



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

**NTBA Board of Directors Meeting
Wednesday May 19, 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 3:03 pm
 - b. Alyssa to do attendance
- 2. Approval of the May Meeting Agenda - Charlie** **5 min (3:00-3:05pm)**
 - a. Only changes are from April to May meeting agenda and from March to April meeting minutes
 - b. With those changes Julia moved to approve
 - c. John Second
- 3. Approval of the April Meeting Minutes - Charlie** **5 min (3:05-3:10pm)**
 - a. Meeting minutes
 - Motion to approve John moved to approve
 - Maggie seconded the motion
 - b. Julia and Sean both mentioned that they're having issues accessing the folders and documents
 - Alyssa is going to work with them on that
- 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
 - TDRA will be operational, but no boat launches will occur based on the water masters call and water levels
 - Event Center - busy end of Summer, however, waiting for level orange or for June 15th to come
 - awarded \$2 Million contract to expand field 4 at the regional park
 - Matt has reached out to discuss event center
 - Administration - budget is being worked on board approval potentially on June 8th in time for their physical year to start July 1
 - Questions?
 1. Outflow - are their contracts that have to be fulfilled downstream?
 - a. federally operated water system with legal agreements attached, with the bistrate compact between CA and NV. We are not asked, we're told.
 - b. TMA - Kristy (sent in via email)
 - promoting all summer transit service in June and July.
 - Will provide a media kit once finalized.



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- Summer Programs
 1. Tart Summer Schedule
 2. Tart Connect
 3. Micro Transit
 4. Park and Ride Program
 5. Other - RTC Flex (reno to incline) & East Shore Express (Incline to sand harbor)

c. NLTRA - Katie

- Revised bylaws were passed through and they are headed into an election for our board.
- We have POS training for the TBID implantation for Tier 1, 2 & 3 businesses
- Breakfast Club - June 1
 1. Fire Preparedness
 2. Sustainability Pledge
 3. Boating Regulations
- Americo Positions
 1. x2 40 hr positions
 2. sustainability focused
 3. mostly college age kids
 4. need housing
- Questions?
 1. Were a copy of bylaws sent over to Alyssa?
 - a. Jeff Sent them over 15 mins ago.
 - b. a copy should have been sent in the newsletter
 - c. only the red line was sent - katie offered to send over the summary
- Thank you to Alyssa for the help

6. ED Report

80min (3:30-4:50pm)

a. Welcome Jovanah!

- First meeting and just had a baby boy
- John and Julia got her all plugged in

b. Internal Staffing Updates: Welcome Chloe!

- Blair is no longer working with us and Chloe has taken over for our Event Coordinator position
- Excited to Join the team

c. FINANCIALS

- \$50,000 Approved!
 1. thank yous
 2. Jeff sent over the final paperwork to Placer Co. We anticipate to see that wire transfer before July 1, but might even see that by June 1st.
- Budget
 1. The last things coming out are some event marketing expenses, social media, radio, to a degree with MOTB going live. That will be in the last couple of weeks
 2. insurance update - final final is coming, but thinking between \$5,600 to \$5,800. DNO insurance went up \$17.



