



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

NTBA Board of Directors Meeting
Wednesday, February 17, 2021
3:00 – 5:00 p.m.

[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. Charlie called the meeting to order at 3:03pm
- 2. Approval of the February Meeting Agenda - Charlie** **5 min (3:00-3:05pm)**
 - a. Julia moved to approve at 3:04pm
 - b. Maggie Second
 - c. All in favor
- 3. Approval of the January Meeting Minutes - Charlie** **5 min (3:05-3:10pm)**
 - a. Julia moved to approve at 3:05pm
 - b. John Second
 - c. All in Favor
- 4. Public Comment** **5 min (3:10-3:15pm)**
 - a. Comment from John about Jovannah and making sure that we were connecting on her interest in the Board and making sure Alyssa and her connected
 - b. Alyssa confirmed that they had talked and scheduled a meeting for Friday that week
- 5. Partner Updates: NTPUD, TMA, NLTRA** **15 min (3:15-3:30pm)**
 - a. NTPUD Updates- Justin Broglio-
 - Welcome Justin new PIO for NTPUD- Started one month ago - was here in the past had a position with TCDA as well so understanding about the business associations. Excited to be back and really excited to be here.
 - Enjoying our partnership with NTBA/NTPUD - excited to work closely together - met with Kerry and Alyssa and discussed the partnership and Snowfest among other things.
 - Survey for the rate relief program is going out - to learn more about it and the benefit - the program was extended to June
 - Park is super busy - focusing on keeping people safe. Grooming on the Cross Country Ski trails
 - Budget workshop on 2/24 as well as a Strategic Plan Check in
 - Community Garden - has 17 spots available 6 currently signed up - if there are more sign ups then spots it'll be on a lottery system
 - Virtual Dress up your Dog contest for SnowFest - working with Snowfest staff and NTBA with marketing and support
 - b. TMA Updates- Sara Monson-
 - Park n Ride Program through March on weekends



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1. Available at the Tahoe City Transit Center
 2. Airport to Squaw
 3. School district officers to Squaw
- Will send over the new schedule for anyone that is interested
- c. NLTRA Updates- Katie Biggers-
- Rent Relief program went to 12 KB businesses
 1. Checks in the mail
 - Upcoming business seminars - people wanted social and content learning
 1. First one will be SEO Content marketing
 2. Second will be our very own Lindsay Thayer doing Social Media - March 16th
 - Business impact Survey
 1. Sending out to learn more about what our businesses need moving forward
 - TBID Moving forward
 1. Next and final public hearing with BOS on March 9
 - Will be sending out a series of newsletters - asking NTBA to share on social and in our newsletters

6. Discussion Topics

40min (3:30-4:10pm)

- a. Annual Membership Meeting
 - Per ByLaws we need to host one
 - ED recommendation/discussion
 1. Recommended that we host either in March or April board meeting towards the end
 - a. Charlie recommended April as we need 30 days of promo per the policies
 2. Keep it Simple
- b. "End of COVID" Event
 - Vision/Discussion/Direction
 1. Alyssa discussed the COVID event - drone show and showed a video on the vision of it
 2. The Board enjoyed the video and thought it was extremely unique and loved the ideas of it for environmental issues
- c. TBID Convo.
 - Do we see any large operational changes to NTBA?they
 1. Went around the room about TBID - majority felt that they don't know enough about the details as it didn't affect them and their business to make that decision at this time - working on further education and discussing in April

7. ED Report

30min (4:10-4:50pm)

- a. Community Relief Raffle
 - Update
 - Community relief raffle rolled out 2/10/2021
 - Charlie had this wonderful idea and supported it financially from the beginning
 - Discussed that we have a few budget line items to use for this
 - Anyone interested in supporting and donating please contact Alyssa Reilly



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b. FINANCIALS

- Questions?
- No financial questions - concerns to where we currently are and totals from John
 1. Understood
- Charlie asked about where the state grant and PPP and money ask from NLTRA is
 1. Explained that the state we were waitlisted round 1 - no word back to round 2 yet still waiting to hear back
 2. Delays in state grants
 3. No news on the ask to NLTRA - we provided Jeff with all the information and documents and he was taking to his EC end of month

c. Events

- MOTB
 1. Virtual Vibes
 - a. Planning on virtual vibes with the opportunity to pivot at anytime
 - b. Contracts being built with the 30 day cancellation
 - c. working out details with all partners - state parks, NTEC, Chango
 - d. insurance is being done now - earlier than usual in order to see the buy out time from live to virtual shows
 - e. We have 8 bands set for this year - 5 ready for virtual and 3 extra for live built in later in the season
- Fireworks
 1. Meeting 2/17 recap
 - a. Met with NT Fire and Placer and TCDA to discuss fireworks deeper - to learn the expectations of the Fire Department - following up on BMP needs and costs and further costs for NT Fire
 - b. Discussed jurisdiction and who owns past the high water mark which is Placer County
 - c. Alyssa and Kylee to meet with Erin and Nick to discuss further after meeting
 2. Discussion/Plan of action
 - a. Do we think fireworks will happen? No we don't think they will.
 - b. We plan to move forward with Zambelli given their 30 day cancellation clause
 - c. After many asks to Pyro Spectaculars for a contract never received
 - d. Zambelli submitted our Coast Guard stuff
 3. Alyssa discussed that after the one year of Placer County covering the BMP costs we look to be priced out of Fireworks with fireworks increasing to \$35,000 (up \$6000) even with Zambelli and then with BMP costs around 25,000. We have never fundraised higher than 20,000 plus 8000 in ticket sals - so we are looking at a 6k loss already and then the 25k - hopeful that maybe in the future the BMP and Fireworks costs will be covered by NLTRA

d. Other ED report highlights



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8. March 17, 2021 🍀 Board Meeting

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

- a. Any action items? Agenda items to be added?
- None

Adjourn no later than 5:00

2 Voting Members: Charlie, Maggie, Kristi, Brian, ~~Clayton~~, Julia, Sean, John

3 Non-Voting Members: Jeff, Christine, Brad