



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

**NTBA Board of Directors Meeting
Thursday, February 15, 2018
3:00 – 5:00 p.m.
North Tahoe Event Center**

MINUTES

Attendees: Charles Teran, Kristy Kohnen, Pam Emmerich, Jessica Weaver, Christine Bettera, Lindsay Thayer, Greg Moutinho (3:05), Maggie Steakley (3:24), Emilio Vaca (3:57)

Not present: Kim Smith, Cindy Gustafson, Dax Willard, Jaime Wright

Staff: Joy Doyle

Guests: Marguerite Sprague

1. Call to Order, Establish Quorum & Introductions

Pam called the meeting to order at 3:06 p.m. as a quorum was established. Marguerite Sprague joining the meeting to offer an update regarding Tahoe Public Art and the Kings Beach Roundabout Art.

2. Approval of February Agenda

Charlie made a **MOTION** to approve the February agenda, Greg seconded the motion. Approved unanimously.

3. Approval of January Minutes

Greg made a **MOTION** to approve the January minutes, Charlie seconded the motion. Approved unanimously.

4. Public Comment + Board Member Announcements

Marguerite Sprague provided an update regarding Kings Beach roundabout artwork. Project has faced hurdle after hurdle. It initiated with NTBA, linked hands with Tahoe Public Arts and later TCDA to create consortium. Issued call to artists in Fall 2014; since then, CalTrans has changed policy. Resulted in loss of an artist. Now working with Brett Moten and Roger Barry – they are ready to go. We thought we were ready to go; MOU was supposed to go in front of the Board of Supervisors recently. Placer County changed mind and now is requesting MOU directly with the artists, making it a public works project. Current job is for Tahoe Public Art to raise another \$15,000 for the art and \$15,000 for interpretive signage, donor recognition and artist reception. March 20 Placer County Board of Supervisors meeting is the current date to get the MOU approved for the project to move forward. If we miss this date, Fall 2018 installation is likely to be pushed to Fall 2019.

5. Financial Items - Joy

a. Monthly Reports

Balance sheet continues to look healthy. Under accounts receivable, four members past due (past 90 days), three getting past critical stage (past 60 days). We may lose 1 or 2 of the seven. On Budget vs. Actual report, a few highlights: pacing ahead of budget for membership, Get S'more Saturday expenses are about 50% of budget (one of big bills hasn't yet come in). Everything else is tracking under budget. Almost \$7900



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surplus to budget through January 2018. This does not include reconciliation of January bank statement. Nothing to report on P&L by Class report.

b. Barge Maintenance Fund Allocation for 2 years –

We have repaired the barge pontoons over the years (2014 and 2015) and have taken \$5k out of joint bank account to fund this in addition to the grant we received through NLTRA CI/T committee. We ended in \$14-15k realm with barge maintenance fund. Along with TCDA, and according to our promise when we received grant funding, we want to contribute to the joint barge account so we have money set aside when the barge needs repair again. Because we just signed a two year sponsorship agreement with NLTRA for 2018 and 2019 fireworks, both NTBA and TCDA would each like to contribute \$2k this spring and \$2k next spring into the “rainy day” barge account. By spring 2019, the barge account will have \$22,700 in it which is approximately \$1K more than it had prior to barge repairs a few years ago. Greg made a **MOTION** to approve contributing \$2K in spring 2018 and \$2K in spring 2019 to the barge account assuming that TCDA is contributing the same amounts at the same time. Lindsay seconded. Unanimously approved.

6. Executive Director Report - Joy

a. Review Upcoming Meetings + Events

Snowfest Parade on March 10. If interested in being in or sponsoring the parade, firm deadline is the end of the month. Katie or Joy can get you signed up. Feb 24 – next Get S’more Saturday. Free small business seminar on SEO and content marketing; pre-registration required. Wine Tahoe hosting a wine tasting event on March 22, 5:30-7pm. RSVP directly to Allison. Boys & Girls Club is hosting an event to honor Dave Ferrari on March 23. Tickets are \$100 per person. Serving Ferrari family raviolis; fundraiser for the Boys & Girls Club. It would be nice to have NTBA presence at the event. **Action Item: Joy** will forward link to Board members. **Action Item: All Board members** consider attending and please let Joy know if you plan to attend by March 9, so she can coordinate NTBA people to sit together. Also, there may be some budget for NTBA to help with a few tickets.

