



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

NTBA Board of Directors Meeting

Wednesday, March 18, 2020

3:30 – 5:30 p.m.

North Tahoe Event Center

THIS MEETING WILL BE HELD VIRTUALLY - you can call into the meeting and/or use the Go to Meeting for a video meeting option:

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MINUTES

1. Call to Order & Establish Quorum (5 or more)

a. Participants: Alyssa, Julia, Greg, Maggie, , Brian, Julie (TMA), Jeff (NLTRA), Charlie, Brad (PUD),

2. Approval of the March Meeting Agenda

5 min (3:00-3:05pm)

- Motion: Maggie, Second: Kristi
- Julia- Abstain

3. Approval of the February Meeting Minutes

5 min (3:05-3:10pm)

- Motion: Maggie, Second: Kristi

4. Public Comment

5 min (3:10-3:15pm)

- No Public Comment

5. COVID-19 Discussion Topic

40 min (3:15-3:55pm)

a. Update from AR based on learnings from Placer County, State Governors offices

- SBA Loans
- FB 100 million for small business grants
 - Opportunity for NTBA to apply to an umbrella grant (for our needs, offset membership, make subgrants, etc.)
- NLTRA has halted all marketing

b. What is NTBA's role?

- Send out an update today. Planning to send out updates to the community weekly
- Staff are working from home



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- Multi-directional communications between business/community and government (County, State)
- Discussion:
 - Communications / Conduit (see above)
 - Assist business community with SBA loans
 - Mitigating immediate damage
 - Collect and disseminate best practices, creative responses, etc.

c. Plan of action moving forward?

- Continue on communications and coordination efforts
- Work with TCDA, Chamber, NLTRA on lists/info gathering
 - Stakeholder call had 175 people
- Work on Centralized Communication Center with the local business organizations (NLTRA leading the charge) - COVID Community updates.
 - Erin Casey from the county is working on this as well
 - Liz is point person at NLTRA
 - Goal to get something up and running by Friday
 - Stakeholder conference will also re-convene
 -

6. ED report

30 min (3:55-4:25pm)

a. Review highlights from ED Report

- Alyssa made annual presentation to the BOS. Went well, Cindy was pleased
- Community Tour with Cindy and Todd (3-5pm, Tuesday March 10th)
 - Worked down from CalNeva throughout the whole district
 - Was able to show the trash problem, dilapidated buildings, etc.
 - Discussed variance issues, vacancies, etc.
 - Outcome: They are going to paint buildings that are being used, take down some of the old buildings, take down chain link fences
 - Will look at KB as an urban setting, looking at variance (parking/sidewalks), etc.
 - Hoping to strengthen partnership with PUD (BAD, beach, etc.)
 - Anticipate quick changes / action by the county
 - Left the county with opportunities, challenges, and solutions - they have followed up multiple times
- Mountain Summit is postponed for now
 - Interest in coming to Tahoe
- Events:



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- Music on the beach
 - Have a pod for the summer
 - Will only be our 300 dollars if we are not able to have events at state park
 - 48 hour cancellations for bands, vendors, etc.
 - New vendors, some local artist and small business - lots of interest
- SnowFest
 - 2300 people
 - Great success
 - Grid won the award for best float
 - Good feedback
- b. Fireworks update
 - Jennifer Merchant brough BMP to the BOS
 - Lots of public comment (NTBA, Zambelli's, Tom Turner, Fire)
 - BOS said the BMP was too much, advised county to look at it again
 - Anticipate significant changes
 - Have 14 day buyout on fireworks
- c. TMA Board change request
 - Jaime left TMA (now with the county)
 - TMA would not like to be on the board anymore
 - presume they are trying to be more efficient with their time
- d. TBID update
 - out
 - at about 34%
 - MDP is live and finalized
 - Contract with Placer is in the works. Will re-negotiate for another year with the option to back out if TBID moves forward
- e. New board members
 - Going to get out information to the board shortly
 - COVID has made people more eager to join the board
 - Board will need to do some voting

7. Strategic Planning- update from EC

20 min (4:25pm-4:45pm)

- a. Update: Planning to move forward looking with a revise plan, but keeping it flexible so we can look at COVID impacts
- b. Brainstorm on strategic planning



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- feeling encouraged about the walk through with Cindy and Todd - new for NTBA.
Would like to build on that and continue to engage the county
- Short term: want to make sure the board's voice is really heard, want to engage staff.
- Longer-term: want to bring more of the community and stakeholder involvement
- Maybe an opportunity for some small scale focus groups/input sessions
- Take a look at where we've been, timelines, the major buckets of our work (Mainstreet pillar)
 - Current strategic plan, what is and is not relevant
- Look at an incremental changes to the organization - progress, increases, adjustments
- Mission and Vision:
 - Requesting survey responses:
https://docs.google.com/forms/d/e/1FAIpQLSeiZohcK85eFw9-Osm5zJXGQZ32a0XDs-ApsvzlhPVHuJ4FMQ/viewform?usp=sf_link
 - Will synthesize results, share back, and have a discussion on potential changes to the vision and mission at our next meeting (maybe about 45 minutes)

8. Partner Updates:

a. NTPUD, NLTRA, TMA

10 min (4:40pm-4:50pm)

- NLTRA
 - TBID is out in the world
 - Jeff will be the NTBA representative, Liz as alternate
- PUD
 - COVID:
 - Facilitates are closed to the public
 - Maintaining customer service, operations, keeping parks open (while maintaining social distance)
 - Not plowing field so that there aren't organized sports
 - Staffing- implementing remote work, staff segregation, crew rotations.
 - Working proactively (resiliency and redundancy) - Want to ensure that sickness does not result in the inability to staff (ensuring no spread at the district)
 - All event center events have been cancelled for a while...



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- No shut offs, etc. for the future (at the moment we can't offer rate holidays)
- Pancake Breakfast/Snowfest was a great event
 - Look forward to continuing
- Really appreciative of the event planning/partnership with NTBA

9. April 15, 2020 Board Meeting

5 min (4:50-4:55pm)

a. Any action items? Agenda items to be added?

- Agenda
 - Strategic planning vision and mission session (45 minutes)
 - Strategizing for potential event changes
- Action items:
 - Come up on Go To Meeting
(<https://global.gotomeeting.com/install/153539285>)
 - [Survey](#)
 - [Review strategic plan](#)
 - Send any covid items, etc. to info@ntba

b. Virtual?

- Plan to continue to be virtual

Adjourn no later than 5:00

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

3 Non-Voting Members: Liz, Jamie, Brad