



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

## **NTBA Board of Directors Meeting**

**Wednesday, August 19, 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

- 1. Call to Order & Establish Quorum (6 or more) - Charlie**
  - a. Call to order at 3:06pm
- 2. Approval of the August Meeting Agenda - Charlie** **5 min (3:00-3:05pm)**
  - a. Agenda change - Quorum needs to be 5 vs 6 - Charlie
  - b. Approval of Agenda with the quorum number change
    - Julia 1st
    - John 2nd
- 3. Approval of the July Meeting Minutes - Charlie** **5 min (3:05-3:10pm)**
  - a. Approval
    - Julia 1st
    - John 2nd
- 4. Public Comment** **5 min (3:10-3:15pm)**
  - a. None
- 5. Partner Updates: NLTRA, TMA, NTPUD** **10 min (3:15-3:25pm)**
  - a. NLTRA updates
    - Working closely with NTBA on Ambassador Program
  - b. NTPUD
    - Honoring Pam Emmerich with the naming of the trail in her honor going to do something on Saturday 9.12.2020
    - Julia asked about the wayfinding signage - CAP Grant that Julia and John worked so hard on. Brad explained that they've gone for printing! Loren worked on getting all that done and so it's happening!
- 6. ED Report** **30 min (3:25-3:55pm)**
  - a. **Welcome John and Sean!!**



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- Sean was unable to make as he was on a family vacation and Alyssa already knew that information
  - John - Welcome! John expressed how excited that he was to be apart of the board and thanked everyone for their support
- b. Financials -any questions or concerns?
- Couple questions as it referred to accounts
    1. Alyssa needed to find that information and is going to follow up with Charlie and the EC
- c. "Artist Corner" concept - approval?
- Julia expressed her support.
  - Clayton and Charlie - expressed concerns for only being at \$50.00 to which Julia felt that that's fair for the start of this program.
  - Given the benefits they receive at that level it's felt we can get a little bit more.
  - We want to encourage artists
  - We want to make this program approachable and attractive
  - Board vote to approve and Julia 1st
  - John 2nd
  - All approved
- d. Letter to BOS- Community feedback
- Everyone thought the letter and layout was fantastic
  - Greg brought up a good point that the sidewalks are not meant to have cars on them and given the amount of money and time the county put into them we should definitely point out the damage and replacements going to be needed
    1. Alyssa will add to the letter
  - Cindy wants to do more and we are working closely with her to make sure that happens.
  - Discussed J-walking tickets as well.
  - John mentioned the need for the Sheriffs to be more visible.
- e. Event updates
- MOTB VV - going incredible
  - Show 1 4000
  - Show 2 3500
  - Show 3 9000
  - Show 4 4000
  - Final show on 8/28
  - Chango has been incredible for this series - he and his team.



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- Only had one issue with the group from SD and a crowd outside but all got worked out quickly with the rangers and everyone

f. Other ED report highlights

## 7. DISCUSSION

**25 min** (3:55-4:20pm)

a. Bylaw changes

- Alyssa Asked that everyone review and that bylaws need to be addressed in the future and to please give feedback

b. Code of Conduct

- Alyssa discussed the creation of the code of conduct

c. THE PLAN MOVING FORWARD:

- We need to get the rules in order
- the paperwork in order
- Then we can make bylaw changes
- Agreement that we should have the code of conduct forward facing

d. NTPUD Board

- Alyssa Asked Brad how their terms worked - 4 year terms but NO TERM LIMIT

## 8. Strategic Planning- Maggie

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

- **[PLEASE REVIEW RESULTS DOCUMENT HERE](#)**

1. [DISCUSSION DOCUMENTS](#)

2. In-person meeting?

a. Extended board meeting or separate date?

- Everyone liked the idea of the in-person meeting. Alyssa to send out a doodle to select date and time want one in the next 30 days if possible.
- We went through the results from the Board survey
- Need to revise some tactics - further revisions
  1. Need to remove some
  2. Remove Touch Lake Tahoe campaign and make more general

## 9. August 19, 2020 Board Meeting

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

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

**Adjourn no later than 5:00**

9 Voting Members: Greg, Charlie, Maggie, Kristi, Brian, Clayton, Julia, Sean, John

3 Non-Voting Members: Jeff, Christine, Brad