



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

NTBA Board of Directors Meeting
Wednesday, January 16, 2019, 3:30 – 5:30 p.m.
North Tahoe Event Center

MINUTES

Attendees: Greg Moutinho, Charlie Teran, Maggie Steakley, Christine Bettera (by phone), Lindsay Thayer (by phone), Bill Matte, Brian Gonsalves, Clayton Humphries, Cindy Gustafson, Brad Johnson (3:41pm), Jaime Wright (3:53pm)

Not present: Emilio Vaca, Kristi Kohnen, Julia Powers, Cindy Gustafson

Staff: Joy Doyle, Katie Korpi

Guests: none

1. Greg called the meeting to order at 3:36pm and established a quorum.
2. **Approval of January Agenda** – Charlie made a motion to approve the January agenda; Bill seconded the motion. Motion approved unanimously.
3. **Approval of December Minutes** - Maggie made a motion to approve the January agenda; Clayton seconded the motion. Charlie and Brian abstained because they were not present. Motion approved.
4. **Public Comment** - none provided.
5. **Executive Director Report** - Joy
 - a. **Financial report** - Balance sheet shows accounts receivable is over \$10,000. Of that, \$3920 is for member dues invoices issued prior to January 1. Of this \$575 is for 4 members that are approaching 90 days past due, \$225 is for 2 members that are approaching 60 days past due, and \$1450 is for members that are approaching 30 days past due. Remainder is members due to renew in January; there are a lot of January renewals. Nothing to report regarding Profit & Loss by Class report. Budget versus Actual Report shows significant variance explanations. It also shows that we are \$5900 (13%) favorable to budget through first seven months of the fiscal year. Joy asked for questions and comments; none provided.
 - b. **Upcoming meetings & events** - Joy brought to everyone's attention the new [shared at a glance calendar](#) and asked that they make sure that all meetings jive with their own calendars. She reminded everyone that this Saturday is the second Get S'more Saturdays and asked that they help spread the word about it and requested that they attend; play cards were circulated. Joy also advised that the calendar now has Placer County Board of Supervisors meetings that take place in North Tahoe (quarterly) included. There is one on



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January 29, 9am at North Tahoe Event Center. Also, there is a Placer County Board of Supervisor Achievable Housing Workshop on January 28, 1:30-4:00pm at North Tahoe Event Center; Joy will serve on a panel of four, representing the impacts that the housing crisis is having on small businesses. **Action Item:** Board members that have any points they'd like her to make, are to email her by January 23. Brad Johnson added that at the Jan 29 Board of Supervisors meeting that this agenda includes authorizing the sale of the Eastern Gateway property in Kings Beach.

c. **ED Report Highlights**

Economic Vitality - Committee is discussing and looking into what projects in NTBA's District that NTBA, NTPUD and Placer may apply for Tourism Master Plan grant funding in the upcoming 2019 cycle. Joy continues to work with partners on the 2019 small business seminar series. Joy reported that we currently have 217 members. She went over the calendar year end membership report in the ED Report, which shows we ended 2018 with 216 members, which is a net loss of one member since the end of 2017. Bill Matte had a question about A/B testing with roundabouts and if they are still being tested? Joy responded that Placer plans to apply for funding to do A/B testing with CHP officers who will hold pedestrians to accumulate in groups that cross at same time to find out what impact that would have on travel times and flow. If it helps significantly then they'll consider pedestrian traffic lights or something else to get peds to cross in groups in the future. Bill suggested moving the crosswalks away from the roundabouts. He said that he spoke with Peter and Dan of Placer and they said that this could be considered. Discussion followed with differing points of view, and it was concluded to consider adding this topic to our bi-annual meeting with Placer staff and/or discuss at an upcoming Economic Vitality Committee meeting. **Action Item:** Joy will make note. Clayton asked who the new non-profit that joined was, Lake Tahoe Music Festival. Maggie Steakley asked if we know how many businesses are in our area and if we know the maximum membership potential. Joy responded that NTBA does not have that information. We used to get new business license reports from Placer but the reports were difficult to extract businesses in our district and didn't include all business licenses. Joy said that for the most part, all main street (brick/mortar) businesses have been contacted and that we have a prospect list that the board is welcome to review. **Action Item:** Board members that know of businesses or individuals that may want to become members, should let Joy know as soon as possible. Staff is hopeful to schedule a membership committee meeting soon. **Action Item:** Bill and Brian to determine January date/time that works for them and to let Joy know as soon as possible. 40th Anniversary Party invitations were mailed to ~250 on January 11. **Action Item:** Board members are to RSVP for themselves plus up to one guest (no children please) no later than January 30 so that staff can guarantee our headcount.