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3. Last month of bills and payroll.
 4. maybe a few membership and sponsorship will come, but most is deferred to July 1
 5. First Draft is in the packet
 - a. looked back into 2019 to reflect a more sound budget because 2020 was a wash
 - b. used an average from previous events to get a better number
 - c. looking at the \$150,000 in TBID as it has been promised in writing
 - i. was agreed upon by the NLTRA staff & TBID staff
 - ii. hopefully it gets approved based on the promises made in writing
 - iii. Charlie - hesitant to count it without official contracts and questions have been brought up by NLTRA and Placer Co.
 - iv. Alyssa - willing to add a different number, but Charlie said to leave it however, he wants everyone to be aware.
 6. Kerry Raise
 - a. he just hit his 2 year mark
 - b. we don't pay the highest or have medical, so if we can reflect our appreciation through that
 - c. he reflected his interest and being open to becoming salaried
 7. Coordinator Position
 - a. Bringing Marketing back in house - social media, newsletter and leave website & design outsourced
 - b. historically it has been contracted for 24 hours, however that position can't complete all those things plus events in 24 hours.
 - c. proposing 34 hours a week
 8. Annual member parties will go back to normal, as well as, CHP, other events and barg insurance.
 9. Definitely a FIRST DRAFT
- Questions?
 1. No Questions - Moving forward
 2. is Natural Med still in business
 - a. yes, as far as I know.
 - b. the one next to steamers is closed
 3. Charlie - your budget for bar sales
 - a. Alyssa - it is reflecting 8 concerts. She took the average of 5 years worth of bar sales and removed the July 3rd fireworks average and one whole concert.
 4. Charlie - Has everyone had an opportunity to review it? (no response) Has anyone reviewed it? John & Julia have
 5. Expense for street light banners?
 - a. we pay for the install and for a replacement banner



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6. Maggie - Look at the NEW Strategic Plan and see if we have missed something and see if something needs to be budgeted?
7. Charlie - I don't see an expense for Fireworks?
 - a. Those are in the deferred account other than payroll. I will add it back in
 - b. Charlie - you and kristy do what you want to do
8. Julia - What is the increase for hybrid in sound and production?
 - a. looking at doing virtual and live at the same time. working with Chango on the price of that.

d. TBID Updates

- NLTRA Board Seat
 1. Submit by May 24th our nominee (Monday)
 2. seeing if anyone on the board is interested
 3. Initial term is 3 years & monthly meetings
 - a. this board member helps determine how the monies are spent
 4. I will get the red line for anyone that is interested
 5. Anyone Interested? or Questions?
 - a. no response moving on
 6. we get a designated seat & need to write a cover letter
- Katie - Other NLTRA committee seats are available
 1. affordable housing
 - a. John interested
 2. Charlie - was this included in the bylaws?
 - a. Katie - it was emailed to you and Alyssa, however it is a separate document & can be found on NLTRA.org
 3. Committees have a different deadline and that will be going out next week sometime
- Next steps contracting

e. Events

- 6/5/2021: Clean Up Day
 1. feel free to reach out to Kerry or Myself if you are interested in volunteering
 2. we are going back to one check-in instead of multiple check-in locations
 3. Our Contest winner was announced today & went to print today
 - a. Sophia 8 years old
 - b. thank you to everyone who voted
- MOTB
 1. Live/Virtual/Hybrid
 - a. virtual vibes as a back-up, however looking to move live for the entire 8 concert series
 - b. Being held starting July 9th - September 3rd minus August 6th due to Tahoe Na-Lu
 - c. Hybrid Model - streaming virtually while being live on the beach



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- d. We have tentative approval with ABC for our first month of concerts. You have to submit paperwork 60 days prior to the event. waiting for September events.
 - e. Waiting for the June 15th go ahead, however we have all our vendors and bands in place. Working on our art vendors and just awaiting to push send on all of our alcohol orders. State Parks are locked in order and sponsorships are coming in.
 - f. Last year we applied for Cindys District 5 revenue share for virtual vibes and we Reapplied for that this year.
 - i. granted \$1,500 from Cindy including 2 or 3 other supervisors who were interested in supporting MOTB. We are getting over \$2,000 from the board of Supervisors.
2. Questions?
- a. Not a question but a reminder to be poised for upcoming monies. with the May revised budget from the Governor. In mid June it should be approved and the board of supervisors will have a surplus of money. We should create a wish list of things.
 - i. Charlie - Will that money hit state beaches/parks
 - ii. Brad - there is money for everyone and I would assume KBSRA will be on that
 - iii. Alyssa - will start that
- f. Design:
- Bear Box Art program - Chloe is owning
 1. required to be an artist corner member and extended to community members to get there bear boxes painted
 2. have them painted throughout the summer and have a community event with bear box bingo and art walk.
 3. Planning to release call to artist in the next couple of weeks
 - a. in hopes to increase artist corner memberships by the end of the physical year
 4. Working with Placer Co. to get some of the public ones painted
 5. Questions?
 - a. Are we getting the word out to artists in general that this is something available to them? How are we reaching them?
 - i. We put together a list of well over 350 basin wide and Nevada artists. We will be sending a call to the artist to them, as well as our partners will be posting the call to the artist there too.
 - ii. We will be launching a DIY option. Thanks to Julia for helping with creating that box of goodies!
- g. Clean Tahoe
- going to board of supervisors next week for approval - set in by June 1



