



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

NTBA Board of Directors Meeting
Wednesday, January 22, 2020
3:00 – 5:00 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](#)

Members Present: Greg, Kristi, Maggie, Charlie, Clayton, Brian, Alyssa

Public Representatives: Rob Katz

- 1. Call to Order & Establish Quorum (6 or more)**
 - a. Called to order at 3:34**

- 2. Approval of the December Meeting Agenda** **5 min (3:30-3:35pm)**
 - a. Moved board elections up to after approval of minutes
 - b. Moved NLTRA up to after board election
 - c. Motioned: Charlie, Second: Kristi
 - d. All approve

- 3. Approval of the Sept., Oct., Nov., Dec Meeting Minutes** **5 min (3:35-3:40pm)**
 - a. September and November
 - b. October and December are forthcoming
 - c. Motion: Clayton Second: Charlie
 - d. All Approve

- 4. Public Comment** **5 min (3:40-3:45pm)**
 - N/A

- 5. Discussion: Board of Directors - Alyssa/Everyone** **45 min (3:45-4:20pm)**
 - a. Board positions
 - President - Charlie confirmed as new president
 - Treasurer
 - Executive Committee
 - b. Board expectations
 - Alyssa will be updating the board packet to say 2020



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- Goal of this discussion is to affirm expectations, review them, ID any changes that need to be made
- Key items:
 - Volunteering at the events - especially MOTB and Passport. If you can't, send someone in your place
 - Making the financial contribution annually
 - Giving 48 hours notice if we can not attend a board meeting
- Would challenge people to contribute in ways that are best suited to their talents
- Alyssa will work on getting meeting materials out faster. Also working on a board drive that the board can access
- Suggest an annual review of the board responsibilities
- Brian thinks we need to review the \$300 contributions
- Questions:
 - Unsure about the section of "attending 5 events/year"

• **Next steps:**

- Streamline the number of hours, committees, volunteer events, etc.
- Executive committee to review, make a proposal, bring back to the board
- Implement annual review of expectations

c. New members

- Need to fill executive committee positions - particularly secretary
- TCDA would like to do co-executive committees quarterly (approached by TCDA. Thinking it would be good to seed ideas, ID commonalities, etc.)
 - Makes sense to wait until after the TBID and NTBA strategic planning is underway
 - TBID seems like a good opportunity
- Looking for new members
 - Would like hispanic-community representation
 - Talking with Dan LaPlante, Chango, etc.
 -

d. Meetings - schedule/structure

- Considerations around meeting time:
 - Child pick up can pose a challenge with this time



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- Greg and Charlie are flexible
- Jaime would prefer morning meeting
- Brian, Kristi, Maggie prefer afternoons
- **Consider bumping up to 3:00**

e. By-Laws

- Policies?
- Conflict of interest?
 - **Brad offered to have the district attorney to look at the conflict of interest**
 - Brian suggested a conflict of interest statement to be incorporated as part of the bylaws. **Brian can share this**
 - Brad suggests we revise the conflict of interest statement in the interim
 - Create a 2020 conflict of interest statement
 - Kristi- suggested incorporating board expectation (x2 documents), conflict of interest, etc.
 - Term limits: Brad, I understand the desire to have fresh blood, but also seems limiting. (**would need to be changed in the bylaws**)
 - **Update conflict of interest along with expectations (executive committee)**
- TBID
 - TBID will required By-Law adjustment

6. ED report

35 min (4:20-4:55pm)

a. 202 Landscape

- Fireworks
 - Zambeli's out for fireworks (firm)
 - PyroSpectacular- looks like a good fit in terms of meeting local requirements. They have their own cleaners, divers, drivers, etc. (does Incline, Snowfest, Donner, Private shows in Incline, etc. - well respected and local)
 - Worked on the BMP in Incline
 - Working on final proposal with them -
 - Price point is 33K
 - Budgeted at 29K
 - BMP could increase this budget further
 - 14 day notice cancellation.



