



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

**NTBA Board of Directors Meeting  
Thursday, May 17, 2018  
3:30 – 5:30 p.m.  
North Tahoe Event Center**

**MINUTES**

**Attendees:** Pam Emmerich, Christine Bettera, Emilio Vaca, Jessica Weaver, Charles Teran, Greg Moutinho, Kim Smith, Maggie Steakley, Cindy Gustafson (3:35)

**Not present:** Kristi Kohonen, Jaime Wright, Lindsay Thayer, Dax Willard

**Staff:** Joy Doyle

**Guests:** Angel Green, Jonathan Jansen (3:45)

1. **Call to Order, Establish Quorum & Introductions** - Emilio called the meeting to order at 3:33 p.m. as a quorum was reached.
2. **Approval of May Agenda** – Charlie made a **MOTION** to approve the May agenda, Pam seconded. Unanimously approved.
3. **Approval of April Minutes** - Pam made a **MOTION** to approve the April minutes, Kim seconded. Unanimously approved.
4. **Public Comment + Board Member Announcements** Maggie announced she recently joined North Tahoe Regional Advisory Council (NTRAC).
5. **Placer County Sustainability Plan Efforts – Angel Green**  
Angel is with the Placer County planning division. The County is working on its sustainability plan to address climate related risk. The effort was originally kicked off in 2010; signed with the Sierra Business Council to create Greenhouse Gas Emission baseline to identify mitigation strategies. Additional funding didn't come through until 2016; consultant brought on board in 2017. First task was to complete GHG inventory (updating report done in 2010). Part of outreach strategy is to take that information to the public; 3 workshops throughout the County to alert re: process. Forecast will be completed to estimate where emissions will be in the future; help identify mitigation strategies and figure out where the County will be as it relates to the State's climate plan. Mitigation strategies can look like requirements for new developments, voluntary strategies, etc. Opens up State funding that can be used for various programs. Other component includes a vulnerability assessment; areas most at risk (could include areas that could be impacted by fires, drought, etc.). Programs and policies will then be created. Hope to have process complete within a few months; have some holdups collecting data. Once strategies have been developed, workshops will be held to get people's thoughts. The County will continue meeting with stakeholders until the plan is adopted. Looking at measures to help reduce mobile emissions (transit); reducing water and energy usage (not just new



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development, but existing as well). Learn more at <https://www.placer.ca.gov/> (search "sustain Placer"). Any comments or feedback can be sent to Angel Green at [sustainplacer@placer.ca.gov](mailto:sustainplacer@placer.ca.gov). Recent feedback has included building up EV infrastructure in the area.

Cindy asked how this will address day visitors and mitigation requirements for nearby areas within Placer where visitors are traveling to North Lake Tahoe from. Maggie asked how this plan will overlap with the housing plan. Angel indicated the plan is that the board will review the plan in early 2019. **ACTION:** Joy indicated NTBA would promote the survey in its next newsletter.

## 6. Financial Report – Joy

Financial reports look positive. Nothing much to say about Budget vs. Actual and P&L by Class. Balance sheet continues to look healthy; we have \$27K in accounts receivable including \$2850 for membership, \$6250 for Placer as well as summer event sponsorship invoices. IRS overpayment of payroll taxes; we will receive refund within 30 days.

## 7. Executive Director Report - Joy

### a. Review Upcoming Meetings + Events

Semi-annual meeting with Placer County on Monday at 10am in Tahoe City. Joy compiling "NTBA Clean Team" five people have agreed to attend. The group will talk about new Main Street adopt-a-section program, Clean-up Day, etc. May 23, 7:30am at NTBA office. Clean-up Day Saturday, June 2; registration starting at 9am. Opportunity for verbal comments on KBSRA EIR at TRPA Governing Board June 27, 9:30am (specific time for timed items TBD) at NT Event Center. June 29 is final date to submit written comments re KBSRA.

### b. ED Report highlights from written report submitted with packet- Joy

**Economic and Community Vitality** – awesome speaker at last Small Business Seminar re: leadership and company culture. We responded to the Kings Beach Center press release; they became a new member (premier) and purchased a 3-pack of emails to distribute. Joy attended the community meeting; well attended with feedback that ran the gamut. Joy questioned whether NTBA should submit comments on KBSRA EIR document; she is currently reviewing and plans to send a survey to members as soon as possible. **ACTIONS:** Joy to send advocacy policy to current board members for familiarization; board members asked to respond to the survey. 218 members as of yesterday.