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- Will be at Clean-up day
- Large Truck pick-up and physical presence at our Fall day

h. Discussion: END OF COVID/COMMUNITY EVENT

- What are our goals?
- Desire event type/ look/ time of year
 1. Do we have a tentative date?
 - a. looking at September, for our staff and needs we need 90 days or more to put it together. Fireworks take 60 days just for permitting.
 2. John Likes the idea of the drones over fireworks
 - a. they are more expensive - we have to possible sponsors, but they are looking for more of a vision before they commit
 - b. Drone are \$50,000 compared to our July 3rd Fireworks of \$35,000 (minimum \$20,000)
 3. How will people feel by september? Is it something else by June 15, as COVID will be basically over?
 - a. Maybe it's the end of summer celebration. As we look to the summer and the wildness - bookings, staffing issues, etc.
 - b. With MOTB being a go ahead, will this be a redundant event?
 4. Do we put it with PTD and move it forward and grow the event?
 - a. Do we do a day PTD instead of night with an inside outside combo and live music?
 - b. PTD is a paid event... this original idea is meant to be a full community event and should be
 - i. PTD is Nov. 7 (first thursday of November)
 5. Do we make the final MOTB (Sept. 3) BIGGER? have fireworks or a drone show associated with that event?
 - a. book a strong local band to increase a strong local presence
 - b. That is the Friday of Labor day weekend
 - i. could conflict with Tom's show in Carnelian Bay (usually his is held on Sunday or Monday of Labor Day Weekend
 - ii. Can we partner with Tom? He does have another venue in Kings Beach
 1. Proceeds of that go to the Monty Foundation and Schools.
 2. Alyssa has reached out - they are still in debate if they're are still doing it
 - c. Are you thinking this is a fundraiser?
 - i. No, Tom's show is a fundraiser
 - ii. if it is not then it will only bolster their event
 - d. Does Tom have a date he is waiting on?
 - i. No. - so it could be hanging out there for a while.



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6. The End of Summer idea is great - push it out a little bit to allow for people to exit and have a more community feel.
 - a. Indian summers are great
7. 2 Viable options
 - a. Toms & Labor day
 - b. Pushing to mid or late september

- This will need to be add to the budget and time by class for the new physical year

i. Discussion: Board Meetings?

- July meeting?
 1. we usually skip July, but we had one last year, but we didn't have event last year
 2. We also normally didn't in worrisome of not meeting quorum - do to vacations
 3. July 21st (survey of everyone's availability)
- In-person meetings?
 1. First, the opportunity would be in August if not September.
 2. If we have a July meeting - couldn't we do July?
 - a. depending on the event center, but that might be putting it pretty close.
 3. Thoughts?
 - a. no one opposed the idea of meeting in person.
 - b. The June date has been officially released, but thinking by July or August everything will be pretty well laid out.
 - c. August will be are target meeting for in person and we will have a virtual option as always
 - d. Charlie - wants to bring Margaritas for the first meeting back

j. Other ED report highlights

7. June 16, 2021 Board Meeting

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

- a. Any action items? Agenda items to be added?
 - June 16th will be our last meeting of the physical year.
 1. Any action items or things you want to consider for the final meeting?
 - a. no response, moving on
 2. We will be having a vote to add Emily to the board
 3. There will be a more indepth budget to continue to go over
 - a. add items and go through strategic plan
 - b. have better idea of TBID numbers to help with a more final number
 - Any other questions or concerns?
 1. no response

8. END of Meeting