



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

NTBA Board of Directors Meeting
☘ Wednesday, March 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. 3:03pm Charlie Called Meeting to Order
2. **Approval of the March Meeting Agenda** - Charlie **5 min** (3:00-3:05pm)
 - a. 3:04pm Approval of March Agenda
 - Maggie motioned to approve
 - Brian Seconded the motion
3. **Approval of the February Meeting Minutes** - Charlie **5 min** (3:05-3:10pm)
 - a. 3:05pm Approval of Feb Meeting minutes- No changes
 - Brian motioned to approve
 - Julia seconded the motion
4. **Public Comment** **5 min** (3:10-3:15pm)
 - a. 3:06pm No Public Comment
5. **Partner Updates: NTPUD, TMA, NLTRA** **15 min** (3:15-3:30pm)
 - a. NTPUD- Brad Johnson
 - Snow Melting at the park - trail grooming halted as there's not enough snow
 - TDRA Update - mobilizing 4/1 - large utility project
 - 4/1-5/20 Closing TDRA for this large utility project
 - Board voted to expand the rate relief program
 1. 2 months of relief - those that already had one month can get one more - those that haven't had the rate relief can get 2 months
 - b. TMA- Christine
 - Spring TART Schedule is coming soon - Christine will send schedule to Alyssa to get our
 - Night Service will be coming back - tentatively 4/5/2021
 - Continuing Park and ride until March 28, 2021
 1. Tahoe City Transit Center to Squaw/Northstar
 - c. NLTRA - Katie Biggers
 - Seminars were huge success !
 1. We did one on Social Media with Lindsay Thayer
 2. One on SEO
 - Working on next programming for this - ideas are welcome
 1. Tax prep?
 2. HR style?



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- TBID Passed - as we all have been made aware of - next steps will be figuring out the internal with NLTRA and the external with the businesses in the TBID and our business associations
- Hospitality Training - May 18, 2021
- 4/6 is our Breakfast Club meeting for April
 1. Topics include sustainability - presentations with Colin from Clean Up the Lake
 2. Ebikes convo
- Relaunching the Ambassador Program
 1. Working with others around the entire Lake/Basin
 2. What can we do and how can we make it bigger for this upcoming summer and future
- Yiftee- gift card program
 1. Working closely with our In-tourism/BACC for approvals and will be launching hopefully sooner than later
 2. ShopLocal program will be along with Yiftee
 3. If anyone wants to join this committee please let Katie know
 - a. Alyssa recommended Blair from NTBA staff along with herself to support

6. Discussion Topics

60min (3:30-4:30pm)

a. TBID Discussion

- Goals & Hopes for the TBID and NTBA
- Concerns & Fears for NTBA
- What would we like to see accomplished through the TBID and our mission to serve our district Business Community
- What kind of efficiencies are possible across NTBA, TCDA and NLTRA
 1. These efficiencies have an opportunity to open NTBA for opportunities to do more - what would that "more" look like?

b. MINUTES from our discussion:

- Goals/Hopes
 1. Sean - hope is that it works out the way it's written out. Trusting in NLTRA to do so. Hope that the actual money that is said to be brought in really is brought in. Hope that it also helps us expand our business community.
 - a. Looking forward to tourism mitigation funding and what that will look like
 - b. Looking forward to opportunities with added special events
 - c. EDUCATION IS KEY with the TBID though and need to see further added education for our community.
 2. Maggie- knowing our membership profile - with majority of our members NON TBID want to make sure that all our members are mutually supported. Work that being done that can open NTBA up to focusing on our Non TBID folks and added opportunities
 3. Julia- development of new businesses in Town - our town feels like a Ghost town in Commercial Core of Kings Beach. Still need to work with Placer County especially about bringing new businesses into the area and region - we need to be a business



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to see a heavy focus on Economic Vitality and staying true to our mission about having a vibrant community - and we aren't that right now and need to work towards that. Hopeful that we will gain further and more resources through TBID

4. Brian- Hope is that the TBID doesn't just become a tool for the big players. Don't want just the ski resorts and large players to be the only ones to win and control and benefit from this. Want it to continue to especially help the little guys - want to make sure it doesn't just help resorts and TC but especially help our community in KB.
5. Kristi- hope that all this money doesn't only go into more marketing and advertising - not sure that is what is actually needed from TBID but rather we need to help our small businesses year-round. Want to make sure NTBA/TCDA do not get swallowed by the NLTRA or TBID. Want to see what happens with NLTRA's role and who they become as well as Chamber.
6. John- tourism mitigation is extremely important and needs to be on forefront
7. Nick- Keeping KB, KB - Keeping TC, TC - hopeful for new funding opportunities. Hoping for new micro transit opportunities
8. Charlie- funding coming in directly into our community then gives them a direct say on how our business community is shaped. Hopeful that non-TBID members will indirectly benefit from TBID
9. Alyssa/NTBA- Revenue/Contract staying true to the number that was given to us from day 1 = \$150,000
 - a. Want the future of NTBA stable Want to continue independence

