



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

**NTBA Board of Directors Meeting**  
**Thursday, December 21, 2017**  
**3:30 – 5:30 p.m.**  
**North Tahoe Event Center**  
**MINUTES**

**Attendees:** Charles Teran, Jessica Weaver, Emilio Vaca (3:33), Jaime Wright (3:35), Greg Moutinho (3:35), Pam Emmerich (3:36)

**Not present:** Kim Smith, Christine Bettera, Cindy Gustafson, Lindsay Thayer, Dax Willard, Ernie Brassard

**Staff:** Joy Doyle

**Guests:** Jonathan Jansen “JJ” of Placer County (3:39)

1. **Call to Order & Establish Quorum** - Emilio called the meeting to order at 3:38pm as a quorum was achieved.
2. **Approval of December Agenda** - Charlie made a **MOTION** to approve the December agenda. Pam seconded. Unanimously approved.
3. **Approval of November Minutes** - Greg made a **MOTION** to approve the November minutes. Pam seconded. Jessica abstained. Motion carried.

**4. Public Comment + Board Member Announcements**

JJ shared that last Tuesday, the Board of Supervisors approved the Capital Projects Advisory Committee; reviewing TOT grant funded projects. Application for appointees will be announced shortly. There are two business association seats; the appointees will represent all of Eastern Placer County businesses. Applications will be due in late February 2018 (when seats will be appointed). Committee will meet almost immediately to start reviewing grant applications and will make recommendation by late April (to establish which projects to support).

**5. Financial Reports**

**a. Monthly Reports – Joy**

**Balance Sheet** – our money market account increased significantly this month due to an anonymous donor contribution for enhancement of July 3<sup>rd</sup> experience. The money will be specifically earmarked for July 3. The executive committee also discussed the dollar amount to move from checking to money market; will make a recommendation at the January Board meeting. Accounts receivable – half of total (\$13k) is for the Placer County contract; majority of balance is member dues. \$675 for “get s’more Saturday” participation fee, of which we’ve collected about half. Pre-paid and Deferred MOTB and July 3 accounts are beginning to be used for 2018 events. Accounts payable – winter video project (outside of member appreciation video) remaining payment and a little bit of advertising. **P&L by class** – through the end of November. Most important thing to pay attention to is Passport to Dining. Shows nearly \$6,700 net surplus for the event, but if we take payroll out, net surplus is \$19,250. Payroll cost was almost identical to 2016; goal is to get that down in the future now that steep learning curve for Katie and Ashley is behind them. **Budget vs. Actual** – through the end of



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

November. Looking favorable to budget (6%). Payroll slightly unfavorable to budget due to non-budgeting of Simple IRA contributions. Event expenses are almost dead on. Total net is almost 30% favorable to budget. Moving into fiscal year period where overhead stays constant and revenue goes stagnant for awhile. Charlie questioned why event "sound/production" and "marketing/advertising variance was so great. **ACTION:** Joy to research and get back to the Board.

**b. 2017-18 Budget Variances & Revision - Emilio**

The summer events and Passport to Dining went well, leading to a surplus. The Board approved Simple IRA contributions for all employees earlier this year, which is not reflected in the budget. Executive Committee identified things to do with \$6,357.48 net surplus; this includes video for Member Appreciation Party (up to \$1500), New Years card to be mailed to all members with invite to member appreciation party (\$300), contribution to joint barge maintenance fund (equal amount to be matched by TCDA) (\$2000), and staff bonuses (\$3820). **ACTION:** Joy to bring the revised budget including these changes highlighted, to the January board meeting. A motion to approve the revised budget will be requested then.

**6. Board Items – Emilio**

**a. Election results**

We had two business community members interested in joining the board. Kristi Kohnen has been a participant in the economic vitality committee (Bank of the West employee). Maggie Steakley is new to the community, has been part of the Tahoe-Truckee Leadership Program. We received 28 responses to the online ballot; both will be joining the board in January 2018. New board member orientation scheduled in January.

**b. 2018 Board officers**

The current Board officers will remain in their current roles for 2018. As Pam will term out at the end of 2018, and other executive committee members aren't sure what their roles will be in the coming years, it was thought important to add another co-VP position to begin the succession process; Charlie is interested in the position. Jaime made a **MOTION** to approve the proposed executive committee members, Pam seconded the motion. All other board members voted to approve the 2018 officers as recommended by the Executive Committee however, because all voting members present at the meeting will make serve as 2018 officers, it was decided to conduct an email vote of the remaining voting Board members. **ACTION:** Joy will conduct an email vote of the remaining voting Board members.

