



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

### NTBA Board of Directors Meeting

Wednesday June 21, 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

### 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 June Meeting Agenda** **5 min** (3:00-3:05pm)
  - a. John motion to approve
  - b. Julia seconded the motion
3. **Public Comment** **5 min** (3:05-3:10pm)
  - a. No public comment
4. **Partner Updates: NTPUD, TMA, NTCA, TCDA, Placer County** **25 min** (3:10-3:35pm)
  - a. NTPUD- Justin Broglio
    - Construction on highway not NTPUD
    - Working and almost finish on water main construction in the grid - going great
    - Pickleball courts under construction
    - Recreation programming in full force
      1. Run before music
      2. Event at the garden
      3. Movie night - movies are being moved to the GRID - first will be in August
        - a. Community wanted it more walkable - will be at elementary school
        - b. Thursdays
        - c. People have asked NTBA to have a movie night on the lake - use NTBA barge
          - i. NTPUD hasn't been asked that but interesting concept
      4. Secline project
        - a. Working with CTC, State Parks to come up with a management plan for that area
        - b. Construction project is separate from this
        - c. Discussion with CTC about ownership over the gas station
  - b. TMA
    - NA
  - c. TCDA
    - NA
  - d. NTCA- Kim
    - NTCA is official in opposition to SB554 which is the 50% tax on STR's
      1. Funding from this goes to general fund and Tahoe doesn't qualify for this funding



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- Tourism Development Committee Tues
  1. \$586,000 to events
  2. Based on pillars
- e. Placer County- Nick/Emily
  - July 20th Parking management virtually
    1. Alyssa will send out links
    2. Way to be heard about parking management for the district
    3. Board of Sups will be here July 25 in Tahoe
      - a. Presenting for another year of Lease to locals program extension
    4. East Placer - looking at a free bear bin program - next Tuesday

## 5. Internal Updates/Action Items

70 min (3:35-4:45pm)

- a. NTCA Contracting
  - Clayton and Alyssa met with Adam and Kim about the transitional contract
  - Contract for review with the EC few changes which were shared and updated with NTCA - changes made
  - Contract in the drive to review
    1. Contract has been approved and signed
- b. NTBA "Who we are campaign"
  - Next steps
    1. Marketing team is coming up with our Plan of action - might be something to actually move to the fall
    2. We are extremely busy this summer with events but working through the plan to show our
- c. Advocacy Policy
  - Review
    1. Review the advocacy policy as written
    2. So the way our current policy is written it goes to ED and Board President
      - a. Then goes to committee
      - b. Then to Board
      - c. Then to member vote
    3. ED recommendation is that we skip the member vote as a requirement and that the Board will take committee recommendation, ED recommendation and make a decision if the Board feels it should go to a member vote it is their decision to do so
  - Discussion on amending policy
    1. Board members agreed and would like to see and further discuss these changes
    2. Bringing back in August
- d. [ED Report](#)
  - Review ED report (2min/section)
    1. Economic Vitality
      - a. New Business Updates
        - i. Fox Theater
        - ii. New japanese restaurant at top of hill into CB is opening shortly
        - iii. Kings cafe location is a new restaurant opening shortly
        - iv. Visitor center opportunity in partnership with the NTCA
      - b. Development Project Updates
        - i. Biltmore project moving forward - demo to begin late summer early fall
        - ii. Lots of questions about the gas station - project ran out of money - working with CTC to see what we can do about buying old location and giving owners enough money to finish the new location
        - iii. Laulima - rumor is palisades is front runner to possibly purchase the project
        - iv. Cal NEVA - to open summer 2026 - 100 year anniversary of it opening in first place - really wonderful developers - more of a renovation than a large scale project
        - v. Tahoe Inn - still won't sell to Biltmore. County still is not holding him to his contract. Lots of issues with this developer on west shore. Still working heavily on this one



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- vi. KB Center/39 North - silence except for TBAP amendment asks - but otherwise they're pretty quiet and asking to not be promoted at this time - not getting any feedback from them at all.
  - c. Secline Project Updates
    - i. Still a work in progress - lots of meetings and our EVC has been writing lots of letters to PC, TRPA, and all entities involved
      - 1. Concerns about the parking aspects
      - 2. Concerns on the process - or lack of process
      - 3. Water quality aspects
      - 4. Long term site management
      - 5. EVC has been meeting constantly on this
        - a. Meeting with PC
        - b. TRPA
        - c. Site walks
        - d. Discussions with everyone and will continue to do so
  - 2. Events/Marketing/Promo
    - a. Music on the Beach
      - i. First Concert!!
        - 1. First concert was a huge success!! Wonderful weather compared to last year.
        - 2. Excited for the 17th year of MOTB
        - 3. Excited for this season
        - 4. Kerry and Darcy did incredible
        - 5. Monica and Conor were fantastic - couple hiccups but just first concert things
        - 6. POD is in place all is good
        - 7. Beer and wine all good
        - 8. Sales on track as always!
      - ii. Volunteers needed!
        - 1. As always volunteers needed - please reach out to Alyssa or Kerry if you'd like to sign up - sign up sheet is here also
    - b. Lights in the Sky/ Drone show
      - i. GLDC Update
        - 1. Matt finally wrote back after a letter from Brian legally about the contract and payment agreement
        - 2. He has a whole story as to why he can't pay and why he ignored me for 65+ days and didn't communicate at all
      - ii. New Vendor Update
        - 1. They're amazing we have already had our first meeting for design and waiting on storyboard
        - 2. So excited to work with them
        - 3. So excited to see 300+ drones
  - 3. Community Design/Organizational Capacity
- e. [Financials](#)
  - Budget Review
    - 1. Discussion
      - a. Please see the budget - with advice from our Executive Team - and give that we only have a transitional 6 month contract with NTCA before we enter a multiyear we felt it was best to do a 6 month budget - Alyssa will present another budget for approval for rest of the year in December or earlier if we get the multi year and numbers in place early
  - Budget Approval
    - 1. Giving everyone time to review over the next month or 6 weeks and we will have at August meeting as an action item.
    - 2. Please reach out with further questions, concerns or thoughts to Alyssa
    - 3. Board felt it made sense and looked good



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**6. Anything for the next Board Meeting? Roundtable/ Director Updates?**

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

- a. NONE
- b. July NO BOARD MEETING
  - Board agreed to take July off from meetings

9 Voting Members: Clayton Humphries, Julia Powers, Sean O'Brien, John Radebold, Jovanah Vigil, Emily Setzer, Heidi Hill Drum, Miles Adler, Diana Garcia

3 Non-Voting Members: Kimberly Brown, Sara Monson, Brad Johnson