

North Tahoe Business Association Advocacy Policy

Because NTBA's mission is to improve the economic vitality and quality of life in the communities of North Lake Tahoe, the Association recognizes that there will be instances, from time to time, where it will be asked to advocate or comment on community projects and/or policies. Prior to engaging in advocacy of any kind, the Association will take the following steps:

- 1) Determine if the project and/or policy aligns with NTBA's mission.
 - a. If yes, ask that a written request be submitted to NTBA Executive Director 4-6 weeks* prior to when a NTBA statement or comment is needed. This is to allow for NTBA to poll its Board, committees and members.
 - i. 4-6 weeks are required depending on the day of the month the request is submitted
 - b. If no, inform the requestor that the request does not align with NTBA's mission
- 2) Upon receipt of the request, NTBA is to engage each of the following groups, in the following order:
 - a. NTBA Executive Committee
 - b. NTBA Main Street Committee(s)
 - c. NTBA Membership – see #3
 - d. NTBA Board of Directors - for final approval
- 3) Develop and distribute an email survey to poll all NTBA members. Include with the survey links to information source(s) including public meeting information and encourage members to become educated on the topic prior to completing the survey.
 - a. Keep the email survey as brief as possible
 - b. Ask for qualitative information after closed questions. For example, closed question may be, "Are you in favor of the project?" followed by a request for qualitative information, "Please provide any additional comments that support your response."
 - c. Be neutral with the wording of the survey intro and questions.
 - d. NTBA's role is to act as unbiased information provider and gatherer.
 - e. At end of survey, direct respondents to key information source(s) so that NTBA is not perceived as the information source.
- 4) Tally number of members that received the survey, number and percentage of responses, and survey results including any responses to requests for qualitative information.
 - i. Include above in NTBA's statement and/or comment

* In a case that the requestor or NTBA does not have the time for above process or at NTBA's discretion, NTBA has the right to withhold a statement or comment, especially when there is a possibility that such a statement or comment could be detrimental in any way to the organization.