



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

**NTBA Board of Directors Meeting
Wednesday December 15, 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

1. **Call to Order & Establish Quorum (5 or more)**
 - a. **Called to order at 3:10 p.m.**
2. **Approval of the December Meeting Agenda** **5 min** (3:00-3:05pm)
 - a. Clayton first, Sean second
3. **Approval of the [November Meeting Minutes](#)** **5 min** (3:05-3:10pm)
 - a. Change first line to "was held"
 - b. John first, Maggie second
4. **Public Comment** **5 min** (3:10-3:15pm)
 - a. none
5. **Partner Updates: NTPUD, TMA, NLTRA** **10 min** (3:15-3:25pm)
 - a. NTPUD: first track set on xc trails, will periodically groom; sled hill concessionaire not operating and dropping out of contract but PUD is grooming in meantime for free; Toys for Tots at event center; Amanda Oberacher from Truckee Donner will be new recreation parks & facilities manager
 - b. NLTRA: CEO update - had three interviews last week, will send out offer soon with plan for start in January; Recruiting people for tourism development committee - ideal for people with marketing background; Board reelection soon for members terming out; TBID earnings came in higher than anticipated at \$971,000, from an estimate of \$500,000; TOT committee will soon put out call for members
 - c. TMA: couldn't attend
6. **Internal Updates** **25min** (3:25pm-3:50pm)
 - a. THANK YOU MAGGIE!!!
 - Maggie's final meeting as board member, will look forward to seeing her rocking at Music on the Beach
 - b. [Review ED report](#) - (2min/ section)
 - COVID/ Economic Vitality / Membership/ TBID
 1. Community Projects
 - a. Economic Vitality committee looking to accomplish small wins and compiling ideas
 2. Presentations in Jan
 - a. Benefit Assessment District- Regional Parking Study from Tahoe Fund to speak - Aimee Berry Jan. 3, committee to provide feedback
 - b. Regional Parking Study- Benefit Assessment District presenting overview and plans on Jan. 3
 3. Other - Microbusiness grant, more info to come, waiting to hear from Placer County probably in February
 - Events



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1. Parade
 - a. March 5, 2022, met with Tahoe Backyard to plan post-parade event there with smores, drinks, food, band, working with Tahoe Backyard for them to be after-party event location for the year
 2. MOTB 2022 Plan of Action
 - a. Starts June 17, 2022 with 10 concerts vs. 8 previously, conversation about skipping July 1 (would be 11th) because staff workload with concert on Friday and fireworks on Monday - board thought it would be good financial opportunity so will discuss with staff, discussion of potentially partnering with nonprofits to contribute partial funding to them but rely on their volunteers as well
 3. July 3, 2022 Hybrid Show - planning is moving forward
- Community Design/Organizational Capacity
 1. [Lighting Programs](#)
 - a. Contest update
 - i. Hoped for 20-30 participants, had ~12 participate, released social media voting for community's choice, holiday cheer committee voting on other categories, winners announced Friday 17th
 - b. Adopt a pole update
 - i. Installed last Friday for 80 poles, goal was to get 40 adopted and currently around ~37, 20 of 80 don't work and coordinating with County to repair them, lights will be set to go on at dusk and off at dawn, will ask County about Sean's idea to continue lights to Safeway
 - c. Other - similar ideas request for design committee
- C. [Financials](#)
- Questions for ED
 - Alyssa to do taxes again
 - Board demands Alyssa to log mileage, could also consider vehicle stipend monthly rather than logging requirements

d. Other - Kylee Bigelow resigning from TCDA

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

10min (3:50pm-4:00pm)

a. **Anything any Director would like to Share?**

b. **January 19, 2022 Board Meeting**

- Please contact Alyssa with any desired topics for agenda

8. HOLIDAY PARTY!!! Whitecaps pizza 4:00-6:00pm!

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