



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

## NTBA Board of Directors Meeting

Wednesday June 15, 2022

3:00 p.m. – 5:00 p.m

[LINK TO DOCUMENTS](#)

THIS MEETING WILL BE HELD VIRTUALLY

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. Emily called the meeting to order at 3:04pm
  - b. Quorum established (Sean, John, Julia, Emily and Jovanah in attendance) plus Jess Weaver, Sara and Justin
2. **Approval of the June Meeting Agenda** **5 min** (3:00-3:05pm)
  - a. Sean made a motion to approve agenda
  - b. Jovanah Second the motion
  - c. All in favor - passed unanimously
3. **Approval of the May Meeting Minutes** **5 min** (3:05-3:10pm)
  - a. Julia made a motion to approve May minutes
  - b. Sean Seconded the motion
  - c. All in favor- passed unanimously
4. **Public Comment** **5 min** (3:10-3:15pm)
  - a. No public comment
5. **Partner Updates: NTPUD, TMA, NLTRA** **15 min** (3:15-3:30pm)
  - a. Jess- NLTRA -
    - NLTRA still accepting applications for following positions—please encourage interested candidates to apply:
      1. Director of Destination Management
      2. Director of Finance
      3. VP of Tourism Development
    - Member vote to go out for the TOT Committee
      1. 7 voting members - 6 temp advisory members and members to vote to move to a 13 person committee moving those 6 temp into voting members
      2. TBID and Zone 1 committees have both been selected and meeting
        - a. Working through the grant opportunity process
      3. Traveler responsibility pledge is a large focus for the summer
        - a. Will get information to NTBA and TCDA to help and support the pledge
        - b. Focused on once our visitors get here how to act responsibly
  - b. Justin- NTPUD



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- NTPUD is currently hiring for someone to serve on the T-TSA Board of Directors as a representative from the NTPUD. This position offers the unique opportunity to be directly involved in local government and guide the future of a critical cooperative organization in our region. The appointed representative shall serve a term of four years, beginning September 1, 2022. The appointed representative shall be compensated at \$100 per day of meeting attendance and may also participate in
- the T-TSA's health and dental plan.
- Interested applicants must reside within the NTPUD's service boundaries.
- Can apply through website or in person
- Summer projects are still happening and moving forward within the district
- Hired a recreation coordinator
  1. Working on summer recreation and opportunities moving forward
  2. We will introduce him to NTBA Board and staff and begin working together on community events and recreation

c. Sara Monson- TMA

- Not much to update today.
- TART continues with spring service. Summer service will begin on June 30.
- Bike month/ bike challenge is taking place this month.
- Working with Alyssa and Katie at TCDA on the shuttle service for July 3 & 4
  1. Park and ride into Kings Beach and into Tahoe City as we have done in the past
  2. Meeting and will set up and create flyers/information for both associations to get out in the marketing for their events

**6. Internal Updates/Discussion & Action Items**

**75min** (3:30pm-4:45pm)

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

- Economic Vitality / Membership/ TBID
  1. Questions?
    - a. EVC Committee is still meeting twice monthly
      - i. Alyssa was unable to attend the first meeting in June due to a death in her family the day before - Andrew Ryan helped to run that meeting and report back. The committee was extremely helpful and supportive, Alyssa mentioned how grateful she was for that
    - b. Working through the parking management with Placer County and our committee
    - c. The committee is going to begin interviews with businesses to discuss parking management round 1 then meet with community members round 2 of education
    - d. Committee is also working on a feedback letter to Phil about 39 North Project
      - i. Committee members are putting their thoughts and feedback into the letter and will get to Phil and his team by August 1.
- Events
  1. Insurance Updates
    - a. Alyssa explained to the Board the struggles for getting insurance over the past couple of months - they started the process in April and were denied 8 different times by 8 carriers. They did get general liability and D&O insurance. Liquor liability was what continued to be denied
      - i. Luckily Alyssa had a little heads up she worked with LT Marketing to clean up the website and social media pages removing any photos for MOTB and J3 where folks are drinking and near the water - the carrier had previously denied because of old photos showing people drinking by the lake.
      - ii. NTBA was approved as of yesterday 6/14/2022 - with first concert 6/17/2022
      - iii. TCDA is still struggling with getting theirs and had to cancel their first show
  2. July 3 Update
    - a. Alyssa updated the group on July 3rd event
    - b. Approved by State Parks for location and take off
    - c. Insurance has been approved and situated for the event
    - d. No need for the barge for take off- landing
    - e. Great Lakes Drone company came out end of May - Alyssa, Kerry and Zach did a walk through of the show and location



