



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

NTBA Board of Directors Meeting
Thursday, October 18, 2018, 3:30 – 5:30 p.m.
North Tahoe Event Center

MINUTES

Attendees: Emilio Vaca, Kristi Kohnen, Pam Emmerich, Jessica Weaver, Greg Moutinho, Maggie Steakley, Cindy Gustafson (3:41), Lindsay Thayer (4:13)

Not present: Dax Willard, Charles Teran, Jaime Wright, Kim Smith, Christine Bettera

Staff: Joy Doyle

Guests: Brad Johnson, Clayton Humphries, Bill Matte, Andy Levy, Julia Powers, Dan LaPlante, Peter Kraatz, Erin Casey, Alex Mourelatos, Amy Botto Lucas

1. **Call to Order, Establish Quorum & Introductions** - Emilio called the meeting to order at 3:30pm and established a quorum. Introductions were made. Joy welcomed and thanked all existing board members and soon-to-be board members.
2. **Approval of October Agenda** – Pam made a **MOTION** to approve the agenda. Greg seconded the motion; unanimously approved.
3. **Approval of September Minutes** - Maggie made a **MOTION** to approve the September minutes, Kristi seconded. Motion unanimously approved.

4. Public Comment

Joy included in the board packet and read a **letter from longtime volunteer and community supporter member Carolyn Pretzer requesting the board consider granting a NTBA scholarship to North Tahoe High seniors**. Joy indicated this would be on the November Board meeting agenda to consider. She added that NTBA previously awarded scholarships (\$500-\$1000) annually for five consecutive years. The scholarship dollars were garnered by requesting NTBA members to make a discretionary contribution to the scholarship, we suggested \$10/member, at the time of membership renewal. Joy's offered that the Board may want to consider allocations of a NTBA scholarship annually based on how the organization is doing financially at the end of it's fiscal year instead of asking members to contribute.

Joy made **announcements on behalf of Erin Casey of Placer County:** (1) Dollar Creek trail project ribbon cutting event on Monday, Oct 22 at 3pm. Bike trail initiates at the top of Dollar Hill, ends in Cedar Flat. (2) Placer County Board of Supervisors meeting Oct 23 at the NTEC. CAP committee group 2 projects will be on the agenda. The board will also hear about purchase/sale agreement of the "Eastern Gateway" parcel, a former RDA property.



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

Alex Mourelatos spoke on behalf of NTPUD Recreation and Parks Commission regarding recommendations related to North Tahoe Event Center future operations. The idea is that the building runs at a deficit on an annual basis; need to balance economics. He recommends that a framework is developed where 30% of usage is community based/benefitting and is a way to serve both. This calls for capital investment, fulltime sales director to generate business, program director to deliver programming within recreation, parks and the District. More to come in the form of a presentation and an ask to participate.

5. Ex Officio Board Updates + NTPUD Updates

NTPUD update from Pam Emmerich - Recruiting for recreation and parks commissioners. If there are people interested, they're looking for adult and youth members that live in the district; three adult seats to replace. Event Center Advisory working group is scheduled to present their recommendations to NTPUD Board on Nov 13 at 5pm. On Nov 8, NTPUD is bringing a park dedication request to NTRAC (first step in funding process). Following week will present at Placer County Parks Commission, then Board of Supervisors. Requesting \$200k to finish ADA trail to Dog Park; will be bid with upper parking lot project that funding was provided from Airport District.

NLTRA update from Cindy Gustafson - Tuesday, October 23 Board of Supervisors will be here; update and solicit of input for TOT will be received. TBID is going to contract; will be on Nov 6 BOS agenda. Civitas can't start working on the research until that contract is signed. CAP committee meeting October 25, 4:30pm at Tahoe City PUD offices.

6. Executive Director Report - Joy

a. Financial Report

Regarding Balance Sheet, accounts receivable line on balance sheet, nearly \$6k payment from Placer County should be arriving any day now, balance is membership. Regarding P&L by Class, MOTB class income and expenses are final numbers for 2018. Joy added a row of asterisks when events are closed out and final for a visual cue. Budget vs. Actual Report looks good and is tracking favorably against budget.

b. Upcoming Meetings + Events

Tomorrow is when the State Parks Commission is going to be here on KBSRA Final EIR/EIS for general plan and pier project. Joy just found out about Dia de los Muertos event happening in Kings Beach Oct 23 (Spindleshanks) & 24 (Las Panchitas), family friendly public reception at KB Library on Nov 3; she circulated a press release. 2019 Leadership Program is recruiting for this year's program. Informational breakfast is scheduled for Nov 2 and application deadline is Dec 3; fliers circulated. Election day is Nov 6, please vote. Joy reviewed Passport to Dining board member requirements and requests to help staff with the fundraiser. **ACTION ITEMS related to Passport to Dining: Christine, Greg, Pam and Charlie** – please confirm with Ashley the hours they will volunteer at the event. **All Board members** – if you have personal connections in the food and beverage industries you can leverage, please check in with staff as there are a few more tasting stations open to fill. **Kim and Christine** - If you have a business that makes sense to donate a raffle or auction item, please complete the online form or let Joy know of your donations and deliver it to NTBA as soon as possible. **All Board members** – ticket sales are sluggish at this



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

point so, please help spread the word about the event on Facebook or otherwise; Katie sent an email request related to this. If you need help, please let staff know.

c. ED Report highlights related to written report submitted

Our last small business seminar on Oct 9 was well attended (35 people); by far best attendance. Between all three seminars, we made \$100. Holding steady at 218 members. We're working to develop streetlight banners for Get S'more Saturdays, Passport to Dining and July 3. Right now we're only advertising for MOTB on streetlight banners. Quarterly membership, website, social media and email marketing stats provided in written report. A lot of resources going into grant for roofline lighting program. Combined outreach with litter free program and Get S'more Saturday. 36 confirmed litter free participants (about half of the buildings), 32 confirmed participants for the lighting program, 18 still pending. Trying to get the lighting installed for this winter (Nov 12-Dec 7), but we'll see how the next few weeks transpire. Trying for two-phased approach. Joy conducted employee performance evaluations for both Katie and Ashley; they went well. JT Chevallier has resigned his position with the Tahoe City Downtown Association; affects us mostly because we partner with TCDA on the July 3 & 4 fireworks.

