



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

NTBA Board of Directors Meeting
Wednesday June 16, 2021
3:00 p.m. – 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 3:06 pm
 - charlie stepped out - Maggie took over while gone
 - b. Alyssa to do attendance (Charlie, Maggie, Christy (logging on later), Brian, Clayton, Julia, Sean, John, Katie for Jeff, Sarah & Brad)
- 2. Approval of the June Meeting Agenda - Maggie 5 min (3:00-3:05pm)**
 - a. John moved to approve
 - b. Julia seconded the motion
 - c. Approved
- 3. Approval of the May Meeting Minutes - Maggie 5 min (3:05-3:10pm)**
 - a. Sean moved to approve
 - b. Julia seconded the motion
 - c. Approved
- 4. Public Comment 5 min (3:10-3:15pm)**
 - a. no public comment
- 5. Partner Updates: NTPUD, TMA, NLTRA 15 min (3:15-3:30pm)**
 - a. NTPUD - Brad
 - no major updates from the PUD just adjusting from the June 15th state opening.
 - Opening comprehensively - the main offices, the event center, posting the mask language with self certification and not checking vaccine cards. Cal OSHA rules might launch tomorrow depending on Newsom's press conference.
 - Tabling at MOTB! very excited for that return and being a series long sponsor
 - Extended season of movies in the park - starting in July and going into Mid August
 - possible newsletter coming out about more events coming out.
 - Utility - moratorium on delinquencies and late fees has been lifted, so start playing catchup to avoid any other penalties moving forward
 - Water - through executive order on water shut offs will be honored through September 30th.
 - Questions?
 1. Charlie - did you mention the construction at TDRA?
 - a. Brad - no, but that is humming along nicely, with the 2 pump station construction projects (1 next to moon dunes and the other in the heart of



Mission: To improve the economic vitality and quality of life in the communities of North Lake Tahoe. TDRA) TDRA is fully reopened even though there is construction still going on, so please come in.

- b. The field expansion project - is about a month ahead of schedule and could be available for Fall sports. Turf installation in mid July.
2. John - is it my understanding that the friends of the Library are doing a book sale at the event center.
 - a. Brad - we are looking for hopefully future partnerships and events with them. The Book sale will be July 2nd & 3rd - all books on sales for \$1. NTPUD will be tabling there too. Looking forward to showing the new event center make-over off to the public!
 - b. Julia - want to just mention the community garden is humming along. Charlie is too humble to point that out, but his work has been amazing. There are some school groups up there, but it has been a real asset to the community.
- b. Charlie is Back in Meeting
- c. TMA - Sarah
 - I haven't seen the agenda yet, but aren't I one to present a little later as well?
 1. Alyssa - yes. But we always have you on for partner updates as well, but wasn't sure if you had any updates outside the presentation.
 2. Sarah - I think I will pretty much cover everything in my presentation.
- d. NLTRA - Katie
 - We are really busy over here. All things TBID and will have a one sheeter pushed out for staff. Placer is getting us a list of taxable items, so just working on implementation. We had over 6 webinars and will provide Alyssa with the recordings of Lodging and non-lodging webinars.
 - Governance goes, I know I talked to John about being one of the committees. But, we are going to start pushing out the committee sheet to get people to start seeing what committees people are interested in.
 - Sustainability Pledge - providing a bunch of information to push out, and provide everyone with the proper tool kits. ordering new swag to utilize at events. We did get 1 ambassador not 2, but we are sharing him with Tahoe Rim Trail. So, if anyone has any projects for him, it has to be sustainability focused. We want to get him incorporated into the community.
 - EVENTS ARE BACK!
 - We also finished our visitor guide.
 - Questions?
 1. Charlie - when do concerts start up at Commons?
 - a. Alyssa - they are going to wait until August, they have not announced it yet.
 - b. Sean - I am the engineer for that one too and they still haven't figured out their full plan
 - c. Katie - While we are on this topic Squaw music starts this Saturday. Blingo and Music. All those things.
 - d. Brad - as a reminder there is so much pent up demand as I go to all these events as we and NV have opened back up. The locals and visitors all the



Mission: To improve the economic vitality and quality of life in the communities of North Lake Tahoe. above. I expect that MOTB will be gang busters. It's pretty amazing how stoked people are to get together again.

