



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

**NTBA Board of Directors Meeting
Wednesday, September 18, 2019
3:30 – 5:30 p.m.
North Tahoe Event Center
MINUTES**

**Attendees: Christine/Greg/Maggie/Clayton/Charles/Kristie/Julia/Brian/Julia T(standing in for Jamie)
Brad/Liz Bowling
Not Present:Kerry
Staff: Alyssa/Mirelle**

1. Call to Order & Establish Quorum (6 or more)

a. CTO @ 3:32 pm

2. Approval of the September Meeting Agenda

a. Movement approved

3. Approval of the August Meeting Minutes

a. Motion - Maggie

b. Second - Kristie

4. Public Comment

a. No Comment

5. Executive Director Report - Alyssa

a. DISCUSSION: Fireworks Suspension

- We are affected. Douglas/Washoe willing to do the fire duty.
- Still may need Placer county permit.
- Cindy meeting Monday
- Was announced publicly before it was announced to orgs
- Brad meeting w/ Chief Schwartz on Monday, will bring up the approach as not well handled, may be a play to get their boat. Strong recommend to focus on "our" event, 4th of July impact to the area and the economy.
- Greg recommends touching base with Zambellis' , CalNeva
- Alyssa developing a plan and will follow up, may be beneficial to partner with NV

b. ED Report

- Highlights from written report submitted with packet
- Round 2 of lighting ready to go



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- Working with Placer County building the interactive map, homebase of information as far as parcels available
 - Passport to dining, at NTEC donations coming in and vendors signed up . Hping to grow in raffle items (goal is to add 70 to 100)
 - Next week's meeting about music on the beach for next year. Looking to add small amount of vendors, and using sponsors as volunteers
- c. [Financial Reports](#) -Review
6. Get S'mores Saturdays not a great hit over the last few years. Business feedback is that they didn't want to do that much work, or offer specials when they did not want to.
- a. Call for ideas for winter (Feb/March/April) ideas.
 - Brad - Suggests Easter Egg Hunt
 - Kristie - Suggests Super Bowl Breakfast
 - Julie - Halloween event (Treat Street) - Brad ideas to connect destinations
 - Clayton - Christmas Tree lighting competition/window dressing
 - Alyssa - Block Party
 - Mirelle doing research on other communities
 - b. Sending out a survey to the community soon to get the community pulse on what they want as far as community events, projects, etc...
 - c.
7. **Staffing and Committee Updates** - Alyssa
- a. Welcome Mirelle
 - b. Need to add board members and committee members
 - Who? Recommendations? Process? Let Alyssa know.
8. **Financial Updates** - Alyssa
- a. Budget FY19/20 review
 - Extensive deliberation... a few edits
 - **MOTION:** To Approve - Charlie
 - Second - Kristie
 - b. Signature Card/Signer on Account
 - **MOTION:** for changes to accounts - Add AR/ Remove JD
 - Digital motion never got finalized
 - Agreement to go to bank tomorrow Alyssa, Charlie, Greg



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c. Changes to the Point of Sale system

- Going with BoW

1. Will go directly into our account and will look more professional, cut fees for paypal, quick books, etc...
2. Eventbrite, etc... trying to pay less with all of the vendors

9. **Economic Vitality Updates-** Alyssa

- a. We need to attract and keep businesses - ideas
- b. Placer likes the Pop up shop idea for vacant properties
 - Placer exploring offering grants
 1. Done in mid market street in SF as an example

10. **Partner Updates:**

- a. NTPUD, NLTRA, TMA
- b. TMA - Peak season ending Sept 3, in off season schedule now
- c. NLTRA - TBID - Two town hall meetings (local control over funding) Tues Sept 26 930-1030 TCPUD, Thurs Sept 26 330-430 NTEC . Then to Placer County in Nov. April actually collecting assessment (POS will have to be updated).
- d. NTPUD - Brad. P
 - Party in the park, great event and attendance (a little over 100 people) eager to have more community oriented types of events, especially at NTEC , if you know of people who want to host events/movies, etc.... ,
 - Business trainings Tues Oct 29 Pitch business effectively, Nov 13 Media Workshop
 - October breakfast club meeting will be on housing
 - utility rate increase notice is coming. Tue Nov 12 public hearing at NTEC. Sewer rate increase over the next 5 years. Especially for commercial. Proposing to increase water rates. Commercial account water may go down. Heavily driven by infrastructure investment (over 50 million over the next 20 years).

11. **October16 Board Meeting**

- a. Any action items? Agenda items to be added?
- b. **Motion/Second to adjourn Laura/Charlie**

Adjourn no later than 5:30

10 Voting Members:; Greg, Charlie, Emilio, Maggie, Christine, Kristi, Bill, Brian, Clayton, Julia



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3 Non-Voting Members: Liz, Jamie, Brad