



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

**NTBA Board of Directors Meeting
Thursday, September 20, 2018
North Tahoe Event Center
MINUTES**

Attended by: Emilio Vaca, Pam Emmerich, Lindsay Thayer, Charlie Teran, Christine Bettera, Kristi Kohonen, Maggie Steakley, Jaime Wright, and Joy Doyle

Absent: Greg Moutinho, Jessica Weaver, Kim Smith, Dax Willard, and Cindy Gustafson

Guests: Liz Bowling, Communications and Membership Director of NLTRA, sitting in for Cindy Gustafson

1. **The meeting was called to order by Emilio at 3:30;** introductions were made for Liz's benefit.
2. **Approval of September Agenda**– Maggie made a motion to approve the slightly revised agenda distributed at the meeting including deletion of item #11. Charlie seconded the motion; motion carried unanimously.
3. **Approval of August Minutes** – Pam made a motion to approve the minutes from the August Board meeting, Kristi seconded the motion. Motion carried; Maggie abstained.
4. **Public / Board Member Comment /Announcements:** Christine announced about Stay Gold & Tahoe Flow Arts Preview Night on Sept 30, 2-6pm open house, preview classes, etc. Maggie announced about the Clean Team's Fall Clean Up Day, this Sunday, Sept 23, 9-12 registration at KB Elementary parking lot. She asked that people like, share and follow NT Clean Team Facebook Group as well.

Board Member Updates:

Jaime of TMA: Fall services announced. Gearing up for winter launching Dec 14; 30 min service to Northstar and Squaw on the mainline. Park and Ride lots in Truckee with routes on Hwy 89 and 267. Chamber/Business Association meeting in mid-October regarding partnering to assist with promoting winter services. Again looking for drivers as two drivers recently left.

Liz of NLTRA: changes to BACC outlined in Joy's ED Report were reviewed; asked for questions/comments. Joy said she is optimistic about the changes. Mixer at Sierra Nevada Colleges with business leaders and students. Two candidate forums: (1) Breakfast Club Tuesday, Oct 2, 7am at Granlibakken, and (2) Monday, Oct 8, 6:30-8:30pm at NT High School. Oct 9 Small Business Seminar on Social Media. Granite Peak Management 20th Anniversary Mixer on Oct 11. NLTRA Membership Luncheon on Oct 17 at NT Event Center; Vail Resorts Housing Director, George Ruther will be the keynote speaker on achievable housing solutions. Hospitality Training for frontline staff on Dec 11-12, three sessions per day.



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5. **Financial Report** – Joy informed that reports are going to have her comments in them when sent with meeting packet to memorialize the comments on the reports.

Regarding Balance Sheet, shows \$9325 in accounts receivable of which \$6800 is Placer and balance is member. Since report was run Placer payment received and A/R for membership is \$1900. Regarding accounts payable of \$1452, this included \$750 for 2nd barge however we haven't received an invoice for this. Prudent to keep on the books however Joy is not going to remind them to invoice again.

Regarding Profit and Loss by Class Report for July through August. Joy explained that Music on the Beach class is not complete because it doesn't include some income from the August 31 concert as it was deposited September 4. MOTB final financial results will be available at the October board meeting. July 3rd P&L is final.

Regarding Budget versus Actual Report for July through August. Joy reviewed the significant dollar variances as noted on the spreadsheet. The payroll variance is for payroll taxes. Overall we are 17% / \$8407 favorable to budget and the fiscal year is off to a positive start.

Joy asked for questions, comments, concerns; none were provided.
6. **Executive Director Report**
 - a. **Joy reviewed Upcoming Meetings + Events** provided with meeting packet including Fall Clean Up Day on September 23, Small Business Seminar on October 9, Member Survey deadline to submit October 12, State Parks Commission walkthrough of KBSRA on October 18 and meeting on October 19, Placer Board of Supervisors meeting in Tahoe October 23 and Placer/NTBA Semi-Annual Meeting October 25.
 - b. **ED Report** – Joy provided highlights from the written report provided with meeting packet.