- Concern/fears

1. Not getting the financials as promised
2. Not staying independent
3. Making sure that our members as a WHOLE are represented
4. Some money losses during start up
5. Want to keep the Main Street Approach
6. Concerns about the receivables
7. Concerns about our community as a WHOLE

- What we want to see accomplished through TBID

1. Charlie- great opportunity to improve infrastructure. Workforce/Affordable housing opportunities
2. Sean- Want to also see affordable housing
3. NTPUD * NO STANCE ON TBID*
 - a. Marketing efficiencies and other efficiencies which can help NTBA/TCDA focus and elevate their work - focus on vibrancies and members and locals. More collaborations and accountability
 - b. Admin efficiencies and more productivity
4. Brian- More efficiencies - instead of us all being under separate entities we look at "falling under" NLTRA for Taxes/By Laws/ Corp Returns/ Payroll/Benefits and have a KB



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5. Maggie- Community Cohesion. Non-tourism businesses being a larger focus for the NTBA - shifts NTBA's focus from solely tourism to non as well. Control of how the region is marketed. Community spirit to increase. Experience for visitors aren't always the best and they don't always get the best feel esp from local community would like TBID to help our community in many ways for that to change
6. Julia- asked about incorporating? Heard that TBID is stated to be one step closer to that - is that true? Alyssa mentioned that she's heard conversations about it nothing official and nothing from anyone of power pushing that narrative - more so the community - it seems many would like to see it and others wouldn't - what that would look like who knows? It's far down the road if it were to happen - we think that the TBID needs to get in and settled - get through the first 5 years and show success and get renewed - then it'll be something that might come up in further conversations.

7. ED Report

25min (4:30-4:55pm)

- a. Sign Conflict Form and Voting Member Agreement Forms
 - [HERE](#)
 - Alyssa states as a friendly reminder to please sign the conflict of interest forms and the voting member agreement forms and get back to her by 3/31/2021 - email, mail, drop at office or set up a pick up with Alyssa. All documents were emailed and are in the drive folder for today's Board Meeting
- b. [FINANCIALS](#)
 - Questions?
 - PPP Loan APPROVED!
 - [TBID NTBA MEMBERS FINANCIALS](#)
 1. Alyssa reviewed all the financials - giving answers to what will come in our fourth quarter and where we are.
 2. We received the PPP Loan for 17,500
 - a. Brian stated that his bank advised that you should have a separate account for PPP - for book keeping purposes and to make sure you can prove that money was only spent for the services that make it 100% forgivable.
 - i. Kristi said that's what their bank is recommending as well.
 - ii. Alyssa will be speaking with Jody from BOW to discuss doing so.
- c. Events
 - MOTB VV
 1. NTBA Staff is set for virtual vibes at this time - we have 5 concerts scheduled with the first one for 7/9/2021 through end of August at this point. We also have scheduled 3 live bands for later in the season through September 3 - in the instance that we can go live



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2. Alyssa has insurance submitted - we submitted for all shows live - have ability to cancel a week out

- Fireworks

1. Discussion/Plan of action
2. Fireworks still up in the air - should we do a show? Can we afford it?
3. TCDA made decision to not move forward with their show.
4. We would need payment for the show from Placer County - conversation we have been having
 - a. Nick explained that we are looking at that direction - BMP and Fireworks costs would all come from the County. We wouldn't market or fundraise but rather just produce a show.
5. State parks would prefer us not to plan for it - they cannot manage the crowds and will not currently permit for the "beach party" so that piece would be removed as would \$8900
6. Are we willing to move forward with Alyssa/Staff time on Fireworks until deadline of June 1?
7. With incline and TCDA cancelations we would become the only NLT show - is that safe and ok to do to our community?
8. Brian would like to see us move forward with Fireworks - they were missed last year and if we have a chance to do them we should.
9. Brad brought up the point that is this the right time, right year to put on even if we can - aside from the finances - is this the proper thing to do to our community? Do fireworks actually affect visitation? We need to elevate the conversation to the right thing to do for the Community
10. Maggie- felt hopeful that we could do the show - Brad brought up good points that maybe it actually isn't the safest and right thing to do for 2021
11. Charlie told Nick that we need a County decision by 3/31/2021 or NTBA will not be moving forward.

- End of COVID

1. Looking at a possible Mid-Late september event. Drone shows are \$50,000 might be able to get down to \$35000 Alyssa is working on sponsors for full amount. We could also shift and do a Fireworks show - smaller than a normal show for that - along with a band - and can fundraise for this event - still unsure when "COVID ENDS"
2. Alyssa will work to put together options to review for Executive Committee

d. Other ED report highlights

8. April 21, 2021 Board Meeting

5 min (4:55pm-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