



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

NTBA Board of Directors Meeting
Wednesday, December 16, 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. 3:04pm CALL MEETING TO ORDER- Charlie
- 2. Approval of the December Meeting Agenda - Charlie** **5 min (3:00-3:05pm)**
 - a. Alyssa asked the amend the agenda - with the addition of "Lighting program approval" ask to the Board
 - b. 3:07pm Julia Motion to approve the amended agenda - John Second - All in favor
- 3. Approval of the November Meeting Minutes - Charlie** **5 min (3:05-3:10pm)**
 - a. 3:08pm Approval of the Nov meeting minutes
 - b. John motion to approve/ Brian Second/All in favor
- 4. Public Comment** **5 min (3:10-3:15pm)**
 - a. No Public comment
- 5. Presentation- Kings Beach Western Approach- Andy Deinken** **30 min (3:15-3:45pm)**
 - a. Presentation from Andy at Placer County about the new roundabout project at 267 - Andy went through the project and discussed the details of the roundabout, phases of the project, the beautification to town, the walkability, safety to our pedestrians etc.
 - b. Currently the BOS has approved the environmental phase
 - c. Plans specifications & engineering next in early 2021
 - d. Charlie asked questions about state park entrance - is there an ability to move it? Andy said that they had some initial conversations and it would be very very difficult getting that approval so probably not something that is going to happen in the initial project phases.
 - e. NTBA is being asked to advocate in support of this project
 - Charlie and Alyssa discussed the steps of the advocacy policy - and explained that Andy and Peter and PC are looking for NTBA's support publicly on this project and this is his presentation as a part of the advocacy process. The project has to align with our mission as well as our strategic plan. NTBA's board agreed that it does - went around the room and everyone was in support of advocating for this project.
 - Brad specifically stated that this is an important project to our community and Kings Beach - it's a net positive of the commercial core and this is definitely the type of project NTBA should get behind.
 - Julia- Y/ John -Y/ Sean - Y/ Maggie- Y/ Kristi- Y/ Brian- Y/ Brad- Y/ Christine- Y



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6. Partner Updates: NTPUD, TMA, NLTRA

15 min (3:45-4:00pm)

a. NTPUD Update- Brad Johnson

- COVID Rate relief program - seeing an uptick since this recent stay at home order went into effect.
- Thank you to Alyssa and NTBA for their help in email blasts and marketing for the program - definitely see an uptick each time after that.
- Recreation park is ready to go but we just need snow - for sled hill etc.
- New Employee- Justin Brollio is taking the PIO/ Communication role - many have worked with him in the past during his time in North Lake Tahoe. Very excited to have him on Board at NTPUD. His first day will be end of December.

b. TMA Update- Christine

- 12/20 Winter Schedule - Hourly
- 6:03 AM from KB to Tahoe City and hourly until 7:00pm
- Tart needs to suspend night service
- Looking for Drivers - great full time jobs available - this will allow for more scheduling and stops etc. Willing to train for Class B license
 1. Alyssa told Christine to pass along the job description and NTBA will post on their job page
- Park and Ride program - lots on the North Shore
 1. Weekends 12/26-March
 2. Magge asked - Park and ride from KB/Crystal Bay ? As in years past there was a location up at the Casino area
 - a. Christine said that they determined for this year it was not needed but will revisit for the future or as things get busier and open up

c. NLTRA- Katie

- Join tonight for the public meeting with Zephyr Initiative, NLTRA, Cindy and Placer County
 1. Alyssa/NTBA and other key stakeholders have been apart of some Q&A working sessions leading up to this and tonight is the public meeting beginning at 5:30pm
 2. Available to watch also on Facebook Live
 3. TBID Officially Passed - taking it to the BOS in December
 4. Shop local is still happening through the new year - our competition through Goosechase - so still time to sign up and join
 5. BACC Meeting tomorrow 12/17
 6. Ad-Hoc committee creation was approved at the December NLTRA Board meeting
 7. Still working doing NT Eats! Facebook page - Please join! Alyssa posts lots of KB and NTBA members information on there - please feel free to join and share and post.

7. ACTION ITEM:

15 min (4:00-4:15pm)

a. **Strategic Plan Adoption**



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- Maggie presented the final looking document and asked if there's any large changes other than photos, stiling or small grammatical errors? We are looking for approval today to adopt the plan.
- Would like to hear from Everyone;
 1. John- looking amazing and really impressed with how it is put together - think that it all looks great.
 2. Julia- agrees and felt that everyone was heard in the document
 3. Brad- Well done - great leadership
 4. Kristi- Yes it all looks great and in support of approval
 5. Brian- YES approval of document - looks great
 6. Christine - document looks fantastic
 7. Charlie - looks great and thank you maggie for all your hard work
 8. Alyssa - Looks great and a HUGE GIANT THANK YOU to Maggie - I really love how it looks - I think it's achievable. We have a gift basket for your DOG as an added surprise and a gift for you as well maggie! Couldn't have done this well without you and your leadership and all your time and efforts we are forever grateful.
 9. MOTION APPROVED!
- b. [Strategic Plan Document](#)
 - Alyssa and Maggie will work together on the roll out and marketing of the new strategic plan and documents

8. ED report/Discussion

35 min (4:15-4:50pm)

- a. COVID update
 - Stay at home order
 - As everyone knows we have a new stay at home order in place minimum 3 weeks - we will revisit opening in early January.
 - I'll keep everyone updated as we go
 - Currently supporting our businesses again
- b. [FINANCIALS](#)
 - Questions? Concerns?
 - Applying for State Grant Funding on Friday 12/18 -\$25,000
 1. Alyssa is applying for the state grant funding on behalf of NTBA the day it opens - tentatively scheduled for 12/18
 2. No questions or concerns for financials - everyone feels confident in the documents
- c. COVID Repayment Discussion
- d. Board of Directors Updates
 - Executive Team
 1. Greg is officially ending his time with NTBA - he is traveling with his wife to see his kids and grandkids and after four years on the board - 10 years volunteering with NTBA and past president it's his time - he will still support and volunteer.
 2. He thanks everyone and wrote a really wonderful letter
 - New Board Members



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1. Alyssa is working on adding new Board members but really really wants someone from the hispanic community. If you have ideas please send to Alyssa
- e. TBID Updates
- Katie and NLTRA gave the biggest updates but TBID has officially passed -next steps will be figuring out the adoption and operation process - it'll go to BOS in Dec - then Public meeting in Jan and then another meeting in Feb to BOS and then by end of Feb or March it'll be created- tentative schedule
- f. Other ED report highlights
- g. **LIGHTING PROGRAM APPROVAL/Support - (added to agenda)**
- Some background there was a big social media thread going on where people felt that KB looked sad during the holidays and that compared to other places it just wasn't very merry and Bright - there was also lots of misconceptions about things which Alyssa helped to clear up - but within 48 hrs Alyssa was able to get the proper approvals in place - the community is willing to donate their time on Saturday along with Alyssa's husband who is a professional lighter and get KB lit up with what we have. We created a new logo to go along with the lighting program. Alyssa has been donating her personal time to do this outside of NTBA - but looking to make sure the Board will approve the lighting for 2020 and creation of a program for the future.
 - All NTBA Board members were supportive!

9. January 20, 2021 Board Meeting

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

- 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