Economic Vitality - Committee 2018-19 priority projects narrowed down to (1) Former RDA properties, (2) identify, apply for and obtain Tourism Master Plan funding for KB/Tahoe Vista infrastructure projects, and (3) stay engaged and participate in NLTRA's plan to research and set up a Tourism Business Improvement District (TBID). Met with State Parks to review their responses to NTBA comments regarding KBSRA General Plan Update and Pier Project (attached to board meeting packet).

Membership – We currently have 218 members; one new member today. Significant resources towards development of member survey. We plan to send annually in the fall.

Action Item: All Board Members to complete and submit member survey Oct 3-Oct 12.

Events, Promotions & Marketing – Reviewed results of **Music on the Beach** and annual comparisons. Board asked to look at google sheet shared Sept 20 instead of what was submitted in the ED Report as more accurate. Bar sales column includes mug sales. Gross revenue \$37,958.27 net of sales tax, which has not yet been backed out. Favorable to budget is \$6771 for bar and \$930 for donations for total of \$7701. Average attendance 789, total attendance 7,100, up 31%, Total bar sales including mugs up 58%; remember we increase drink prices. All totals and averages showing significant increases. Kudos to Ashley for all her strong work on the event. Joy feels that a main factor contributing to the



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last two year's success is our partnership with Alibi Ale Works. Tentative dates set for 2019: June 28, July 5, 12, 19, 26, Aug 2, 16, 23, 30. **Passport to Dining** work plan execution in full swing. We have 14 tasting stations confirmed; early bird deadline Sept 21. **Get S'more Saturday** outreach underway to confirm participating restaurants and retailers. Decided to **cancel photo shoot** due to smoky skies. Going to allocate these dollars to streetlight banners that promote other NTBA produced events. Beginning to **research 40th anniversary party** venues and costs; tentative date Saturday, February 2 (save the date!) however may have to move to mid-week date to save money.

Design – KB Roundabout art encroachment permit submitted to CalTrans. Continuing with **door to door outreach** about Roof Line Light and Main Street Litter Free Programs.

Organizational Capacity, Administrative & Other - Interfacing with Gar Woods Labor Day fireworks show team and Tahoe City Marina on their using NTBA/TCDA barge for Labor Day display on Sept 2 & for a private display on Sept 8 and obtained additionally insured certificates; they paid \$600 for use of barge for private show – first rental fee we've ever collected (to my knowledge). Interfacing with **Leadership partners on planning for 2019 program**; Ashley will go through the program. Learned that **JJ is no longer with Placer County** as of August 27; interfacing with Erin Casey who is my new direct point of contact. Working with Erin on providing monthly reports accurately as they are different due to performance based contract; more work for ED but should decline as time goes on. Meeting with Andy Levy, IT consultant and new cash/trade Elite member; developed scope of work for 10 hours of IT consulting trade for him to research and make **recommendations about if we should transition to Association Management Software** and if so, which one.

- c. **Board Member Passport to Dining Expectations** - Joy circulated copies of and reviewed expectations provided in writing with meeting packet. Joy circulated Passport to Dining tickets, 10 per board member, and ticket logs to each board member. She asked for questions or concerns; none provided. **Action Item: All Board members** expected to sell 10 Passport to Dining tickets through November 7 and to follow instructions according to deadlines provided. All Board members to notify Ashley by October 8 to confirm the hours that they can volunteer for Passport to Dining.
7. **Feedback on Draft Member Survey** After discussing question #5 related to how members want to receive and consume NTBA info email or text, consensus was to remove the question. Greg asked that the survey be sent via email and via snail mail so that we could gauge each response rate separately. Staff explained that snail mail survey would need to be set up so members could respond to a paper survey and return to NTBA (as opposed to snail mailing a link to online survey). Joy asked if it was worth the resources to do this. Discussion followed. Consensus was to send the online survey and see what our response rate is on Oct 15. If the response rate is low, then Membership Committee will make a recommendation about how to get it and how we outreach to remaining members. Possible approaches would be snail mail, tack onto staff's Passport to Dining



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donation outreach, Board member outreach, or hand deliver. We are hoping for a minimum of a 15% / 32 response rate (for statistical sampling) and 30% / 64 internal goal. Maggie suggested to offer first 30 people to submit get their name entered twice into the incentive drawing. **Action Item: All board members** to complete and submit the survey Oct 3-12.

