



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

**NTBA Board of Directors Meeting  
Wednesday November 17, 2021**

**3:00 p.m. – 5:00 p.m**

[LINK TO DOCUMENTS](#)

THIS MEETING WAS HELD IN-PERSON AT THE NORTH TAHOE EVENT CENTER

**MINUTES**

Uphold NTBA values and use them as a litmus for your contributions to the board  
Participate in board meetings and be responsive to requests by email  
Encourage others to participate and make space for all voices  
Foster relationships and create a trusting and welcoming environment  
Speak with Respect  
Hold each other accountable

*Attendance:*  
*Brian Gonsolves*  
*Julia Powers*  
*Sean O'Brien*  
*Jovanah Vigi (3:45)*  
*Emily Setzer*  
*Katie Biggers (NLTRA Rep)*  
*Sara Monson (TMA Rep)*  
*Brad Johnson*

1. **Call to Order & Establish Quorum (5 or more)** **5 min** (3:00-3:05pm)
  - a. **Brian to lead meeting as VP**
  - b. **Called meeting to order at 3:06pm**
  - c. **Quorum not established -**
2. **Approval of the November Meeting Agenda** **5 min** (3:05-3:10pm)
  - a. We hit a quorum at 3:17pm
  - b. Any changes to the agenda?
    - Approve agenda
      1. Motion to approve - Emily
      2. Second- John
      3. All in favor
3. **Approval of the October Meeting Minutes** **5 min** (3:10-3:15pm)
  - a. Brian, any changes to September Meeting Minutes?
    - None
    - Motion to approve- Maggie
    - Second- Clayton
    - Note to add in summary of approvals/votes
    - All in favor
4. **Public Comment** **5 min** (3:15-3:30pm)
  - a. Anyone from the public want to address?
    - None



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

**15 min** (3:15-3:30pm)

- a. Brad- NTPUD
  - Board awarded contract with Maggie's firm to launch strategic plan update
  - Park is transitioning to winter operations
- b. Sara- TMA
  - 2 new zones - KB to Northstar, TC to Palisades Saturday 5:30 p.m – 10:30 p.m.
  - TART summer program stats:
    - 1. 29% said they used for work, 26% food beverage, 23 social
    - 2. 56% users were fulltime, 19% second homeowners, 10% summer renters, 4% day visitors
- c. Katie- NLTRA
  - Job Fair
    - 1. 32 employers, 20 employees attended
  - Breakfast club Dec 7 7-9 am
    - 1. Welcome to Winter – ski resort updates
  - CEO & TBID
    - 1. 6 candidates to interview in the next couple weeks, hope to finalize by end of year
    - 2. TOT and Zone 1 Committees will start pushing out soon
  - Events
    - 1. Funding that still needs to go through Board was Tahoe Nalu, Watermans SUP series, and Snow Fest

**6. Internal Updates**

**75min** (3:30pm-4:55pm)

- a. [Review ED report](#) - (2min/ section)
  - COVID/Economic Vitality/Membership/TBID
    - 1. Small Business Saturday
      - a. Doing feature, social posts, have AmEx bags in business locations open that Saturday, 27<sup>th</sup> November
      - b. Lights will turn on at dark from white to holiday lights in the future, not starting this year
      - c. Surveyed businesses to find out how to improve future Small Business Saturdays
    - 2. Discussed opportunity to coordinate with tree lighting as well, will ask NTFPD about lighting fire truck like South Shore TBID UPDATE
      - a. Meeting every other week with TCDA, Jim Phelan to discuss efficiencies, restructure, rebranding of North Lake Tahoe Chamber
      - b. Will apply for \$50k April 1<sup>st</sup>, focused on efficiencies
      - c. Businesses (five) that didn't put TBID on customer for Q1 will come out of business, working with businesses to ensure it's set up for Q2. Katie to compare businesses to her communication lists.
      - d. Will do presentation to NLTRA Board Feb/March
      - e. Would still like to have annual meetings with County leadership
    - 3. Board questions
      - a. Question from Maggie about how TBID is being taxed at Safeway
      - b. Question from Brad about STRs and if NTBA has surveyed community. Alyssa explained EV committee and Exec. Director has participated in county outreach and workshops. If NTBA wants to take official stance, would need survey and may disgruntle significant portion of community. Discussion of needing hotels to further limit STRs, employers needing some STR to offset employee housing costs. Discussion of how to work with County on building workforce housing, increasing density allowances. Clayton said many of his homes sold were second homes, concerns locals still couldn't compete with cash offers even if STRs were limited. Discussion of limiting STRs may be part of systemic solution but not the only solution.
  - Events
    - 1. **Discussion – Post Parade Event Ideas**



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- a. Would be great to do event after event but not solely on NTBA.
  - b. Discussion of parade attendance, is it declining, is it worth it? NTBA didn't have solid relationship with Snow Fest until 2019. Last year prizes were only available to Tahoe City but this year will be available to Kings Beach too. Working with Snow Fest to more evenly distribute costs between Kings Beach and Tahoe City. Chloe will sit on committee; Alyssa meets monthly with their staff. Opportunity to have an event at The Backyard, smores event, etc. Alyssa meeting with Pet Network to discuss coordination on a potential dog pull event.
- 2. PTD Survey Update**
- a. Survey is out. Fall is best, but Tuesdays not Thursdays. Will do another survey to confirm potential dates. Each entry said they need help hiring workers. Helped three employers find employees in the past week. Going to start recruiting volunteer businesses mid-late July next year.
- 3. Christmas Gathering**
- a. Propose Board meeting from 3-4 p.m. next month Dec. 15, then 4-6 p.m. party at Whitecaps. NTBA will cover food and beverage.
- 4. Other**
- a. Brad brought up hybrid 3<sup>rd</sup> of July drone/fireworks show, NTBA is booked for that day. Moved \$20,000 for that event. 15-20 minute show (as opposed to 13 minutes of past fireworks).
- Community Design/Organizational Capacity
    1. Lighting program
      - a. Contest
        - i. Open to members, businesses, and residents to sign up, decorate, compete. Community will decide via social media, include interactive map of lights.
      - b. Adopt a pole conversation
        - i. White lights year-round on street light poles from Crystal Bay to Kings Beach. \$150/pole. TBID will sponsor program going forward. They will switch to color for holidays. Price point will be lower subsequent years, based on \$2000 installation fee.
        - ii. \$750 carry over revenue from lighting last year
        - iii. County grounded remaining poles
- b. [Financials](#)
- Questions for ED
    1. Minimal revenue coming in without events. Budget doesn't reflect extra \$50,000, plan to amend Q4.
- C. Housing/STR Conversation - Discussion
- Housing Impacts
    1. Discussion from Clayton that most buyers are second homeowners, impacts from beneficial stock market and transferring finances to real estate. Hanalei in Kauai banned STRs and they now sit empty.
  - Permit Restrictions
    1. Difficult for Board to provide input without survey, hesitancy to weigh in on divisive issues
  - Nuisance/Enforcement
- 7. How'd we do/ Board Norms** **15min (4:45pm-5:00pm)**
- a. **December 15, 2021 Board Meeting**
    - Please contact Alyssa with any desired topics for agenda
      1. None

Adjourned 5:11 p.m.

8 Voting Members: Maggie, Brian, Clayton, Julia, Sean, John, Jovanah, Emily, Heidi [redacted] 3 Non-Voting Members: Katie, Christine, Brad