



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

**NTBA Board of Directors Meeting  
Wednesday February 16, 2022  
3:00 p.m. – 5:00 p.m**

[LINK TO DOCUMENTS](#)

THIS MEETING WAS HELD VIRTUALLY via ZOOM

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)**
2. **Approval of the February Meeting Agenda** **5 min** (3:00-3:05pm)
  - a. Motion to approve by John, second Jovanna
3. **Approval of the January Meeting Minutes** **5 min** (3:05-3:10pm)
  - a. Minor edits requested
  - b. Julia moved to approve, Chango seconded
4. **Public Comment** **5 min** (3:10-3:15pm)
  - a. No public comment
5. **Partner Updates: NTPUD, TMA, NLTRA, TCDA** **15 min** (3:15-3:30pm)
  - a. Tony Karkowski, NLTRA, new Executive Director
  - b. NLTRA Katie Biggers: Breakfast Club updates, she accepted position as Executive Director of TCDA and begins on February 28
  - c. TMA Sara Monson: TART operating at reduced schedule, TART Connect from 8 am - midnight plus two new zones from Tahoe City to Olympic Valley and KB to Northstar both from 5:30-10:30 pm, managing Truckee park n ride on weekends to Olympic Valley and Northstar
  - d. NTPUD Brad Johnson: Snowfest pancake breakfast and dress your dog planned, cross country trails largely inaccessible now due to lack of snow and grooming on hold, field is open, planned installation of water mains in KB grid and Carnelian Bay for fire flow and hydrants
  - e. TCDA Katie Biggers: Oktoberfest and Food & Wine Classic being planned, as well as fireworks
6. **Presentation** **45min** (3:30pm-4:15pm)
  - a. Marketing Presentation- Lindsay Thayer
    - [Social Media Tracking](#)
    - Discussion - thoughts/ideas from Board
      1. How can we better cross-promote, build up and check links on the most popular pages, how can we share events calendar responsibility on one page through NTBA, TCDA, NLTRA?
      2. Alyssa: What is important that we should include in a year in review?
7. **Internal Updates** **35min** (4:15pm-4:50pm)



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

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

- COVID/ Economic Vitality / Membership/ TBID

1. Questions?

- a. Alyssa has been in contact with six businesses for microbusiness grant of \$2500 for businesses with less than \$50k revenue

- Events

1. Parade

- a. Tahoe Backyard after-party/Dress your Dog
- b. Volunteers
  - i. Snowfest, dress your dog moved to after party at 1 pm at Tahoe Backyard, Alex from Las Panchitas will emcee parade in spanish, may need another volunteer

2. MOTB 2022 Updates

- a. MOTB - band schedule finalized, 3 additional dates

3. July 3, 2022 Hybrid Show Updates

- a. Increased costs for barge and fireworks, all drone show would be slightly more expensive than new increased costs of hybrid show, exploring different types of shows and funding options

4. Questions?

- a.

- Community Design/Organizational Capacity

1. Questions?

b. [Financials](#)

- Questions for ED?

1. Normal year of revenues without normal event revenues

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

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

a. **March 16, 2022 Next Board Meeting**

- Please contact Alyssa with any desired topics for agenda

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