



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

NTBA Board of Directors Meeting

Wednesday, October 28, 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 (5 or more) - Charlie**
 - a. MEETING CALLED TO ORDER 3:04PM
- 2. Approval of the October Meeting Agenda - Charlie** **5 min** (3:00-3:05pm)
 - a. 3:05pm Move to approve- Brian
 - b. 2nd - Greg
 - c. ALL APPROVE
- 3. Approval of the September Meeting Minutes - Charlie** **5 min** (3:05-3:10pm)
 - a. 3:06pm MOVE TO APPROVE- Greg
 - b. 2nd- Julia
 - c. ALL APPROVE
- 4. Public Comment** **5 min** (3:10-3:15pm)
 - a. NONE
- 5. Partner Updates: NTPUD, TMA, NLTRA** **15 min** (3:15-3:30pm)
 - a. NLTRA- Jeffrey Hentz
 - TBID UPDATE
 1. Relunched the TBID 5 weeks ago
 2. Getting closer with petition drive
 - a. Owners need to sign
 - b. Wet signature required
 - c. Tremendous progress in the past 5 weeks
 3. Want to get this finalized and packaged to Placer County before the Thanksgiving holiday
 4. Working closely with Alyssa at NTBA with Kings Beach businesses and district
 5. We can use all the help we can from NTBA's Board of Directors to go out and educate and get petitions signed
 6. Alyssa will be sending out the list of KB businesses to be assessed and all the TBID information to allow for the board to begin helping in this process as well
 7. Starting with Tier 1's and then will work through Tier 2 and 3
 8. Taking 5-8 contact tries before getting movement with any businesses.
 9. Jeff is available to help answer any questions or concerns for any of our businesses



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10. Don't let the TBID go by - its a unique opportunity and a unique TBID - if it doesn't pass Placer County is looking at a TOT increase of 2% which doesn't stay in the lakefront
11. Charlie asked if the "buckets" changed? Marketing bucket specifically?
 - a. Jeff mentioned that the marketing isn't marketing for added
 - Jeff also mentioned to Alyssa that next week NLTRA and Placer County is planning to call a meeting with all of us and TCDA to discuss how to help our businesses survive the winter and with moving back to Red a real possibility.
 - Katie Biggers update
 1. Take out Tahoe campaign is underway. Will send over the information to the Board in the chat box (Zoom).
 2. Plan to highlight restaurants weekly
 3. New facebook page to join along with Takeout Tahoe
 4. Event updates- partnership funding grants - application process finished and working through all the applicants and funding opportunities now.
 - b. NTPUD- Brad Johnson
 - Winterizing the fields
 - Snow- winter operations in the park including snowmobile, cross country and sledding underway in the preparation and planning to have those outdoor activities alive and well during this time and winter season
 - NTEC- without events things are quiet at NTEC. The Events Center went through a wonderful revamp - new carpets, painting, lighting etc - looks fantastic. Cathy has done an incredible job.
 1. Upcoming "events" at NTEC include Community thanksgiving event
 2. Preparing for Toys for Tots - working on how to make it COVID safe
 - Placer County Counsel and working with Erin - we were able to finally get the approval for the CAP grant lighting project remaining money to be allocated to the NTPUD for the lighting of the community tree. Hoping to move forward with the actual lighting in the next few weeks
 - Placer County BOS approved the requested CAP grant at a partial amount for the Major Field Expansion and the full amount for the walking path
 1. Hopeful and looking into having park dedication fees to make up the remaining money
 - COVID Rate relief still has money available. Set to expire in December but bringing to the NTPUD Board in November for possible extension
 - Election Voting in person at North Tahoe Event Center

6. ACTION ITEMS

5 min (3:30-3:35pm)

- a. Executive Director Pay Raise
 - 1.5% for cost of living
 - 1.5% for ED performance
 - Alyssa to step off call for discussion
 - Charlie did a performance review with Alyssa



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- Greg mentioned that just looking at the budget and how well Alyssa has done to keep up from major losses as expected that alone shows she should get a raise.
- Brian Gonsalves wanted to make sure that the 3% is on top of the ED pay of \$67,000 so it's really only an added \$2000 (\$69,000)
- Charlie mentioned that it will be retroactive to the one year anniversary of Alyssa's start date (6/5/2019)
- VOTE to APPROVE requiring all voting board members to vote vs motions
 1. Brian Yes
 2. Julia Yes
 3. John Yes
 4. Greg Yes
 5. Charlie Yes
- Raise passes. Charlie to ask Alyssa to rejoin the meeting

7. ED Report

55 min (3:35-4:30pm)

a. THANK YOU!

