



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

**NTBA Board of Directors Meeting  
Thursday, March 15, 2018  
3:30 – 5:30 p.m.  
North Tahoe Event Center**

**MINUTES**

**Attendees:** Emilio Vaca (by phone), Christine Bettera, Greg Moutinho, Maggie Steakley, Jessica Weaver, Pam Emmerich (3:34), Kim Smith (3:35)

**Not present:** Charles Teran, Kristy Kohnen, Lindsay Thayer, Cindy Gustafson, Jaime Wright, Dax Willard

**Staff:** Joy Doyle

**Guests:** Daphne Lange of NLTRA, Jonathan Jansen of Placer County

1. **Call to Order, Establish Quorum & Introductions** - Pam called the meeting to order at 3:36 p.m. as a quorum was established.
2. **Approval of March Agenda** - Greg made a **MOTION** to approve the March agenda, Kim seconded the motion. Approved unanimously.
3. **Approval of February Minutes** - Greg made a **MOTION** to approve the February minutes, Christine seconded the motion. Approved unanimously.
4. **Public Comment + Board Member Announcements**  
Due to Emilio's professional and personal commitments, he will not be physically available for some NTBA meetings. He will remain as available as possible and try to attend meetings in person when available. Joy thanked Emilio for his ongoing commitment to her and role on the Board even though there are many demands on his resources.
5. **NLTRA Update – Daphne Lange**  
Board election over the past two weeks to reshape board. New members will take effect at April board meeting. There are now 17 seats that are designated from the large resorts, representation from businesses and lodging properties throughout North Shore. Five appointments and Karen Plank from Donner Summit area is the Placer County appointee.

Just finished Winter shopping photo shoot in Kings Beach. Those efforts will be used/promoted going forward; NTBA will have access to the images. Touch Lake Tahoe campaign – February is going great. 114 photo contest entries; 403 since December. On track to beat last year's entries. Over 213k impressions. March 4-10 was get historical and Snowfest photo prompt. Secret lakeside trails is this week, lakeside beverages next week, end of winter plunge (dare to jump in and enjoy Tahoe) are remaining weekly photo prompts. The campaign may be pushed to early April due to snowy March. Bringing influencer, Sam Graves, on Tuesday to take over Instagram channel (135k followers; he will share content).

Outreach to short-haul markets – Bay Area, Austin, Los Angeles to encourage booking of last-minute trips this spring. Bay Area News Group giveaway.



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Special event grant funding – application available on NLTRA.org. Total funding available is \$50k. Applications due April 6. The 2019 grant applications will be out in the fall. Joy is researching whether to apply for NTBA events because the program criteria has shifted for this cycle.

## 6. Financial Items - Joy

### a. Monthly Reports

**Balance sheet** – first of three fireworks payments (\$6500) came out of regular checking account. Joy will transfer donor funds from money market account. Assets section – receivable for payroll taxes for ~\$3700. This is as a result of last pay period of 2017; Joy had to bring bookkeeper in to remedy the error on Ashley and Katie’s checks. Although payroll tax payment was cancelled through Quickbooks, payments were taken out. It is estimated that in April, those will be refunded to us. **Budget vs. Actual** – on page 1 under administration/income, under contract with Placer County, it shows we’re \$5k over budget. These marketing dollars are likely budgeted in March and we’ll catch up next month. February bank statement has not yet been reconciled. Income – we’re about 4% favorable to budget. Expenses – we’re at 97.6% favorable to budget. Looking strong budget to actual. **P&L by class** – not a lot to report. Don’t rush and look at Parade column because all labor is not included, and we haven’t yet been invoiced for all of our expenses. Currently showing net profit, but not sure that’s where we will land. Typically we do not have a net surplus on the parade. We did exceed parade sponsorship budget however. We will revisit this next month.

### b. 2018-19 Budget Process Overview

Joy will put together the first draft of the budget to present to the Exec Committee on April 9; we may wait until May to present it to the full board. Desire is to have it approved in May, but it may not be until June. A lot of sponsorships will be locked in by then.

