



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

**NTBA Board of Directors Meeting  
Wednesday, February 20, 2019, 3:30 – 5:30 p.m.  
at North Tahoe Event Center**

**MINUTES**

**Attendees:** Greg Moutinho, Charlie Teran, Maggie Steakley, Christine Bettera, Kristi Kohlen, Bill Matte, Julia Powers, Cindy Gustafson, Brian Gonsalves (3:36), Clayton Humphries (3:52), Brad Johnson (3:39)

**Not present:** Lindsay Thayer, Emilio Vaca, Jaime Wright

**Staff:** Joy Doyle

**Guests:** none

1. **Call to Order & Establish Quorum** - Greg called the meeting to order at 3:33pm
2. **Approval of February Agenda** – Bill made a motion to approve the February meeting agenda, Julia seconded the motion; motion carried unanimously.
3. **Approval of January Minutes** - Charlie made a motion to approve the January meeting minutes, Julia seconded the motion; motion carried unanimously.
4. **Public Comment**- none provide
5. **Executive Director Report** - Joy provided highlights from upcoming events and meetings and the written [ED Report](#) submitted with the Board packet.
  - a. Upcoming meetings and events: This Saturday is the third Get S'more Saturday. The fourth Get S'more Saturday and the Kings Beach Snowfest Parade and other Snowfest events are on Saturday, March 9. March Board meeting is cancelled and replaced by our bi-annual Placer meeting 3-5pm March 21st at North Tahoe Event Center. We've been collaborating with NLTRA February 26 Small Business Seminar on Digital Marketing; distributed fliers and encouraged to attend. Also circulated flyers to for NLTRA's Sexual harassment and bullying awareness seminar on March 8 and a fundraiser at the Tahoe City Visitor Center including Squaw snow dogs as part of Snowfest. Kings Beach Center and Eastern Gateway public meeting March 5, 5-7 pm at North Tahoe Event Center.
  - b. Highlights from ED Report: Meeting with Supervisor Montgomery, TCDA and NLTRA about downtown Kings Beach and Tahoe City economic development and needs assessment. We need to put together a white paper; Cindy offered to take the lead and felt it was possible to have a draft before our March 21 bi-annual meeting with county staff. Emily Setzer is the new Placer CEO office in Tahoe Senior Management Analyst; she lives in Kings Beach and used to work in Placer County's CDRA department in Auburn. Reviewed briefly results of 40th Anniversary party. Will discuss with membership committee suggestion of having a monthly "mingle.". Get S'more Saturdays results are tracking ahead of last year so far. Dave Ferrari is going to the our



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

Parade Grand Marshal. A fair amount of time has been put towards conversations with the new, all volunteer group that is running Snowfest; they want to start conversations about 2020 immediately following this year's event. Music on the Beach band line-up shaping up great, 65%-70% contracts have been received; should be able to announce soon. 501c3 non-profit partner plan for Passport to Dining as per board suggestions, sent out email to non-profits requesting letters of interest. No Marine band for Fourth of July, likely. Ashley submitted her resignation on January 30; we will discuss later in the meeting. On February 5, 2019 the Executive Committee unanimously authorized the transfer of \$15,000 from the Money Market (MM) account to the checking account, with the stipulation that when the Placer County payment of \$5263 for December services arrives, it will be deposited directly into the MM account. Of the \$9737 remaining, \$5000 will be deducted to cover NTBA Board authorized unbudgeted expenses of new computer equipment, NEON software, and additional money for the 40th anniversary party as these expenses should come from the MM account. This will leave \$4737 to be replenished into the MM account in one or more deposits/transfers when the Placer County payment of \$5363 for January services arrives, when Placer County payment timing normalizes, or when cash flow per allows at the discretion of the Executive Director and Executive Committee. The full NTBA Board will be informed at the February and additional NTBA Board meetings. Transition from Zoho to Neon is moving slower than Joy expected.

- c. Financial report: Regarding Balance Sheet - Joy went over the notations on the balance sheet and explained that 1.5 years ago large anonymous donation was deposited directly into money market account and into a separate line item to designate as fireworks and from other reserves at the time. \$14K of this was used towards 2018 fireworks. The donor donated again last fall and it was put into the same line item. These monies are "earmarked" for fireworks, but technically they are un-designated. Regarding Budget vs Actual Report - showing overall favorable to budget by \$5400 or 18.62%

**6. Policy for withdrawal of fireworks money from Money Market Account** - Greg explained that there is a Board policy that requires the Executive Director to get unanimous Executive Committee approval if there is a need to transfer money from the money market account to the checking account and if this happens, the full board is to be made aware of it at the following board meeting. Last year, since our anonymous donations, Joy transferred dollars earmarked for fireworks in the money market account into the checking account for our first payment 2018 fireworks without getting approval. Discussion followed as to if a policy was needed for this. It was agreed that in the future, no matter what the circumstances are, that the Executive Director is to adhere to the same board policy reference earlier and get unanimous Executive Committee approval for any transfers from the Money Market account into the checking account. Brian asked where the board policies were kept. **ACTION ITEM:** Joy to forward board policies to board members.

