



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

**NTBA Board of Directors Meeting  
Thursday, June 21, 2018  
3:30 – 5:30 p.m.  
North Tahoe Event Center**

**MINUTES**

**Attendees:** Maggie Steakley, Jessica Weaver, Jaime Wright, Charles Teran, Christine Bettera, Pam Emmerich, Greg Moutinho, Emilio Vaca (3:33)

**Not present:** Dax Willard, Kim Smith, Cindy Gustafson, Lindsay Thayer, Kristi Kohnen

**Staff:** Joy Doyle

**Guests:** Jonathan Jansen, Alex Mourelatos, Bill Matte, Dave Wilderotter, Kay Williams

**1. Call to Order, Establish Quorum & Introductions (6 or more) - Emilio**

Emilio called the meeting to order at 3:35 p.m. as a quorum was reached.

**2. Approval of June Agenda – Emilio**

Pam made a **MOTION** to approve the June agenda, Greg seconded. Unanimously approved.

**3. Approval of May Minutes - Emilio**

Maggie made a **MOTION** to approve the May minutes, Pam seconded. Unanimously approved.

**4. Public Comment + Board Member Announcements and suggestions for future Board meeting agenda items**

Joy let the board know the Summer Solstice celebration scheduled was cancelled – she unfortunately had to put her dog down today. ☹️

Charlie announced that the North Tahoe Event Center Advisory Committee met recently and will be presenting to the NTPUD about two recommendations in the coming weeks. Alex indicated the group is interested in making the NTEC facility more accessible to the community, and for greater use by the community for meetings, events, etc.

Kay alerted the board that a group called the Tahoe Vista stakeholders was formed (loosely) consisting of lodging properties – goal is to get CAP funding to hire a consultant to help Tahoe Vista core begin to plan for sidewalks, streetlights and undergrounding utilities. Interested in having NTBA help to assist in process of getting the consultant hired. Possibilities of partnerships between AT&T, PUD, etc. Everyone agrees these are things we need and should have. Some properties already have funds being held with TRPA for these types of projects.



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Alex is the Chair of the CAP committee, but here representing Mourelatos Lakeshore Resort and the Tahoe Vista businesses. Role of advocacy has been strong and clear. The ask is that NTBA continue what it has always done – promote improvements that help economic vitality in our community. This is a study to create a plan (which will take years of work to coordinate that will ultimately result in undergrounding utilities, sidewalks, etc.). Liberty Utilities is waiting for someone to take the lead. Group needs a champion. If NTBA finds a way to champion this – disadvantage is that NTBA doesn't usually request grants and manage for infrastructure... Other groups like Sierra Business Council and Tahoe Prosperity Center are interested in helping.

Dave represents North Shore Business Associations – he believes Tahoe Vista needs a plan, but to hire consultant will take some time. Does NTBA board want to take the time to hire a consultant? First thing would be to apply for grant money to pay staff to put together RFP that looks at hiring a consultant. Committee is supposed to fund projects that align with the vision (trails, connectivity, visitor amenities, etc.); things the committee can be convinced to find the money, but someone has to come up with the plan to hire the consultant to do what Tahoe Vista wants. Also wants NTBA to assist with advocacy efforts, help determine who becomes lead agency.

The stronger the case for this, the more likely to generate a plan and figure out the funding. Opportunity to reinforce TOT being invested in research and planning for infrastructure. Dave wants to know what to tell the CAP committee (meeting every month of this committee). Looking for statement from NTBA about willingness to be involved in this process and take a lead role. At a minimum, looking for a statement that this is important for the community and NTBA is behind and willing to take a lead role in advocacy/design of plan.

Emilio recommended that this is a topic that goes to Executive Committee to determine next steps and what the statement will include from a membership perspective, assisting with advocacy and outreach.

Kay reminded that there are more than 20 TOT collectors in the Tahoe Vista corridor. Joy to forward quote from Design Workshop related to Tahoe City plan.

Dave also brought up the 267/Hwy 28 roundabout and asked what his recommendation should be – start or wait? Board informally recommended that it be encouraged to start. Emilio reminded that advocating for the businesses who will be affected is critical.

