



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

**NTBA Board of Directors Meeting
Thursday, January 18, 2018
3:30 – 5:30 p.m.
North Tahoe Event Center**

MINUTES

Attendees: Charles Teran, Jaime Wright, Pam Emmerich, Kim Smith, Christine Bettera, Jessica Weaver, Lindsay Thayer (3:35), Cindy Gustafson (3:43), Greg Moutinho (3:53)

Not present: Emilio Vaca, Maggie Steakley, Dax Willard, Kristi Kohnen

Staff: Joy Doyle

Guests: Jonathan Jansen

1. **Call to Order & Establish Quorum - Pam** called the meeting to order at 3:35 p.m. once a quorum was established.
2. **Approval of January Agenda** – Charlie made a **MOTION** to approve the agenda, Jessica seconded. Unanimously approved.
3. **Approval of December Minutes** - Charlie made a **MOTION** to approve the minutes, Christine seconded. Unanimously approved.
4. **Public Comment + Board Member Announcements**

JJ from Placer County announced that the Board of Supervisors will be in Kings Beach on Tuesday. One of the agenda items is the CAP (Capital Projects) Committee. If you have an item to discuss, you can discuss it there. On Monday, Placer County will host a reception for their new CEO, Todd Leopold at Northstar's Tavern 6330' from 5pm-7pm. Meet and greet format, anyone is welcome to attend. Open House for station 51 Fire House in Tahoe City from 10am-2pm tomorrow (Friday, 1/19). CAP Committee in final review for grant applications. Target date is to have applications out tomorrow, allowing for a few months for application deadline (tentative mid-March 2018). Deadline for Business Association seat nominations Monday, January 22.
5. **Financial Reports - Joy**
 - a. **Monthly Reports**

Balance sheet – we transferred \$18,000 from checking to money market account. This is the second year in a row that we've transferred that same amount (safe guard; informal reserve). Joy looked into if there's a need to move money from money market back into checking; we have a policy that requires board approval, however there is no penalty/charge for doing that. Accounts receivable includes \$10,000 was invoiced to NLTRA for July 3 sponsorship agreement and Placer County contract payment of \$6250 that will be received before the end of the month. The remainder is primarily member dues of which \$2100 are in the 60-90 day category. Joy suspects that there are up to six members that will not renew for a variety of reasons. Nothing noted about P&L by Class. **Budget vs. Actual** – note that the budget column is our new, revised budget. If you look at net surplus or loss, we're about 111% of budget.



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b. Revised FY17-18 Budget

Joy has been in communication with the executive committee regarding the revised budget. All of the things we'd talked about at January Executive Committee and Board meetings ("Get S'more Saturday income and expenses, surplus from events taken place so far, employee bonuses, employee retirement contributions, expense for New Year cards and video, placeholder for up to \$2k for barge maintenance) are included. Bottom line is showing a \$79 net loss. Joy indicated the Executive Committee has approved the revised budget, but we need board approval. We also added event net surplus line to separate from "real results" of the original budget. Kim made a **MOTION** to approve the revised budget. Lindsay seconded the motion. Unanimously approved.

6. Executive Director Report - Joy

a. Review Upcoming Meetings + Events

First Get S'more Saturday this weekend, Saturday, Jan. 20. Leadership Program is starting next week (Jan 25); Katie Korpi will participate. Tourism development committee meeting on Jan 30 to develop strategic plan; will include welcome reception for Daphne Lange. Getting ready for Snowfest Parade planning.

b. ED Report highlights

Economic and Community Vitality – **capital projects committee** handout in packet. Information from Placer County received on Dec 22. Soon after that, Joy contacted TCDA and Donner Summit Association contact to identify how the groups wanted to make nomination for the two seats. NTBA and TCDA agreed to collaborate to nominate someone for "north shore seat." Donner Summit/Squaw Valley Business Association making the other nomination. NTBA and TCDA reached out to Placer and NLTRA to try to understand what the expectation would be for those holding those seats. Location will rotate, but meeting time/day will be decided by the committee members. For the NTBA/TCDA seat, we've selected Dave Wilderotter of Tahoe Dave's (he has locations in Tahoe City and Kings Beach). Cindy mentioned that West Shore may also want to be part of it in the future and be part of the rotation. Joy met with Natalie and JT and has outlined speakers, dates and topics for **2018 small business seminars**. **Membership** – as of writing report, all time high of 222 members; since then, three members have dropped (one dual premier, one was a basic member). **Video project** is moving along nicely; Chris Bartkowski will have video, photos and graphic outline and existing assets by Saturday. He will also be shooting "Get S'more Saturdays." Staff made decision to **discontinue member only e-news** (people receiving too many emails; want to ensure people are reading what they're getting, plus there was redundant content with general e-news); **transitioning to member only web portal** to make it easy for members to keep updated on information, and it can be updated more frequently. Working on **refresh of member materials and handbook**; staff has worked with membership committee to incorporate their feedback, update and format documents. **Music on the Beach**, already working on lining up bands. **Shop Local holiday contest** results expected at end of month or early next. Winners were local (Kings Beach and Tahoe Vista). Community Design – Joy included photos of the two versions. **Tahoe Public Art** continues to be an ongoing conversation. NTBA may need to play a role in the future – stay tuned.

c. Get S'more Saturdays - Joy shared play cards and graphics. Scheduled for Jan 20, Feb 24, Mar 10, Mar 31 from 3-6pm.

d. Design Committee - Lighting project is moving forward through design committee; pulling together costs and planning to submit capital project grant application.



