



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

## **NTBA Board of Directors Meeting**

**Wednesday, June 17, 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) - Charlie**
- 2. Approval of the June Meeting Agenda - Charlie** **5 min** (3:00-3:05pm)
  - a. Julia Motioned, Brian Seconded
  - b. All approve
- 3. Approval of the May Meeting Minutes - Charlie** **5 min** (3:05-3:10pm)
  - a. Brian motion to approve, Julia second
  - b. All approve
- 4. Public Comment** **5 min** (3:10-3:15pm)
  - a. None
- 5. Strategic Planning- Maggie** **30 min** (3:15-3:45pm)
  - a. [DISCUSSION DOCUMENTS](#)
  - b. Notes are captured in the linked document above
- 6. COVID Recovery Presentation- Heidi Hill Drum** **30 min** (3:45-4:15pm)
  - a. Tahoe Prosperity Center- Founded in 2010 as the economic development organization of the region
    - Were previously focused on infrastructure, broadband, cell coverage
    - Done some work on housing, part of the mountain housing council
    - Do a lot of development and data work
  - b. See the Tahoe's Transition - Economic Recovery to Resilience Document
  - c. In 2010 our economy was 42% tourism and now its 62%
  - d. Goal of the economic recovery plan is thriving community (sustainable community and economy)
    - Local-serving businesses has had a huge drop since 2010
    - Needs to be an important component of future planning and development work
  - e. Initial prosperity plan basically had industry-cluster workgroups and geographic clusters.



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- Will hire a facilitator to manage this effort, looking to have a similar structure
  - Will look at triple bottom line (Environment, Community, Economy)
  - Want to engage youth
  - Planning effort - What are the things that our community, business partners can incorporate in their own plans - will identify strategies that can be incorporated by partners. Need to be mindful of engaging our partners and getting buy in
  - Want to bring balance to tourism and local-serving businesses
- f. Economic Impact Analysis and Forecasting
- Signed a contract with Beacon economics
  - tahoe data component of our work
  - Wanted a pre- and post-covid analysis.
  - Will be complete in mid-july
  - forecasting and opportunity analysis
  - Will be thinking about the pandemic, but also thinking about other future impacts such as fire, road closures, etc.
  - Looking into the future
- g. Budget:
- Economic consultant = beacon contract for economic forecast
  - Facilitation
- h. Questions from Heidi:
- Is the timing of this right?
    1. Greg: maybe borderline - some places are closing down
    2. Maggie; people are stretched. The time for the plan is right but bandwidth is limited
  - How do we address the issue of potentially re-closing
    1. Jeff: It would be devastating if we stepped back
    2. Rates are much higher in western placer county but we could all be lumped together
    3. will need to make sure the plan is responsive to the basin, not any one county or any whole county
    4. need to look at things about delivery, online, etc.
    5. Need to think about garbage related to take out
- i. Input:
- Need to engage with the Latino Community

## 7. ED report

30 min (4:15-4:45pm)

- a. Financials/ FY20-21 Budget



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- With MOTB and July Fourth changes we are still at a loss for events
  1. Virtual MOTB mitigates the losses by 10K, but it's still a projected loss at \$2500
- Looking to approve in July
- Going to have to reevaluate passport
- Bigger year to worry about is next year - potential reality that TOT will significantly decline and the county will cut our contract
  1. Seems likely that at least the county will reduce the increased about this year (\$100K) back to original amount (\$85K)
  2. Even with the \$15K Increase we are still looking at a \$21K loss this year
- Would like to mitigate losses for this year so we can uphold out reserves
- Brad: county suggested to me that they are still looking to support their operating contracts
- Need to think about other ways to be sustainable
- Brad: I still think passport could general revenue - can shift the time
  1. Have been researching virtual auctions

b. Events Conversation

- MOTB - Virtual Vibes 2020 announcement
  1. starting June 26th, then two in July, two in August
  2. Well supported
  3. Community is excited
  4. have an opportunity to make money through donations and cut sales
  5. Have already received a number of donations
  6. All bands are local
  7. have been able to expand to other markets (Reno, Sac, SF, LA)
- Passport to Dining 2020
  1. Need to think about virtual options, timing, how this should move forward
  2. possibly do alcohol sales instead of giving it away at passport
  3. Need to spend the next months thinking about what passport might look like - planning typically starts in August
  4. Do we think we can do it in November?
    - a. Suggest reaching out to vendors to understand how much notice they need to commit to a date
    - b. opportunity for in person at some point....
  5. Online auction possibility
  6. Virtual event to allow our vendors to display their kitchens, recipes, etc.
  7. Dates-



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- a. We have worked to avoid conflicting with other major events in the region (ex: wine and chocolate, etc.)
  - b. Everyone is going to be in the same boat to reschedule
  - c. Also trying to find a time when people have some disposable income - into winter that level of income drops
  - d. Could do it on a weekend and maybe get more people, tourists? (Dine all of the north shore in one night, make it a snow fest event?)
  - e. January is restaurant month
8. Are we steadfast to the way its always been and shifting dates? are we open to changing the event?
- a. Brad: Passport last year was awesome. Tons of positive feedback from the community and board. I would hope to still do it as is but maybe also do something else
  - b. Charie: Would prefer not to change, but what can we do? how do we brand? How do we utilize the event center?
  - c. Greg: Did you talk to restaurants about other times?
    - i. Yes- they prefer not summer or winter
    - ii. people are generally supportive though
    - iii. Late April or early may might work
  - d. Poker style event- Auction at the event center, entertainment, broadcast that to people at participating restaurants
- c. Other ED Report Highlights

**8. Partner Updates:**

- a. NTPUD, NLTRA, TMA **10 min (4:45pm-4:55pm)**

NTPUD

- b. COVID relief program, lots of money still available. Hoping to help getting the word out
- c. Will be sharing flyers, etc. with meal distribution in KB, etc.
- d. Parks and boat launch will be opened, but monitored for social distancing
- e. Awaiting guidance on shared surfaces
- f. Tree top is phase three

**9. July 15, 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**

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

3 Non-Voting Members: Jeff, Julia, Brad