## 7. Executive Director Report - Joy

### a. Review Upcoming Meetings + Events

TTUSD state of the district event on March 20. WineTahoe.com will offer a guided wine tasting here at the Event Center. Deadline is Tuesday to RSVP; no cost. One more Get S’more Saturday (March 31). Tahoe Perfect Workout/Moving TAO Center is hosting open studio (pilates, barre, yoga, “happy spin” cycling, etc.) on May 2. On May 21, semi-annual Placer County meeting (10am-12pm): Pam, Greg, Kim are yes, Jess and Christine are maybe, Maggie no.

### b. ED Report highlights + request for comments/questions

Economic Vitality - Considerable time spent on **business seminar collaboration** between TCDA and NLTRA; need to onboard NLTRA staff with Chamber Manager position being vacant and because NLTRA is responsible for the next seminar in early May. Attendance and feedback at Feb 27 seminar was strong. Spectrum Business is sponsoring all three seminars (offsetting soft costs for NTBA, TCDA and NLTRA). **NTBA collaborating with NTPUD and others for new tourism master plan grant cycle through Economic Vitality Committee**; compiled list of potential projects that is meant to be a working list. JJ received feedback from Peter on the project list that was compiled. He will share notes with Joy. **ACTION:** Joy to copy Pam on the feedback from Placer County. Topics such as undergrounding power lines and how to tie Tahoe Vista to Kings Beach by connecting with trails, peds and bike lanes, etc. NTBA has **217 members** currently. Email was sent to all who did not attend the party to communicate how to maximize benefits, share the video, etc. **New member portal** is up and complete.



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Events, Marketing & Promotions – **Get Smore Saturdays**, 3<sup>rd</sup> one went well with 43 play cards turned in despite the rain. We're up to tracking 966 visits into restaurants and retailers; average of 8 visits per attendee. No feedback yet from the participating retailers and restaurants; we asked them to develop tracking and share with us at our wrap up meeting in April. Customer response anecdotally has been good. **Parade** was fun and successful; of 27 entries, we had 25 show up. For the first time ever, we had enough volunteers to count spectators - estimate 1,700. Previously we've estimated 1,000 so we are very pleased with the number. Katie worked hard and did a great job on the event. We've executed contracts with all **Music on the Beach** bands; we have a line up! Getting ready to put out a press release. State Parks is now charging for an event coordinator to be at all Music on the Beach events (\$190/concert). This year, all fees to State Parks including ranger, maintenance and special events personnel and application fees is \$6,746 (25% increase over last year; 71% increase since 2015). **ACTION**: Joy to send **summer marketing plan** to the board for feedback; it will dovetail into contract with the County. Close to submitting **lighting TMP grant** application. **Three more art banners** to be produced for new light pole banner arms. KBSRA trash letter to be addressed later in the agenda. Resources being put into building and negotiating of **new contract with the County**. Joy is working on **renegotiating office space lease**. Joy had conference call with "Silkstart" **for cloud-based association management platform**; believes it could have great benefits by reducing administrative tasks. More expensive than what NTBA is using now but may be something to move to in the future. Next step is to schedule a demo but will be a long process to evaluate.

#### 8. **New Member Email Broadcast Policy/Procedures v3**

Joy shared tracked changes version of the document. The Executive Committee reviewed it on Monday and only had one change; we removed the bullet about political, religious or discriminatory content being prohibited to instead say if the content doesn't fall within advertising of a member's events, promotions, etc. to contact the NTBA. **ACTION ITEM**: Staff will consider raising price of main database because of its size, it is more valuable; will look at what Truckee Chamber and NLTRA are charging for email broadcasts.

