



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 WILL BE 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

AGENDA

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)
3. **Approval of the January Meeting Minutes** **5 min** (3:05-3:10pm)
4. **Public Comment** **5 min** (3:10-3:15pm)
5. **Partner Updates:** NTPUD, TMA, NLTRA, TCDA **15 min** (3:15-3:30pm)
6. **Presentation** **45min** (3:30pm-4:15pm)
 - a. Marketing Presentation- Lindsay Thayer
 - [Social Media Tracking](#)
 - Discussion - thoughts/ideas from Board
7. **Internal Updates** **35min** (4:15pm-4:50pm)
 - a. Review [ED report](#) - (2min/ section)
 - COVID/ Economic Vitality / Membership/ TBID
 1. Questions?
 - Events
 1. Parade
 - a. Tahoe Backyard after-party/Dress your Dog
 - b. Volunteers
 2. MOTB 2022 Updates
 3. July 3, 2022 Hybrid Show Updates
 4. Questions?
 - Community Design/Organizational Capacity
 1. Questions?
 - b. [Financials](#)
 - Questions for ED?
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