



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

NTBA Board of Directors Meeting

Wednesday May 18, 2022

3:00 p.m. – 5:00 p.m

[LINK TO DOCUMENTS](#)

THIS MEETING WILL BE HELD IN PERSON AT NORTH TAHOE PUD CONFERENCE ROOM
North Tahoe Public Utility District, 875 National Ave, Tahoe Vista, CA 96148, USA
(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 3:12 p.m. (John, Clayton, Jovanna, Brian, Heidi, Emily, Sean, Brad in attendance, Kerry and NickMartin, as well as 39 North and East River PR teams also in attendance)

2. Approval of the May Meeting Agenda

5 min (3:00-3:05pm)

- a. Brian motioned to approve agenda, John seconded, all in favor

3. Approval of the April Meeting Minutes

5 min (3:05-3:10pm)

- a. Clayton motioned to approve April minutes, Jovanna seconded, all in favor

4. Public Comment

5 min (3:10-3:15pm)

- a. No comments

5. Presentation: 39 North - Phil Mader

45 min (3:15- 4:00pm)

- a. East River PR/ 39 North presentation – Phil, Brendan, Jimmy
- b. Received presentation about 153 unit hotel, 10k commercial, townhomes, and 74 workforce housing apartments, construction planned to start Spring 2024
- c. Midpriced hotel- not many in the area - average rate of \$200-\$250/night
- d. Project will create 177 parking spots specific for the hotel and commercial space - parking will be at street level and below. Each town home will have 2 spots as well for a total 249
- e. Hoping to be able to verify development rights and historic features, and demo buildings on Salmon Ave. in a few months
- f. Discussion of less commercial planned than existing in that space but optimism that it will spur more revitalization of other commercial space in town center



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

- g. What about concern that it looks like South Lake? The team says they want it to be unique and viable. The overall look and vision looks very similar to south shore and all their new buildings and development
- h. Workforce housing is 74 units - must be within the TTSD school district for your job - 80%-220% income includes 51 parking spots
- i. Plan is to break ground on both workforce housing development and the hotel/commercial development at the same time
- j. 10,000 sq feet of retail space. Alyssa mentioned that the EVC had this presentation on Monday and that they had concern because the current retail space in the project location is 23,000 sq ft of commercial space and their feedback was concern about going too low and limiting our future community and business growth.
 - Phil discussed why they plan to do that and the risk onto them as the developer and owner and want to make sure they don't over extend the commercial space and not fill it all and felt this amount was the right amount.
 - Looking for all local/regional businesses to fill those spaces
- k. Project total is around \$150million

6. Partner Updates: NTPUD, TMA, NLTRA, TCDA

15 min (4:00-4:15pm)

a. **NLTRA Updates - Jess Weaver emailed to Alyssa:**

- NLTRA is continuing to share information and support for Measure A; thank you to NTBA for doing the same!
- NLTRA has the following open positions—please encourage interested candidates to apply:
 1. Director of Destination Management
 2. Director of Finance
 3. VP of Tourism Development
 4. We've also posted for Visitor Information specialists to work at our Kings Beach visitor booth
- NLT Visitor guide is expected to arrive at the IVCBVB storage unit likely by the end of this week. They'll be distributed to all the distribution locations over the next two weeks. The new guide is already on [GoTahoeNorth.com](https://www.gotahoenorth.com), which can be found here: https://issuu.com/justimagine/docs/nltra_2022
- At their last meeting, the NLTRA Board of Directors unanimously voted to recommend to the Placer County Board of Supervisors that unspent TOT funds, previously allocated for NLTRA operations, support two specific projects. The first, "Lease to Locals" will be managed by the Truckee-based organization Landing Locals and is aimed at providing short-term impact to the workforce housing crisis in our region by financially incentivizing homeowners to rent long-term (either full homes or rooms in homes) to community members who work locally. The second funding recommendation would augment continued operation of the successful micro transit service offered through TART Connect, as well as enhanced TART service.
- Breakfast Club will be on June 7th, virtual. This month's topics include Forest Health Projects from the Truckee Tahoe Community Foundation, Summer TART updates and an update on the Lake Tahoe Shakespeare Festival.
- There was solid interest from those interested in joining the new TOT Committee. The application process is now closed and it is expected members of that new committee will be named at the June NLTRA board meeting.
- Micro biz grants through Placer County – applications are due June 10th at 5pm and applicants can get up to \$2,500 – www.placer.ca.gov/bizgrants

b. **TMA Updates- Sara Monson emailed to Alyssa:**

- Not much to update today.
- TART continues with spring service. Summer service will begin on June 30.
- Bike month/ bike challenge will take place the month of June. They are looking for donations for prizes. If anyone would like to donate a prize, contact Sara Monson directly.

c. **NTPUD update- Brad Johnson:**



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

- 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
- Brad and team to get with Alyssa to send out an email to NTBA's lists

7. Internal Updates/Discussion & Action Items

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

- α. Discussion Code of Conduct/ Member Conduct - **CLOSED SESSION - NO PUBLIC MINUTES**

8. Director Roundtable

α. **June 15, 2022 Next Board Meeting**

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