



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

**NTBA Board of Directors Meeting
Wednesday January 19, 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

ATTENDANCE:

- Brian Gonsolves*
- Sean O'Brien*
- Julia Powers*
- Clayton Humphries*
- Jovanah Vigil*
- John Radebold*
- Katie Biggers*
- Brad Johnson*
- Sara Monson*

- 1. Call to Order & Establish Quorum (5 or more)**
 - a. **3:03 pm**
- 2. Approval of the January Meeting Agenda** **5 min** (3:00-3:05pm)
 - a. Sean moved to approve
 - b. John seconded the motion
- 3. Approval of the [December Meeting Minutes](#)** **5 min** (3:05-3:10pm)
 - a. Sean moved to approve
 - b. Jovanah seconded the motion
- 4. Public Comment** **5 min** (3:10-3:15pm)
 - a. No public comment
- 5. Partner Updates: NTPUD, TMA, NLTRA** **10 min** (3:15-3:25pm)
 - a. Brad (NTPUD)
 - Introduction of Amanda
 - Operation update
 1. Sled hill still available
 2. Snowfest and working with NTBA on events and pancake breakfast
 - a. Dress up your dog revamp possibly moving to Tahoe Backyard



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b. Katie (NLTRA)

- Tony starts on January 31st
- Looking for new board members, deadline on the 31st
- Have PPE available for the community if anyone needs any. Providing sanitizer to NTBA
- Breakfast Club - feb. 1 from 7:00-8:30 am
 1. Legal service on 2022 changes
 2. Covid update
 3. Library love month
 4. Event update - sustainability

c. Sarah (tnt)

- Tart operating on reduced schedule in 5 zones
- Truckee park and ride program

6. Presentations

60min (3:25pm-4:25pm)

a. TMA Presentation - Sara Monson (15Min) - commute Tahoe

- Employers commute alternative for employees
- They ran a pilot program with 11 participants
- 10 worksite surveys were completed
- Next steps - identify a work group
 1. North shore to help develop
 - a. Will become a requirement eventually
 - b. Looking for more employers to participate
 2. Project initiation has started already, but more opportunities to get involved a little later too
- Questions/Comments
 1. John- how will this be rolled out?
 - a. That's what they are working out the next few months with the working committee to help make those decisions

b. Placer County Presentation TOT- Lindsay Romack (15Min)

- 2% tot - maintaining NLT quality of life
 1. Only charged at lodging properties (hotel & short term rentals)
 2. Has been voted in 3 times and the last renewal is set to expire in September 2022
 3. Has generated about 4 million dollars annually
 - a. Has been used to leverage additional funding in more than \$300 million dollars
 4. Quality of life
 - a. Housing
 - b. Trails
 - c. Traffic congestion
 5. February 8 BOS meeting to present the renewal to have it be added to the June ballot
- Questions/Comments
 1. Julia - if it's getting voted on in June but ends in September would there be a lag between the time of vote?
 - a. If it gets approved non June the TOT would renew October 1st with no lag as it is set to expire the 30th of September.
 - b. Simple majority is all that is needed -
 - c. Registered voters decide
 2. Clayton - is there an itemized list of where the money goes?
 - a. Yes. The TOT money goes to the capital projects committee who decide how the money is spent.
 - b. Applications are sent in to be approved by the committee which are then sent to BOS for official allocation of funds
 - c. There is no public place to see



