



Mission: To improve the economic vitality and quality of life in the communities of North Lake Tahoe.

**NTBA Board of Directors Meeting
Thursday, November 16, 2017
3:30 – 5:30 p.m.
North Tahoe Event Center**

MINUTES

Present: Pam Emmerich, Charlie Teran, Greg Mohutino, Kim Smith, Christine Bettera, Jamie Wright, Jessica Weaver, Lindsay Thayer, Ernie Brassard (3:34)

Absent: Emilio Vaca, Dax Willard, Cindy Gustafson

Staff: Joy Doyle

Guests: Ron Treabess, Maggie Steakley, Johnathan “JJ” Jansen, Kristi Kohnen Erin Casey, Brett Williams

1. Call to Order, Introductions & Establish Quorum

Pam called the meeting to order at 3:31 p.m. as a quorum was established. Introductions were made.

2. Approval of November Agenda

Jessica made a **MOTION** to approve the November agenda. Kim seconded the motion. Approved unanimously.

3. Approval of October Minutes

Kim made a **MOTION** to approve the October minutes. Christine seconded the motion; Jessica and Greg abstained. Motion approved.

4. NLTRA Proposed Board Governance Changes - Ron Treabess

Ron explained that over the past 18 months, there has been strong community involvement in looking at the makeup of the Resort Association and what changes might need to be made, how the board of directors could be more involved in committee process to have greater ability to work on a basis with some of the partners we work with. Committee recommendations have been submitted to the board of directors in providing recommendation on how recommendations are provided to the county, work with partners, etc. Also, direction from the county as to how we might change the relationship in the various functions; has developed into the Resort Association be stronger marketing and chamber type of organization, vs. lead in transportation and other economic projects. Board has come up with suggested changes; trying to raise awareness among different community to groups to get comments/feedback. Changes/feedback must be submitted by December 6, 2017; ideally earlier – board packet goes out Nov 30 or Dec 1. **ACTION:** NTBA board to submit feedback by Nov 30. To be discussed later in the meeting.

There has been concern on part of people running for seats because of board commitments (not only board, but committee meetings). Thought is to have some designated seats from big fund collectors (involved with tourism as single entities) with ability to turn over and remain in place even if person leaves. Elected (5) and appointed, at large (1-4) seats as well. Total of 11 seats, plus ability to appoint at large seats (1-3) and ex-officio (1-2) Placer County and TRPA. Other change would be moving from



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two 3-year terms to three 3-year terms. Board members will be seated in spring, rather than November moving forward.

Pam inquired if the board would continue to oversee all committees, chamber, etc. Ron indicated the role of the group will be chamber and marketing (of the area) focused. Opportunities to build upon marketing being implemented by members holding designated seats so we're not competing against, rather enhancing.

5. TMA Update – Jaime

TART is still looking for drivers. See video of TART drivers on TMA facebook page. Kicking off winter services December 15; proposal is to run 30-minute service all along the North Shore and into Squaw and Northstar. Night service is still running year-round; will extend until 2am December 15-April 8, then returns to 9 or 10pm depending on route. Senior shuttle service; new partnership that offers more services from the lake to the hospital. Also looking to partner with the libraries. In the midst of getting winter materials together. Encouraging use of transit this winter to avoid congestion in our region. Jamie challenged all to use to Tart to get to/from ski resorts this winter. The more people we can get on the bus, the more people we can get off the roadways.

6. NTPUD Update – Pam

NTPUD held the initial design concept meeting for renovation of the Event Center in late October. Good conversation, feedback. The design concepts are still on the NTPUD website. Next deadline in the lease is December 4 – Lualima financial and business capabilities have to be submitted for third party review. Schematic plans and budget due early February. Process is moving along.

NTPUD CFO submitted his intent to retire; looking for a new CFO. Hoping to have that person on board prior to departure of current CFO. Tonight is Boys & Girls Club Thanksgiving Dinner; NTPUD will announce winners of art contest for resident stickers and park supporter stickers for the next two years. Stickers likely to be available for residents mid-December.

7. Public Comment + Board Member Announcements

Brett Williams – Proposed capital improvements committees; why those suggestions have taken place between Placer County and the Resort Association, and what it might consist of. Offered ability to address questions if needed. Indicated trying to focus marketing efforts on long haul travelers who book further in advance and stay longer; level out business volumes during non-peak periods, open up markets that our own constituents couldn't open on their own.