**c. 2018 Board meeting date/time**

Executive Committee recommended that the 2018 Board meetings stay on the same day of the month and time of day as 2017 board meetings. Discussion followed. Joy shared that Kim requests mornings and Lindsay indicated this day of the month/time doesn't work consistently for her. Jaime proposed moving the board meeting from 2:30-4:30pm.

**d. 2018 conflict of interest and commitment forms – due by December 31**

Joy circulated the conflict of interest and commitment forms. **ACTION:** All Board members are to complete and submit to Joy by December 31, 2017 [still outstanding is Lindsay, Dax, Christine, Kristi, Maggie]

**7. Executive Director Report - Joy**

**a. Review Upcoming Meetings + Events**

Reminder – shop local contest stickers will be given through Christmas Eve; cards need to be turned in by January 4. NTBA offices will be closed December 22 for half day, as well as all day on Christmas Day and New Years Day. New board member orientation scheduled for January 10 at 8:30am; group setting, all board members are encouraged to attend. First "Get S'More Saturday" is January 20, 3-6pm; **ACTION:** if any board members are available to help with set up or from 3-6pm, please let Joy know.



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

#### **b. ED Report – Joy**

Emilio inquired as to the status of the roundabout public art. Joy reported as to the most recent NTRAC meeting where Jennifer Merchant provided an update. The end result was that the group was in support of moving forward with public choice #3 (Brett Moten's piece) and public choice #4 (Roger Berry's piece). Application for Brett Moten's piece has been submitted to Caltrans; assuming it is approved, the second application will be submitted. There was discussion of having NTBA help the county by distributing a survey, however the decision was made not to go that route. **ACTION:** Joy to include pictures of the two pieces in the next board packet. If everything works out, both pieces should be installed by fall 2018.

July 3 – Greg has offered to help with the fireworks proposals received. Two-year proposal submitted to Alibi Ale Works for Music on the Beach; waiting to hear back. Significant staff time allocated to "Get S'more Saturday" promotion. Operational capacity is of concern in the next 60 days due to 97 tasks on Calendar year end/beginning task list, Get S'More Saturdays, member appreciation event, video, etc. all happening at once.

#### **8. Membership Appreciation Party [Outline & Video](#)**

At the last board meeting, we had talked about hosting the event immediately after the February board meeting, Feb 15 from 5-7pm. Discussion ensued about the date, being the Thursday before the President's/Ski Skate Week; the next opportunity would be the last week of February/March 1. Decision to stick with Feb 15. All board members will be expected to attend and participate.

With regard to the outline, we're trying to show appreciation to our members and provide a networking opportunity. Through the video, demonstrate our mission, what we've accomplished and what we're focused on in 2018. One page handout will be graphically focused and include a call to action to encourage people to join committees. Through our announcements, we'll solicit main street committee and membership committee participants, "play cards," and get people excited about the future of Kings Beach. Attendance goal is 70, a third of membership base.

Joy is working on the video script to succinctly tell the story of what we do and try to keep the content evergreen in nature so that it has a longer shelf life. There will be an opportunity to provide feedback on the script at the next board meeting. Staff is currently reviewing quotes from videographers.

Outreach to members; board members will be provided with their assignments (approximately 15 members each) during January meeting and will be required to personally call or stop by to invite and get RSVPs by February 9.

#### **9. NLTRA Update – none provided.**

#### **10. NTPUD Update – Pam**

Resident stickers and park supporter stickers should arrive December 22. Starting to track who picks up resident and park supporter stickers so NTPUD can better communicate with them. NTPUD has officially offered CFO position to someone with previous government and health care industry experience. Winter activities at the park are currently limited, but Tree Top Adventures will be running through the holidays and the soccer field has been plowed. Referring people to Tahoe City Winter Sports Park for sledding. Lease was terminated with Laulima at the December meeting due to the exchange of financial information. At the January meeting, the board will discuss other opportunities and how to move forward with the Event Center. KBSRA will soon be activating new kiosks for digital payment; more information hopefully coming soon.



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

#### **11. TMA Update – Jaime**

Tonight is first night that night service will extend until 2am. Night service plan is to run/use it with existing resources, but TMA is still dealing with major driver shortage. NextBus app will send alerts with updated route schedules/service updates. Thirty-minute service along North Shore likely won't start until mid-January. Still running hourly at the moment. Positions are full-time, year-round, benefitted jobs. More transit is slated for the region ultimately. Service onto Donner Summit has started from Truckee. Also working on possible park-and-ride lots for service on Hwy 267 and Hwy 89 on busy weekends.

Adjourned at 5:08 p.m.