8. **Feedback [Draft Closed Facebook Group](#) info** Christine advised not to think about all scenarios that could potentially happen with the group prior to launching it because it could create analysis paralysis and get in the way of launching the group. She also suggested that we find a group that is operating the way we want ours to work and copy their guidelines and that the guidelines should start out loose understanding that they could be tightened and changed as time goes on. There were differing opinions on this, particularly Lindsay, who suggested it is important to look at what if scenarios and be strategic ahead of time about what we are getting ourselves into and be mindful of the capacity that could potentially be impacted. Who should be included in the group was discussed, i.e. members, non-members, inside NTBA District, outside NTBA District. Pam suggested we consider starting the group small to test the waters with NTBA members only and then expanding it to non-members later. Monitoring of the page 5 or 7 days a week was discussed and there was also not consensus on this. Maggie suggested that we partner with NLT Chamber and TCDA, which would allow us to spread the monitoring out amongst more staff members. While this has merits and may be the way to go, Joy envisioned the group as an NTBA group versus opening up wider. The group name and description were not discussed. **Action Item:** Joy will relay Board discussion to staff and Promo & Marketing Committee on October 8 for their consideration and recommendations. Joy advised that with all things on Katie's plate in the next 1-2 months, likely this will not roll out until January.
9. **Public Comment to State Parks Commission re KBSRA** – NTBA received State Parks formal responses to comments submitted by us on June 26; included in meeting packet. Joy suggested that we make public comment when the State Parks & Recreation Commission is in Kings Beach on October 19 expressing our concern for KBSRA trash issues currently and the need to be sure that there is ample funding to address this now, prior to renovation of the facility, and when the renovation is funded. Discussion followed and the consensus was for NTBA to make public comment. Joy noted that we have time to put together a script, run it by the Economic Vitality committee, the Executive Committee and get full Board approval at the October 18 board meeting. Maggie offered to draft the script and points to be covered were provided. **Action Item: Maggie** to provide draft script to Joy by September 30 preferably, and no later than Oct 4.
10. **2019 Board [Seat Openings](#) & [Prospect Recruitment](#)** Joy reviewed the openings that need to be filled for 2019 board. We have 4 openings that we are attempting to fill; with a minimum of 2 openings that must be filled according to bylaws. Bill Matte wants to serve. Joy mentioned at committee meetings in August and sent information to several who



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said that they'd consider; one, Jody Poe, which has said no for 2019 but would consider for 2020. Some people were suggested and added to the prospect list. Joy reviewed the board election timeline which starts with outreach in October, **Action Items: By October 5, all board members** to review [prospect list](#) and add names of members (or non-members) that they think would be good board members (with board member's name in notes column so Joy knows who referred each). **Joy** will outreach to those on prospect list in October. **Joy** will update and share election timeline with current board members. **Joy, Pam and Brad**, the new NTPUD General Manager will be meeting in October to discuss who from NTPUD may be able to serve.

11. **NTPUD Update – Pam**

NTPUD is going to NTRAC for Park Dedication Funds in October; requesting \$200,000 to complete the dog park, i.e. funding for a path from parking lot and tennis courts to dog path. Last NTPUD Board meeting they talked very high level about NTEC Advisory Group recommendation; likely will make a decision at Nov 9th board meeting. Still have opening for Purchasing Manager; please help spread the word, preferably someone with experience. Meeting with CTC Lisa O'Daly and Shawn Butler; Pam relayed concerns about KBSRA maintenance issues. Pam and Maggie suggested that we outreach to State Parks and CTC to participate in the Main Street Litter Free. **Action Item: staff** to follow through on this request. Recruiting for NTPUD Parks & Recreation Commission; they are very hopeful to get a student commissioner. Suggestions provided.

Meeting adjourned at 5:26 pm