



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

NTBA Board of Directors Meeting

Wednesday, July 15, 2020

3:00 – 5:00 p.m.

Virtual

[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

In attendance: Charlie, Greg, Maggie (4:15), Kristi, Brian, Julia, Brad, Christine, Liz (for Jeff)

- 1. Call to Order & Establish Quorum (5 or more) - Charlie**
 - a. Meeting called to order at 3:04pm
- 2. Approval of the July Meeting Agenda - Charlie** **5 min (3:00-3:05pm)**
 - a. Julia moved to approve
 - b. Brian seconded
- 3. Approval of the June Meeting Minutes - Charlie** **5 min (3:05-3:10pm)**
 - a. Kristi moved to approve
 - b. Brian Seconded
- 4. Public Comment** **5 min (3:10-3:15pm)**
 - a. None
- 5. Partner Updates: NLTRA, TMA (Welcome Christine!), NTPUD** **15 min (3:15-3:30pm)**
 - a. TMA: Christine
 - New Executive Director for TMA
 - Welcome to NTBA board and NLT
 - Christine spoke about her excitement to be here, past experiences throughout CA and that she's looking forward to learning and growing more here.
 - She also mentioned that the services are back in action - the airport transportation service and the KB to Truckee
 - They're also hiring
- 6. ED Report** **45 min (3:30-4:15pm)**
 - a. **PTD replacement event**



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- Alyssa mentioned the replacement of PTD - with the Executive Team's desire and approval to cancel PTD it was brought up what a replacement event would be and look like
- It's been advised that the EC wants to have a restaurant series - where we do a 6-8 part series with our restaurants - ideally at the NTEC - where they show how to make a dish. Alyssa discussed that many of the restaurants are uninterested in this and/or want to only do it at their place of business. Alyssa expressed some concerns for the financials and spending more than we are mitigating our costs with.
- The video and production alone will be around \$5000+.
- Alyssa brought up Clayton's idea from the EC that we can make this a shorter less costly drink series
- Alyssa asked for the boards thoughts and feelings on this - mixed feelings.

b. Financials - End of year

- Board reviewed the end of year financials
- Alyssa asked for questions
- Greg had a question about why the fees were still much higher than historically - Alyssa explained that she entered every single fee which included significant fees from Eventbrite and Paypal for every single event (PTD and July 3)
- Charlie had a question about where we were with the memberships and what we can expect to come in and why those hadn't. Alyssa explained that some were on payment plans over 6 months, others are unable to pay until after summer.

c. Budget review

- Alyssa provided the Board with two budget options - one with PTD included and one without - looking at \$-32000 in losses for this year.
- The board went around the room and unanimously voted with their support of the budget that didn't include PTD to be more conservative on numbers.
- Other recommended that we amend the budget in the future if we know we can host PTD - Charlie said we actually don't need to do that as the budget is an outline and so anything we can do that is better than it is great

d. MOTB VV 2020 review

- Alyssa shared that MOTB VV is going great - we have done 2 shows the first show had over 4000 views/listenership and was throughout the basin, reno, sacramento, SF bay area, La/SD, and the south east including GA, AL, FL.

e. Other ED report highlights

7. ACTION ITEMS:

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

- a. KERRY RAISE to \$20.00/hr



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- Alyssa explained that Kerry has been here over a year, works extremely hard, she wouldn't be successful without Kerry. He's truly the best and she thinks he deserves the raise and more
- Board chose to approve the budget which included Kerry's raise as one item.
- Greg moved to approve
- Julia seconded the motion

b. BUDGET APPROVAL

- Please see above

c. BOARD MEMBERS:

- **Sean O'Brien**

- **John Radebold**

- Alyssa gave the group background on John and Sean and why she feels that they're both incredible members of the community and would be impactful on our Board of Directors. She gave everyone an intro for John to read and wasn't able to get one from Sean but the Board works closely with Sean and feels comfortable in who he is. With our new conflict of interest statement Sean would have to recuse himself for anything that directly affects him in sound and production otherwise he's good.
- Julia recused herself for the vote with John.
- John- Maggie moved to approve. Kristi - second
- Sean- Maggie moved to approve. Greg- second

8. Strategic Planning- Maggie

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

- **DISCUSSION DOCUMENTS**

- Current strategic plan [HERE](#)
- Maggie went through the discussion documents again to continue to move this process forward. We discussed and previewed the upcoming survey which is required by every board member and will require a name and will be in depth and take 20-30min. We went through the first second as a group to test it out and see what we thought and gather feedback.
- We reviewed the vision, mission and values again after the last set of edits and people are enjoying and encouraged by where we have landed so far.
- Survey is due by 8/12/2020 we will be sending it out shortly and then reminders and personal reminders after that.

9. August 19, 2020 Board Meeting

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

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



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- The August meeting will be virtual and we will continue that strategy moving forward until further notice.
- Nothing to be added except for more strategic planning where we will review the answers from the survey that will go out.

Adjourn no later than 5:00

7 Voting Members: Greg, Charlie, Maggie, Kristi, Brian, Clayton, Julia

3 Non-Voting Members: Jeff, Christine, Brad