



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

**NTBA Board of Directors Meeting
Thursday, August 23, 2018
3:30 – 5:30 p.m.
North Tahoe Event Center**

MINUTES

Attendees: Emilio Vaca, Kristi Kohnen, Pam Emmerich, Cindy Gustafson, Jessica Weaver, Charles Teran, Jaime Wright, Greg Moutinho (arrived 4:16)

Not present: Dax Willard, Kim Smith, Christine Bettera, Maggie Steakley, Lindsay Thayer

Staff: Joy Doyle

Guests: Jonathan Jansen

1. Call to Order, Establish Quorum & Introductions

Emilio called the meeting to order at 3:35 p.m.

2. Approval of August Agenda

A quorum was not immediately established, item #7, Clean Team Update will be submitted in writing after the meeting, and some had to leave early causing the order of the agenda to be revised, however it could not be approved due to no quorum. Late in the meeting after Greg arrived and a quorum was established, Emilio made a **MOTION** to approve the August agenda based on how the meeting had transpired. Charlie seconded the motion. Unanimously approved.

3. Public Comment + Board Member Announcements

Cindy Gustafson reported that Placer County held two meetings related to the TOT ordinance and audits for lodging during 2015-17 calendar years. Presentation will be shared; important in that people will be contacted within next 30 days and the auditor will work with them directly to audit their books. The County is looking at updating the TOT ordinance because a lot is left up to interpretation. Concerns from lodging properties about what is and isn't in compliance will be included by end of year, maybe by end of October. Most of what is being looked at is clarifying interpretations and going after those who don't pay (to make sure they can lean their properties; now going to collections). Also looking at online remittance for the lodging properties.

Phase 1 of TBID was approved to move forward with the analysis from Civitas. Phase 1 will look at the revenues that can be attributed to the various types of industries; what we don't know is about the industries not paying into a system (we know about lodging), recreation/attractions, boat rentals, paddleboards, ski lift tickets, etc. This will be part of the larger discussion regarding raising more money to execute the tourism master plan. It is anticipated data should be available within three months. Looking at Mammoth model and also at Napa model, which could or could not include funding for business/downtown associations/regions. Requires 51% approval by all of the businesses.



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NLTRA strategic plan for board of directors on September 12. Anyone interested in welcome to attend/listen to the discussion. Meeting will take place at 1:30pm at Garwoods (upstairs). Will do a SWOT analysis and look at the future.

Sales tax initiative passed the Assembly and Senate. Waiting for the Governor's signature. We have the authority ready and can start talking about funding strategy; what percentage increase is needed to meet tourism master plan.

BACC – met with Joy, JT and to meet with Squaw tomorrow; talking about continuing to have BACC meet, but meet in conjunction with new Chamber subcommittee of NLTRA board and tourism development committee to benefit from marketing experts and to cover Chamber related topics that the committee hasn't had capacity or priority to address. There would not be more meetings for Joy to attend. Goal is to be more effective. NLTRA is looking at all of their committees' structure, roles/purposes.

Hearing that June and July were record-breaking for business volumes this year.

4. Executive Director Report - Joy

a. Review Upcoming Meetings + Events

Two more Music on the Beach concerts left – Aug 24 and 31. Committee was strategic with band selection for the final two concerts for best possible attendance to end the series with a bang instead of a fizzle. Regular meetings coming up in September; next small business seminar scheduled with Lindsay Thayer focused on creating engaging content for social media. Placer County NTBA semi-annual meeting Oct 25 from 10am-12pm, Placer County CEO will be in attendance; if you have agenda items you want to be considered, please let Joy know. Passport to Dining, November 8; the rack cards have been printed so that we could start promoting at MOTB and Project MANA's summer events. The work plan is underway.

b. ED Report highlights

Economic Vitality - Sale of properties on the northwest corner of Bear Street Roundabout (Felte building, Psychic and third building next to Chevron) is in escrow to the same owner. Once escrow closes, we may have access to more info, but as of now, no plans are available. New business in town: Steamers. "CalNeva Listening session" happening today, 5-7pm at library in Incline Village. Joy reached out to Laulima re: Crown Redevelopment plans; not a robust presentation to NTRAC. Kings Beach Center – nothing to report, but hopefully something soon.

Membership is holding steady at 219; two premier members who we've previously traded with are on the verge of being dropped if they don't pay by August 31.

