



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

NTBA Board of Directors Meeting

Wednesday March 15, 2023

3:00 p.m. – 5:00 p.m

[LINK TO DOCUMENTS](#)

THIS MEETING WAS HELD IN PERSON at NTEC

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

Participants in board meetings and by

- 1. Call to Order & Establish Quorum (5 or more)**
 - a. called to order 3:13, quorum reached
- 2. Approval of the March Meeting Agenda** **5 min** (3:00-3:05pm)
 - a. radebold motioned, drum second, all in favor
- 3. Approval of the February Meeting Minutes** **5 min** (3:05-3:10pm)
 - a. sean approved, john seconded, drum abstain, ayes
- 4. Public Comment** **5 min** (3:10-3:15pm)
 - a.
- 5. Partner Updates: NTPUD, TMA, NLTRA, TCDA, Placer County** **25 min** (3:15-3:40pm)
 - a. NTCA: board meeting rescheduled april 12; this Friday is TBID sales tax webinar; visitor's guide deadline is April 4; small business COVID recovery program available through Placer County deadline March 27; annual awards dinner is June 1 - tickets available next week, nominations out next week as well
 - b. TCDA: Increasing drone show for 4th July to 300 drones; June 10 is TC wine walk; North Tahoe High job fair for students April 27
 - c. Placer: TBAP workshop March 23 5-7; Western Approach meeting on 21st, both at NTEC; Lower Secline work rescheduled for before TBAP workshop
 - d. NTPUD: Won Best overall entry for Snowfest parade, Final nordic nights is 24th, April 8 is spring scavenger hunt with easter bunny appearance, tomorrow at 5:30 at NTEC Placer Parks Commission will be considering pickleball project then it goes to BOS; Survey consultant mailed incorrect letter with survey not attached but it should be in po boxes now, target Mondays and Fridays for grooming trails and will continue to groom as long as possible; boat ramp may be open but not guaranteed, dredging is still on the radar; Overlook will also be upgraded before July funded mostly through CTC and CAP grant
- 6. Internal Updates/Action Items** **70 min** (3:40-4:50pm)
 - a. Discussion and ACTION: Board and Executive Positions
 - Selection of Officers
 1. VP?
 - a. Emily unanimously voted as VP
 - b. Emily motioned, Heidi seconded decision to use Judy Friedman for secretary skills, all in favor
 2. President?



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- a. Clayton unanimously voted as President
3. Treasurer
- New Board Members
 1. Miles Adler
 - a. He sits as treasurer for Tahoe City Rotary, Tahoe Vista resident, physician background.
 - b. Unanimously approved
 2. Diana Garcia
 - a. Plumas Bank branch manager and director of business development, heavily involved in Hispanic community
 - b. Unanimously approved
- **ACTION ITEM: VOTE TO APPROVE OFFICER SEATS and New Board member Seats**
- b. Discussion and ACTION Strategic Plan:
 1. Options:
 - a. Vote an extension of the 2022 for 1-2 more years
 - i. Board agrees to refresh existing plan and extend for a certain duration
 - b. Begin now and do a 5 year Strategic plan
 2. **VOTE TO APPROVE BOARD RECOMMENDATION**
- c. [ED Report](#)
 - Review ED report (2min/section)
 1. Economic Vitality
 - a. Alyssa submitted Strong Towns submission for Kings Beach
 - b. MAP and League invited to participate to learn more and engage in Strong Towns goals
 2. Events/Marketing/Promo
 - a. Snowfest Parade - March 11
 - i. SUCCESS/THANK YOU and CONGRATS NTPUD!!!
 - b. Music on the Beach
 - c. Lights in the Sky
 - i. Drone show will be six times the size of last show
 - ii. Vendor west coast representative lives in Incline Village
 3. Community Design/Organizational Capacity
 - a. Discussion of a clarification and reset for Design Committee (not only public art but aesthetics such as blight, trash, etc.)
 - May 11 member party and networking event
 - Next month's meeting will be at a different location
 - TPC/Heidi discussed entrepreneur group called Tahoe Inc., next at Za's on March 28; Tahoe Venture Summit will be May 19/20 at Gear Lab
- d. [Financials](#)

7. Anything for April 19, 2023 Board Meeting? Roundtable/ Director Updates?

10min (4:50pm-5:00pm)

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 Karowski, Sara Monson, Brad Johnson