



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

NTBA Board of Directors Meeting
Wednesday September 15, 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

Attendance:
Maggie Steakley
Brian Gonsolves
Clayton Humphries
Julia Powers
Sean O'Brien
John Radebold
Jovanah Vigil
Emily Setzer
Katie Biggers (NLTRA Rep)
Sara Monson (TMA Rep)
Brad Johnson

- 1. Call to Order & Establish Quorum (5 or more)**
 - a. 3:04pm Maggie call meeting to order
- 2. Approval of the September Meeting Agenda** **5 min (3:00-3:05pm)**
 - a. John Motion to approve
 - b. Second - Clayton
 - c. All in favor
- 3. Approval of the August Meeting Minutes** **5 min (3:05-3:10pm)**
 - a. Brian Motion to Approve
 - b. Second - Emily
 - c. All in favor
- 4. Public Comment** **5 min (3:10-3:15pm)**
 - a. Alyssa made the announcement that Charlie has resigned from his position on the Board and as NTBA President due to personal and professional reasons and needs.
 - Brian mentioned that we should get plaques for our presidents he will send Alyssa an example and where his other non-profit he's worked for ordered from
 - Brian also mentioned that per our Bylaws when there's a vacancy in the president position that the VP is to succeed temporarily until the new President is in place.
 1. Brian also mentioned that we need to talk to Frank and submit to Secretary of State and update what we have in there
 - a. Alyssa will follow up with Frank Mooney
 2. Maggie stated that she will finish her term out December 2021 but then will step off the Board of Directors so she would like to see Brian step into that position and into the future president position.
 - a. Brian, Maggie and Alyssa will connect offline and discuss
- 5. Partner Updates: NTPUD, TMA, NLTRA** **15 min (3:15-3:30pm)**
 - a. Brad Johnson- NTPUD
 - The Community Celebration in the park was a huge success!
 1. Appreciate the NTBA Partnership and NTBA being there to sell beer and wine.



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

2. It was an end of season fun night in the park
 3. First 200 received FREE tacos
 4. Free Face painting
 5. Unstructured fun!
 6. The field is absolutely spectacular and the event was a wonderful way to showcase the field.
- Utility Capital Projects are still moving forward
 1. Working on the Water Main back in the Grid at Rainbow and Golden
 2. Dredging at TDA
 - b. Katie Biggers- NLTRA
 - Just a reminder in case anyone didn't know but Jeff, CEO left the NLTRA
 1. Search firm has been hired and hoping to fill the position within the next 90 days
 2. During this time Bonnie is interim CEO/part-time
 3. Board and Executive Team members from NLTRA are stepping in as well
 - Liz has also left the organization about 3 weeks ago to take a position back at her old firm - Abby Agency
 1. Hiring a 3rd Party agency to come in and help with marketing and PR- Jessica Weaver is our contact person
 2. Sarah Winters is also on maternity leave
 - Events:
 1. Oktoberfest cancelled at Squaw
 2. Spartan Race September 25-26
 - c. Sara Monson- TMA
 - Tart Connect is continuing its services into the fall
 1. Zone 1&2 (includes KB) 6-10pm daily
 2. Zone 3, 6-12am daily
 3. Carnelian Bay is planning to be added in the next steps of this program - that has been a big discussion topic and oversight during the program creation
 4. What about getting to Tahoe City? There is a connection between zones to get to TC in Dollar Hill

6. ACTION ITEMS

10min (3:30pm-3:40pm)

a. VOTE NEW Board Member

- **Heidi Hill Drum**

1. Alyssa gave the Board time to review
2. Maggie spoke up and said that she has recently spoken with folks who think very highly of Heidi and her work with Prosperity Group
3. Others spoke highly of Heidi
4. Vote unanimously passed

a. Alyssa will work next steps to get Heidi settled onto the Board

7. Internal Updates

35min (3:40pm-4:15pm)

a. [Review ED report](#) - (5min)

- Maggie mentioned to the group that we are changing the structure of our meetings a bit as to not have Alyssa talk at the Board - all the information she updates us on is in her ED report - we are going to take a few minutes and read the ED report then at the end we will ask questions
 1. Alyssa mentioned that anything highlighted in yellow she planned to bring up and/or discuss or its some sort of reminder/action to the Board
- Board to ask questions/elevate key issues for discussion
 1. Nick and Brad both mentioned they have struggles opening the drive and have had to use personal GMAIL accounts which isn't very professional