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- Placer will pay if we need to cancel within the 14 day window (10K fee)
- Maybe few shells, but they will be larger and there will be music
- Anonymous donor does not seem to be concerned
- anticipating a 14-15 minute show

7. Partner Updates:

a. NTPUD, NLTRA, TMA

15 min (4:55pm-5:10pm)

● NLTRA:

- Working on TBID for a year
- Had hoped to go to vote before Christmas- didn't happen because of relative complicated nature of this TBID compared to others that the consultant has worked on (Civitas)
- Two criteria for IDining business and writing management plan
 - business has to substantially benefit from tourism
 - Funds from TBID have to be used to promote tourism
- Of the 1800 businesses- we have IDed 632
- Overwhelming support from local businesses, but don't have petitioned support from some of the "big players" (Vail)
- Do not yet have Vail's support
- Civitas is concerned about potential protests/legal suits. Have gone through the management plan with a fine tooth comb
- In order to move forward the Resort Association board has to approve the management plan. It then needs to go to county council which will approve for compliance with TBID Law
- Questions related to the plan - elevated by the principal at Civitas:
 - Business and advocacy budget item - verbiage around financial support for the operations of TCDA and NTBA equal to the total amount of Placer County current contract amounts. This language is problematic for reasons related to the charter of the two organizations and their budgets (not all funding used for tourism) - Language being proposed is: "financial support for the tourism based activity provided by TCDA and NTBA"



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- Could have a side agreement that wouldn't be in the management plan for a greater level of commitment from the Resort association
- **NTBA has two choices:**
 - i. Language is adequate with the addition of the side agreement (would require Resort Association Board approval)
 - ii. Go back to place county and city and request the continuation of grant funding from pacer county directly.
- **Seeking a final version of the management plan for resort association approval this week**
- Greg: Would we be required to manipulate our budget to ID touring related items - Rob: might be helpful, but not required
- Alyssa: Feels like 90 percent of our work is tourism based. Event coordinator should qualify.
- Greg: Were there specific items that civitas was concerned about - Rob: too soon to tell
- Alyssa: Our contract with county with TOT is set up the same way (requirements for tourism). Unclear why we can't have a similar contract arrangement
- Rob: we agree that the vast majority are tourism related. Believe that the board will be supportive of a separate agreement. Also spoke with Cindy- who felt similarly that NTBA's activities are tourism related
- BOS: Can't guarantee money if the TBID fails in five years, though it's their intention
- Greg: our assumption is that the vast majority of our budget is tourism based. If Civitas disagrees - we would like that feedback very quickly. Rob will forward budget to them today.
- Charlie: can civitas provide clarification on their concerns. Suppose to directly benefit the assessed businesses. Could be concerned that some of work is supporting businesses that are not assessed by the TBID. Could 60% of funding be rescinded because many of the businesses we support are not assessed.



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- 130K - County amount and membership dues (amount that the TBID would replace). This is 40ish% of the NTBA budget
- **Rob will send agreement to Alyssa**
- Brad, NTPUD
 - Rate increases in effect. All billing will be in arrears. February bill will have new rates
 - Three week run of family movie night will start next week. Doors at 5, movie at 6, popcorn and snack for purchase
 - New Aladin
 - Finding Nemo
 - Neverending Story
 - Feedback: change the photo on the facebook event
- Jessica; TTMA
 - Increase in ridership due to free service
 - Still struggling to find/hire drivers - affecting the 30 minute service
 - Park and ride service started on December 28th. Need more PR on this.
 - Biltmore in CB, Airport, TTUSD Central Office, Tahoe City

8. Feb 19, 2020 Board Meeting

10 min (5:10-5:20pm)

- a.** Any action items? Agenda items to be added?
 - Review of the board expectation, conflicts of interest

Adjourned at 5:02

Adjourn no later than 5:30

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

3 Non-Voting Members: Liz, Jamie, Brad