Events, Promotions & Marketing -

Get S'more Saturdays - First event on December 15 was successful. 46 play cards redeemed - 18% increase compared to first 2018 event. 375 visits to businesses tracked - 36% increase compared to first 2018 event.

Kings Beach Snowfest Parade - work plan execution beginning



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Kings Beach Fireworks - assist boat meeting was only attended by Sierra Boat so made some progress but need to go one-on-one with North Tahoe Marina and Tahoe City Marina to see what they can bring to the table. Likely we are going to have to go back to NT Fire and ask them to pressure Coast Guard Auxiliary to do safety boat patrol. Requested two proposals from Zambelli for dollar amounts similar to 2018.

Design - All of phase one roof line lighting has been installed as of late December. Joy is extremely impressed with the vendor, Roman Window Cleaning.

Admin - Staff selected NeonCRM as our new association management software (AMS). Anticipate up to two weeks of significant staff resources being put towards learning the new system and coming up to speed. Please bare with us! Placer County CEO's office has hired their new Senior Management Analyst (JJ's replacement); her name is Emily and she will start February 4.

6. Kings Beach Snowfest Parade Items

- a. NTBA's Parade Entry - for the past three years, NTBA has had an entry in the Kings Beach Snowfest Parade. The first two years it was a float with a band. Last year, and for this year, we were a walking unit that handed out Get S'more Saturday play cards to parade spectators and encouraged that they attend. We need 2-4 (or more) board members on parade day, March 9, from 11am-12:15pm to pull this off. Board was asked who was available to participate. **Action Item:** Board members are to contact Katie by February 1 to let her know if they are available or not.
- b. Because Joy is out of town for a family obligation, we need one or more board members to assist with parade entry line-up from 9:30-11:30am. **Action Item:** Board members are to contact Katie by February 1 to let her know if they are available or not. Clayton said maybe; based on availability. Maggie said she could volunteer at event.

7. Passport to Dining 2019

- a. **Date & Venue** - Based on the detailed information staff provided, the Executive Committee recommends that we keep our standard date, first Thursday in November (November 7) and change the venue back to North Tahoe Event Center because Tahoe Biltmore is not available. Staff is moving forward with this.
- b. **Member Comp Tickets** - For the past several years, each NTBA Premier Member received one complimentary Passport to Dining ticket and each NTBA Elite Member received three Member Comp ticket complimentary Passport to Dining tickets as part of their member benefits. This doubled the total number of comps that were issued and because comp tickets are transferable, this makes it difficult to know how many of them will be redeemed, which affects our overall capacity fairly significantly. Because of this the Executive Committee recommends that Premier members will no longer receive comp ticket and Elite members will receive two comp tickets. This is cut the number of comps we issue by approximately 50%. Additionally, Premier and Elite members will have the opportunity to purchase half-price tickets as long as they do so by one week prior to the event. Discussion followed and it was agreed that staff should move forward with Executive Committee recommendation.
- c. **Consider Ticket Price Increase** - After the past two years at Tahoe Biltmore where the room was at capacity and to improve guest satisfaction, we concluded that we should limit our



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capacity somewhat. One way to do this is by increasing the ticket price. The ticket price has been at \$40 since 2015, and the few years prior to that it had been \$35. In 2016 it increased to match An Elegant Affair pricing; which proved to be complicated/confusing. Additionally, 2016 was the Trump/Hillary Presidential election which took place two days prior to Passport to Dining, which had a profound affect our ticket sales that year, so in 2017 we went back to \$40/ticket. Reasons were provided why keeping the ticket price \$40 may be the way to go, and to the contrary. Many points of view were shared by many board members during robust discussion weighing the pros and cons of the options. Clayton Humphries asked how the sponsorship works. Joy answered that we don't pursue many sponsors because we consider the tasting stations as sponsors. Clayton mentioned car dealers could be sponsors because of the amount of wall space at North Tahoe Event Center. **Action Item:** Joy will get with Clayton to discuss possible new sponsorship opportunities. After further thoughtful discussion, a **MOTION** was made by Charlie to keep the 2019 Passport to Dining advance ticket price at \$40 and increase the at the door ticket price to \$60; Maggie seconded the motion. Unanimously approved. Brian suggested tying the \$40 advance price with NTBA's 40th anniversary; everyone agreed this was a good idea.

