



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

**NTBA Board of Directors Meeting  
Wednesday, November 18, 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. CALL TO ORDER at 3:04pm
- 2. Approval of the November Meeting Agenda - Charlie** **5 min (3:00-3:05pm)**
  - a. 3:05pm Approval of the meeting agenda - no changes
  - b. Move to approve - Kristi
  - c. Second John
  - d. All in favor
- 3. Approval of the October Meeting Minutes - Charlie** **5 min (3:05-3:10pm)**
  - a. 3:06pm Approval of the October Meeting minutes. Did everyone have a chance to review?
  - b. Move to approve- Kristi
  - c. Second - John
- 4. Public Comment** **5 min (3:10-3:15pm)**
  - a. No public comment but John discussed the 7Pines Motel and the process by which it was acquired and hopeful that we can find out more information from the County moving forward on the project. Alyssa will follow up with Paul and County staff as it pertains to the 7 Pines Motel project and update
- 5. Partner Updates: NTPUD, TMA, NLTRA** **15 min (3:15-3:30pm)**
  - a. TMA- Christine
    - TMA's upcoming board meeting is December 3rd from 8am-10am. Christine will send out the meeting information for all those interested. This meeting will include lots of TMA updates. This will also include the winter transportation plan and schedule. Christine will also present and discuss on the park and ride program for the winter - to work on winter congestion and getting folks to park at a dedication location and ride the busses for free to ski resorts.
  - b. NLTRA - Katie Biggers
    - PPE Giveaway went great - gave to roughly 40 businesses in the KB area
    - Tomorrow we are doing our Restaurant Town Hall - talking with our restaurants about their needs.
    - Take Out Tahoe campaign is happening - keeping everyone updated on Take Out in Tahoe.
      1. Created the North Tahoe Eats! Social media/facebook page - please join! Share any specials or information you see and hear from our local restaurants. Please like and share the facebook page



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2. Charlie asked, does this take away from other media outlets for advertising?
  - a. Katie mentioned that's a good thought and follow up? Alyssa spoke up and said that many of the local media outlets are offering free or very discounted advertising especially to our restaurants and referenced that Clayton could speak further. Clayton mentioned that Tahoe Quarterly did free advertising spreads for restaurants during this COVID time to help them and in turn gain support.
  - b. Discussed and planning another Town Hall for all other sectors in the next couple weeks.
  - c. Shop Win Campaign - it's including NTBA, Kings Beach, Squaw, Tahoe City, etc. Everyone helped with their respective district contests. This will run through the holiday and will begin over the Thanksgiving weekend. Through the gosechase app. We recommend that everyone sign up and engage on the app and for our district. The idea is to drive the community and visitors to our businesses safely.
  - d. Small Business Saturday promos will begin - get out and support our small businesses.
  - e. PPP forgiveness loan workshop is coming up with the SBDC
3. NTPUD- Brad Johnson
  - a. With movement back to purple NTPUD and the park seem to be ok at this time the main one hit is the North Tahoe Event Center - with not allowing large gatherings. Though during COVID and all this time the NTEC has really upgraded from carpet to paint to lighting and looks fantastic for when things do reopen. Jazzercise is currently on hold until further notice.
  - b. 11/10 - Board approved the extension of the Rate Relief Credit program. There is a generous amount remaining in the fund. It's quick and easy to apply just to explain their economic impact.
    - i. Alyssa asked if there's more that she can do and help with promotion - sending out a member email. Brad said absolutely and work with Misty on that.
  - c. NTPUD received a 350k CAP grant for the field upgrades and walking trail. There is another 350K needed to finalize the project - the CAP committee recommended the park dedication program to make up the remaining amounts. The NTPUD is meeting with and presenting at the Park dedication committee meeting tomorrow night for this. Hoping that they will receive the remaining funding needed to move the projects forward.
    - i. Alyssa asked if they needed NTBA to write a letter or attend to speak in support of the project on behalf of NTBA - Brad said he thinks at this point they're ok but will keep her informed.
  - d. Water and Sewer ops are as usuals



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- e. Park operations are as usual - sled and snow hill ready to go all we need is snow!
- f. With the support of NTBA, Lighting CAP grant and Placer County approval we were able to light the large tree outside of the Event Center on 11/16/2020. Looks fantastic - wonderful community feedback so far.