Events, Promotions & Marketing - July 3 fireworks; giving feedback to the vendor. We will have a credit of 100 shells for next year. Fireworks wrap up meeting with Zambelli, NT Fire, PC Sheriff; already starting on 2019 fireworks. Met and communicated with anonymous donor; he and his neighbors want to continue to support NTBA and the fireworks. MOTB concerts



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have been successful; tracking ahead of budget. Estimated attendance is 25% increase. Power distribution box was stolen at Tahoe Nalu, will cost us about \$400 to replace it, which is not in the budget. First Passport to Dining committee meeting occurred this week. If the smoke cooperates, we'll try to do summer photo and video shoot (similar to winter). Joy will remain engaged in BACC process; excited about the proposed changes.

Design – We were approved for the \$14,542 grant for the **roof line lighting program**; this is the reduced amount because the CAP committee wants the businesses to cover 50% of the cost and we need to comply with “night sky initiative” rules, which we will with timers and photo cells. Main Street Adopt-a-Section program is now being called **Litter Free Main Street program**. This is where we are asking retailers and restaurants to pick up litter around their property and be responsible for this daily on a year-round. Three Design committee members and Ashley did door to door outreach to members and non-members earlier this month; Joy is very pleased with results so far: 17 businesses who have confirmed they're willing to participate in the Main Street Litter Free program (goal was 8). We have 10 confirmed for the roof line lighting program, and 8 confirmed “Maybes”. Still at least half of the list still needs to be talked to and/or followed up with for their decision. If we talk to and get commitments/responses from all by early October we may get lights installed before Thanksgiving, however if we don't connect and get commitments from all by then, we will continue outreach through winter and install after snow melts 2019. Lighting program is first-come, first-served; one-time program. After installation if businesses want to opt in they can contact installation provider to purchase lights however they will not be eligible for the 50% funding match. Emilio inquired about the **Roundabout Art** – Joy reported that latest she heard is spring 2019 installation (after snow melts). Tahoe Public Art had a \$15k funding shortfall for the art that has since been met.

5. Placer County Update

First invoice report with new structure was seamless and well done – kudos to Joy! Economic Development Initiatives – putting together welcome packet for new business owners in the area, as well as information about services available through Placer County, NTBA, etc. Jennifer to provide update on public input received related to Nahas project site on Dollar Hill for achievable housing; design guidelines, etc. From there will go to RFP process to see what developers come back with. Still some funding questions (75% filled, and still working on remaining 25%). Have buy in from various entities including Airport District. Department of Public Works staff (Peter and Dan) will be here/available on Oct 18 after NTBA meeting to report on and answer questions about the Kings Beach Benefit Assessment District; discussion followed as there was a misunderstanding between Joy, Emilio and JJ about this. Timing is now clarified however what we are going to call it, meeting format and joint marketing needs to be mutually determined by end September. **ACTION ITEM:** Joy and JJ to determine next steps and work plan for meeting/session Speedboat Beach renovation bid was put out; hoping to confirm a contractor by mid-September. Dollar Creek Path is supposed to be complete in a month or so; ribbon cutting planned at board meeting in October. KBSRA Draft General Plan and Pier Revitalization project was presented to the California Tahoe Conservancy. CTC recognized NTBA's comments as being thorough and including the business community's perspective. State Parks Commission will be in Tahoe mid-late October to do a site walk, then receive public comment and potentially adopting the plan. CTC



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submitted their draft strategic plan in June; advisory committee included additional information. Bringing it in front of their board Oct 11, releasing to public for comments on Oct 1. North Tahoe Event Center Plan – meeting is after this at 6pm.

6. Financial Report

a. FY17-18 results/report

Results from last fiscal year which ended June 30 were very favorable. Confident that all income and revenue is in. We had a \$6k+ surplus, however \$2,100 will be used for photo shoot in the current fiscal year leaving a surplus of \$4,676.51. This amount is recommended by executive committee to be moved into money market account to generate interest. Greg made a **MOTION** to transfer \$4,700 to the money market account; Charlie seconded the motion. Unanimously approved.

