNANIMOUS

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

Motion to approve the TBID contract with the County of Placer. PHELAN/TURNER/UNANIMOUS

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

Motion to authorize allocating the fund balance of \$284,909.36 to the Tahoe Tourism and Promotions Budget for workforce housing and transit line items. WILSON/MITCHELL/UNANIMOUS

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

Peter Kraatz presented requests for:

- 1) \$150,000, over and above the \$150,000 already approved, for the temporary signal at Grove Street and SR 28. The bids were much higher than expected. The signal may be installed by the 4th of July, or at least mid-July and remain in place until October.
- 2) \$50,000 for the West Shore Pedestrian Improvements including crosswalks and signage. As with the Grove St crossing, Caltrans has included more requirements so additional funds are needed.

Casey presented requests for:

- 1) \$15,000 for restrooms and trash containers on Donner Summit. Jeff Thorsday said the Nevada County Board of Supervisors may be willing to contribute to these improvements as well.
- 2) Squaw Alpine Transit Company (SATCo) is requesting approximately \$500,000 to expand the Squaw Valley/Alpine Meadows Mountaineer program into Tahoe City as part of a winter pilot for TART Connect. This could bring additional people into town for dinner and shopping. Lindsay Romack will confirm the dollar amount being requested. Romack said a micro-transit route between Northstar and Kings Beach is also being considered.

Motion to approve \$215,000 from TOT funds for all of the above project except the SATCo request, which will be considered at the July meeting. TUMA/WILIAMS/UNANIMOUS

Hentz noted today is Erin Casey's last meeting with NLTRA. She is leaving her position with the County. Casey was recognized and thanked for all she's done for the area.

5. Adjournment

There being no further business to come before the Board, the meeting adjourned at 4:00 PM.

Respectfully submitted,

Judy Friedman, Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS