



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

NTBA Board of Directors Meeting

Wednesday October 20, 2021

3:00 p.m. – 5:00 p.m

[LINK TO DOCUMENTS](#)

THIS MEETING WILL BE 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)**
 - a. **Brian to lead meeting as VP**
 - b. **Called meeting to order at 3:09pm**
 - c. **Quorum not established - skip to Jim Phelan's presentation as we get a quorum**
2. **Approval of the October Meeting Agenda** **5 min** (3:00-3:05pm)
 - a. We hit a quorum at 4:05pm
 - b. Any changes to the agenda?
 - Yes, Alyssa asked to add Emily's name to the Secretary position for the Executive position votes
 - With that change
 1. Motion to approve - Sean
 2. Second- Julia
 3. All in favor
3. **Approval of the September Meeting Minutes** **5 min** (3:05-3:10pm)
 - a. Brian, any changes to September Meeting Minutes?
 - None
 - Motion to approve- Emily
 - Second- Sean
4. **Public Comment** **5 min** (3:10-3:15pm)
 - a. Anyone from the public want to address?
 - None
5. **Jim Phelan NLTRA Presentation/ Discussion** **30 min** (3:15-3:45pm)
 - a. Conversation begins at 3:10pm



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- b. Jim did a quick bio and background of his work experience in North Lake Tahoe as well as his involvement with NLTRA, TCDA establishment and the TBID
- c. Jim discussed the background of the TBID - the process to where we got to today.
- d. Jim discussed the financial process of collections and the usage of the funding - won't be available to use until April 2022 atleast and depending on the amount of funds brought in - still not sure the numbers
- e. Jim pointed out how NTBA and TCDA's contract works and why there's only the \$100,000 in the contract - the funding is coming from Placer County through the NLTRA to our organization
 - Jim discussed the execution of our contract - appreciated and making sure we are getting funded immediately. Jim provided the first \$40,000 prepayment.
- f. District boundaries include the entire district 5 - with two zones - zone one being the lake front zone - including our district.
 - Jim recommends making sure that we have proper representation on the Zone 1 advisory committee.
 - Initial TBID budget is 6 million which \$880k going to zone 1
- g. Jim discussed finding efficiencies including marketing and memberships. As well as how do we properly engage with our non-TBID folks. Looking forward to working with NLTRA, Chamber, TCDA and NTBA to find that answer and help with finding these efficiencies.
 - Efficiencies from staffing
 - Single membership for North Lake Tahoe through the chamber.
- h. Jim discussed new vision for the NLTRA
 - First hiring the new organization's CEO - and not only that but other positions including chamber positions and a management position for the Chamber.
 - New vision is that NLTRA is a DMO - Destination MANAGEMENT Organization vs a Destination marketing organization which it has been historically.

6. Partner Updates: NTPUD, TMA, NLTRA

15 min (3:45-4:00pm)

- a. Brad- NTPUD
 - Water main projects are in the works and moving forward
 - Research and study alongside NTPUD/TCPUD/SLTPUD to look at large level needs and lessons learned and way to improve water services
 - 1. Especially during emergencies such as the Caldor fire
 - a. What they did in Xmas Valley was nothing short of a miracle
 - Loren Holt recently retired
 - 1. In the recruitment process for his position replacement
 - Looking forward to hosting events at NTEC
 - 1. Passport to Dining in November
 - 2. Boy & Girls club events as well
- b. Sara- TMA
 - The fall Tarts Connect is running
 - 1. Zone 1&2 6-10pm
 - 2. Incline and Crystal Bay running 6-12am
 - Winter services will begin December 10 and run 8am-midnight in most zones
 - Christine is retiring
 - 1. November 8th is her last day
 - 2. Sara will take place as the interim ED of TMA
 - 3. Process of hiring - Sara will share the job description with Alyssa
 - 30th Anniversary Celebration



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1. November 4
2. All members welcome

c. Katie- NLTRA

- Breakfast club November 2
 1. Transportation will be the theme
 2. Joy will be there with SATCO
- Events
 1. Move gravel world champs looking to come to the area and asking for sponsorship from NLTRA
 2. Film festival - in our area next week
 3. Tough Mudder is a maybe but hopeful it will be back and in the area in the next year
 4. 50k marketing funding available for all those events that apply
- Yiftee Gift card program
 1. Happening and we are asking that our BACC members push the messaging so that we have lots of businesses sign up and support
 2. Small Business Saturday is a great opportunity for Yiftee cards- looking to see if we can do a special of sorts

