



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

**NTBA Board of Directors Meeting
Friday, December 14, 2018, 3:00 p.m.
North Tahoe Event Center**

MINUTES

Attendees: Christine Bettera, Kristi Kohnen, Pam Emmerich, Jessica Weaver, Greg Moutinho, Lindsay Thayer (3:10), Emilio Vaca (3:15), Brad Johnson (3:42)

Not present: Charles Teran, Maggie Steakley, Cindy Gustafson, Kim Smith, Dax Willard, Jaime Wright

Staff: Joy Doyle

Guests: Julia Powers, Bill Matte

1. **Call to Order & Establish Quorum (6 or more)** - Pam called the meeting to order at 3:09 p.m. A quorum was established at 3:10.
2. **Approval of December Agenda** – Joy indicated that on agenda item #9, the only update would be from NTPUD as the other organizations would not be in attendance. Kristi made a **MOTION** to approve the December agenda, Lindsay seconded. Unanimously approved.
3. **Approval of November Minutes** - Kristi made a **MOTION** to approve the November minutes. Greg seconded the motion and it was unanimously approved.
4. **Public Comment**- none provided.
5. **Executive Director Report** - Joy
 - a. **Financial Report**

Joy had not reconciled the bank statement prior to creating reports. Balance sheet looks healthy. Considering transferring money from checking to money market account in January. Indicted Passport to Dining column was complete, but when reconciled bank statement, there were a few changes; numbers will be finalized on next month's P&L by Class report. Budget vs. actual report – indicted discrepancies, but still looking positive with 11.4% favorable to budget and \$6000 surplus.
 - b. **Review Upcoming Meetings + Events – [new shared calendar](#)**

Joy shared idea for new shared (Google sheet) calendar. It's not meant to replace the Google calendar invites, but Joy will keep it updated so everyone knows when meetings are scheduled. **ACTION ITEM: all board members** to respond to calendar invites for Board and committee meetings; many will be sent late December/early January (whenever possible, they will be recurring). For the shared calendar, on the dates we're doing community events – they will be included as comments (upper right corner of date box



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will have a small triangle -hover on box and description will pop up). Upcoming: New board member orientation meeting (Jan 8, 4-5:30pm); so far several existing board members will be there and all new voting board members with the exception of Julia (Joy and Julia will connect when she's back from her international travels).

c. ED Report Highlights

2019 small business seminar series; Dec 6 meeting with TCDA, NLTRA, SBDC and Sierra Business Council. Trying to put together full calendar of what's available, where and when. NTBA/TCDA/NLT Chamber's 3 seminars will augment/ fill gaps. NLTRA will take the lead for this year. Planning by early January to send out a survey to inquire what topics business members are interested in, what day of week and time. Talked about branding seminar series better than they have in the past.

We have 216 members. Following up on member survey **24 members that responded they either have poor understanding or want to know more about their member benefits;** starting to schedule meetings. Staff will reach out one more time to follow-up with those who haven't responded.

The **40th anniversary party;** Joy needs help. Through conversations with Spindleshanks they need \$4000 to do the party (\$50/person for 80 people, \$40/person for 81-100 people and \$33.33 for 101-120 people). Budget is \$3000. Food offering is more extensive and appealing versus what Whitecaps was offering. First drink covered at Spindleshanks for up to 100 people, but not covered at Whitecaps. Capacity – Whitecaps has greater capacity than Spindleshanks. Hardest to determine is how many people we think will attend. Attendance has varied in the past depending on format of event; average is 65.6 people (including board and staff). 62 attendees in 2018. This year, sending mailed invitation. Members can bring one guest. Expanding invite list to include multiple Placer County staff/etc., past Eds, Board members, key volunteers, and partners. Board members expressed preference for Spindleshanks due to food options and more parking. Lindsay made a **MOTION** to approve 40th anniversary party at Spindleshanks for a max budget of \$4500 including a mailed invitation. Kristi seconded the motion; unanimously approved. Tentative date is Wed, Feb 6, 2019, 5-7pm.

Event Updates: Get S'more Saturdays is tomorrow; spread the word. Chance we won't be able to have Passport to Dining at the Biltmore moving forward.

Roof Line Lighting is installed (27 buildings; 2 backed out); almost all of the money has been collected. There were six buildings where there have been some technical challenges. Working through the process to get reimbursed by the County.