**Events, Promotions & Marketing** – Get S'more Saturdays meeting recap; low turnout, but good feedback from businesses who were there. Set dates for 2019 (Dec 15, Jan 19, Feb 23 and March 9). Clean-up Day – Ashley leading event work plan. \$3k+ confirmed sponsors. July 3 Fireworks are coming along. Finalized paperwork from CA State Parks for Fireworks and MOTB; payments coming up at end of May. We have exceeded sponsorship goal and last year for MOTB (credit to Ashley). Finalized agreement with Project MANA for Passport to Dining. Working with a consultant (Tahoe Production House) on updates to the website; should be complete in a few days. Will help to increase page load time (desktop and mobile).



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**Design** - Kings Beach Roundabout Art – Steve Miller will be the point person to work with Placer County on the roundabout art. Best case scenario – “Estrella” would be installed this year, the second piece would be installed next year. Three additional art banners will be installed tomorrow (May 18).

**Organizational Capacity/Admin** - work has included negotiation of new Placer County contract, budgeting, finalizing office space lease, insurance quotes, etc. Engagement report – part of existing Placer County contract and will also be included in new contract; includes number of new members, variety of other numbers that demonstrate growth.

## 8. Placer County Update – JJ

Questions from project managers attending Semi-annual meeting; are there priorities so the meeting stays within the timeframe? Joy indicated there are and she would provide to JJ. Second homeowner mailer(14,500 sent), received 500 respondents; survey closed yesterday morning Data is available online on the survey link. Asked second homeowners about their property; how many rooms, if they are renting short-term and/or willing to rent long-term, etc. For those who can't attend the semi-annual meeting, there will be a call-in number.

## 9. NLTRA Update – Cindy

In the process of developing budget, scope of work (attachment to County contract) and tourism development plan, hoping to have approval by end of the month. May 29 will be finance committee meeting; May 30 with full board of directors. Sets the tone for what NLTRA is doing for the next year. Chamber budget was also developed; fiscal year starts July 1. Items on the agenda: Squaw Valley TBID (assessing day lift tickets by 1%); board still concerned with multiple TBID's within the region and how it fractionalizes things. Opposition has been that the tax is on lodging when it mostly comes from day visitors. CAP Committee had its first meeting; talking about criteria for grants and reviewing that. Will start grant presentation reviews in June. Cindy serves on bi-state transportation committee; looking at what can be done to address transportation in the Basin as a whole. Good progress is coming; California side looking at funding mechanisms to figure out how to make things happen. USFS has released their review of number of visitors to the Basin – over 500,000 new visitors per year over the past 5 years (5.4-7.9 million visitors). 46% growth. NLTRA's contracted survey results reported 12.8% growth (some of the fastest growth in the state re: travel and tourism). Prop 68 is on the ballot in June; chamber is supporting it. Last day to register to vote is May 20. Lawsuit filed related to Tahoe City Lodge project by next door neighbor right before construction season started. In NLTRA work plan, projecting to expand visitor information services to 7 days/week at KBSRA. Submitted to CA State Parks to sell minimal sundries to offset costs. **ACTION:** Cindy to send information about Prop 68 info to Joy so it can be shared on website and via e-news.

## 10. NTPUD Update – Pam

Boat launch opens tomorrow (May 18); will be open 7 days/week 7am-6pm through Labor Day. After that, less hours, but not yet determined. Water conservation plan passed by the board for the next few years; not meeting 20% reduction by 2020. Will focus on wasteful water practices CA put in place and outdoor use. Saturday, May 19 evacuation drill to be conducted in Crystal Bay. Safety Day, free BBQ, microchipping, etc. 8:30am-



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2pm at Biltmore. Park news publication will be distributed in June district bills and local businesses. Dwayne's official retirement is June 15; recruiting for GM. June 1 is first round of application reviews. Waterline project in Kings Beach is ramping up; Loch Leven and Steelhead this year. May 28 is when things really get started. NTPUD working on the budget, establishing new benchmarks, introducing industry standards. Budget workshop next Tuesday. Next event center committee meeting is May 29, 6-9pm at NTPUD HQ in Tahoe Vista (open to the public).

**----- 4:57pm adjourned to closed session with voting Board -----**