

Attendees: Maggie Steakley, Christine Bettera, Bill Matte, Brian Gonsalves, Charlie Teran, Emilio Vaca, Julia Powers, Pam Emmerich

Not present: Greg Moutinho, Cindy Gustafson, Clayton Humphries, Brad Johnson, Jaime Wright

STAFF

Alyssa Reilly

1. **Call to Order & Establish Quorum (6 or more) - Maggie**

2. **Approval of the June Meeting Agenda – Maggie** **5 min**
(3:30-3:35pm)

3. **Approval of the [May Meeting Minutes](#) - Maggie** **5 min**
(3:35-3:40pm)

4. **Public Comment** **5 min**
(3:40-3:45pm)
 1. NLTRA Recreation Event Series

5. **[NLTRA/TBID Presentation](#) with Q&A -Rob Kautz** **45 min** (3:45-4:30pm)
 1. Mainly Focused on Shoulder Season draw
 2. PR = National Campaigns
 3. Tracking and looking at results on a Monthly basis and reporting to Placer County

4. We are at a disadvantage as compared to other destinations, getting significantly less from the T-bid (Tourism Business Improvement Districts)/TOT (Transient Occupancy Tax), many areas have much higher sales taxes.
5. You want Overwhelming support of all the businesses to get a T-Bid, identified 900 businesses that would be within the improvement district.
6. T-Bid is 5 years, then must be renewed for 10 years.
7. Believe the T-Bid will give more pull for transparency from the county on the 3.8m TOT funding hopefully for transportation and housing.
8. Compete more effectively within our competitive market.
9. Looking for NTBA motion of approval for pushing forward T-Bid
10. Emilio brings up notion he'd like to see business infrastructure improvement built into awards of T-bid.
11. Maggie and Emilio motion to consult our advocacy policy and perhaps call an emergency meeting for July if necessary.

6. Alyssa Welcome and Introduction.

7. **President Report**- Written by Greg

5 min

(4:30-4:35pm)

1. Placer County contract conversation re: SOP

8. Executive Director Report - Alyssa
min (4:35-4:50pm)

15

1. [Upcoming Meetings + Events](#)

- June 28 MOTB kick-off
 - 44% increase over sponsorship (Yay Kerry!)
 - Branded Wine Cart
 - Wine printed on menus out of stock so changed to different brands and needs to be updated.
- Clean Up day, amount of people and volunteers down but trash collected was up! Maggie notes the weather may have been a factor and it would be great to get the banner up sooner (Sunday).
- Placer County new newsletter, asking NTBA to contribute.
- July 3rd - Behind on the sponsorships
 - Alyssa is excited and loves sales and is dicing into that process.
 - Preferred seating 173 tickets sold to date , but Wednesday/Tuesdays tend to be lowest years for sales , this year is a Wednesday
 - Event-bright , majorly of people are buying through this channel
 - Next Design Committee meeting will be cancelled

2. ED Report

- Highlights from written report submitted with packet
 - Listening Tour/Getting to know people and the issues
- Board members sign up to volunteer at MOTB and July 3rd

3. [Financial Reports](#)

8. **Staffing Recommendation - Alyssa/All**

10 min

(4:50-4:55pm)

1. Marketing/Events

1. Need another body in the office to focus on events and other tasks. Program Manger position filled by August.

2. LT Marketing Contract Extension

1. Lindsey contract up on the 30th of this month, Alyssa's recommendation is to extend her through Sept/Oct. Lindsey open to perhaps open ended agreement with a 30 day notice. Several colleges willing to sponsor an internship program with NTBA. Alyssa has great ideas to bring down costs in this arena, including looking at Marketing/Social Firms we can hire and mentorship programs.

2. Concerns raised on amount being paid to the LTMarketing. Especially since rate goes up to \$40. Will be at about ~\$12,000 through December. Advised by Maggie: We need to make sure we don't go over the allotted \$11,000 . Brian suggests capping the amount. Alyssa: suggests use of interns for this.

1. Emilio motions to extend the contract not to exceed \$11,000. Details to be workout out amongst the excessive committee.
2. Bill seconds.
3. All in favor.

9. Financial Updates - Alyssa/Bill

10 min

(4:55-5:05pm)

1. Budget FY19/20
 1. Budget motion August meeting
 2. Emilio is uncomfortable with going into the fiscal year without a budget
2. Signature Card/Aug. motion for changes to accounts

10. Partner and Meeting Updates:

1. TTCF, NTPUD, NLTRA, BACC, Western, TMA- 2 min/per
10 min (5:05-5:15pm)

1. NTPUD contract signed and ready to go.
 1. Parks Make Life Better
 2. New employee on board
 3. Still hiring boat launch, park, event center
2. BACC also set up and ready to go
3. Western approach meeting last night, in the final phase, email any input to Dan LaPlant

11. No July Board Meeting/ August 21 Board Meeting 10 min
(5:15-5:25pm)

Adjourn no later than 5:30

10 Voting Members: ~~Greg~~, Charlie, Emilio, Maggie, Christine, Kristi, Bill, Brian, Clayton, Julia

3 Non-Voting Members: Liz, Jaime, Brad (Pam attending)