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

- a. Alyssa said she will continue to email with attachments and hopes that will continue to help for the future
 - b. I explained that I have started attaching the most pressing and important documents via email to help in this process and for those struggling with using the drive.
- Questions about ED report?
 - 1. Event Updates and Discussion
 - a. MOTB cancellations and replacements
 - i. Alyssa mentioned that we will also discuss this in the financials but that we obviously had to cancel the 3 remaining shows
 - ii. We implemented an AQI policy following that of the school district which is 151 and above cancelling
 - iii. Alyssa asked should we replace these 3 concerts to make up money losses?
 - 1. Maggie recommended that maybe we do a Halloween concert/show obviously would depend on availability and weather
 - 2. Brad mentioned that we should cut our losses, get our revenues that we have, cut our expenses rather than spending time creating and rebranding another who concert series which just adds time to our staff - concerned about staff burn out
 - a. Alyssa couldn't agree more
 - 3. Brian mentioned that he didn't think we would need to completely rebrand - we could always have music on the beach - winter series etc.
 - 4. After further discussion the Board agrees that we should either attach to other events (parade etc) that we are already producing or cut our losses and work on making the revenues up
 - b. LIGHTS IN THE SKY- postponement
 - i. Alyssa apologized for not letting the Board know ahead of time but needed to make a decision quickly to save \$5000, that being said it won't happen again.
 - ii. Event couldn't have happened so glad we canceled
 - iii. Alyssa looking for direction as to what to do but her recommendation is that we move the 20k to our J3 show with drones or a possible hybrid show with Drones and Fireworks
 - 1. Board as a whole felt that attaching it to another event either parade depending on weather and/or July 3 would be the best bet - having another entire new event would be a lot.
 - 2. Could we also add to our opening MOTB concert?
 - a. Another possibility
 - b. Alyssa is going to chat with the drone company about all these options
 - c. Passport to Dining
 - i. Alyssa mentioned the plans for Passport to Dining which included
 - 1. \$60 tickets vs 40 - with 250 total tickets sold which will get us to our revenue goals for ticket sales
 - 2. NTBA will be requiring proof of vaccination and/or negative test results within 48 hours to keep our community, staff and everyone safe
 - 3. We are rolling everything out October 1
 - 4. Already rolled out the asks to our vendors - working on getting them all set by October 15 2021
 - d. Other questions from ED report
 - i. Makers event
 - 1. Julia doesn't believe it'll be a good event here in our district - it was done in the past and no well received



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

2. Clayton mentioned that it's less of a maker's event and more a craft fair where local artists can sell their items and done around the holidays can be hugely successful.
 - a. Much like Cow Palace and the HOliday Bazaar
- b. [Financials](#)
 - Questions
 1. Alyssa mentioned that she wasn't able to create the financial summary but will work towards that in the future
 2. Alyssa mentioned and showed our losses for MOTB
 3. Alyssa mentioned that there was expense savings from MOTB not happening - she doesn't have the final numbers yet
 4. No other questions at this time
 - NLTRA Agreement Update - Budget amendment
 1. Alyssa updated that they haven't signed the final version yet as there were some recommended changes but that we are confident where we are at and headed
- c. Event Updates and Discussion
 - MOTB cancellations and replacements
 - LIGHTS IN THE SKY- postponement
 - Passport to Dining
 1. SEE ABOVE - this became a part of the questions asked from ED report
- d. [Review Board Engagement Document](#)
 - Board Norms
 1. Is this achievable? Can we each agree to these norms?
 2. Take a moment and review the document
 - a. Maggie read the four norms out to our Board and asked if everyone feels comfortable with these norms and are they possible?
 - i. Board agreed that these are possible
 - ii. Maggie mentioned that we will be adding these to our agendas moving forward and visiting "how we are doing" at the end of the meetings as well

8. DISCUSSION- TBID

35min (4:20pm-4:55pm)