**7. Community Relations Manager Recruitment Update** - We have not had very good response to postings, interviewed two candidates so far and another is scheduled for Monday, February 25. Katie has been involved in interview process and was also involved and very helpful with Ashley was brought on board. Joy shared resumes and cover letters as well as interview questions and rating sheet and candidates' response to post interview assignment with the Board. She recommends second interviews with two or



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

three candidates. Discussion followed regarding candidates and interviewing techniques. Lindsay, Clayton and Kristi offered to serve on the second interview panel. Wednesday, Feb 27, tentatively set for second interviews. Hope to have a decision made and some hired shortly thereafter.

8. **Need Kings Beach Snowfest Parade Volunteers** - Joy explained that 2-4 (or more) board members are needed March 9, 11am-12:15pm. Julia already agreed to help with line-up. No other Board members are available. It was suggested that we ask Get S'more Saturday business participants to pass out Play Cards to parade spectators. **ACTION ITEMS:** Board member to let staff know if they can help. Staff will contact GSS business participants
9. **Possible Topics for Bi-Annual Meeting with Placer** - It will have been a year since we've had a bi-annual meeting with Placer Staff. Because it is replacing the March Board meeting, Joy is hopeful for a good turnout of voting board members. Joy reviewed the list of possible topics for consideration for the agenda and asked for Board feedback. Discussion followed. **ACTION ITEM:** Board members to indicate to Joy their top five agenda items. Greg and Joy meeting with Erin and Emily on 2/25 to continue to discuss our 2019/2020 contract. NTBA was recently made aware that Placer County staff will not be attending NTBA board meetings for the rest of the year due to a scheduling conflict with another standing meeting.
10. **2020 Strategic Plan "Refresh" planned for September** - this will likely take over a regularly scheduled board meeting and be facilitated by Maggie Steakley
11. **Partner Updates**
  - a. NTPUD - Work continues on CoS and utility rate study, annual financial audit, lots of snow removal, NT Regional Park is very busy, hiring two positions (Board Secretary, and NTEC manager, as well as Accounting controller), Joy and Brad are working on a multi-year agreement between NTPUD and NTBA to capture everything in one agreement and improve efficiency and provide a long term, lasting relationship.
  - b. NLTRA - Brian Dahle is running for state seat vacated by Ted Gains; he will be here on Feb 26 @ West Shore Cafe 5-7pm). Mountain Housing Council Advocacy Team - Met with 9 legislative offices and talked about securing funding for our areas housing need. For "rural" counties, we do not fall into this. Consider distance, and re-defining the rural definition for unincorporated areas. Funding formulas do not work for us (per capita). In fill project restrictions. Refining to the language to identify the downtown cores and allow for infill projects even within a fire danger area. Next level of study happening in June. NLTRA Awards dinner April 18th at Grandlibakken; save the date and nominate folks. The GM, Nadia, is leaving Northstar and going to Beaver Creek; her replacement has not been announced. Wall Street Journal is doing an article on our remarkable winter. CAP committee meeting Thursday February 28. Kamala Harris may be hosting and attending this year's Tahoe Summit (mid August) and they are considering it to take place at KBSRA with the green room at NT Event Center. Daphne Lange, NLTRA's Chief Marketing Officer has resigned and is leaving the area after 1.5 years. How can we better prepare for traffic and improve parking? TBID - they are looking at securing enough money to fund tourism marketing and potentially NLTRA, NTBA and TCDA memberships and replace Placer contracts. If TBID is approved, Placer would receive TOT dollars that used to be allocated to NLTRA however it would be would have to be dedicate to eastern Placer County transportation and housing solutions, infrastructure and programs.



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

- c. TNT/TMA - TART's park and ride pilot program provides free bus service every 30-minutes during peak morning and evening periods from 7 a.m. to 6 p.m. on weekends from late December through mid-March between Truckee park and ride locations to Squaw Valley along the state Route 89 corridor and Northstar along the state Route 267 corridor. In addition, peak 20-minute service will also operate from the Tahoe City Transit Center, which offers 130 parking spaces to Squaw Valley and from Crystal Bay to Northstar California Resort. During the first 5 weekends of operation (11 days) the service carried 1,381 passengers to and from the resorts. Service is scheduled to continue on weekends through March 10, 2019. TART's night service is running until 2am, but the mainline service between Squaw Valley and Crystal Bay are running on a limited schedule due to continued staffing challenges. All other routes are operating as scheduled. Snow has and continues to be a challenge for travel in the region. For continual service updates, please be sure to check the website (TahoeTruckeeTransit.com) or download the NextBus app and sign up for TART route alerts. TART's spring service schedule for the Truckee Local route begins March 11 and TART's regional services will begin Spring service on April 8, 2019. TART's night service will continue until 9 p.m. through spring 2019. For schedules and additional information visit, [www.TahoeTruckeeTransit.com](http://www.TahoeTruckeeTransit.com) or call 530-550-1212.

**12. The meeting was adjourned at 5:34pm**