## 6. ED Report

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

- a. COVID update
  - Purple Tier
  - As everyone knows Governor Newsom issued an emergency meeting where he dropped many counties including Placer County back to Purple - we had just moved from Orange to red and a week later back to purple. Working closely with NLTRA, Placer County and TCDA on supporting our businesses and messaging
  - We will continue to update our website and get all information out to the community
- b. Meeting with Todd Leopold Recap
  - Meeting went well from our end.
  - Alyssa will be following up with Placer County in regards to the blight issues and the catalyst projects to learn more about it all and make sure we're communicating with our community - specifically KB Center project.
- c. FINANCIALS
  - Questions? Concerns?
  - Placer Shares Application/COVID payment
    1. Next round of Placer Shares is open for small businesses until 11/20 - the non-profit realm opens up through December 7th - unfortunately it's only for 501c3.
    2. No other concerns for the financials - everyone seems confident and happy in the financials as it stands.
    3. Alyssa wanted to point out that the balance sheet shows significant money in checking and would like to visit the idea of moving more to the Money market but needs to make sure that the Executive team will be available for immediate movement in the instance that it's needed - we are proposing moving 20K over.
- d. Economic Vitality Update
  - Parking Management
    1. Parking management presentation from Stephanie was wonderful during the annual meeting with Todd. Learned a lot about the process and where we are at and next steps. In the presentation it was spoken that the money generated from parking management in Kings Beach will stay in the district that it's generated in - looking anywhere from about \$117k and above after operating expenses.
    2. Looking to having multiple phases of the roll out - including the initial phase which will be a summer 2021 pilot program in NLT as it pertains to residential parking - in the Grid
    3. Our economic vitality committee has been extremely involved in this project and the RTTP (Resort Triangle Transportation Plan) - Stephanie and Crystal will be coming to our



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December EVC meeting to present again and discuss next steps and how the EVC can support the project

e. Design Updates

- Clean Tahoe

1. We continue to push forward with the Clean Tahoe project - Alyssa will be in another meeting later this week. She is working closely with Clean Tahoe and Peter Kraatz with Placer County to continue to move this forward. Goals are to get approval in Jan/Feb by BOS and then get Clean Tahoe implemented in Kings Beach in March. This is a huge win for Kings Beach and keeping our community clean. Will be great to have masters of trash take over. Another aspect of this is having them manage all the Benefit Assessment District Trash as well

f. Event updates

- PTD replacement opportunities

1. After lots of thought Alyssa has decided that the "access pass" idea isn't meant to be for this year. With the unknowns of further shut down and COVID restrictions and her desire to have this be a long term ongoing successful fundraising program - it probably won't be as beneficial for this year as she thought and something to table for next year or when things open back up and can actually utilize the passes. Unless anyone else has other thoughts the plans will be to hold off on the access cards until later and continue to move forward with the auction and raffle for Passport to Dining.
2. Alyssa also updated everyone that after reaching out to attorney general and trying to get approval for raffle its still seen as gambling and selling tickets though the donation and "free prizes" is ok - we will move in that direction

- Summer 2021

1. NTBA is planning to move forward with all events as if they're happening and in person for 2021 - this includes Fireworks and Music on the Beach. We will make any cancellation calls in May like last year and be prepared in advance to pivot MOTB to virtual at any time!
2. We are starting the fireworks conversations and bringing the BMP creation back to life
3. We are going to meet with all the other fireworks sponsors around the basin to make sure we are all on the same page.
4. We are having our first MOTB committee meeting in early December and starting the band selections shortly - we will plan on 5 local bands who will perform for Virtual Vibes if in person cannot happen. the other four bands from last year that were canceled will be the first four bands that we offer to for 2021

g. ED Holiday Time off approval

- Alyssa is asking the Board for approval for a full day off on Tuesday 11/24 and ½ day on 11/25/2020 - her Birthday! As she has morning meetings already scheduled for that day.
- Board approved the time off!

h. Other ED report highlights

**7. Strategic Planning- Maggie**

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



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- a. Maggie will be getting everything out with the graphic draft to the Board for review.
- b. The Goal is for December meeting to have the Board approve to adopt the next two year refresh
- c. No one said they wanted to see any changes to the structure - a couple additions that were brought up to Maggie from Julia that have been added.
- d. Alyssa said a huge THANK YOU to maggie for all of her hard work and efforts and that she made this process effortless and appreciates all Maggies personal time on this

**8. December 16, 2020 Board Meeting**

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

- a. Any action items? Agenda items to be added?
- b. Only items to be sure to be added is the Action item for the Strategic plan

**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