



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

**NTBA Board of Directors Meeting  
Wednesday, February 19, 2020  
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

**AGENDA**

[All docs can be found here](#)

- 1. Call to Order & Establish Quorum (6 or more)**
- 2. Approval of the February Meeting Agenda** **5 min** (3:00-3:05pm)
  - a. Clayton second
  - b. Maggie motion to approve
  - c. All in favor
- 3. Approval of the January Meeting Minutes** **5 min** (3:05-3:10pm)
  - a. Maggie motion to approve
  - b. Clayton second
  - c. All in favor
- 4. Public Comment** **5 min** (3:10-3:15pm)
- 5. Presentation - Keith Vogt** **30 min** (3:15-3:45pm)
  - a. Tahoe Regional Arts Foundation**
  - b. The Stages Project progress**

Presentation on the States at Northstar

- Have board members
- Signed a term sheet with Northstar in 2013
  - Made amendments on the property locations
  - Submitted pre-development plans to the county in November, preparing to submit full plans soon
- Study shows that that area could support three small theaters + a large regional Theater (this proposal)
- Property is near the first lot at Northstar
- Floor plan- Three level project. Lower level would have green rooms, admin, etc. Main level includes a conference and multi-purpose room; 150 seat black box theater (education facility); Main Theater- 500 seat, main stage. Upper level- VIP room, stadium seating, concessions and restrooms, mainstage for amphitheater (2500 seats including grass)
- mass-wood building, eco-friendly,



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- Believe the project will bring communities together to share in great activities
- \$60 million dollar project

## 6. Action Items

**20 min** (3:45-4:05pm)

- a. Board positions (Motion to approve)
  - Treasurer- Kristi Kohnen
    1. Brian motioned to approve
    2. Maggie second
    3. All in favor
  - Secretary? Anyone interested?
    1. Christine would prefer someone else take on this role that can be at meeting consistently
- b. Conflict of interest statement (Motion to approve)
  - Brian helped to develop these
  - Executive Committee Reviewed
  - Clayton Motions to Approve
  - Brian Second
  - All in favor
- c. Semi- Annual MEETING with TODD CEO Placer County
  - March 16, 2020 3:30-5:30 at Placer County HQ Tahoe City
  - All Board Members are invited to attend
  - Agenda waiting on approval from CEO's office/ Invite Sent
  - Other notes:
    1. Trying to schedule a "walk through" of KB with Cindy and Todd Leopold (Alyssa will send an update)

## 7. ED report

**35 min** (4:05-4:40pm)

- a. Review highlights from ED Report
- b. Fireworks update
  - A lot of the BMPs are the same as what was in place with Zambelli
  - biggest changes are 60 days for applications, having two power boats with three crew members (challenged this). Will also need to do a morning walk through the three days after the show, ½ mile NE and ¼ mi south
  - County has agreed to pay added costs



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- Costs are considerably more because Zambeli previously rolled up costs across shows on the lake
  - Zambelli's board voted not to go with NTBA
  - Pyro Spectacular is the new vendor
  - Alyssa is working with the Vendor to plan the show (Shells and density), also keeping the anonymous donor in the loop.
  - Three equal payment, donor coming to first production meeting in March - Haven until June 1 to finalize the program
- c. Parade Volunteers needed
- Start around 9:30 or 10
  - Need 2-3 volunteers, and a few judges for the parade
  - CalTrans is requiring more signed, Brad will let us use his, NT Fire has one too that we could reach out to.
  - Trying to make it more cohesive across tahoe city and kings beach parades
  - Kerry will send out information, Get back to Alyssa
  - Resort triangle transportation input going to be collected at snowfest as well
- d. Board consideration about strategic planning (10 min discussion)
- considerations fro strategic planning timeline based on TBID, Alyssa tenure, new board members etc.
  - proposal to do a one year plane extension
  - Propose moving relatively expeditiously
  - Start full force planning in April, May June
  - Alyssa to send full copy of the strategic plan

## 8. Partner Updates:

a. NTPUD, NLTRA, TMA

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

- NLTRA

1. New CEO, Jeff Hentz: Economic tourism initials, Destination Yosemite, etc. 30 years of experience
2. TBID: VAIL will not be supporting the TBID. Board approved the management district plan and petition drive documents. Commencing the petition next week. Changed language in management plan to address issues around budget items not used for the benefit of TBID members. Committed to replacing the fulling funding from the county as well as management fees. Other changes in the plan were around definitions of assessment, etc.
  - a. Working to mail the petitions- need to get 50% + 1



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- b. Handed out promotional education and advocacy materials
  - c. Board of supes will approve the budget according to the management plan
  - d. 2% of the 4 million (21% of all TOT dollars, growing over time) for the other fund for housing, etc.
3. Chamber
- a. Went to San Diego last week - tourism conference
  - b. Chamber mixer last night, next mixer is Thursday March 5th w/squaw dogs, at the visitor center
  - c. Community Awards Dinner - April 23rd
    - i. Award categories around volunteers
    - ii. Nominate Businesses
    - iii. Tickets on sale now, early bird pricing ends next week
- TMA:
    - 1. Free TART - showing increase in ridership
    - 2. Hourly service

**9. March 18, 2020 Board Meeting**

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

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

**Adjourn no later than 5:00**

Voting Members Present:, Greg (phone), Charlie, Maggie, Brian, Clayton

Voting Members Not Present:, Emilio, Christine, Kristi, Julia

3 Non-Voting Members Present: Liz, Jamie, Brad

3 Non-Voting Members Present: Brad