



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

**NTBA Board of Directors Meeting  
Wednesday, January 20, 2021  
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. 3:01pm Charlie called the meeting to order
  - b. Attendance: Maggie, Charlie, Clayton, Julia, John, Sean.
  - c. Katie attended on behalf of NLTRA, Brad and Christine
- 2. Approval of the January Meeting Agenda - Charlie** **5 min (3:00-3:05pm)**
  - a. 3:03pm Approval of Jan meeting agenda
  - b. Clayton moved to approve. John Second
- 3. Approval of the December Meeting Minutes - Charlie** **5 min (3:05-3:10pm)**
  - a. 3:04pm Approval of December Meeting Minutes
  - b. Clayton moved to approve. John Second
- 4. Public Comment** **5 min (3:10-3:15pm)**
  - a. No Public Comment
- 5. Presentation- Parking Management Pilot Program- Stephanie/Crystal** **30 min (3:15-3:45pm)**
  - a. Presentation from Placer County Staff, Crystal and Michele Kingsbury
  - b. Looking for any feedback on the program as it is presented today.
  - c. This is a piece of the much larger parking management program and project that was brought to our Board by Stephanie in the past couple months.
  - d. Presented to our Economic Vitality Committee earlier this month - the feedback was greatly appreciated and allowed for them to make some important changes from that feedback
  - e. City of Sacramento has done a wonderful job with their parking management program and has worked closely with Placer County in the development of ours including this proposed project.
  - f. The overall idea of this project is to take the existing area plan parking standards and make some smaller tweaks in order to make beneficial changes to this program and then open the program up so that people can begin to access it sooner rather than later - as a whole of the entire RTP/Parking management program. There are 4 bullet point changes that are going to be recommended and asked for approval with the BOS in order to get this program running.
  - g. Going forward to the Board of Supervisors on 2/9/2021 then this will become a 2 year pilot program before asking for the permanent changes to the Area plan to make this a more permanent program.



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**6. Partner Updates:** NTPUD, TMA, NLTRA

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

a. NTPUD- Brad Johnson

- Need snow for the sled hill and other winter recreation activities but everything is ready to go - once the snow comes we will be set to execute winter recreation at the park.
- Rate Relief Program - was approved for extension from the NTPUD Board - through June 2021
  1. Looking to put together a survey to gather more feedback about the value of the program
- Recreation Committee Meeting
  1. Cathy presented about the Event Center all the updates that have happened. Current state and future goals for the Event Center
- Snowfest and what will happen with the Pancake Breakfast and Dress up your dog competition is being discussed - hopeful to find a safe/virtual option for these events.
- WELCOME Justin Broglio
  1. He will be reaching out to Alyssa and NTBA to meet and greet
  2. Currently working on meeting with others in the community and getting acquainted
  3. NTBA and Justin will work closely together

b. TMA- Christine

- Tart is continuing its services at this time still without night service
- Need more bus drivers - please let people know if anyone is in need of a position - the position includes good pay and training
- Parking at Tahoe City Transit to park and ride to Squaw and Truckee still happening
  1. Not as many folks are using the park and ride service this year as we have seen in years past. Also why the locations are limited.

c. NLTRA- Katie Biggers

- Rent Relief program in full effect. We have enough money to be able to help 50-100 businesses. Currently only have 6 who have applied from Kings Beach - need more from KB please help spread the word - esp those Tier 1 businesses.
  1. Alyssa has worked closely with NLTRA on this project
  2. Might be able to help some businesses with more than 1 month of rent depending on the final numbers and turn out
  3. Extended the deadline through the weekend vs just Friday
- Breakfast Club 2/2/2021
  1. Programming is all about relief
  2. Please register online to join
  3. Having huge success and turnouts with our virtual Breakfast Club
  4. First Tuesday of Each Month