7. ACTION ITEMS

10min (4:00pm-4:10pm)

a. **VOTE NEW EXECUTIVE POSITIONS**

- Asked each candidate to leave the room for discussions
 1. All Board members in full support of candidates
 2. Discussions concluded - went around the room for a vote
- **President - Brian Gonsolves**
 1. Sean- Y
 2. Emily- Y
 3. Brian- Y
 4. Jovanah- Y
 5. Julia- Y
- **Vice President- Clayton Humphries**
 1. Sean- Y
 2. Emily- Y
 3. Brian- Y
 4. Jovanah- Y
 5. Julia- Y
- **Secretary- Emily Setzer**
 1. Sean- Y
 2. Emily- Y
 3. Brian- Y
 4. Jovanah- Y
 5. Julia- Y
- **Treasurer**
 1. Alyssa asked if anyone is interested in this position?
 - a. No one in the room was interested in it
 - b. Otherwise Jody plans to join the Board in Jan and will be willing to take on the position at that time

8. Internal Updates

45min (4:10pm-4:55pm)

- a. [Review ED report](#) - (2min/ section)



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- COVID/ Economic Vitality / Membership

1. Board to ask questions

- a. Due to time constraints - Alyssa asked to skip to the Passport to Dining conversation and if there's any questions or concerns about anything else from the ED report to please sent her way

- Events

1. **Discussion: Passport to Dining 2021**

- a. Board to engage and offer direction to ED
 - i. Alyssa explained the need and her recommendation to cancel passport to dining
 - ii. She explained that they have tried everything to get vendors to submit to join but still only have 13 - a normal year they have 30-32 vendors and they set a goal of 25 to make it worth it.
 - iii. Ticket prices went up \$20 - but then they do get a take home wine glass but ½ as much food and beverage
 - iv. Alyssa set a Friday goal to get atleast 25 but at this time we don't see how that will happen and want to execute our cancellation plan rather than putting more information into it.
 - v. The biggest reasons that we are hearing from our vendors is
 1. Not enough staffing
 2. Too high of costs
 3. COVID concerns
 4. Can't be closed Monday/Tues and also on a Thursday
 - vi. Alyssa pointed out that 12 of our regulars have declined for this year.
 - vii. As a part of the cancellation process, NTBA is putting out a survey to our vendors/all 300+ on our list - asking them what day of the week, time of year, etc
 1. Brad asked if they want in spring would we be willing to do so?
 - a. Alyssa explained absolutely
 2. Katie had ideas of virtual events to do for the auction items
 - a. Alyssa explained that apart of the cancellation process is asking if they want it returned or extended for a year for next falls PTD event
 3. Brad expressed that NTPUD and NTEC would be willing to help and support however they could if the spring was desired
 4. Brian said that it doesn't seem like we are going to hit our numbers so probably best of just make the decision to move forward with cancelling and rather than put more time and money into it we cancel and move on and come back next year
 - a. Alyssa agreed with this sentiments
 - b. Alyssa explained that the staff truly has done everything possible that they could - they have expanded the event with live music to make up some vendor space etc but even at all of that without sufficient vendors it won't be a quality event
 - c. She stated that what worked 17 years ago might not work anymore and that's what they're asking the vendors
 5. Alyssa is asking the Board for their support for her to make the decision in the next 24-48 hours and trust what that decision is.
 - a. She also said she would let the Board know ahead of time.

- Community Design/Organizational Capacity

1. Board to ask questions

- a. Please reach out to Alyssa directly if you have any questions or concerns about this part of the ED report

- b. [Financials](#)

- Questions



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1. If anyone has questions or concerns please contact Alyssa about financials

C. Housing/STR Conversation

- Housing Impacts
- Permit Restrictions
- Nuisance/Enforcement

1. Moving this conversation for next month's meeting due to time constraints and the importance of the Passport to Dining conversation

9. How did we do on our Board Norms/Closing Thoughts?

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

a. November 17, 2021 Board Meeting

- Please contact Alyssa with any desired topics for agenda

1. None

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