- e. Sean - I've also seen the musician side of things and have seen people walking on stage crying. it's been truly a beautiful thing.

6. Action Item:

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

- a. [Emily Setzer](#) Vote for Board Member
- b. Charlie - has everyone had a moment to read her bio? Does anyone have any questions or comments?
- c. Julia - I learned a lot about her and she is very impressive.
- d. Charlie - I have worked with her on the Economic Vitality committee and she always has great knowledge and things to add.
- e. Maggie motioned to approve Emily as a Board Member
- f. Julia seconded
- g. Approved

7. TMA Presentation -Micro Transit

40min (3:40-4:20pm)

- a. [Presentation](#) - tart Connect
 - will be operated by the downtowner, which did the Mountaineer in squaw/alpine and had some great success.
 - 3 zones - however kings beach and tahoe city will be managed by placer co transit devision and TMA will be managing the incline zone in partnership with TTD.
 - Starting June 24th - September 6th (75 day pilot program) from 8am to midnight.
 - between the 3 zones there will be 11 vehicles. Seat 9 people
 - it will be based on demand where you request a ride within that zone and should be picked up within 15 minutes of you requesting a ride.
 - Funding
 1. Placer Co. with TOT dollars
 2. Incline with a one time surplus of tax dollars
 - Zone 1 (West Shore/Tahoma) - Dollar Hill, Tahoe City, Granlibakken, Sunnyside, Homewood, Tahoma
 - Zone 2 (North Shore) - Kings Beach, Tahoe Vista, Brockway, Crystal Bay - Stateline
 - Zone 3 - Crystal Bay - Stateline, Incline Village
 - Marketing - in market with print, radio, online. Out of market - Sac/Bay Area to try and target ahead of time travelers.
 - Tech based - "Tart Connect" cell phone app will be available on both apple and android.
 - Other Summer Programs
 1. Summer Tart - July 1 and will run until 1 am except for west shore
 2. Regional Park and Ride connecting Truckee and Tahoe City on Weekends.
 3. RTC- Flex Ride Program - TMCC to Incline and Sand Harbor. \$5 to Incline \$7 to Sand Harbor. 7am - 9pm daily and is at base as well. You can go anywhere in between as well.



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- Reminder of North Lake Tahoe Express - travel from Reno/Tahoe airport and encourage people to use local transit instead of renting cars.
- Park & Ride lots begin July 3rd - September 6th.
- All Summer Marketing Programs can be found at TahoeTruckeeTransit.com/summer2021

b. Questions/Discussion

- Charlie - Does the kings beach Zone go into kingswood west?
 1. Sarah - I am not familiar with kingswood west so i am not sure...
- Charlie - will the app tell you if you are in or out of coverage?
 1. Sarah - yes it will let you know if you're requesting an out of coverage area.
 2. Sean - it looks like regency is as far as it goes
- Julia - Can people just do this 5 times a day? Is there a limit to how much you can use the service?
 1. Sarah - there is NO limit.
- Unknown speaker - i know it is free to ride but are the drivers getting tips? Is there a way to tip in the app?
 1. Sarah - I am not exactly sure if there is a way to tip on the app. but I also don't think the drivers are expecting tips either.
- Katie - are there any plans for the Truckee Thursdays to get people from the lake up to those events?
 1. Sarah - they will not be doing any transportation for truckee Thursdays this year.