6. **[NTBA Scholarship Recommendation](#)** - At the last meeting we talked about responding to Carolyn Pretzer, who wants to see NTBA reinstate the scholarship program. The Board directed Joy to make a recommendation. Joy's recommendation (submitted with Board packet) is instead of asking members to commit solely, NTBA will look at its finances to see if we can contribute a "match" if members are willing to contribute. If we don't have enough money, we won't do it. Board will determine what the match amount will be. Joy reached out to understand whether TEA and Forest Charter students might qualify if they



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live in Carnelian Bay, Tahoe Vista or Kings Beach. Emilio made a **MOTION** to approve the recommended verbiage for the NTBA scholarship. Greg seconded the motion; unanimously approved.

7. **Association Management Software (AMS)**

For quite some time, staff has considered switching from “patchwork” software with multiple applications to do database work to association management software (designed for nonprofit member-based organizations like NTBA). Looked into one last year (Silkstart) when Andy Levy became a member. He indicated he'd be able to offer some of his services on trade (to evaluate various platforms). He evaluated many and recommended top two; Silkstart and NeonCRM. Staff would like to move forward with selected one and transitioning to it by the end of February 2019. There are unbudgeted costs associated – start-up costs up to \$2000, then annual cost (monthly of \$210 / \$2520/year) We would have to consider \$1260 for the remainder of this fiscal year January-June. Executive Committee recommended taking money out of reserves and putting it on staff to pick the right vendor. Staff met and is leaning toward Neon and has a demo scheduled next week. Regardless of decision, need approval for the money to get it going as soon as possible. Joy believes there will be considerable efficiency gains. Kristi made a **MOTION** to allocate up to \$3260 from money market (reserve) account for new AMS startup costs not to exceed \$2000 and not to exceed \$1260 for monthly fees January-June 2019. Emilio seconded the motion; unanimously approved.

8. **Board Related Items**

a. **Election Results and [2019 Board & Officers](#)**

Joy indicated we had 44 (20%) response to the online ballot with no prodding. Andy will not be able to serve as he'll be spending more time in Reno than in North Lake Tahoe. The board will still have 11 voting and 3 non-voting members. Joy welcomed the new, incoming board members. Joy announced that Greg has agreed to serve as President. Lindsay and Maggie will serve as co-VPs, Christine will be new secretary. Charlie will serve as treasurer. Emilio will serve as past president and advisor to the Executive Committee as needed.

b. **New Board Member Orientation Meeting, Jan 8, 4-5:30pm – who can attend?**

If you haven't responded, you don't have to come if you're an existing board member. **Action Item:** carryover 2019 board members that want to attend new board member orientation meeting, please let Joy know as if there are more than have responded so far, a bigger room will be needed (likely at NTEC).

c. **Recognize Pam, Jess and Emilio**

Jess recognized and thanked for serving on the Board for three years. Pam has been involved with NTBA since 2003 and served on the Board for 6 years – she was thanked for her contributions. Emilio was thanked and recognized for serving as Board President for the past two years.

9. **NTPUD Updates** - Pam sent a press release last week about their new winter park web page and grooming notification. At NTPUD board meeting, elections were held for new



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officers; Phil Thompson is new president, Sarah Coolidge is Vice President, Sue Daniels is Secretary. Ten total new applicants for Parks & Rec commission and a new youth commissioner. Great to see some new faces; considered full commission short one youth commissioner. Brad indicated the board had a tough time selecting; strong candidates came out of the community. Holiday tree lighting – 450 people in attendance; 268 photos with Santa. Pleased with turnout. Boys & Girls Club performing arts team and children's choir sang. It was busy from start to finish! NTPUD also finalized contract with Google for tracker – will capture Regional Park, TDRA and NTEC. You'll be able to see (like Street View) those venues.

Brad indicated Placer County and NTPUD are discussing whether NTPUD can take over the Kings Beach Benefit Assessment District from the County (snow removal on sidewalks, landscaping, trash emptying, etc.). Plowing of parking lots would still be contracted out. Would provide NTPUD an opportunity to staff up, provide superior level of service for the Benefit Assessment District. If approved, could likely take over service this winter; question of staffing. Working with County to determine term of agreement (targeting 3 to 5-year term).

Adjourned at 4:12 p.m.