



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, Sept 2, 2020

Time: 8:30 a.m. – 11:00 p.m.

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 | Andre Priemer, Ritz-Carlton, Lake Tahoe

Brett Williams, Agate Bay Realty | Stephanie Hoffman, Granlibakken Tahoe | Tom Turner, Tahoe Restaurant Collection

Karen Plank, Placer County Appointee | 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, Jim Phelan, Dan Tester, Jon Slaughter, Christine Horvath, Stephanie Hoffman, Kevin Mitchell, Brett Williams, Tom Turner, and Adam Wilson. A quorum was established. Advisory Committee Member Erin Casey was also present.

Board members absent

Andre Priemer and Greg Gooding

Staff Members in attendance

Jeffrey Hentz, Anna Atwood, Amber Burke, Liz Bowling, Bonnie Bavetta, and Katie Biggers

Others in attendance

Included Jerusha Hall and Greg Howey

2. Public Forum

Tahoe City Downtown Association Executive Director Kylee Bigelow described the Tahoe City Explorathon, a virtual, app-driven scavenger hunt that TCDA is hosting beginning September 19. The event will run for about one month. The goals of the event are to drive business and raise funds for TCDA.

3. Agenda Amendments and Approval

Motion to approve today's agenda as presented. TESTER/PHELAN/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 Aug 5, 2020

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

C. Approval of CEO Expense Reports for July 2020

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

- Finance Committee Meeting Aug 19, 2020

- Tourism Development Committee Aug 25, 2020
 - In-Market Tourism Development Committee May 26, 2020
- Motion to approve the Consent Calendar as presented. WILLIAMS/WILSON/UNANIMOUS

5. Action Items- none

6. Informational Updates/Verbal Reports

A. TBID Strategic Discussion and Pathway – Jeff

Hentz presented the TBID Relaunch and Completion Process included in today's meeting packets. When the petition drive was paused in March, 26% of the minimum 50.1% weighted level required for passage had been received. Hentz described the three phased approach to complete the effort. Assuming all goes according to the timeline identified, assessment collections could begin in April 2021. Bowling reviewed the updated collateral material going to business owners, noting priorities may have shifted as a result of COVID.

Discussion followed as the Board weighed in on messaging, timing of the relaunch, and how the current business climate may impact the approval process. It was suggested that Civitas may be able to provide data from other areas on what percentage of the assessment is actually paid for by visitors. NLTRA Counsel and the County will be asked to comment on the updated collateral materials.

B. North Lake Tahoe Chamber Ambassador Program – Jeff

Hentz noted the press release in today's meeting packets outlining the Ambassador Program, which is a joint effort of NLTRA, TCDA, NTBA, and Placer County. Ten people have volunteered since the launch last week. Casey has spoken with the League to Save Lake Tahoe about their volunteer program and will see how the two programs can compliment each other.

The Board discussed strategies to recruit local and visitor volunteers, the tasks they can address, and ways to educate the public on mitigations being implemented to address trash. In response to a question, Hentz said the success of the program will be measured by the number of volunteers, projects done, and volunteer hours contributed.

C. Zephyr Community Forums – Zephyr Collaboration – Jeff/Erin

Casey reported Zephyr Collaboration has been selected to facilitate forums to consider issues raised by the community regarding short-term rentals and associated impacts. Zephyr's proposal was included in the meeting packet. The proposal includes the tasks and timelines to conduct a thorough community dialogue. The goal is to identify the issues and a range of solutions that various agencies and organizations can implement. Tuma noted this strategy provides opportunity for conflict resolution and education, as well as demonstrating the NLTRA and Placer County's commitment to bring the community together to address concerns. Discussion followed as the timeline, collection of data, and deliverables were clarified.

D. Review of Board of Directors Open Seats – Jeff/Bonnie

Tuma announced Karen Plank is moving out of the area and has resigned her NLTRA Board seat. Included in today's packet was a chart showing the composition of the Board. A discussion about filling vacant seats followed. Bavetta suggested the seats be filled sooner rather than later so there is a complete Board, but done with the TBID Management District Plan (MDP) Board make-up in mind. Tuma asked everyone to advise him or Hentz of suggestions for candidates.

E. Relaunch of Fall Advertising Discussion - Jeff

Hentz noted all advertising efforts were paused in March. The focus then shifted to promoting safe and responsible travel using the Readiness Guide, Know Before You Go, and Mask Up campaigns. Going into fall, there is a significant drop in projected occupancy since there are no groups, events, or international travel that usually drive fall and winter numbers. Burke described the campaign targeting the Bay Area and LA Metro drive markets focused on mid-week, safe and responsible travel, during the "secret season" of fall. Campaigns in the Sacramento and Reno markets were considered, but the feeling was that would drive day visits, not overnight stays.

The Board considered the strategy proposed. There was general agreement that promoting fall visitation would be valuable.

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 July 31, 2020 page
- B. Conference Revenue Statistics Report July 2020
- C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics July 2020
- D. Tourism Development Report on Activities, July 2020
- E. Event Update – Cancelled/Postponed Events, July 2020
- F. Visitor Information Center Visitor Report, July 2020
- G. North Lake Tahoe Marketing Coop Financial Statements July 2020
- H. COVID-19 Update

8. CEO and Staff Updates

Hentz described the new color-coded opening guidelines instituted by the state. Placer County is still “purple” based on the metrics used, but could move into “red” on September 8 if the numbers remain steady. If so, restaurants can open indoors at 10%, then 25% capacity. Moving through the requirements, indoor dining will not exceed 50% at best. That said, Hentz is working with a coalition of cold-weather tourist areas in the state advocating to the Governor that restaurants be allowed to open with 75% indoor seating if requirements are met. Turner noted all areas around us are open to a greater degree than North Tahoe. He urged Placer County to advocate for North Tahoe as a sub-region of Placer County. Hentz, Tuma, and Casey described the efforts being made along those lines.

NLTRA is hosting a virtual roundtable on September 17 with the ski areas reporting on what can be expected this winter. Hentz is part of an Airbnb Destination Advisory Committee that will consider issues being linked to short-term rentals.

Hentz thanked the Executive Committee for meeting twice a week and Phelan for the work he is doing on the CAP Committee.

9. Directors Comments

There were no additional comments.

10. Meeting Review and Staff Direction

Staff will follow up on the direction given today regarding the TBID relaunch, filling Board seats, and marketing fall safely and responsibly.

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:27 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS