



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

**NTBA Board of Directors Meeting**  
**Wednesday April 19, 2023**  
**3:00 p.m. – 5:00 p.m**

[LINK TO DOCUMENTS](#)

THIS MEETING WILL BE HELD IN PERSON at NTPUD Board Room (National Office)

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 April Meeting Agenda** **5 min** (3:00-3:05pm)
- 3. **Approval of the March Meeting Minutes** **5 min** (3:05-3:10pm)
- 4. **Public Comment** **5 min** (3:10-3:15pm)
- 5. **Partner Updates:** NTPUD, TMA, NLTRA, TCDA, Placer County **20 min** (3:15-3:35pm)
- 6. **Internal Updates/Action Items** **50 min** (3:35-4:25pm)
  - a. **WELCOME NEW BOARD MEMBERS!!**
    - Board expectations
    - Secretary
  - b. **Strategic Plan Review**
    - <https://northtahoebusiness.org/wp-content/uploads/2023/01/NTBA-Strategic-Plan-Refresh-2020-2022.v3.pdf>
  - c. **NTBA "Who we are campaign"**
    - Discussion/Thoughts?
  - d. **[ED Report](#)**
    - Review ED report (2min/section)
      - 1. Economic Vitality
      - 2. Events/Marketing/Promo
        - a. Music on the Beach
        - b. Lights in the Sky/ Drone show
        - c. Clean Up Days
        - d. Member Appreciation Party 5/11/2023
      - 3. Community Design/Organizational Capacity
        - a. Looking for someone for MOTB Summer?
  - e. **[Financials](#)**
- 7. **Presentation: [SECLINE PROJECT](#)** **30 Min** (4:25-4:55pm)
  - a. Discussion
- 8. **Anything for April 19, 2023 Board Meeting? Roundtable/ Director Updates?** **10min** (4:55pm-5:00pm)
  - 8 Voting Members: Brian Gonsolves, Clayton Humphries, Julia Powers, Sean O'Brien, John Radebold, Jovanah Vigil, Emily Setzer, Heidi Hill Drum, Miles Adler, Diana Garcia
  - 3 Non-Voting Members: Tony Karwowski, Sara Monson, Brad Johnson