8. ED Repot

35min (4:20pm-4:55pm)

a. [FINANCIALS](#)

- Alyssa - Did everyone have a chance to review the financials? or have any questions on where we stand at the moment?
- Charlie - did everyone notice the green type? Actually good job on holding our expenses at a minimum. Our bottom line is looking quite healthy.
- Alyssa - MOTB sponsorship will reflect into the fiscal year of 2022. Even though we are collecting that now it will reflect next year.
- Insurance we are all good to go. I am just waiting on the final invoice as there were a couple errors that need to be adjusted. We should come into the \$6,000 range which should be around \$700ish lower then we were originally quoted. That includes Barge insurance.
- In July we can go over the Final for the 2021 Fiscal year
- \$50,000 goes to BOS 6/22 - consent item
 1. Nick - agenda hasn't officially come out but yes it should be on TUESday's agenda. I will work with you and Kylee hopefully in the next day or two on how we can get the invoice submitted. Ideally the day after, so we can get that going as fast as possible.
- [Budget](#)
 1. Alyssa - did everyone have a chance to review? Give everyone a minute or two to look over all the notes and things. But would like to have an open and in depth question of everything.



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2. Charlie - one of the concerns I have... is going into an inflationary period and the possibility of seeing prices going way up for things.
 - a. Maggie - i think it should be considered but not sure how to adjust proportionately.
 - b. Charlie - what increases has everyone else season? I know in my business I have 20-30% on my supplies at last glance.
 - c. Clayton - i see a 20% increase in my business as well but mostly for materials
 - d. Charlie - labor is going to follow
 3. Clayton - what is the \$5,000 line item for merchandise
 - a. Alyssa - i will share a little later but we are selling mugs and koozies at MOTB. If we sell them all we would make \$6,000 but in case we dont i underestimated and went with \$5,000.
 4. Alyssa - i will scroll up and down on the screen so everyone can see, but i did add a significant increase in insurance as i think we will see inflation there. I think services will see inflation, but not much in goods as we don't buy many goods. Already noticing within our trades that people are wanting more cash from us instead of a 100% trade.
 5. Staffing - have recommended moving Chloe's position into ¾ times. She is currently at part-time 20-24 hrs and moves some of the marketing back in to in house. Then moving Kerry into a salaried position at \$40,000. Larger raise this year but after his help last year and honestly we can't afford to lose him. There is support from the exec team, but if anyone has any suggestions I think it is really important.
- Questions?
 1. Julia - what is the outlook for more new business in the area?
 - a. Alyssa - no. Seems like the feeling is let's sit back and wait for the big development projects to be done. So there is not a lot of progression and we are not making it easy for people to rent, buy and open new businesses. We made it a struggle and they left; I had 5 business interests (2 went to Truckee, 2 went to incline and 1 backed out). The requirements from the Co. or landlords aren't interesting and there are no incentives. a Bigger plan and discussion needed.
 2. Julia - is the E-Bikes shop still opening?
 - a. Alyssa - yeah they opened a couple weeks ago! They are a full service bike shop too.
 - b. Julia - is he new to the area or who is doing it?
 - c. Sean - he started the business last summer out of his dad's place and just moved it to Downtown KB. So not new but not long term either.
 - d. Clayton - that's my neighbor and they were thriving, so good for them on expanding into KB.
 3. Alyssa - 711 changed hands and now offers delivery.
 4. Alyssa - any other questions or feedback so i can make it to a final for July Exec and Board meeting in July?



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5. Unknown Speaker - does Chloe have marketing experience? What is her comfort level with all of that?
 - a. Alyssa - yes she is very comfortable. We will keep Lindsay on for website and design, but as we go Chloe will take on Social media and some other things giving Lindsay a little less.
 6. Alyssa - Overage from previous fiscal year - in previous years we have had a line item on the top for year rollover and with everything from previous years situation and things what your guys recommendation would be or how you would like to see that.
 - a. Charlie - Krisiti what are your thoughts?
 - b. Krisiti - no answer
 - c. Charlie - my best advice would be to leave them or move them to the money market.
- Well please review and make notes or comments if any as we will be going to vote on this at our July 21, 2021 meeting.