Maggie commented that a Back to School clean-up day was hosted, NTBA participated. It went well, and NTBA helped get the word out. Hoping to build it further in the future.

7. CA State Parks Commission on KBSRA Final EIR/EIS - Joy

a. Review [NTBA public comment script](#) <<link>> Request for edits and motion to approve

We have submitted four rounds of multi-page comments; with the commission here tomorrow, we thought it would be a good opportunity to drive some of our points home to them. More recently, we've added comments about reduction in parking and how it affects local business community. Encouraging Parks to be more collaborative with local organizations (NTPUD, NTBA, Placer County, etc.). Supporting alternative 2. We ran this statement by the Economic Vitality committee, Executive Committee gave its feedback; now looking for approval. Greg made a **MOTION** to approve Joy's prepared comments, Maggie seconded the motion; unanimously approved.

b. Encourage Board members/others to provide public comment

Joy alerted the board that we don't know exactly when the public comment period will occur during the agenda; it looks like it will be after they take their lunch break (which is scheduled at noon). If you have interest in speaking at the meeting or providing your own written comment, it would be welcome. The more State Parks hears from the community, the better. Maggie indicated she might be able to attend if the comment period happens after 3:30pm.

c. [Member Survey Results, Executive Summary](#) <<link>> Review and next steps

207 surveys were sent out; 37% response rate. Joy pleased with response rate and results. All four focus areas deemed important or extremely important by majority of members. All blue highlights are things Joy and Ashley will circle back to members about after Passport to Dining event has concluded. Top three benefits are macro. Lowest of four categories was marketing of the district and members. Jason's won the drawing. At the committee and board level, we'll have to continue to discuss possibility of closed Facebook group.



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

Before allocating resources to this, we need to determine whether it will be worth our effort. Some members indicated they wanted to learn more about their benefits and how to use; staff will send out a Doodle poll to schedule two dates to discuss as a group.

Alex Mourelatos commented that as a business owner he would rate the marketing NTBA does as high, other initiatives as low. If we could evaluate a "clearing house" that would help generate economic business, that would be good; create a social hub. Separately, from a recreation and parks perspective, the NTEC is a great place for social activities/events/economic activity to happen.

8. Board Items - Emilio

a. Jess stepping off Board - serving through Dec 31 Emilio recognized Jess's contributions to the Board and the organization over the past 3 years and thanked her. We are looking for someone new to take minutes at board meetings starting in January 2019.

b. 2019 recruitment status

Joy is ecstatic with response from those interested in participating on the 2019 board with very little effort on her part. We have up to five seats to fill, and we have five candidates including Bill Matte, Clayton Humphries, Julia Powers, Andy Levy and Sean O'Brien. All of the candidates have already been serving NTBA in some capacity. Deadline to submit interest is tomorrow (Oct 19). We'll move forward with putting a ballot together that will be emailed right after the Thanksgiving holiday; non-contested election. We try to get at least 15% response rate. Maggie raised concern for Sean O'Brien of Chango Presents, the Music on the Beach and other events' sound contractor, serving on the board due to NTBA's Conflict of Interest policy. **ACTION ITEM:** Joy and Emilio to review conflict of interest policy and if it disqualifies Sean O'Brien from serving, Joy will contact him.

c. NTPUD ex officio/non-voting seat added in January; by-law amendment in November

We don't have any verbiage in our by-laws about the ex officio seats; we will work on language to include the addition of NTPUD, TMA and NLTRA on the NTBA board as non-voting members. With Pam stepping off the Board at the end of this year, a new NTPUD ex officio seat will be created, which Brad Johnson, new NTPUD General Manager, will fill starting in January 2019. Ex officio alternates can be represent the organization if CEO/GM/ED is unavailable. By-law amendment language will be presented and reviewed at the November Board meeting; changes will go into effect by January 1, 2019. Additionally, by-laws will reference an attachment of voting and non-voting board member responsibilities, which will be somewhat different.

d. 2019 Board meetings - day of month and time of day

Emilio has reached out to those board members staying on in 2019 and polled their preferences. One alternative proposed is third Wednesday of the month, same time. Another proposed to move the start time to 4pm. Joy indicated there are no committee meetings scheduled on third Wednesday of the month that could conflict. Agreement on 2019 board meetings will take place 3:30-5:30pm, third Wednesday of the month at North Tahoe Event Center.

9. Break, 5 minutes to set up for following agenda item.



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

10. **Kings Beach Benefit Assessment District Presentation + Q&A** - Dan LaPlante and Peter Kraatz with Placer County Public Works (presenters). Following joined the meeting (at approximately 5:00pm): John Bergmann, Christine and Frank Mooney, Curt Wegener, Lane and Helen Lewis, Dave Wilderotter, Julia Powers. Attached to minutes is the presentation

Adjourned at 5:54pm.