- Alyssa-" Thank you all for the time and understanding last week to be with my family after a sudden death and loss of an immediate family member. Greatly appreciate all the time and support this Board gave to me - everyone who reached out, it meant so much to myself and my husband and family. Forever grateful and just proves truly how much of a community and support system that NTBA is and reminds me yet again how much I love my job with NTBA. From the board of directors to staff to members and partners the outpouring of support is unbelievable and beyond appreciated - thank you all for moving your schedules and time for me to take some time to grieve and be with my family during this tragic loss and time."

b. Internal Updates

- Staff is doing well - Kerry went to Mexico on vacation for a week this month so he was off earlier this month
- Blair is still on unemployment as well so we are limiting her hours and doing a good job on

c. FINANCIALS

- Questions? Concerns?
- No major questions or concern - Greg said he was happy and proud of us for sticking within \$900 of budget when expected loses
- Alyssa mentioned that NTBA received \$1550 in membership checks today - which aren't accounted for in the A/R report and the overall numbers (includes - Sweet Tahoe time, Rockwood Tree service, Northstar, Lucky 7 tattoo, Tahoe Flow arts, etc.)
- Charlie was impressed with all that NTBA has done as it pertains to saving money.
- Alyssa explained that she's in QB daily looking at the money out vs expectations for the month and how to manage that and focus on new membership sales to make up for any losses.
- Other than rent, payroll, utilities etc Alyssa is limiting all spending.

d. "Artist Corner" Update



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- Artist Corner is going great - widely successful so far - so much support and positive feedback. Everyone loves the new logo. Continuing to get more members. Even having members join at higher levels. Whole new
 - Need to work on the performance side and benefits to performance artists.
 - Going to discuss with our bands and dance groups what would benefit them that we can do and add
- e. Event updates
- PTD replacement opportunities
 1. Alyssa presented her ideas on PTD replacement
 - a. 1.) Access pass - which is a card that can be purchased for \$20/\$25 that would give discounts to all the businesses that are access card members. If you purchase an access card you receive a raffle entry. Looking to run December - Feb/March in sales - the access pass is good for the year. This can be an annual fundraiser. This could be a great way to partner with other nonprofits and the schools to help give back to them and our community as well. Something to look at doing long term if successful. Costs around \$2000 for printing - would need to sell 100 @ \$20 to make up for it
 - b. Part two of all of this is to move forward with making the raffle and auction virtual. Using an online system to do so. Raffles are more complicated because they're not legal in the state of CA as it's considered gambling so
 - Fireworks - upcoming Lakeside meeting
 1. In discussions with Zambelli's recently - John told Alyssa that the lakeside organizations that plan fireworks are all looking to meet in the next few weeks about summer 2021.
 2. Want to continue to keep a united voice and make united decisions
 3. Alyssa stated that she is working through summer 2021 events - we will move forward and plan as if we are having events with May being the time frame again that we make decisions otherwise. Making sure that all contracts still state the ability to cancel with zero financial impact to NTBA
- f. Meeting with Cindy Recap
- Meeting went great- Alyssa ended up running the meeting and creating the agenda
 - Discussed all the issues from the summer including trash, parking management, graffiti and public urination
 - Cindy was very responsive to our solutions
 - Cindy recommended that we speak up at the next BOS meeting in support of parking management for Kings Beach
 - Placer County passed the RTP on 10/27 with Parking management included
- g. Meeting with Todd - CEO Placer County?
- Select Date:
 1. November 16 3-5pm
 2. November 23 10-12pm
 - NOVEMBER 16 date seems to work best for the majority.



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- Alyssa will contact Emily and set it up with Todd's team
- Alyssa will send out an invite to the group
- Alyssa will work on the agenda with Emily and email that out to the group as well
- Meeting will be virtual and held via Zoom

h. Other ED report highlights

8. Strategic Planning- Maggie

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

a. In-person strategic planning session Recap

- In-person was a small group but a great group - lots of good feedback. Maggie has added this to the updated document.
- Go to the BOD in December to vote to approve the strategic plan.
- Any final thoughts and changes to document?

1. Asking for the board to review the document one more time and give final feedback.

a. Give one week from today - to review and send final thoughts

b. Maggie will email the group final information and ask for further feedback

b. Discussion

9. November 18, 2020 Board Meeting

5 min (4:50pm-4:55pm)

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

- Strategic planning time to be added for November meeting

Adjourn no later than 5:00

9 Voting Members: Greg, Charlie, Maggie (4:15), ~~Kristi~~, Brian, ~~Clayton~~, Julia, ~~Sean~~, John

3 Non-Voting Members: Jeff, ~~Christine~~, Brad