b. Events

- **END OF COVID/COMMUNITY EVENT Vision/Discussion**

1. Version 2 - EC desired version

- **DOCUMENT**

1. In depth overview of our plan with preliminary thought and 3 different versions - 1. being the Brooke st style block party. 2. KBSRA with vendors and artisans 3. both - block party and KBSRA
2. We have an opportunity to do fireworks with and 3 versions if we wanted to.
3. There is a tentative cost analysis to go along with this. depending on fireworks and where we end up with that. The parking lot ends up around \$20,000 both is about \$21,000 and just Brook St. zero fireworks is making \$1,500. We plan on selling sponsorship and taking donations.
4. We originally discussed with the EC doing on Saturday on Sept. 11
 - a. does not work due to staffing and negative feedback about doing fireworks on september 11.
 - b. Staff came up with the idea of doing Friday september 10 - doing something we are already good at. MOTB on STEROIDS
5. Does anyone have feedback or thoughts on what they would like to see?
 - a. Julia - loves the brooks st. idea and think a block party is a little more neighborhoody and my vote would be BOTH.
 - b. Katie - likes that as well plus Andrew's project and food trucks.
 - c. Sean - I like either brooks st or the KBSRA. I think having both will create a fractured event. but Brooks St. is a little more community - maybe a brooks st version every week.
 - d. Brad - I don't have a strong stance on either, however I think KBSRA may be a little more straightforward on the permitting side and easier to execute. With permits required and safety concerns, where if you close down the



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6. FIREWORKS - much smaller show, but normally we need 135 days with the coast guard. We did submit for July 3rd in February and they approved moving the date to September 10 if we choose.
 - a. We do have a sponsor for Fireworks but not the BMP, so about \$15,000 to \$20,000
 - b. Julia - do we think we can have fireworks with Brooks st or would that not really work?
 - i. We would just have people walk over to the beach and have a 10-12 minute show.
 - c. VOTING
 - i. Brad - KBSRA, with fireworks and band playing (strong local connection). Extra night of MOTB for the LOCALS. end of summer celebration to the community. On the note of fireworks and your local water purveyor, fireworks have a low impact on the quality of water coming out of the lake, but would like to see us move away from fireworks in future in terms of sustainability.
 - ii. Charlie - if we are strong on fireworks I would echo what Brad said. I think it would be cool to do a giant piñata in the shape of the virus that people could beat up on. YES on Fireworks
 - iii. Clayton - my 2 cents on location I don't like Brooks st at all - my vote is for KBSRA because of the beach, location, view, logistics, space, possibility for fireworks. Regarding the piñata I should comment on the liability of handing people a bat especially after drinking.
 - iv. John - NO on Fireworks. Philosophical reasons. I personally think it glorifies war. Ecologically not good for the lake. Location wise i vote KBSRA
 - v. Sean - Personally, I am a dog lover and the ecological effects John just brought up. However, as a person who works in events and throws events I understand the appeal to the public and the entertainment value. In this case i would put my personal feelings aside and vote yes for this ONE for the community but moving forward i would like to see tahoe move away from fireworks all together.
 - vi. Maggie - when you hear us going back on fireworks, does it make you think if only Sean would jump on with John and get one or 2 others to vote no would relieve some pressure or are you like we can do fireworks? I want the realistic answer given the pent up demand for events and people are going to show-up.



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1. Alyssa - for me i would like to see fireworks. I can't believe the coast guard transferred it. Once we pay Zambelli we are good to go. The BMP stuff is a bit of a pain other than that everything is much smaller and the majority of the work is gone with not doing ticket sales and things. I think without something extra we might as well call it music on the beach plus one. The fireworks made it a little more special.
 2. MAggie - if that is your reaction then i agree with Chango to move away from fireworks due to environmental impact, but seeing how we are not doing it this year and people want to see it. That would be my vote.
- vii. Charlie - let's go for a vote
1. Alyssa - calling a vote of all voting members
 - a. Charlie - Yes
 - b. Maggie - Yes
 - c. Kristi - Yes
 - d. Brian - Yes
 - e. Clayton - Yes
 - f. Julia - NO
 - g. Sean - Yes
 - h. John - NO
 2. Charlie - I want to clearly state that for this time we can go with fireworks but in the future we really need to discuss and consider the possibility of going with drones as I feel there is a desire to move in that direction.
- viii. Charlie - do you need to have a decision on which version we need to move forward with?
1. Alyssa - yes, I do. It seems like version 2 is more like the popular vote.
 2. Charlie - Okay, then let's go with that and we can take a vote Version 2
 3. Alyssa - calling a vote of all voting members for version 2
 - a. Charlie - V2
 - b. Maggie - V2
 - c. Kristi - V2
 - d. Brian - V2
 - e. Clayton - V2
 - f. Julia - V1
 - g. Sean - V2
 - h. John - V2