Maggie reported from the last NTRAC meeting – Vector control requested notification of dead birds in people's neighborhoods so they can test for West Nile. They can provide free insect repellent for events public is attending.

## **5. Financial Report – Joy**

Balance sheet – still looking healthy. Keep in mind the first two fireworks payments (half of the total) have come out of the money market account; the rest will come out of checking account. We have a lot of invoices for sponsors that haven't yet been collected. \$5,075 of accounts receivable is in membership. Sponsorship for MOTB and July 3 food vendor payments outstanding. Joy has set up an appointment for after start of new fiscal year (Lisa Bagan) to transfer into new fiscal year.



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P&L by Class – Clean-up Day; believe all of the expenses and income tracked. Small net surplus of \$683.

Budget vs. Actual – needs a little bit of explanation re: chart of accounts. Joy has created income and expense lines for each category (marketing/promotions, economic vitality, etc.). Bottom line – looks like we'll have a significant surplus of just over \$15k, however we have one more payroll (June 28) period before the end of the fiscal year. Joy will put it on the agenda for next Executive Committee meeting and discuss with the full board in August.

## **6. Executive Director Report - Joy**

### **a. Review Upcoming Meetings + Events**

We have the launch meeting for the NTBA Clean Team next Weds, June 27 at 6:30pm at the United Methodist Church (new member). NTBA staff is not able to attend the meeting, but NTBA has contacted those who participated in Clean-up Day as well as a survey so people can respond. Maggie encouraged board to participate in the meeting and/or respond to the survey before the 25<sup>th</sup>. Pam offered to include it in PUD e-news.

Music on the Beach and July 3 Beach Party & Fireworks, please help promote through social media or any other means. Tickets are still available for the Beach Party (approx. 120). Jess suggested reaching out to local lodging concierge/group sales contacts to ask them to promote, as well as NLTRA. Beach clean-up is scheduled on July 5 (League to Save Lake Tahoe) from 8:30-12pm. In the future, maybe we'll become an official partner.

No board or committee meetings in July. We are going to meet in August; all meetings are on the schedule and have been sent to the board as digital calendar invites.

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

Comments re: response to draft EIR/EIS have been prepared re: pier. Placer considering pilot program with CHP to synchronize when pedestrians can cross the highway in groups. Jamie mentioned this topic was raised with TMA as well and they also recommended funding should be set aside to evaluate. Economic vitality committee whittled down list of projects to consider in coming year to affect positive results from.

Events/Promotions/Marketing – annual tracking of clean-up day; more volunteers by 13%; cleaned up 64% less trash! Less large items. From staff hours standpoint, it took a little more time than average. We did well in sponsorships. Sponsorship commitments for July 3 are strong; \$200 less this year vs. last year, but still holding out hope. Preferred seating is still available. MOTB has exceeded sponsorship by over \$2k. Working with new payment processing/online payment that will give us insights into new data. All of the banner arms are filled with streetlights including 3 additional art banners. Mt. Rose has become a member and will move forward with Joy's counter proposal to them for banners (beginning in November for 9 weeks). Lighting grant was lowered. Leadership program completed; Katie graduated. Lots of work on the budget. Insurance policies have been renewed.

Emilio questioned what is happening with the mini golf course and Placer County; they don't believe they're receiving the services they're paying into for the benefit assessment district. Joy reported there seems to be a lack of trust that the funds being paid into the district are being properly used for the services they're



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earmarked for; requested that a report be produced annually from the County to let people know how that money is being spent.

Emilio also questioned what is happening with the Nursery. Joy indicated Perennial Nursery had not been renewing their membership; Holly indicated that Tim was frustrated that NTBA did not respond to the lawsuits Scott Johnson was filing around town related to ADA compliance. Liberty Utilities is attempting to collect \$25k from Tim from 7 years ago. Joy contacted Tim and let him know NTBA did contact Sen. Feinstein related to the ADA compliance and also provided him with contact info for Liberty Utilities. He has now signed on as a member and signed on as a sponsor for July 3!