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3. Brad - I think utilizing the logo and creating a marketing campaign could really help bring awareness that this is benefiting the local community.
 4. Sean - when seeing the TOT on my safety receipt... I know that there is some confusion on why we as residents are paying a tourism tax on our grocery bill
 - a. The receipts should be TBID not TOT. The TBID is different and is a tax from the NLTRA. We definitely need to clarify so voter know the difference between the two
 5. Katie - added the link to clarify what the TBID is added onto.... Is tot@work still at work?
 - a. It was a great mechanism to help inform people but we are trying to keep them separate until June
 6. Alyssa - has there been further discussion on expanding the CAP to manage the 4.2 to stay at the lakefront as well as the TOT for the actual cap grant? Are we thinking of still keeping them separate?
 - a. 2% is for TOT but when the TBID was approved it freed up money from the TOT to help with housing & transportation. So Alyssa is asking if that will be the same committee who decides what is done with that money
 - b. It is still being discussed. The CAP committee is co-convened by the county and Resort association Where the BOS ultimately approves the committee members which are recommended by the community. TOT is a Resort association committee. So they are discussing where the overlap may be and how to work out that.
 7. Julia - are lodging properties paying both TOT & TBID? Are you anticipating any pushback?
 - a. We are hoping that keeping the dates the same, which have been in place for a quarter century, that people will just understand.
 8. Julia - do we know the percentage of Airbnb and hotels there are?
 - a. Alyssa - this goes to the visitor not the hotel.
- C. Placer County Presentation STRs- Nick Martin/Stephanie Holloway (30Min)
- Chrystal Jacobson also attended to help present
 - Vision - strive for balance, maintain & achieve compliance/neighborhood character
 - Key issues - workforce housing, neighborhood character, fire & life safety, hotel economy, and staffing/enforcement
 - Data (economic study) - there was a condensed timeline
 1. Large variation is seasonal which is trending up and year round is trending down
 2. Average number of night's average is 250 nights which is over half the year. Which is 104 weekend nights - so they are mostly rented on weekends
 3. BAE reviewed literature around the country
 - a. Hotel impacts to could be seen
 4. Since 2010 we have seen 43% increase in STR & 47% increase in condos/timeshare
 5. 100 units in north lake area
 6. TOT has been freed up
 7. December 14 BOS workshop
 - a. Ordinance cleanup/modification
 - b. ONLY 8% of the properties have done inspection
 - c. Minimum night rented in a year
 - d. Not subject to the ordinance - hotel/motel/timeshare/bed and breakfast... now condo hotels
 8. Capacity increase of 10% added to the number in our data mining to create the CAP
 9. Bringing to board on January 25 then a second read on February 8 then an implementation starts in March
 - Questions?
 1. Sean - do you guys have a way of tracking how many fines are instituted? How many complaints are being fined
 - a. There is data on how many complaints go into being a fine. There is a provision that allows for a 60 minute window for the complaint to be fixed then the enforcement officer goes out. The issue may be resolved by the local contact if not then they get sighted.
 - b. Sean (part 2) - if the board is choosing to adopt a minimum instead of maximum wouldn't that implement promotion of the STR instead of a balance? Wouldn't a maximum make more sense?
 - i. Minimum night is a 30 requirement to be able to renew your permit. So permits are not going unutilized.



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2. Clayton - coming together to purchase like Pacaso. Seeing interest in purchases as a second home but not for an STR.
3. Brian - we talked about fees and penalties for bad actors... is there a process for pulling a permit?
 - a. 3 citations then goes to administer hearing. But we can suspend and revoke permits. But can be appealed as well

7. Internal Updates

30min (4:25pm-4:55pm)

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

- COVID/ Economic Vitality / Membership/ TBID
 1. Presentations
 - a. Benefit Assessment District
 - i. Per policy of the BAD the county is to present to the community annually- they have not presented since 2017.
 - ii. We need to be hand in hand to make sure we are all working together to make sure projects are being completed
 - iii. We have requested for all budgets and financials for the last 3 years so we can see where monies are coming from
 - iv. Requested that all BAD members are invited to the presentation.
 - v. NTBA has been receiving multiple complaints about members wanting to be removed.
 - vi. Questions?
 1. Nick - asked if we have been able to get that scheduled?
 - a. My goal is to get that presentation done, but Tim wasn't a big fan of that idea. NTBA would be happy to host
 - b. Regional Parking Study
 - i. Tahoe find brought in Nelson vanguard to a study.
 - ii. The Kings Beach numbers were inaccurate, we got a meeting set up where we were able to discuss
 - iii. We are applying for a grant for a pilot program in Kings beach
 2. Parking Management
 3. Covid
 - a. EC and committees have moved back virtual.
 - b. We've updated our COVID web page as we move through this Omicron wave
- Events
 1. Parade
 - a. March 5th
 - b. Met with snowfest around the 11th - last year they gave \$1,000 to the TC parade and we did not receive the same benefit. this year we will receive \$500 prize
 - c. We have all our permits
 - d. Working with Tahoe Backyard on the after party.
 - i. don't foresee any COVID issues restricting the parade - encouraging smart practices. we can throw things from floats but not to hand things
 - e. Question?
 - i. Julia - did I see you wanting to have events all week?
 1. Alyssa - that is on snowfest, but we are helping snowfest facilitate, but there is a \$500 fee to hold an event. We suggested maybe a fee of \$250 so companies can see what the benefits are.
 2. Katie - as a sponsor we can help push that side of things on our end
 - ii. Sean - what is the \$500 used for... for them to market your event?
 1. katie - there are other things it goes too then just marketing.
 2. Alyssa - that is the feedback we have heard