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7. **NTBA entry in Kings Beach Snowfest Parade** - For two years, NTBA has had an entry into the Snowfest Parade. Good exposure and community relations to have an entry. It has been a float with a band on it in the past. Joy asked if anyone wants to take on our entry this year; she suggested a walking entry with board members distributing "Get S'more Saturday" play cards to spectators. She asked if 2-4 board members were willing to take this on. Kim volunteered to lead this and to talk to other board members about assisting her. Charlie said he was available to be a part of it. Discussion followed about dressing up; Kim offered to purchase a smore costume. **ACTION ITEM:** Board members (and their friends/family members) willing to volunteer for NTBA's Get S'more Saturday entry into the parade, please contact Kim by February 14. Parade begins at 11:30 a.m. Line up begins around 10:45.
8. **NLTRA Update – Cindy** Bylaw elections passed, so the NLTRA board will change; 5 seats up for election with the application filing deadline of Feb 5. Seats up for election include North Shore Lodging/Property Management, West Shore Lodging/Property Management and three at-large seats. Depending on the outcome of those seats, there will be decisions made for the NLTRA appointed seats. The election committee (7 people including Joy) agreed to make recommendations on appointments to make depending on regional, size, type, etc. to ensure diversity on the board. Daphne Lange starting as new tourism director, coming from Visit California. Statewide conference for Visit California is in Anaheim this year, NLTRA is nominated for an award for its "Luminaries" campaign.
9. **NTPUD Update – Pam** Tahoe Water Suppliers is sharing information about potential herbicide use in the lake (Tahoe Keys); education piece and opportunity for public to offer comment. The District selected Sarah Coolidge to fill one of the CAP committee special district seats. The board agreed to support the continuing process for the first step of the sales tax (change to transportation organization). Plan to look at financial solvency for the event center, and also looking at parks and rec. A call for district residents to apply to participate in the group. Will review needs assessment, financials, what our fees are, funding, operational costs, etc. The group will work for no more than a year to reach consensus and provide a recommendation to the board about how to move forward. Tim Ferrell was selected as the board president moving forward. Board meeting times will remain the same. NTPUD starting to plan the pancake breakfast on March 10.
10. **TMA Update – Jaime** TART drivers hired, but haven't yet made it through the probation period; still looking to fill positions. Year-round, full-time, benefitted positions. Updating Tahoe Truckee Transit website; will display routes, as well as where to connect with trails. The site will be mobile friendly. Also trying to get transit data onto third party apps for use by locals and visitors. Planning for 2018-19; open public discussion on transit enhancements at next board meeting. North Tahoe Transit Authority – Jaime to attend Board of Supervisors meeting; interested in exploring the use of it to include trails. Already looking at spring operations – switching in April to spring service; schedules to come.

----- ADJOURNED to Closed Session at 4:45 -----

1. **Membership Topics**

- a. Updated Benefits, How To Maximize, Current Member List, New Member Portal
Joy informed that a significant refresh and update of member handbook and materials is underway including some new member tools such as a How to Maximize Your Benefits documents. Additionally, staff is working on development of a new member web portal to make information easily and readily available;



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this is to replace the Member Only e-News. Staff intends to conduct a high-level roll-out this information at the Member Appreciation Party.

b. Member Appreciation Party

Invitation & Outreach - Joy shared the flyer for the party; it will be sent to all members and select “hot” prospect leads shortly. Continuing with the success of last year’s outreach efforts, all staff and board members (except Cindy) have been assigned approximately 12 members to call or stop by and personally invite to attend the party. Our goal is to get 70 members to provide yes RSVPs. **ACTION ITEM:** all staff and board members (except Cindy) to outreach to their assigned members – for assignments and instructions [click here](#). Outreach should be done January 23-February 9. RSVPs are due February 9. Joy asked that they don’t wait until the last minute to do this and estimated it would take half an hour with some additional follow-up necessary for those that are unavailable when you make the first round of calls.

[Video Imagery/Text Overlay/ Script](#) shared to request feedback. This is going into production soon so opportunity to provide feedback is now.

Announcements + Handouts – Discussion took place about the dash-board style handout that we were planning on doing as well as the new membership documents that we want to distribute. Decided to have several stations (with signage at each) to get people to move about and interact with staff and board members (a) What’s New with NTBA Benefits, (b) How to Maximize Your NTBA Benefits, (c) Provide input and suggestions, (d) How to Find/Use the new Member Web Portal, (e) Sign Up to Volunteer (for Membership Committee or to help at events). Several board and staff members will be at each station and food/drink will be scattered at each station too. Some copies of new membership documents will be available at stations (for those that want to take with them – we won’t make copies for everyone) and if we decide to create a dash-board style handout it will be handed out when members sign in. Regarding announcements, discussed whether announcements should be before or after the video. Lindsay recommended regardless of if announcements are before or after the video, that they be done by Emilio and include him introducing and recognizing NTBA staff. Lindsay also suggested running the video within first 30-40 minutes of the event and in the last 5-15 minutes of the event. Everyone agreed with these recommendations. **ACTION ITEMS:** staff will develop station signage, station assignments, hand outs and rough draft of announcements and get feedback from Executive Committee and Membership Committee on February 12. The last portion of the February 15 Board meeting will be training board members on their assignments for the Member Appreciation Meeting; all Board members are expected to volunteer for the event.

2. **July 3rd** - Discussed 2018 Fireworks budget reducing time for Beach Party to 7-10pm.

Adjourned at 5:30 p.m.