- d. **Input on 501c3 partner** - Joy provided the history since 2011. After 2016 event, three organizations, Project MANA, Toys for Tots and Sierra State Parks Foundation asked how they could be considered. Project MANA and SSPF submitted letters of interest and we selected Project MANA. Project MANA wants to be our c3 partner again however Joy asked for Board input on who should be our partner for 2019. Questions were asked primarily by new Board members, some questioning whether we should partner with a c3 at all. Consensus was there were many reasons why it was helpful and as such we should continue with a c3 partner. However, an opportunity was identified to inform attendees that their attendance at, raffle and auction proceeds from Passport to Dining supports one or more NTBA event(s) such as Kings Beach fireworks or Music on the Beach. Staff agreed this was a good idea. Joy suggested we could ask for letters of interest from all of our paying non-profit members (she read this list) or we could simply select one. Discussion followed. The consensus was for (**Action Item**) staff to reach out to all non-profit members letting them know that they can submit a LOI to be considered as our 2019 Passport to Dining c3 partner. Reciprocal trade non-profit members (there a quite a few) will have to opportunity to pay for their membership and if they do before the LOI deadline, they can submit a LOI. LOI will need to include the number of advance tickets the organization anticipates they can sell, the number of volunteers they can provide to work the event, and the means in which they can help to promote the event. The Executive Committee will evaluate LOIs and make a recommendation to the Board later this year. Brian mentioned that Project MANA, Tahoe SAFE Alliance and North Tahoe Family Resource Center could be merging into on non-profit by July. Also Brian mentioned that since he works for the Family Resource Center, he wanted to disclose potential conflict of interest.



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8. Board-Related Items

- a. **2019 Agreement & Conflict of Interest Forms due** - Joy thanked everyone who has turned in their forms. **Action Item:** Emilio to complete and return both forms and Julia to complete and return the conflict of interest form as soon as possible.
- b. **Board Meeting agendas & packets** will be in shared Google folders this year. **Action Item:** Should Board members have an issue accessing the documents, please let her know.
- c. **Bank of the West account signers** - Our bank account signature card needs to be updated to remove Pam Emmerich, who is no longer on the Board, and to add Charlie Teran, who is the new Treasurer. Joy and Greg will remain as signers on the account. Joy asked for a motion to this affect as the bank requires this. **MOTION** Clayton made a motion to change our Bank of the West account signers by removing Pam Emmerich, adding Charles Teran and keeping Joy Doyle and Greg Moutinho ; Bill seconded the motion. Charlie abstained. Motion approved.
- d. Bi-Annual Meeting with Placer County Staff - Placer County Staff including Todd Leopold CEO and Jennifer Merchant Deputy CEO are available to meet with us for our bi-annual meeting along with other Placer County Staff members on Thursday, March 21, 3-5pm, at North Tahoe Event Center. Because this is one day after our regularly scheduled Board meeting, we are proposing cancelling the March 20 Board meeting. If there is pressing business that needs to be conducted it could be done immediately before or after the bi-annual meeting or via email. Board members were asked if they were available to attend the bi-annual Placer / NTBA meeting. Greg, Clayton, Bill, Charlie, Christine said they were able to attend. **Action Item:** Voting Board members not present at the meeting are to notify Joy by February 1 if they are able to attend. **Action Item:** Joy will send a google calendar invite, as well as cancel the March 20 Board meeting calendar item. **Action Item:** Board members with recommendations of possible agenda item(s) are to contact Joy as soon as possible.
- e. [Consolidated Oversight Board](#) - Supervisor Jennifer Montgomery asked if NTBA has any recommendations on who might be a good candidate to fill a vacancy on this Board. None were offered. **Action Item:** Board members with recommendations are to contact Joy as soon as possible.

9. Partner Updates

- a. **TNT/TMA** - Jaime has stickers to promote TART. Night service extended to 2am and winter services kicked off December 14. Nights like this with big storms, they will pull TART Night service to be ready for for following morning. Park & Ride in Truckee have been successful and mentioned Saturday park & ride lots were backed up and they hired additional bus service. Goals for TART was to have buses running every 30 minutes. Picked up ridership. Truckee is up 93% in November and Jaime hopes that Placer County will consider going to a free service instead of paid service. Any updates on TART services will be updated immediately on Next Bus and the Website.
- b. **NTPUD** - Brad reported that their staff is gearing up for the storm so that water and sewer services will continue to function throughout. Good visitation at NT regional park and exceeded revenue goals for the month in first week of January. Pam's messaging and pricing in addition to the price point compared to skiing is helping with this. Kicking off early



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stages of annual budget process. NTPUD will not take on Kings Beach Benefit Assessment District services. NTPUD continues to be interested in doing it however, ultimately came down to the length of the contract.

The meeting was adjourned at 5:23