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3. Alyssa - we recommended that there is a KB representative on their board. Overall goal would be to have 7 days of events in KB and a rotation of the closing ceremonies between TC & KB.
4. Sean - would like to know more about the board opportunity to maybe be that KB representative

2. MOTB 2022 Updates

- a. We picked the bands
- b. Staff knows about July 1 concert - totals 12 concerts (1 being July 3rd)
- c. 4 cancellations will be coming back this year
- d. need to workout a keg issue with July 1 being a Friday and July 3rd being a Sunday
 - i. we are limited to 7 kegs at the event center with no weekend delivery
 - ii. So if we go through our 4 to 5 kegs we would only have 3 to 2 kegs for July 3rd.
 - iii. We are working with local restaurants to maybe utilize fridge space.
 - iv. ideally would like to have 9 or 10 kegs for the weekend
 - v. possibly a weekend delivery
 - vi. We get delivery on Wednesday, so we would need to place to store for a few days
- e. started contract with state parks
- f. Wine is willing to deliver Friday morning & Sunday morning
- g. Question?
 - i. Brian - so we need to find storage for 1 or 2 kegs?
 1. Alyssa - we need storage for about 5.
 2. Sean - what a refrigerated trailer rental
 - a. Alyssa - i can look into that
 - ii. Jovanah - who fulfills our beer order
 1. Alyssa - Alibi, but we go through Golden Brands (their distributor) for delivery.
 2. Brian - what about Monty at Jasons?
 - a. Alyssa - that has been asked. We have also asked Adam at Bear Belly - seeing how we are doing all post concert parties there.
 3. Sean - Crystal Bay has a bunch of space as they have a closed restaurant
 4. Jovanah - what about the central market?
 5. Sean - its just going to be tough ... everyone is going to have stocked fridges

3. July 3, 2022 Hybrid Show Updates

- a. Meeting with Matt, our drone operator. He is coming out on February 16th for a presentation
 - i. he will work with Zambellis for fireworks
- b. September 2nd as a back-up
- c. we are working with firework permitting
- d. submitting to the coast guard
- e. having lunch with our anonymous donor to discuss everything
- f. Questions?
 - i. Nope

• Community Design/Organizational Capacity

1. We are at 39 out of 40 poles, but we hit our financial goal
2. Questions?
 - a. Nope

b. [Financials](#)

- nothing much has changed
 1. we have brought some in with membership dues & contract values
 2. most outgoing is all the usual
 3. insurance will come back in June
- I try to make notes to help.
- Questions for ED?
 1. Julia - having an issue seeing the columns of the profit and loss in the time period...



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- a. Alyssa - this was the way I was asked to have it formatted. but i can try to have it show differently. It is year to the date it is pulled - if that helps.
2. Alyssa - i know there were some questions back in December
 - a. office down is for the total for the office section. so office down to office other is allocated to the office total and everything above is allocated to the overall expense total.

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

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

- a. **Anything any Director would like to Share?**
- b. **February 16, 2022 Board Meeting**

- Please contact Alyssa with any desired topics for agenda

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