**7. ED report/Discussion**

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

a. COVID update

- Stay at home order LIFTED



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1. With a sudden announcement Gov. Newsome has lifted the stay at home order for our region and most of the state of CA.
- Vaccines
    1. Safeway in Kings Beach has been named a vaccine location.
    2. Vaccine information **is** has become more and more available through Placer County COVID website - including information on signing up etc
    3. Hoping that we will get more doses as we have the capabilities to be able to vaccinate more people than we currently are throughout the County.
    4. Vaccines available at the hospitals as well
    5. Alyssa will get more vaccine information out as more is updated.
- b. [FINANCIALS](#)
- Questions? Concerns?
    1. Need to create a document moving forward to show the entire year budget - many of the budget line items will appear late in the year and it's deceiving. While things look ok now the larger items will come forward in spring
    2. Still looking at a loss for FY20/21
  - NTBA Recent financial updates
    1. State Grant \$15,000 applied for
    2. PPP Loans now open for 501c6 - applied for via Bank of the West
    3. Ask to NLTRA for the funds to make us whole (\$50,000) from the overage that will be designated to go back to Placer County
- c. Events
- PTD
    1. Alyssa: The discussion over the past few months has been that we will do a virtual auction and raffle in place of a missed PTD event for 2020. That being said, in my gut I just think it's going to be a huge loss - from staff hours - to less donations etc. Feedback from some businesses have been that their fiscal years are different and they can't support both spring and fall events with donations so we would rather have the opportunity to host a larger level in person fall 2021 PTD event
    2. Maggie brought up the idea that can we do a large item raffle - generate some fundraising this spring - completely unrelated to PTD. Online virtual raffle - large trip/condo etc.
    3. Charlie brought up the idea of paying it forward and a community raffle that isn't about fundraising for NTBA but rather relief for the community
      - a. Maggie mentioned that we should discuss what goals we have - community? Fundraising etc.
      - b. Up for further discussion tomorrow at our Executive Committee Meeting
  - MOTB
    1. Music on the beach is moving forward - our committee met in December.
    2. We are selecting bands now



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3. We plan to be ready to pivot at anytime but will promote and push virtual vibes only to begin as we don't want to push and promote any in-person events
4. We plan to have the full 9 concerts ready
5. Website is ready both ways, logos/ graphics, etc.
6. We are going to roll out late Feb/Early March
7. Work on the sponsorships/donation pieces next

- Fireworks

1. Discussion/Plan of action
2. Lots happening with fireworks. Pyro Spec. hasn't been great to work with. Not treating TCDA/NTBA very well or equal to that of Incline as well. Working with Placer County and NT Fire on next steps. Placer would like for us to plan for 2021 fireworks with the opportunity to cancel in May.
  - a. That being said as the contract with Pyro was presented - actually no official contract just an email - they're asking for \$7,000/month NON REFUNDABLE and can only be used in the current fiscal year for them that would end October. Alyssa is not comfortable with these losses
  - b. Zambelli has a much more flexible and forgiving contract and is willing to come back and work with us.
  - c. Planning a meeting with Fire/County/NLTRA/TCDA/ Cindy within the coming weeks so that we can make some decisions moving forward.
  - d. Need to get the County to still agree to paying the BMP costs - otherwise we are priced out as the show is \$35,000 and BMP \$20,000
  - e. We have all the BMP pieces in place again for 2021 - not paying deposits at this time and until we know we can do the show
  - f. Planning to meet with Incline and gather their thoughts and feedback on Fireworks and Pyro- ask for help on it
  - g. Met with Erin regarding Fireworks. Met with NLTRA regarding fireworks and needing greater support in order to host them.
  - h. We are expecting losses financially from Fireworks 2021
    - i. Can we host the party? Ticket sales?
    - ii. Fundraising will definitely be at a lower level
    - iii. Sponsorships?
    - iv. Do fireworks financially make sense?

- d. TBID Updates

- Membership

1. Met with TCDA/NLTRA on what memberships will look like.
2. Looking like TBID will activate July 1 2021
3. Businesses that will be assessed will receive a free membership moving forward
4. Currently we are renewing those memberships for 6 months at ½ price until we get to July

- Ad-hoc Committee



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1. Currently they're working on the internal aspects of the NLTRA/TBID - looking like another 3-5 weeks on internal before inviting us and others to join the larger TBID Ad-Hoc committee. NTBA will need a representative.
    - a. Charlie is interested
    - b. Alyssa said she is interested as well
  - NLTRA Board Seat
    1. As apart of the TBID the NLTRA Board will have a NTBA Seat
    2. Anyone interested?
      - a. Clayton is interested in this position
  - e. Other ED report highlights
- 8. February 17, 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: Charlie, Maggie, ~~Kristi, Brian~~, Clayton, Julia, Sean, John

3 Non-Voting Members: Jeff, Christine, Brad