



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

**NTBA Board of Directors Meeting  
Wednesday, April 17, 2019, 3:30 – 5:30 p.m.  
North Tahoe Event Center**

**MINUTES**

**Attendees:** Greg Moutinho, Maggie Steakley, Christine Bettera, Kristi Kohnen, Bill Matte, Julia Powers, Brian Gonsalves, Clayton Humphries, Brad Johnson, Jaime Wright, Emilio Vaca (3:42) via speaker phone

**Not present:** Charlie Teran, Cindy Gustafson

**Staff:** Joy Doyle, Kerry Andras

1. **Call to Order & Establish Quorum (6 or more)** - Greg called the meeting to order at 3:34pm
2. **Approval of April Agenda** – Kristie made a motion to approve the April meeting agenda, Maggie seconded the motion; motion carried unanimously. Joy notes IF agenda #7 goes over time, we can go offline with #8+9, we have a lot to cover.
3. **Approval of February Minutes** - Kristie made a motion to approve the February meeting minutes, Clayton seconded the motion; motion carried unanimously.
4. **Public Comment - None**
5. **Executive Director Report** - Joy informed of upcoming events and meetings including Reception for Cindy Gustafson Mon 5-630pm at Garwoods and Board of Sups meets here (NTEC) 23rd 9am, Joy is giving annual NTBA update. Financial reports looking strong and in a folder available for Board members to see through drive. No written ED report provided due to a lot of resources going towards transition and no time. Meeting with Community Foundation board members happened, related to NTBA's fiscal sponsorship application that will allow select large donations to be tax deductible. Bank account fraud issue is resolved.
6. **Partner Updates:**
  - a. **NTPUD - Brad** -
    - Rapidly staffing up and preparing for summer
    - Construction in regional park, trailhead improvements, ParCourse, ADA pathway improvements. Hoping to be done by July.
    - Contact in works for 3 summer movies in the park (Ralph Breaks the Internet) (Christopher Robin, Mary Poppins Returns), the last 3 weeks in



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July Free ice cream on Wednesdays. Looking food truck partner . May expand if it goes well. And maybe here at NTEC in the shoulder season.

- Finalizing Event Center Manager position (Events/Sales..etc) and Maryann Potts replacement by the end of the week. Both from within North Tahoe, and experienced!
- 9-month negotiation coming to an end in memorandum

**b. NLTRA - Cindy via Joy**

- CFO (Bonnie) interim CEO for NLTRA, seeking new CMO as well
- May/June outreach for TBID

**c. TNT/TMA - Jaime**

- Spring transit started Monday the 9th of April
- 30 min service IV to TC
- Transit review w/Placer and Truckee, some funding that may be captured through NV county and perhaps adding night service
- TART focused on hiring and new vehicles on order, hoping for 30 min service into resorts next year as well

**7. Staffing Transition** - Greg encourages open dialogue and for board members to throw out ideas.

a. Approve ED job description and Craigslist ED job posting verbiage

- Comment in relation to reduce burn-out.
- Comment in relation to did we talk to our existing ED now, and can we work with her now to keep you or re-shape this position?? What can we do yo insure our next person is of equal length or greater?
  1. Greg points out his understanding is that Joy has made her final decision, and she had prepared an outline and categorized items into necessity. Joy has also offered to work in an advisory role for her replacement. Agreement to do we need to alter this role?
  2. Joy says it is a combination of things, she is ready to pursue new opportunities, and feels a new leader will bring NTBA into its next successful chapter. Ex committee feels this is an opportunity for growth and change, we just need to get this going so we can start vetting candidates. Joy's last day is July 31st unless her replacement is brought on and transitioned sooner. Both Katie



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and Ashley shared that neither one of them had been looking for another job, they just came out of the blue at significantly more pay and increased benefits.

3. Open discussion re: hours v quality of life.
  4. Open discussion re: job description.
  5. Kristie motions to approve the job description, Bill seconds, all in favor, no abstain or ney. To be released April 19.
  6. Open discussion about where to post the job Craigslist, indeed, etc...
  7. Joy to work with Jess Weaver on email to be sent to members about Joy's transition and Katie's departure and associated talking points.
- b. ED Search Team - Greg, Maggie, Kristi, Bill
- Joy and Kerry to be part of the interview panel(s)
  - Brad volunteers in a re-thinking of the position , thinking outside the box
- c. Decide on tasks we to pause/stop until new ED starts, tasks that need input, and Board member assignments.
- Finishing and negotiation of Placer contract.
  - Item by item discussion of what to pause indefinitely until new ED on board
    1. Julia willing to help deliver decals
    2. NTPUD highly values the SnowFest Parade, conversation on when the parade should happen.
    3. Discussion re: Get Smore Saturdays and the vitality and validity for year 3 and beyond
  - Discussion re may be an opportunity to combine with the Chamber and other business association. A lot of work was done on this during NLTRA's Chamber Subcommittee in 2017, Joy was the co-chair, recommends starting where this group left off. Emilio would like to be involved in that.
- d. Identify gaps and determine when to post Marketing Manager position or post Event Coordinator position and put together/distribute RFP for Marketing Independent Contractor and next steps



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- if we're doing an RFP for a marketing independent contractor, select team and timeline
- options/ideas: More contractors/hire permanent event coordinator/Go forward with existing position

e. Communications: provide feedback/approve recommended strategy

**8. Passport to Dining 501c3 nonprofit partner selection** - set aside for offline convo

**9. Feedback on Crossing Guard Pilot Program Dates/Times** - set aside for offline convo

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