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7. Budget - obviously the budget will change and include this event. I want to create a time by class for payroll and want to make sure everyone is okay with that.
 - a. Charlie - im going to defer to our treasurer
 - b. Krisiti - no i think that's a good idea.
 - c. Charlie - I am going to make a suggestion that we use some of the rollovers from the previous year and use some of those for this event.
 8. Questions or Concerns?
 - a. Alyssa - please reachout to myself or Chloe as she is really driving this event and putting some major time and effort into being creative.
- c. Economic Vitality
- Clean Tahoe
 1. Their agreement is set with Placer Co. and NDOT and IFGID. They will be housed in KB and have 2 staff members and 2 trucks. I did help with interviews and they have located 2 wonderful locals. to be more set for June 28th.
 2. Did sign a partnership agreement with state parks. Helping clean before and after MOTB on fridays.
 3. Questions?
 - a. no response
 - July 10 - walk through town parking count
 1. EV Committee met June 7th and decided they would like to walk the streets on a saturday to get an idea of how many cars on an average saturday are here.
 2. Parking management will start next summer and more enforcement will be held this summer.
 3. If anyone would like to help with us let us know as we can use a few more volunteers.
 4. Charlie - you can count me in
 5. Questions?
 - a. no response
 - Housing/Staffing Conversation and Survey
 1. is a hot topic. Businesses are saying housing is an issue/emergency. Businesses are not being able to fully staff and operate at full capacity because staff is not able to find housing. Whether its cost of living in the basin or availability of rentals.
 2. Alyssa - I would love to hear from you guys as we get this survey together.
 - a. Charlie - I guess I'll start... We may be going into a quality of life issue due to high traffic and work demand. knows of a woman who owns a house cleaning service and one of her ladies is resigning and was offered \$5 more/hr and still turned it down. Housing is a huge issue. Reno's wages have increased so we are not competitive. Is it aayscale issue or housing issue?
 - b. Kristi - I have multiple clients who have reduced menus, hours, staffing and closed an extra day a week because they don't have staffing.
 - c. John - I get calls everyday from people looking for housing.



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- d. Sean - I think they are not mutually exclusive. I think they each feed each other. There is a pay scale issue and then the issue of housing and then employers realize that and it's too late.
 - e. Julia - I know this winter the resorts didn't really bring J1 in due to COVID and is not sure if they really brought in many for the summer. So that should open for a lot of availability.
 - f. Katie - it's not the quantity of jobs, it's definitely the pay level.
 - g. Kristi - with the J1 they weren't here last summer or winter and I know there are only a few companies that organize that and in some cases depending on the company they either provided housing or have to find their own. and most could find any so they left.
 - h. Alyssa - Emily, asked that if anyone would like to speak at the board of supervisors meeting on 6/22 during public comment please do. Going to get a survey out to give our businesses a voice with actual facts to provide.
- d. Other ED report highlights
- Koozies
 1. blue with yellow logos
 2. Sponsor - Fiberglass works
 3. selling for \$5
 - Mugs
 1. we are trying to get a little creative and not bring another water bottle into the market
 2. Sponsor - Tahoe Tap
 3. selling for \$10

9. July 21, 2021 Board Meeting

5 min (4:55pm-5:00pm)

- a. Calendar invite in your email
- b. Any action items? Agenda items to be added?
 - no response