



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

NTBA Board of Directors Meeting

Wednesday, April 15, 2020

3:00 – 5:00 p.m.

North Tahoe Event Center

[LINK TO DOCUMENTS](#)

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

Join Zoom Meeting <https://zoom.us/j/7634763892>

Meeting ID: 763 476 3892

Call in line: 1(346)248-7799 Meeting ID: 763 476 3892

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

Alyssa, Maggie, Kristi, Clayton, Greg, Charlie, Julia, Brad (NTPUD), Kesley (North Star)

2. Approval of the April Meeting Agenda

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

Clayton motion

Greg Seconded

All Vote Yes

3. Approval of the March Meeting Minutes

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

Greg motion

Clayton Seconded

All Vote Yes

4. Public Comment

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

NA

5. COVID-19 Update

15 min (3:15-3:30pm)

a. Update from AR

- Participating in a lot of meetings, information sharing
- Gift card program will be rolled out on Friday, 4/17
 1. Getting small business online
 2. One stop shop gift card (will roll out later)
- Trying to highlight positive stories
- Jeff/NLTRA establishing a recover task force
- Will need to reflect on what COVID-19 will mean for NTBA's summer season
- Tahoe Quarterly will be giving away free adds to restaurants
- Sent letter to businesses requesting one-on-ones



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b. Upcoming programs and strategies

- See above re: gift cards, etc.
- Group Discussion:
 1. MOTB: Clayton suggested live streams?
 - a. People could donate to support local business
 - b. May need to rethink the line up on that - maybe can't pay a fee, may need to be free
 - c. Could maybe do a youth band night since they were going to play next year
 - d. Clayton offered to help with sponsors

c. Expectations

- We will see businesses start to go under (ex: Lakeside Casino in SLT)
- Governor has suggested there will be no large public events until a vaccine
- Should NTBA be looking for loans? Alyssa is applying for grants as well
- Primarily both Alyssa and Kerry are still working from home
- **Request to the Board:** Keep Alyssia in the loop about businesses that need support, other support needs (ex: Spanish language materials).

6. ED report

40 min (3:30-4:10pm)

- a. Review highlights from ED Report
- b. Summer Event update and Discussion
 - Need to consider this more in the next month
 - Events look unlikely
 - Will need to think more creatively
- c. TBID update
 - TBID is on hold, Rob has been furloughed
- d. Staffing update
 - Staffing update: Mirelle has left NTBA
 - Alyssa filled position with Blair (previously at Northstar) - Would start in May if the context allows. She may be able to take on more of the marketing as well.
- e. Financial Discussion
 - Memberships are still coming in. will need to monitor
 - Year-over-year report- Need to be thoughtful about next year, 40K deficit potentially



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- Did well to cut costs this year, and we won't have some of our costs because events won't happen
- **Request to the Board:** Need to think about creative fundraising opportunities without events
- Discussion:
 1. Sliding scale (maybe for memberships)
 2. Contingency planning for events
 3. Need to think about how we would do sponsorships - want to be sure we're still providing marketing
 - a. Brad: suggest outreach immediately on major sponsors - Set aside revenue while we can
 - b. Some are less affected right now, there's a strong spirit from folks right now that if they can pay they feel a sense of duty
 - c. Maybe now is the time to approach some new sponsors like Safeway, etc.
 4. Opportunity to look to specific sectors, new revenue options, virtual options
 5. Bigger concern is next year's budget
 6. Still secure with our contracts, can get out as needed or hold events as needed
 7. Maybe a blanket request for funds? Sponsorship to come when we know what's happening?
 8. Outreach to the county? Federal stimulus payroll funds
 - a. Disaster relief option- can also be used for payroll. This is something the NTBA will likely be qualified (**SBA- Emergency Injury Disaster Relief**)
 - b. Kristi to send the packet and link**
 9. Consider a winter event for Passport- Maybe keep the money instead of donating
 10. Look at a winter concert series
 11. Calendar raffle fundraiser
 12. Fireworks donation actually went up by \$5K, supportive of flexible use this year.
 - a. He is willing to go to neighbors on the lake front
 - b. Maybe a matching program? He can ask his friend to add to the matching fund too
 - c. Helpful narrative for media partners to share the match idea too



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- d. Maybe that would be a place to go re: the donation program (See below)

13. NTBA flexible response fund

- a. offset memberships
- b. respond as needed
- c. Seek direct donations
- d. Will provide future benefits (sponsors, etc.)
- e. Don't see a lot of negative blowback
- f. Go to specific business partners (ex: Safeway)
- g. Board give direction to take this action
- h. Alyssa will get this going**
- i. Maggie: Offer for support**

7. Strategic Planning Discussion- Maggie

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

8. Partner Updates:

a. NTPUD, NLTRA, TMA

15 min (4:40pm-4:55pm)

● NTPUD

1. Operating at an essential service level
 - a. light duty and crew rotations
2. Park maintenance
3. Customer service is interrupted, happening remotely
4. Events canceled for April and May, keeping an eye on June
5. Taking advantage of vacancy to do facility maintenance
6. Suspension of not shut offs for delinquent payment still in place
7. Board directed staff to create an emergency rate relief program (TARGET - specific businesses that have been shut down, apply and receive a credit or at least one month; single family targeted program of a similar magnitude)
 - a. Looking for qualified, proxies, other eligibility indicators
 - b. Roll of: May 12th board approval target
 - c. Pan will reach out to Alyssa on how to target business populations
8. Not sure about boat launch yet- working with TRPA, will hire up and be ready to go.
9. NTPUD facing similar revenue risks as other organizations

● NLTRA

1. Response efforts:
 - a. DMO Side:



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- i. Destination marketing changed immediately- asked people not to come to tahoe at this point (blog, social, etc.)
 - ii. Newsletter to consumer database
 - iii. Paused all paid media
 - iv. Paused on PR outreach
 - v. locally owned operations (re: rentals) have complied
 - vi. Still seeing some homes on airbnb, vrba- worked to approach those companies on a corporate level
 - vii. Regional partners issues the same messages
 - viii. videos- Cindy, Jeff, Forest Health
- b. locally
- i. Working with Business associations
 - ii. Have a landing page with resources
 - iii. Stronger Together Video Series (14 videos)
 1. Showing that we are working together
 2. Focused on recovery
 - iv. Asking people to upload their own positive messages
 - v. Re-opening task force
 - vi. Need to look at shifting events
 - vii. newsletter, blog, etc.

9. May 20, 2020 Board Meeting

5 min (4:55pm-5:00pm)

- a. Any action items? Agenda items to be added?
- b. Virtual?

Adjourn no later than 5:00

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

3 Non-Voting Members: Jeff, Jamie, Brad