#### 7. [FY18-19 Budget v5](#) <<link>>

We're going to go over the yellow and orange sections because they are the significant changes between v3 and v4. The order of this is not exactly the same as the budget vs. actual, but they jive in Quickbooks. \$7200 in changes, both pluses and minuses; things like deducting sales tax from beer sales... For booth and distribution fee; being conservative. Direct mail has been a positive change; we decided to go back to donors from past years and did a letter or email to them directly. Raised \$2075 (positive by about \$1500). Insurance bill went up by \$1200 due to Get S'more Saturdays; increased participation fee as a result. Payroll section – Ashley is moving up to 34 hours per week with 4.125% increase. She has accepted the offer. Katie will also receive a 3% increase and both will receive an increase to their cell phone stipend. Barge maintenance fund will receive \$2k this year and \$2k next year; trying to determine whether it will come out of reserves or the budget. Recommendation was to keep it in the budget so that it's documented annually. Office supplies went up significantly (\$1700) because of wine cart for MOTB. We're at a \$2k surplus; in line with what is typical for us and looking like a solid budget. Only real variance is if we don't sell the beach party tickets (\$3k). Conversation about executive committee consider putting surplus/reserves funding into the Clean Team line item. Joy brought up the idea that we should look at all of our projects and determine whether they make money or not and determine if they should be continued if they don't; have a business plan for those things we're continuing. Maggie suggested that the trash issue is something we can likely generate more community support for and potentially encourage more community supporter memberships. Emilio brought up the line item related to the organization's 40<sup>th</sup> anniversary and whether to put money in there to celebrate. Pam made a **MOTION** to approve the 2018-19 organizational budget; Jess seconded. Unanimously approved.

#### 8. [KBSRA Comments](#) <<link>>

Letter is due June 29; Joy would like to submit on the 28. We didn't get a good response to the survey; less than statistically viable, but comment includes what the questions were, what the responses were, how long people had to respond. Expressed support for alternative 2; concern about parking with no education or alternatives. Encouragement for them to install bike racks; consider widening the promenade to allow for all of the uses outlined and promote mobility and access. Maggie mentioned the fact that CA State Parks anticipated a significant (46%) increase in visitors in the future, but the EIR bases the plan on average visitors to the area. Joy will send the comments to the board for approval by email. Emilio made a **MOTION** to approve the KBSRA draft general plan comments as they are pending the modifications by Maggie and Joy. Charlie seconded the motion.



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#### **9. TMA Update & New Transit Website – Jaime**

TART website launched this week. Trip planner tool allows you to type in where you're coming from (from this region only), where you want to go, time, etc. and it pulls you into Google Transit feed – what line you can take, where your nearest stop is, etc. NextBus app has also been integrated into the website so you know when the next bus is arriving. Interactive map allows you to click on route lines, shows stops, route times, rates, etc. Brochure can also be downloaded from the website. Special event schedules will also be under “routes” in navigation. Tahoe Transportation district services into Sand Harbor and Emerald Bay are also included. “How to ride” page offers tips, transit hubs, real time bus arrival info, etc. New “transit to trails” mapping system is also included; includes paved and dirt bike paths in the region and how to connect with TART. “Fares and passes” – Truckee local route free service will begin July 1. Dial-a-ride services (Placer ParaTransit and Town of Truckee Dial-a-ride) info is available; eligibility application.

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

Applicant presentations for CAP – starting to receive scorecards and learn where projects are falling among CAP committee members. Yesterday, Erin went to testify for SB2920 – proposing increase in sales tax and potentially TOT that would help fund transportation infrastructure. A survey will be distributed to gauge community interest. Partnering with the NLTRA and PUDs to help with this. NTBA contract is on Erin's desk; she will revise and send along to finalize. Will then go directly to Todd (Placer CEO) for signature (won't have to go in front of the Board of Supervisors). JJ indicated the scope of work is mostly unchanged; the changes are related to the invoice processing related to the switch to performance-based. June 26 meeting in Auburn, next meeting up here on July 24; on July 23<sup>rd</sup>, reception at The Ritz-Carlton, Lake Tahoe.

#### **11. NTPUD Update – Pam**

Pam provided park news brochure; will be delivered next week to hotel properties. Parks make life better month events will take place in July. PUD requested bike racks for Kings Beach; hopeful they will be provided. If anyone knows anyone who needs work; looking for seasonal employees – especially for the boat ramp. Swim area is up, jet ski concession is going well.

**Adjourned at 5:52pm.**