Erin Casey – Erin introduced Jonathan Jansen "JJ", who will be working on economic development related and other tasks. He is filling Chris Perry's position. He will be attending NTBA meetings regularly, be NTBA main point person and working on NTBA contract moving forward. Erin also provided an update on the public meetings that were conducted with the Resort Association; all were well attended (over 100 at all three meetings). They gathered feedback on tourism master plan, capital investment committee that Brett spoke about, and on funding mechanisms to close gaps around implementing tourism master plan. Conversations around housing; how to close funding gap, and what would the community like to see those funds support. Reviewing feedback and will recirculate, then determine next steps. They are hoping to have new capital investment committee in place as soon as possible to review projects over the winter and ahead of fiscal year. NTBA will appoint someone to



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serve on this committee. They are also looking at next steps re: tourism master plan and how to engage the community around this as well. Committee meetings will be public; likely in different locations to encourage community participation.

8. Financial Reports - Joy

Balance sheet – although the report was run as of yesterday, it doesn't include a lot of Passport to Dining revenue because ticket sales through Eventbrite, transferring money from Paypal haven't yet happened yet. Accounts receivable – approximately \$5800; almost 95% of it is membership. P&L by class – only run through the end of October; the Passport to Dining column doesn't include those numbers yet. Joy trying to manually track how we did with that event; coming later in conversation. Budget vs. Actual – run through end of October looking extremely favorable and doesn't include Passport to Dining. We're at 190% of budget. Congratulations were offered and it was suggested that we figure out how we want to spend the overages. Next month, Joy will crunch more numbers and bring to the board for discussion related to 1) if we need to revise the budget (due to discrepancy found a few months ago) and 2) based on significant favorable to budget (primarily due to event success), how should these excesses be allocated or set aside. Joy has several preliminary ideas to share.

9. Executive Director Report - Joy

a. Review Upcoming Meetings + Events

Tonight, joint NLTRA and Truckee chamber mixer at Northstar's Tavern 6330'. Music on the Beach committee meeting on Monday. Election of our board; we have received one letter of interest from Kristi. Four of five board members whose terms are up this year will stay on. We have 9-12 board seats and two ex-officio seats. Election is performed via email survey that will go out on Monday with deadline of December 7; will be announced in member email newsletter. **ACTION:** Please vote! Placer County Code Compliance workshops for signage scheduled for Nov 21 at NTEC and Nov 29 at TCPUD from 6-7pm. Shop Local Holiday contest Nov 24-Dec 24. Semi-annual meeting with Placer County scheduled for Nov 29. Holiday tree lighting Friday, December 1.

b. ED Report highlights + request for comments/questions

Good news re: membership; we've gained seven new members (up to 214) since the last board meeting. Last year we ended the calendar year with 221. Joy has heard from several others who want join so she's feeling much more optimistic. Passport to Dining is our major annual fundraiser; it took up a lot of staff resources. NTBA board sold twice as many tickets as last year. On new winter promotion, Joy recognized Dax for his outreach to businesses to participate (12 have agreed to participate). Joy and staff will reach out to confirm, then get working on logo and collateral development, marketing plan and more. Kings Beach roundabout public art update in ED report; phone meeting about it at 2:30pm today.

c. Passport to Dining Wrap-Up

We had 412 people attend, not including staff, volunteers and tasting station participants (near capacity for the room). In all categories; ticket, auction, raffle, sponsorship, we made more money than last year and exceeded out budget significantly. Feeling solid about income levels, but still awaiting some expenses. Need to determine percentage to donate to Project MANA. Joy put together recommendation options of 8-12% as well as history of what we've donated in the past. Donation amount is based on gross sales of event vs. past two years, amount of advance tickets



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the organization sold, number of volunteers provided, and increased dollar amount of raffle and auction proceeds).

- Project MANA donation amount determined – ***motion needed***
Joy recommended offering \$2,100 (~10%). Lindsay recommended bumping it to \$2,500 (just under 12%) because we did so well this year. Discussion followed. Ernie made a **MOTION** to provide Project MANA with \$2,500. Greg seconded the motion. Approved unanimously.

-----***-Adjourn to Closed Session at 4:43pm-***-----

10. Membership Update & Group Discussion

11. 2018 NTBA Open House – set date and strategize

12. Feedback on NLTRA Board Proposed Changes

Adjourned at 5:37 p.m.