#### 9. **KBSRA letter draft**

John Schoberg is on the design committee; had idea to write letter to CA State Parks related to uncleanliness of the Kings Beach State Recreation Area. Pam suggested including content about CA State Parks' mission, copy Sacramento officials, California Tahoe Conservancy, Senator Gaines, etc. and include photos. Pam suggested that the reason that there is a problem is that everyone underestimated the cost to maintain KBSRA and the Sierra District budget is not big enough money to maintain the park properly. Suggestion also presented that this may be a topic that NTBA works together with NLTRA and Placer County to have a broader/louder voice that gets desired CA State Parks outcome. At Greg's suggestion, ,ention wildlife component; public safety hazard was added to the letter. JJ offered to run letter by Placer's legislative analyst as well to see if it is something they could get behind and advocate for. Pam offered to talk with Lisa O'Daley; Joy can connect with Patrick at CTC. Kim indicated she has time/energy to put into this topic, as does Maggie. Maggie mentioned fact that CA State Parks has been approached about this before; in hopes of getting this changed prior to this summer. **ACTION ITEM**: JJ to find out if Placer County would be willing to include their logo and co-sign the letter with NTBA and possibly NLTRA. **ACTION ITEM**: Joy to find out if NLTRA would be willing to include their logo and co-sign the letter with NTBA and possibly Placer. Joy will also reach out to CA Tahoe Conservancy to get their suggestions as to how we can best move this forward.

#### 10. **Member Appreciation Party recap + discussion**



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Joy shared notes and ideas for next year, recap of this year's event. One of the biggest disappointments for her this year was attendance, even though not far off from last year. Percentage of RSVPs that didn't come was 48%. Overall takeaways: did decide to go back to calling it a "party." However new membership info we were trying to disseminate didn't jive with a "party." Planning to move more towards a party for 2019 and consider using restaurant venue/member to host in the future. More fun, different venue, potential to trade part membership for hosting event. Potentially move up date to late January or early February instead of before Ski/Skate Week. Maggie proposed idea to assign a topic to each board member to work into conversation their conversations with members so we are gathering input but more informally (keep it casual, one station with info for those who may want it).

#### **11. NTPUD Update – Pam**

Staff asked for consideration of concession for motorized vendor at Tahoe Vista for jet skis. Thoughts should/can be submitted to [ntpud@ntpud.org](mailto:ntpud@ntpud.org) as soon as possible. Also considering doing a trial for a year and then making a determination. May 10, the PUD along with Tahoe City PUD and IVGID will host "smart irrigation controller" session. More info to come. Parks bond coming up in June (will be on the ballot); debating whether the board will take a stand or not; will likely be on NTPUD board agenda for next meeting. Stands to support the CTC and bring more money into our region. NTPUD advocating against water sales tax proposed by Governor's office; will continue to watch what's happening. NTPUD is going to the Airport District to ask for \$160k over the next two years for use for NT regional park.

#### **12. Placer County Update – JJ**

Process improvement seminar in Auburn – consultant focused on planning process, final mapping process and building permit process. Session was collaborative between County, public sector and other agencies. Intent is to offer understanding, improve and streamline processes. Listed problems, impacts, solutions that came out of each. Tahoe process improvement seminar to be scheduled in late April that will be open to the public; will be outreach ahead of time. Rescheduled sustainability plan meeting until April 25 – sustainability efforts toward greenhouse gas impacts, economic impacts, etc. CAP committee – Erin is scheduling 1:1s with all committee members; all seats were approved by PCBOS. First meeting should be by end of March. Tourism master plan and projects coming this way; JJ to send notes. Tahoe Public Art – delegating tasks for how to get encroachment permits from CalTrans. Target is to approach PCBOS on April 10. Want piece of art to go in by/before end of the year. Next Tahoe PCBOS meeting is April 24. Transportation Authority and Placer working with special districts on proposed sales tax to assist with transportation funding. Survey to come out soon; TBD on timing. Micro-mass transit district in Squaw going to PCBOS in Squaw (TMA first).

**Adjourned at 5:31 p.m.**