



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

**NTBA Board of Directors Meeting  
Wednesday, May 15, 2019  
North Tahoe Event Center**

**MINUTES**

**Attendees:** Maggie Steakley, Kristi Kohnen (3:39), Bill Matte, Brian Gonsalves, Clayton Humphries, Brad Johnson, Jaime Wright, Charlie Teran (via phone), Emilio Vaca, Julia Powers (via phone 3:34)

**Not present:** Greg Moutinho, Cindy Gustafson, Christine Bettera

**Staff:** Joy Doyle

1. **Call to Order & Establish Quorum** - Maggie called the meeting to order at 3:32, but a quorum was not established until 3:34
2. **Approval of May Agenda** – Bill made a motion to approve the May meeting agenda, Clayton, seconded the motion; motion carried unanimously. Brian found one typo.
3. **Approval of April Minutes** - Clayton made a motion to approve the April meeting minutes, Bill seconded the motion; motion carried unanimously.
4. **Public Comment** - none provided
5. **Executive Director Report** - Joy
  - a. [Upcoming Meetings + Events](#)
    - Clean Up Day June 1; please help spread the word and volunteer
      1. Joy asked board members to spread the word, volunteer during the event, share the facebook event, say that you are attending, etc.
    - Joy out June 13-19
  - b. [ED Report](#)
    - highlights from written report submitted with packet
      1. Did not have marketing committee meeting, had design and economic vitality meeting
      2. Joy provided more than usual in the packet as relates to Economic Vitality Committee to make the Board aware. KB Economic Development Strategy Draft includes business attraction strategy- utilizing the Kings Beach Center area (Fox to



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Coon)- See folder. Lots of good momentum and opportunity to make positive strides with Emily at the County

3. Clean up day - solid in terms of sponsorship, airport district outstanding, discussion of better planning for next year re: BBQ and pig Roast and Tahoe Central Market volunteer discount. Also more communication in advance next year. Joy advised the Board to look at the good reasons why NTBA decided not to do a BBQ three years ago.
4. Still working on assist boat agreements- will likely have an added expense in next years budget.
5. Passport- Selected Tahoe Safe Alliance, secured an additional sponsor (Liberty) that comes along with other volunteers
6. Contracted with Katie Korpi to set up 2019 media plan; Joy and Lindsay working on executing for summer events
7. County Contract- Emily just shared back edits from last round of discussions, Joy reviewing and is optimistic about scope and progress.
8. Close to finalizing multi-year agreement with NTPUD. Thank you Brad! Next steps: Joy run by EC, then review virtually before the next board meeting.
9. TTCF will be fiscal sponsor for fireworks. the \$1000 fee may be dropped based on number of transations. Still need to get next steps for communications to donors, reporting requirements etc. Joy will then reach out to the anonymous donor and other donors that expressed interest in 2018.

- Board members sign up to volunteer at MOTB and July 3rd

1. sign up sheet circulated
2. **ACTION ITEM:** Board members not in attendance to notify Kerry of events they can volunteer at by May 31
3. Add sign up doc as a Google doc

c. [Financial Reports](#)

- Big thank you to Bill for all the help with AR and AP and learning how to process payroll and reconcile bank statements



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- Added AR as a new financial report
- Financials are healthy according to Joy. Board asked to review reports submitted with packet that all have notations; Joy asked for questions/comments; none raised.
- Joy is working with Bill on FY19-20 budget draft, scheduled to be presented at June meeting

#### 6. **Staffing Transition Items** - All

- a. Marguerite Sprauge started as new Interim Event Coordinator on May 13
- b. Extension of Marketing independent contract past June 30 in the works at Joy's recommendation
- c. ED Search Update
  - Leverage Board databases for last call for applicants; May 19 deadline
- d. Search Committee to make new ED selection or involve full board
  - Search committee has been meeting, filtering individuals
  - five first round interviews next week.
  - Interview Panel: Bill, Kristi, Greg, Joy, Kerry
  - Would like to circulate the interview list with the full board- ACTION ITEM: Bill to give access to the hr gmail account
  - Process for second round of interviews is up for board discussion (Bill will reach out to board)
  - Welcome board member engagement - holding May 29th for second round interviews

#### 7. **TBID + possible new path to best serve business community**

- a. Business Association Chamber Collaborative (BACC), a NLTRA committee, is focused on how the business/downtown associations and Chamber work collaboratively.
- b. Group is looking at regional issues and breaking down silos
- c. In 2017, a NLTRA Chamber Subcommittee was established to look at how the Chamber could become more effective and reduce redundancies/inefficiencies between the Chamber and business/downtown associations. The subcommittee was facilitated by Stacy Caldwell of TTCF. See [final report and shared guiding principles](#), three year plan to work towards improved collaboration, clarification of who is responsible for what, and eventually



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consolidation of membership. The work didn't move forward because NLTRA CEO/President and TCDA ED transitioned shortly thereafter.

- d. NLTRA has been working towards the formation of a TBID for 12 or more months, ever since Cindy joined NLTRA. Conversation followed about the TBID.
  - Joy sees significant opportunity to consolidate TCDA, NTBA, West Shore, Chamber, once the Tourism Business Improvement District (TBID) is formed. Furthermore, she has expressed to the BACC and Cindy that mentioning that NTBA, TCDA, West Shore and the Chamber are beginning to explore the idea of consolidation under the TBID umbrella when NLTRA is conducting outreach to businesses about the TBID.
  - Action item: Joy share her [recommendations for exploring the possibility of consolidation](#)
- e. Resort Association is working on the TBID formation by January 1, 2020. It will be over a year before NTBA could sunset Placer County contract.
- f. TBID Discussion and Listening Session Meeting on May 20, 3:30- 5:00; Joy, Greg and Emilio plan to attend. Other Board members asked if they could attend- Clayton, Jaime, and Bill would like to attend- Joy will request and have Liz from NLTRA share calendar invite if it okay for them to attend. Minutes will be taken at the meeting.

## 8. Partner Updates:

### a. TNT/TMA - Jaime

- Spring transit, summer transit starts on June 22nd.
- Working with Truckee, Placer County to get night service into Truckee (probably peak seasons, starting next winter).
- Ongoing driver shortages, fleet issues- causing some issues on mainline
- Still hiring- full time county position, full benefits, Tahoe stipend

### b. NTPUD - Brad

- Also hiring for summer operations. Will be looking at salary positions, will not be drug screening for non-safety positions.
- construction contract is moving ahead of schedule in the regional park- making improvements for summer
- Cathy Becker- New Event Center Coordinator
- Misty Moga- New Board Secretary



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- Initial Budget presentation made of board last week,- looking to move 600K into capital investment in June Budget
  - Utility rate coast of study, likely January sewer rate increase.  
Reconfiguration of rates for water rate structure - will result in increases and decreases for different users.
    1. Will be reaching out to NTBA to help promote communications on these rate changes w/ Business community
  - September 13th- Community end of summary season celebration
    1. Wizard of Oz
    2. Silent Disco
    3. Dark Side of Oz
- c. NLTRA - awaiting word on who is going to fill this seat

#### **9. June 19th Board Meeting**

- a. Bill thinks it would be good for the board to meet without Joy, Clayton agrees
- b. Board does not meet in July
- c. Possible that the new ED is on board by then
- d. Bill is willing to support agenda development as Joy will not be involved as she focuses on other priorities
- e. NTEC meeting room is secured (through the year)

#### **10. The meeting was adjourned at 5:21**

Joy's noted that this will be her last board meeting and wishes the best for the organization, and will remain as a resource. Jaime thanked Joy for her service.