b. FY18-19 monthly reports

Balance sheet is looking healthy. Accounts receivable has gone down dramatically; all membership related with the exception of \$100 July 3rd sponsorship payment outstanding. **P&L by Class for July** – July 3 event; good picture of where we will end – Joy estimates \$30K net surplus once August is over. This surplus is actually the budget for next year's fireworks. Second barge used was only supposed to be charged if it had to be decommissioned from a different job; included in financials, but we've not yet received a bill for it yet. Joy encouraged to prompt vendor about whether they intend to send a bill. P&L by Class is only the first month of Music on the Beach. **Budget vs. Actual for July** –line item to bring to attention is on page 3, event expenses, other supplies and postage. Actual is just over \$2700; budgeted \$1800. Wine cart ended up costing just over \$2k. We also had to purchase more cord covers due to wear and tear and replace long extension cord for the beer cart because it disappeared after a concert. Next month Joy anticipates variance will somewhat decrease, but the fiscal year is off to a good start!

7. TMA Update

Transit will roll into its fall schedule Monday, Sept 4. Now doing 30-minute service on main line, so not much change until winter service begins December 14 (when 30-minute service to resorts begin). Running 24-day pilot on park and ride services to resorts from lots in Truckee this winter. Reducing brochure to rack card. Will also promote campaign this winter: "Car Free Weekends." Hoping to start gaining traction. Will create stickers, asking chambers and business associations to start marketing it. Hwy 267/Airport. Hwy 89/administrative building behind firehouse/Wild Cherries. Another goal is to have 30-minute service; looking to resorts to hire additional bus service (third party). Goal is to in 2019-20 offer 30-minute service within resort triangle. TMA Board is doing an open election; 4 open board seats. Two resort triangle seats with incumbents running, and one seat for Tahoe City/West Shore (uncontested).

8. NTPUD Update

New GM started on Monday (Brad Johnson). Recreation and Parks commission meeting tonight; draft of recommendations for NT Event Center operations will be presented. Available on NTPUD website for review should anyone be interested in reviewing it. Bike rack inventory; Tahoe Bike Coalition received a grant which will pay for additional racks that will



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be up at the Regional Park, Tahoe Vista Recreation Area, and at Placer County beaches (Moondunes, Speedboat, etc.). She's not sure about KB State Rec Area. They will be added to the big map eventually. Boat launch hours will remain the same (summer hours) through Sept 16. Reservation until October 1. Jet ski concession will close after Labor Day. Purchasing employee gave notice; looking to hire for that position.

9. Approval of June Minutes

After a quorum was established, Pam made a **MOTION** to approve the June minutes. Charlie seconded the motion. Unanimously approved.

10. Kings Beach Benefit Assessment District (see agenda item 5)

Emilio discussed idea of roundtable or other format to discuss opportunities to communicate to ratepayers, doing specific targeting to outreach to business/property owners. Joy mentioned starting ongoing/running FAQ list that ratepayers could submit questions and house it on NTBA's website. Another idea would be to engage people on social media (closed group). Placer County is willing to find various ways to message/outreach to people to get feedback. Discussed important to let ratepayers know we realize the district has shortfalls, we're working on eventually creating a new/expanded District or adding on a District for expanded services. People want to understand services provided by the District (it was approved in January 2013) and see an accounting of dollars spent and fund balance.

11. [NTBA Facebook Group](#) <<link>>

At the last promotions and marketing meeting, Christine Bettera reminded the group that she had suggested that we consider having an NTBA closed Facebook group; a good way to facilitate peer-to-peer communications and get information out. Pam and Kristi indicated someone should monitor the group 7 days/week. Jess to send Joy screenshots of Basecamp: outdoor industry closed group as an example. Pam indicated there is an opportunity to include questions to qualify those who have interest in joining the group; approve them into the group. Topic still up for discussion; **ACTION ITEM:** Staff will work to get a draft set up and then get feedback from Promo & Marketing, Executive Committee and final approval from Board before rolling it out (most likely in January).

12. Membership Survey – request for questions

The membership committee at the direction of the executive committee suggested we do a member survey. We haven't done many since Joy has been with the organization; fairly standard thing to send an annual member survey to gather feedback from the member base. Surveys are quite scientific; we need to be strategic about what we want to get out of it, and then what we're going to do with the information once we receive responses. Membership committee will meet on Monday; started questions in April. Questions will then go to the Executive Committee before coming before the board next month. Send questions for consideration to Joy or Ashley. Plan to offer an incentive for those who fill it out within a fairly short lead-time to increase response rate.

Adjourned at 5:38pm.