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- f. Moving the actual seating area to the other side of the tree for better viewing and less time for drones to need to fly out over the lake
  - g. All set with the party and tickets are officially SOLD OUT
  - h. Volunteers STILL needed for July 3 - Alyssa asked if Board members can help
  - i. Alyssa discussed the sound with Sean and the plan of action
    - i. Also partnered with 101.5 so that anyone can log-in and listen to the show music from their Boat or area on the beach etc and hear it! Something that hasn't been done in the past
  - j. Marketing is set - print ads, social media marketing, radio ads - all set leading up to July 3
  - 3. MOTB Update
    - a. Volunteers needed!
      - i. Alyssa mentioned that they still need volunteers for shows - especially the July 1 show with July 3 that weekend they really need all the help and support as discussed by the Board previously when selecting to do that Friday night
        - 1. Julia and John have committed and also found 4-6 other volunteers to help!
          - a. HUGE Thank you to them from Alyssa and staff for that help!
- Community Design/Organizational Capacity
    - 1. Grants/TBID funding for Design
      - a. Alyssa discussed that in June she was invited to ask for funding specific to Community design from TBID funding - Alyssa received both grants for about 46k
        - i. She requested grant money for KB art project and phase 2 of lighting
          - 1. Clayton mentioned that wasn't the art project one that the Board or EC discussed not being as excited about
            - a. Alyssa didn't recall that and was thinking it was the bear box project
            - b. Emily mentioned that she thought the same
            - c. Alyssa apologized and mentioned that nothing has been signed and we can possibly pull out of the project but with Arts for the schools they're going to move forward on the project in the area regardless and felt it was a good opportunity for NTBA involvement. Board agreed not to retract the grant but see if we can expand it a bit more - Alyssa to discuss with NLTRA
    - 2. Q4 Funding
      - a. NTBA received an additional \$25,000 from NLTRA on top of the \$100k contract that was previously agreed upon - to be paid before EOM and End of fiscal (june 30)
    - 3. Staffing updates
      - a. Chloe has move on from NTBA - though she is still helping virtually
      - b. Her mom is ill and she needs to be closer to Sacramento to help her mom and family and spend more time with her mama right now - Alyssa in FULL support of this and Chloe was extremely professional during the entire process - Alyssa said she will definitely be missed - Chloe was a hard worker and dependable - she's sticking around to help out until staff is more settled or someone is hired
    - 4. Contracting Updates
      - a. Meeting with and working on contracting for FY22/23 with NLTRA - Tony and TCDA - hoping to have a draft over to Board for review in coming weeks.
    - 5. Questions?
- b. [Financials](#)
  - Budget 2022-2023
    - 1. Per usual annually Alyssa will have a draft budget for review and possible approval in August at the August Board meeting.



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- a. Alyssa mentioned there's nothing crazy on the proposed budget - all the same as previous years just some extra event money but also revenues for added concerts - but also planning on possible cancellations - so nothing significant out of the ordinary
  - i. Budget changes for DRONE SHOW and for the grants/funds/sponsorship from NLTRA for that show which will make sponsorship for events higher than normal but it crosses out with the 50k for drone show
- Questions for ED?
- c. Update and discussion on the member removal situation and code/by laws changes/implementation
  - Alyssa asked if we wanted to move forward with the proposed changes and still continue with by laws and code of conduct changes
    1. Board agreed they think we should for the future
  - Alyssa updated that the member chose to leave - Brian helped write a formal letter accepting her leaving NTBA as a member and that she sent the check for June dues reimbursement and hasn't heard anything.
    1. This member was at Clean Up Day helping as a volunteer as well
    2. Since this there has been one additional incident

**7. Director Roundtable-**

**15min (4:45pm-5:00pm)**

**a. July Board Meeting? Do we want one?**

- Board discussed July meeting
  1. Alyssa mentioned that she would prefer not to with so many summer events and to go back to the historical where we didn't meet in July to give everyone a break and given summer travels etc.
    - a. Board agreed as some members were out of town that week anyways
    - b. Decision was NO July meeting we will meet again in August

**8. MEETING ENDED at 5:06pm**

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

3 Non-Voting Members: Tony Karwowski, Sara Monson, Brad Johnson