



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

NTBA Board of Directors Meeting
Wednesday April 20, 2022
3:00 p.m. – 5:00 p.m

[LINK TO DOCUMENTS](#)

THIS MEETING WAS HELD IN PERSON AT NORTH TAHOE EVENT CENTER (with a virtual option below)

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

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

1. **Call to Order & Establish Quorum (5 or more)**
 - a. Quorum established at 3:08 p.m. (Sean, Emily, Julia, John, Brian, Heidi in attendance)
2. **Approval of the April Meeting Agenda** **5 min** (3:00-3:05pm)
 - a. Heidi motioned to approve, Julia second, all in favor
3. **Approval of the March Meeting Minutes** **5 min** (3:05-3:10pm)
 - a. Add in all in favor, add in last names, minutes should not have question marks
 - b. Julia motioned to approve, John seconded, all in favor
4. **Public Comment** **5 min** (3:10-3:15pm)
 - a. None
5. **Partner Updates: NTPUD, TMA, NLTRA, TCDA, Placer** **15 min** (3:15-3:30pm)
 - a. TMA, Sara Monson: Spring schedule has begun for TART, TART Connect is offering night service, schedules go through June 30
 - b. NTPUD, Justin Broglio filling in for Brad: Spring irrigation update, sewer pump station project wrapping up, boat ramp will not open this year because of low water, dredging project is moving forward in Fall to clear about two feet of sand; new community events supervisor (movies from July-August)
 - c. Placer, Nick Martin: County working with Kings Barn for TOT incentives for KB Center now called 39 North, via the North Tahoe Economic Incentives Program- draft application has been submitted, Alyssa says Kings Barn will present to our board next month as well as Biltmore/Boulder Bay, Julia asked about demo of buildings on Salmon and Nick said that is developer's role to do analysis on recording housing units prior to planning demo; May 9th East Placer Town Hall/MAC in person at NTEC focused on legal related MAC training and hybrid/virtual-in person town hall focused on county departmental processes and timelines of key projects in community plus open house with staff at booths for various topics (4:30 MAC, 5:30 Town Hall). John asked about Laulima but Alyssa noted two of their members passed away so the project is on hold. Discussion of Tahoe Regional Planning Agency Tahoe Living Working Group and potential updates on housing development standards. Heidi says she met with EKN on Boulder Bay and timeline is five years from development completion.
 - d. NLTRA, Jess Weaver: TBID Advisory Committee was formed, Zone 1 Advisory Committee was formed (to recommend use of TBID funds for East Placer lakeside communities), TOT Committee still to be formed; New positions are being



Mission: To improve the economic vitality and quality of life in the communities of North Lake Tahoe. posted for the shift from destination marketing to destination management; NLTRA is a sponsor of the Tourism Cares Travel Summit May 18-20 to connect tourism industry with change makers/nonprofits to create more sustainability and destination stewardship, more info at www.tourismcares.org/tahoe-summit

6. Presentation: Placer County- Lindsay Romack

20 min (3:30- 3:50pm)

- a. Presentation on Measure A: Proposal to reauthorize the 2% TOT in North Lake Tahoe. 8% was in place since 1994, extra 2% for North Lake Tahoe was voted and approved in 1996, reauthorized in 2002 and again in 2012. At that time there was an ending date of Sep. 30, 2022. This new measure will be on ballot on June 7th to reauthorize the additional 2%, until ended by voters (no end date). Ballots should be mailed May 9th, May 23rd is the last day to register to vote online or by mail. The measure generates about \$4M annually for the region, has helped match additional \$300M of funds for the region. The CAP Committee recommends projects for funding to the Board of Supervisors. Check registration or update it at www.placercountyelections.gov. (See attached presentation)
- b. Questions from Board: Julia: Who votes? Lindsay: East of Rainbow Lodge on Donner Summit all the way to stateline and the lake, just East Placer voters will vote. Julia: It's not clear in ballot language that this is benefits we're getting from visitors and their TOT, perhaps that could be expressed more in communications and outreach. Heidi: Prosperity Center survey shows results that tourists should fund benefits to the region used by both visitors and tourists. Brian: Question about conflict with TOT that provides benefits, but TOT rebate for hotel developers decreases the TOT to the region. Justin: It is a common economic development incentive to bring desired projects to a region. Brian: Has there been any opposition? Lindsay: Hasn't heard of any opposition. Emily: What kind of majority does this need? Lindsay: Simple majority because it is a general tax. Heidi asked about NTBA advocacy on this measure, which led to discussion of revisiting NTBA advocacy policy in the future (requires committee vote and member vote via survey for 14 days)

7. Internal Updates/Discussion & Action Items

60min (3:50pm-4:50pm)

- a. Review [ED report](#) - (2min/ section)
 - COVID/ Economic Vitality / Membership/ TBID
 1. EVC Committee Updates
 - a. Five new committee members meeting twice a month, 39 North and Boulder Bay presenting to this committee before our board
 2. Parking Management
 3. Questions?
 - Events
 1. Clean Up Days
 - a. Youth Art contest
 - i. Third annual youth art contest; two cleanup days in June and September; also working on a large item pickup with Clean Tahoe; after party at Tahoe Backyard; planning for a North Tahoe committee for Clean Tahoe board
 2. July 3 Update
 - a. Have announced drone show via NLTRA; drone company to visit around May 12 member meeting to demonstrate a preview; will need more volunteers
 3. MOTB Update
 - a. Need to find a new location for storage of beer cart, which needs power; reusable cups will return, still have 423 cups from previous years, will order some specialty cups for drone shows, visitors can bring their own reusable cup
 - Community Design/Organizational Capacity
 1. [DISCUSSION: CODE OF CONDUCT](#)

The Executive Director and other board members have witnessed a NTBA member repeatedly exhibiting behavior threatening members of the community. This occurred over a year ago and additionally at the end of March most recently. This spurred the code of conduct. Board members will review code of conduct.
- b. [Financials](#)



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- Questions for ED?

8. Director Roundtable- How'd we do/Board Norms

10min (4:50pm-5:00pm)

a. **May 18, 2022 Next Board Meeting**

- **Can't be in person at NTEC - they have large event and building is unavailable**

1. Next month will try to be in person at the NTPUD board room

8 Voting Members: Brian Gonsalves, Clayton Humphries, Julia Powers, Sean O'Brien, John Radebold, Jovanah Vigil, Emily Setzer, Heid Hill Drum 3

Non-Voting Members: Tony, Sara, Brad

Others in Attendance: Lindsay Romack, Nick Martin, Jess Weaver online