



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

NTBA Board of Directors Meeting

Wednesday, May 20, 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

Participants:

Board: Maggie, Charlie, Clayton, Kristi, Brian, Julia

Other participants: Paul, Emily, Jennifer, Julia, Brad, Alyssa

1. **Call to Order & Establish Quorum (5 or more)** - Charlie
2. **Approval of the May Meeting Agenda** - Charlie **5 min** (3:00-3:05pm)
 - a. Maggie- motion to approve
 - b. Brian- Second
 - c. All vote yes
3. **Approval of the April Meeting Minutes** - Charlie **5 min** (3:05-3:10pm)
 - a. Clayton- Motion to approve
 - b. Kristi- Second
 - c. All vote aye
4. **Public Comment** **5 min** (3:10-3:15pm)
5. **ACTION ITEMS:** **5 min** (3:15-3:20pm)
 - a. Vote Clayton on EC- Co VP position
 - Maggie- Motion
 - Kristi- Second
 - All vote aye
6. **Placer County- TOT incentive program presentation** **30 min** (3:20-3:50pm)
 - a. Presentation from Jennifer Merchant
 - BAE study - presented at the NTRAC and Board of Supes in March
 1. Have done some other work for us - housing, etc.
 2. Focus of this study was on the tahoe basin town centers
 - a. Studied regulatory context, development trends, prototype feasibility analysis, barriers to investment, recommendations



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- b. What are the barriers to investment
- c. Prototyped Mixed use, condos, limited service hotels, conotel
3. Findings:
 - a. Feasibility gap in mixed use (not feasible), Condos (feasible under favorable market conditions when targeting second home owners), limited service hotel, not feasible, Condotel (feasibility under favorable conditions)
 - b. Barriers to investment: High cost of development, complex entitlements and permitting, complex requirements, "local conditions not conducive to development"
4. Haven't had lodging development in KB since the 60s
5. Post Covid- we are going to be in a worse position than we were when the report was developed
6. The Seasonal nature of the regions is part of the challenge in developing hotels and mixed use
7. Basin doesn't have many "a-rated" properties- which limits the desire of investors/developers
8. 82% of available residencies are second homes
9. Recommendations:
 - a. Included the potential development/modification of incentive program (TOT incentive program)
 - b. Permit process, policy, and code improvement,
 - c. entitlement changes
 - d. parking standards
 - e. workforce housing mitigation
10. Options:
 - a. County could do enhanced infrastructure finance district
 - b. TOT incentive program
 - i. Developer makes an application to the program. County would work with internal staff to review applications and make a recommendation to the BOS (similar to what has occurred through the current program)
 1. Committee to include development experts, public work, financing, etc.



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2. Could prioritize the town centers over the named districts (Want feedback: could be just town centers, all commercial areas, etc.)
 3. Could support new construction and renovation
 4. A share of TOT would be rebated/retained by the developer/project owner - look at 70%
- c. Other development rights
11. Counsel - need to look at public benefits and prevailing wages
 12. Jennifer: Can send samples of other programs
 13. Have reached out to some developers to understand their considerations.
Generally strong support. Feedback:
 - a. Some people want it everywhere (not just town centers)
 - b. Want money for prevailing wages
 - c. want money of front
 - d. longer rebate term
 14. Next steps:
 - a. Accepting feedback from NTBA, others
 - b. Going back to Supes for final action in July
 15. Feedback:
 - a. Will this be enough in light of covid?
 - i. Jennifer: more important now more than ever
 - b. Brad: Think it should be everywhere, including renovation and new construction but renovation should be substantial
 - c. Maggie; would limit to downtown
 - d. Brad: not in favor of outside the basin. Maybe tiered incentives for downtown
 16. More opportunities for public comment in the future

7. ED report

30 min (3:50-4:20pm)

- a. Financials
 - Fees are high/over budget because they now include paypal fees that were not included in that line item historically - Looking at better methods than paypal might be good - run everything through out bank
 1. Kristi: like the breakdown, would like that going forward
 - How do we think we'll do on membership
 1. Only one looks like they wont pay, think there will be a few more
 - State parks- higher requirements for number of rangers and hours



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- Looking at possible changes to insurance, etc.
- Budget will come in close this year
- Proposed Budget
 1. Attempted to look at three year, last year, and think about COVID
 2. We'll need to think about how to make more money on passport
 3. Taking a hit on MOTB and July 3
 4. We will need to make significant changes
 5. Concerns about re-opening then closing again- what are the costs associated with that
 6. How can we create passport as a fundraiser for the community? Community benefit?
 - a. Strong desire for the community to get together
 - b. Concern about restaurant partners
 7. Placer contract:
 - a. Increasing by 15K (from 85 to 100k)
 - b. asked county for more, not in their current budget. Waiting on potential CARES act money. If they get that they may increase our budget up to 125K
 - c. also hoping to shift over firework money - haven't gotten the OK on that yet
 8. Challenge grant idea?
 - a. Donor will give us \$20K for the year
 - b. Not interested in the challenge grant idea
 9. Would like to have a meeting in July to review and pass a budget
 10. Placer is testing, hoping to push more advertising
 - a. County wants people to get tested no matter what
 - b. testing is at the event center, contractor with the state
 - c. appointments are required
 - d. NTBA to communicate
 - e. Clayton can repost
- b. NTBA Contract with Placer County update
 - Charlie and Alyssa working on this, will have an update by June meeting
- c. Events
 - Fireworks cancellation
 - MOTB summer series - virtual opportunities
 1. Some follow up on dates is needed with the event center



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2. sponsors have been retained
3. Working on a Raley's deal
4. Julia: moving band idea

d. Other ED Report Highlights

8. Strategic Planning Discussion- Maggie

25 min (4:20pm-4:45pm)

a. [DISCUSSION DOCUMENTS](#)

9. Partner Updates:

a. NTPUD, NLTRA, TMA

10 min (4:45pm-4:55pm)

● NTPUD

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

10. June 17, 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, Maggie, Christine, Kristi, Brian, Clayton, Julia

3 Non-Voting Members: Jeff, Julia, Brad