



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

**NTBA Board of Directors Meeting
Wednesday, August 21, 2019
3:30 – 5:30 p.m.
North Tahoe Event Center**

If you can't attend in person - Conference Call: Dial 1-302-202-1108 | code 550216 | host 9352

MINUTES

Attendees: Greg Moutinho, Maggie Steakley, Brian Gonsalves, Jamie Wright, Charlie Teran, Julia Powers, Pam Emmerich, Liz Bowling, Kylee Bigelow (public comment TCDA)

Not Present: Bill Matte, Clayton Humphries, Emilio Vaca, Christine Bettera, Kristi Kohnen

1. **Call to Order & Establish Quorum (6 or more)** (3:43) Greg called meeting to order. Could not establish quorum - cannot make official motions during this meeting, can have discussions and review of documents.
Pending possible phone in from Emilio
Discussed that we will continue the meeting and have discussions about all topics but motions cannot be established
2. **Approval of the August Meeting Agenda** - Couldn't approve the agenda without quorum
3. **Approval of the [June Meeting Minutes](#)** - Couldn't approve the meeting minutes without quorum
4. **Public Comment**
 - a. **Kylee Bigelow** - TCDA- Kylee wanted to thank everyone for a successful July 3rd/4th events. Referenced to how Joy really got everything situated and ready for Kylee and Alyssa in the future to continue to have successful summer seasons. Kylee came to make public comment today after a discussion with her Executive Committee they would like to have joint committee meetings quarterly with NTBA
 - b. Greg stated his support in doing this



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- c. Alyssa commented that she agrees and supports this and really wants to continue working closely with Kylee and TCDA and she and Kylee will work together to schedule the first joint EC meeting in the next month or two

5. **Executive Director Report -**

a. [Upcoming Meetings + Events](#)

- Final two Music on the Beach concerts - August 23 and August 30. They can still use volunteers for August 30 concert.

b. Event Review- MOTB incident

- Incident took place at the 8/16 MOTB concert. An intoxicated older woman fell and broke her ankle or dislocated severely. The woman was belligerent and her friend was even worse including screaming at Rangers, Alyssa, Band, Public, EMT, Fire. Per our contract with State Parks and our emergency protocol - NTBA is to contact state parks rangers for any/all emergency services. Rangers are trained in basic medical and will make the call to other first responders. Alyssa called Brad Chesire the head ranger 15 times also texting and had another woman call 911 while she continued to call parks and try to follow protocol. Alyssa helped the other woman with the 911 call - that's what sparked the Rangers to hear the call over the radio and Alyssa saw them driving back down N Lake Blvd. The rangers left the concert site during the concert (when asked where they were or why - the response was that they "didn't want to Hoover"- they are paid to be there for this type of situation). By the time Rangers arrived it was already about 7-10 min in - the woman was in horrible pain and angry as were her family and friends especially her one belligerent friend. They continued to scream and yell at our staff and the rangers. Emergency crews (EMT and Fire) drove to the wrong location - ended up at the other side of the beach off Coon street- people began running down there screaming to get them - this caused even more chaos - Chango and the Band had to stop music for 20-25 minutes before restarting. Once crews arrived the woman seemed



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to calm down. Her friend did not and was threatened to be arrested by the Sheriff - she ended up following Alyssa back to the office screaming and pointing in her face. She chased down the sheriff and rangers as well. Her family also was threatened to be arrested. After over 25 minutes fire and emts were able to get the woman into the ambulance and off to the hospital. Alyssa got the name and phone number of one of the woman's party - and offered them her contact information as well. The woman with the broken ankle also stated that she lost her bag or someone stole it - Alyssa and her family searched the entire beach area and didn't find a blue bag - was later figured out that she never brought it - as EMT wasn't going to take her without ID.

- Alyssa noted that this group did not have wrist bands and did not drink or order alcohol from NTBA - either arrived with their own bottles or booze or they arrived drunk
- Brian talked from a legal perspective that we need to make sure that we are covering all of our liabilities. We also need to get in writing all witnesses including internal staff accounts and others involved. Alyssa is going to provide hers and ask other staff and volunteers to do the same and upload them to a cloud vs just sitting in emails - also make hard copies to keep on file.
- It was also discussed that we need to educate our staff and volunteers at the beginning of each night that "this is the emergency protocol"- adding to the to do for remaining events and future events
- Alyssa referenced speaking to State parks after the incident and stating never again will they leave being on site - we pay for them to be there for the safety of everyone. They will provide a radio to them at all times moving forward. Alyssa will also be looking into how to get EMT and Fire available for some of the larger concerts in the future as well.