b. ED Report –written report submitted

Small Business Seminars are set up for the year; NLT Chamber, TCDA and NTBA responsible for one each. Lindsay Thayer will teach the one in the fall focused on social media. Spectrum Business is considering sponsoring the 2018 small business seminars again. **K Corporation email blast** – Placer County was not happy with the email sent and we heard from a few members as well. The outcome of the emails with Jennifer Merchant that Board members were copied on, was Joy and Emilio met with Jennifer Merchant and Erin Casey last week; good conversation, opportunity to review and update contract and include some of the things that have been taken for granted or loosely defined over the years. It will be an interesting process and likely will require more of Joy’s attention in the coming months as she negotiates the **2018-19 County contract**. Emilio has been hugely supportive, as has the board. One of the outcomes: we may need to have a tighter policy regarding member email broadcasts to NTBA databases in the future. We’re at **217 members**. Tonight’s **Member Appreciation Party** will be fun – **video** is done! **Member portal** is at a point where we’re ready to share it tonight. Documents and member handouts are ready to go. Please provide feedback to Joy and staff if you have any. **First Get S’more Saturday** exceeded expectations – 39 play cards redeemed; 267 visits to various participating businesses. Signed two-year **contract with Alibi Ale Works** for Music on the Beach and July 3. Related to membership documents; we now have a new doc called, **“expanded marketing benefits for a fee.”** The fee now associated with distributing materials or having a tent at events; tiered structure based on membership level. This will create a new revenue source for NTBA. Working on **summer marketing plan**. Still do not have results of **Shop Local holiday contest**; waiting to receive from the Chamber. By the way, Natalie has resigned; this week is her last week. Considering surveying retailers to determine whether program should be continued or changed. **KB Roundabout art**



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continues to be delayed, caught up in government red tape and is very complicated; she is committing to ensure it happens. Working on **tourism master plan grant for Kings Beach lighting program**; deadline March 30. **Third party banners on Kings Beach streetlights**; installer dropped price significantly. Hoping to get more action and promoted to NLTRA and Snowfest and others. **Leadership program** has started. **Office lease** comes up at the end of October; beginning negotiation process for a new lease. Hoping that we can stay without a significant increase. Starting research to identify "fair" pricing.

7. **NTBA entry in Kings Beach Snowfest Parade**

Kim needs 2-4 additional volunteers to hand out Get S'more Saturday play cards to parade spectators. Ideally four people so we have two on either side of the parade route. Charlie agreed to help, Christine tentative and Leah Kaufman confirmed with Kim that she would help. **Action Item: All other board members** who can help, please notify Kim by March 5 latest.

8. **New Member Email Broadcast Policy/Procedures**

Joy shared instructions for sending email broadcasts as well as draft of policy/procedures sent in board packet. We've had disclaimers, but haven't enforced unless there were timing conflicts. New addition: content related to development, redevelopment or potential controversial topic, we'll take more time to consider and/or present both sides, positioning as "important community topic," here are the two perspectives (not charge either party). Discussion followed. Consider introducing language that topics that could be controversial or pose a conflict of interest for the NTBA would need to go through process that aligns with NTBA advocacy policy. **Action Item: Joy** will incorporate feedback and bring it back to the Executive Committee and board for review and approval as soon as possible.

9. **NTPUD Update – Pam**

NTPUD will share information about the event center committee that the board and staff are working on putting together. The committee will review most recent plans, come up with a new plan. If anyone is interested in serving on the committee, let Pam know – she will send more information. Joy and Kristi expressed interest. NTPUD had a hearing on the Steelhead/Loch Leven water project. Those are the two streets that will receive new water lines this year. Non-motorized concession went out to bid for Tahoe Vista Rec Area; Kevin at Tahoe Adventure Company was awarded the contract again. Event Center activities – Stay Gold Fitness Fit Camp has been successful; new yoga in the mornings and Tuesday and Thursday afternoons. March 10 pancake breakfast and dress your dog contest before the Snowfest Parade. Dress Up Your Dog categories are Best in Show, Most Like Owner and Most Creative.

10. **Member Appreciation Party Board Assignments/Instructions + Q&A**

Adjourned at 4:16 p.m.