- a. LOOKING AT EFFICIENCIES AND AUTONOMY BETWEEN NLTRA, CHAMBER, NTBA AND TCDA
 - Alyssa Met with Jim Phelan to discuss the 50k, memberships, efficiencies, really working with him on the future of NTBA/TCDA/NLTRA and our relationship with them through the new contract.
 1. Jim is also playing catch up a bit - not everything that NTBA discussed with Jeff was told to his Board and EC so these seem like entry level questions but Jim wanted to know
 - a. Alyssa mentioned that these are word for word what was emailed to her and what she spoke with Jim about - she did make it really clear that our organization still wants to be independent
 - How do we see NTBA structured under the TBID, for example,
 1. Will we still maintain a board of directors?
 - a. Board said absolutely YES
 2. Will we still need all committees?
 - a. Board said Yes absolutely
 - b. Might be able to have some cross over/ partner committees (i.e Alyssa mentioned Marketing)
 - c. Might be a district advocacy committee through NLTRA that we sit on
 3. Will we still need to maintain the current staffing level separate from the TBID?
 - a. If not, what staffing efficiencies do you see happening?
 - i. Alyssa brought up the efficiency that NTBA and TCDA have found great efficiencies in having Chloe work between the two organizations
 - ii. Alyssa did mention that having medical insurance or a rebate to our staff would go a long way - she mentioned to Jim as well - the only way NTBA staff could get NLTRA benefits would be to be staff of NLTRA



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

1. TCDA does give stipends to their ED and staff monthly up to \$450

4. Will we need to have an office separate from the TBID?
 - a. YES, board agrees we want our office, we want to stay and be in our district

- MEMBERSHIPS

1. Will we need to continue a membership fee separate from the TBID, primarily this would be for the non assessed businesses?
 - a. Alyssa mentioned the vision that NLTRA/TCDA have to kick things off
 - i. This vision is that moving forward we efficiently remove the individual memberships per organization and rather there's one REGIONAL membership that we get a piece of the pie of - that includes both non-TBID member and TBID members
 - ii. This then allows members to choose the districts/organizations they want to be a part of but there's one system and one person managing the big aspects
 - iii. then our directory is made from all the businesses that chose us as one of the memberships they want
 - iv. allowing us to still have membership revenues but also decreasing the amount of work spent on memberships
2. What level of responsibility do we see the Chamber have to the non assessed businesses, and will the Chamber continue to have a membership fee for those businesses?
 - a. Brad mentioned that he sees the membership as "All NLT" and rather there are subdivision and subsections which include KB or TC or Squaw etc.
 - b. Members can be apart of one or all of the subdivision
3. What level of responsibility will the business associations have with the non-assessed business and will they continue to have a membership fee?
 - a. This would be ran through the Chamber but if they want to be apart of our district we would get the membership fees from the overall but all run through the chamber for ONE price and ONE set of memberships
 - b. We could also expand out sponsorships because of shared memberships for all of our events
4. How do we envision the non-assessed businesses not feeling "left out" of the TBID benefits, in other words how do we intend to address the needs of the non-assessed business outside the TBID?
 - a. NTBA needs to be the voice for our district both TBID and non-TBID members and more importantly for our community
5. What is your ideal membership vision? How will memberships be handled? Can we streamline for all TBID and non-TBID to have a single membership across all organizations?
 - a. ED to share the NLTRA/TCDA desired shared vision
 - i. SEE ABOVE

- EFFICIENCIES

1. What level of responsibility do we envision as being our "job description" versus what becomes a function of the TBID?
 - a. Brad mentioned that we are a strong voice for our district - not just business members but especially the community
 - b. Alyssa mentioned that her vision is that the TBID streamlines memberships and marketing - opening us up for more and we can focus on important issues like Economic Vitality and growing our business community and our Community design and vibrancy
 - i. Brad agreed
2. What level of activity is necessary specific to our district, in other words what activities such as events could be handled in a shared staff scenario versus what needs to be specific under the control of the individual business association?
 - a. Opening NTBA to do more by taking away some of the marketing duties and the memberships will allow for us to do more on the event side of things.
 - b. Alyssa said our events wouldn't go away but rather possibly grow and allow for us to do more
3. What chamber programs or activities can be handled in a way that all business areas of influence would benefit (i.e. economic development, training, funding assistance)



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

4. Economic development would benefit
 5. Community Design aspects would benefit
 6. TBID funding assistance to programs that are new or already established would be beneficial and open our organization up for additional funding and new opportunities for the future
- ANYTHING FINAL THOUGHTS AND VISIONS?
 1. None

9. October 20, 2021 Board Meeting

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

- a. Please contact Alyssa with any desired topics for agenda
 - N/A
 - Maggie called meeting adjourn at 5:00pm

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