c. ED Report

- Highlights from written report submitted with packet



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1. Did not have a marketing committee meeting - Design meeting planned for next week had EV and Membership meeting
2. Alyssa discussed all the outside meetings that she attended as well or plans to attend during the next couple weeks including, CAP, BACC, Tahoe Summit, Placer County meetings, TCDA, PUD etc.
3. Two upcoming small business seminars in October - both will be held at NTEC
4. Alyssa is working on a few projects with Placer County - including Arts, studies, TOT grants, BAD expansion
5. Short TBID update from the NLTRA Board Meeting- TBID continues to move forward with strong support from all the largest voting entities in the area (resorts), they're still working on finalizing the budget to present. Next steps will be an actual finalized budget showing us exactly where the money is going and what percentage stays in our area, then wanting to meet with all the businesses this will affect by industry
6. Membership = 217 members - same as month before
7. Alyssa has received large amounts of donations 20k from anonymous and another 15k from 4 other individuals
8. Passport to dining is moving forward - work plan has been created and updated and assigned and already being executed by Alyssa and Kerry
9. NTPUD event 9/13 - NTBA to sell beer/wine - waiting on the insurance costs and information

d. [Financial Reports](#)

- Financial reports reviewed - no questions/concerns

6. **Staffing and Committee Updates -**

- a. Event Coordinator position-



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- Down to the top three all three scheduled for interviews over the next week. Goal is to interview then make a decision and offer out by 8/30 with potential start date after Labor Day weekend
- b. Kerry's leadership
 - As Alyssa stated, Kerry is amazing. Kerry is such an asset to the organization and so capable. Alyssa has given him the membership and MOTB committees to lead and manage all aspects of. These are two pieces of NTBA Kerry is so knowledgeable and passionate about. He already ran his first membership meeting. Kerry was so excited with the opportunity and is ready to lead.
- c. Need to add committee members for Membership & Marketing/Promo
 - No suggestions at this time.
 - Greg did join the membership committee

7. Financial Updates

- a. Budget FY19/20
 - Reviewed as a group - asked everyone to review and discuss so that we can approve in September.
 - Maggie asked what biggest differences are.
 - Alyssa let everyone know that there isn't anything significantly changes just more accurate as we were over by things by 200%-500% so she adjusted to be more accurate based on actual. Nothing else has significantly changed through the budget.
 - Budget shows a surplus of just over \$2000
- b. Signature Card/Aug.
 - **MOTION:** for changes to accounts - Add AR/ Remove JD
 - NO motion can be made without quorum - Emilio was unavailable to call in.
 - Jaime advised that you can do a digital motion moving forward if needed quickly.
 - Alyssa is planning to manage that
- c. Anonymous Donor recommendation



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- Anonymous Donor has referenced wanting to see/know his money is going to atleast some of the fireworks bill - he was told that it hadn't for 2019 which was bothersome to him. That's not true \$5700 did go from his account to pay for the first installment.
- Alyssas recommendation to the board is that we pick a specific amount, invoice or percentage of his annual donation which goes directly to paying Zambellis and ONE of the installments.
- Back in June we had to move \$14000 over from the Money Market to the checking account to help cover costs we weren't expecting like paying 2 ED's etc. Alyssa recommends that because the final payment for 2019 Fireworks was \$14250 we either don't move any back or more a smaller percentage and that some of that \$14000 goes towards paying that final Zambelli bill

8. Economic Vitality Updates

- a. Julia is going to go around and talk to different landlords in the area and discuss with them why people aren't renting or why they're leaving and what they're hearing
 - Alyssa wants to go on some of these meetings with them
- b. Going to do a survey to the local community next month to see what people are interested in and/or want to see and this will also fulfill our advocacy program
- c. TOT grants open 9/3 and until 10/31 - working on what we want to apply for and with who? Placer County discussed cosigning

9. Partner Updates:

- a. NTPUD
 - Pam was around for Brad today and discussed the Community event on 9/13 and our partnership with them.
 - She also discussed the fact that they've been really focused on regional park and everything up there and because they struggled to hire in summer they're a little bit behind.
- b. NLTRA



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- Liz had to leave early to get to the Tahoe City demolition event - she left some info about that event but didn't have any other updates

c. TMA

- Jaime discussed the summer and event transit some of the bugs and issues
- Working to expand to Truckee and night service as well

10. September 18 Board Meeting

Any action items? Agenda items to be added?

Alyssa will be getting the digital

Adjourn no later than 5:30

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

3 Non-Voting Members: Liz, Jamie, Brad