



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

NTBA Board of Directors Meeting
Wednesday, July 17, 2024
3:00 p.m. – 5:00 p.m.

THIS MEETING WILL BE HELD IN PERSON at the North Tahoe Event Center

Join Zoom Meeting <https://zoom.us/j/7634763892>

Meeting ID: 763 476 3892

Password: NTBA

Call in line: 1(346)248-7799

AGENDA

1. Call to Order & Establish Quorum (4 or more)

Attendees: Sean O'Brien, John Radebold, Diana Garcia, Lewis Madden, Clayton Humphries and Heidi Hill Drum, Leslie and ? (North Tahoe Watersports), Lindsay Romack (Placer County), Adam Wilson (NTCA), Katie Biggers (TCDA), Kerry Andras (NTBA), Darcy Parrillo (NTBA)

2. Public Comment 5 min (3:00-3:05pm)

Leslie with North Tahoe Water Sports came to talk about fireworks. She felt like it was a great community event. Drones are not as entertaining. She wants to hear from voices in the business community about what they could offer in exchange for fireworks.

3. Agenda Amendments and Approval 5 min (3:05-3:10pm)

4. Partner Updates: NTPUD, TMA, NTCA & NT Chamber, TCDA, Placer County 15 min

(3:10-3:25pm)

- Placer County: In June, the Board of Supervisors meeting approved a pilot paid parking (\$10 for the day) at the Christmas Tree parking lot (Lakeside across from mini golf). No bike lanes have been painted in KB. Katie will send this info to Kerry about this. When speaking to CalTrans, SAFETY is their biggest buzz word. The EVC has been very involved in this. Looking to gather data, understand how technology works in KB. Kiosk will not be installed until July 29th and be installed until September 30th. As part of this plan, county staff has been out collecting real time data with brochures and vests. Feel free to stop and ask them anything. If businesses ask questions they can connect with Lindsay. Workshop for workers that will help them to qualify to buy a home. July 29th, virtual 6:30-7:30pm also for realtors and getting them in the known when working with local buyers. The Board of Supervisors also approved a Downtowner service that works with

TART, it will go through June 2027 with daily service all year.

- TNTMA: summer TART schedule has begun, expanded in all regions to include TART connect. Door to door service in limited area. Work force van pool program we have 13 but there is funding for 20, if anyone is looking for a van pool you can email Sara@tnttma.com and she can get it set up. It could be a cool idea for the Chamber and joint membership as a benefit for some of our businesses down the road.
- TCDA - 4th of July was really successful starting at 7am. Farmers market until 11 and then other entertainment, 5 DJs, Elephant Art Cart, Kids Entertainment, Food Trucks and Businesses in town were all very busy. Placer AI data from your phones and get a sense of where constituents are coming from and can be used to show the ROI for different events. Get comments back from the community and then see the data. Negative impacts - lots of young underage kids, they weren't prepared for them. A big party from Meeks Bay came. Over 300 minors in possessions and lighting fireworks all over town. Make sure we are sharing what is happening among our partnership. Overall 250 lbs of trash picked up. Media and radio efforts about why did they did the switch from fireworks to drones. Doing an op-ed in Moonshine Ink. It is a little more pricey to do a show/festival from 7am - 10:30 at night, but the ROI is high. Full day celebration versus just a small show. They use Glow Dancers and Lasers to make it more exciting. Streaming to the radio is super cool (\$1000) and spreads people out and on their boats. Learned a lot about expanding the celebration, happy to help us any parts of it. Have a best practice when/if this happens in our communities. Placer AI - NTCA pays for this and data collection. Breaks down to spreading habits, goes very granular. NTCA also uses Datafy, pays for whatever level they want, from a marketing standpoint they want to know when visitors are here, how long they have been here and that they are not a resident and where they come from. This is powerful from an event funding standpoint.
- Chamber and Visitor Center is opening in Kings Beach August 15th 4-6pm. Everyone is invited. Chamber August mixer is happening there. Talk to Kim and Lindsay about NTBA being a co-sponsor.

5. NTBA Events (Darcy & Kerry) 30 min (3:25-3:55pm)

a. Music on the Beach - June recap (see attached June MOTB financials)

Heidi wants the actual expenses and revenue for this year. Will work with Kerry and Stacey to get this. Clayton: There is an incredible amount of growth and revenue available through MOTB. There was discussion about next summer as MOTB will fall on July 4th, maybe doing it as a July 3rd event. KB day is July 3rd and rolling it into the weekend celebration. Maybe TNTMA would help with dedicated shuttles to KB. We've had that for the Drone show in the past. What about thinking about other activation for revenue streams? Partnership with NTPUD Rec Department. Are our donation jugs visible enough? Other revenue streams such as selling canned cocktails (Tiff's cocktails for \$2 and sell for \$12, added \$10K to their bottom line last week). Weekly staff members for 13 shows \$150 cash and \$150 check per week plus a meal and shift. How are we tracking year over year, has there been growth, is attendance higher? Can we have a working meeting to talk about increasing revenue and we need to have a general understanding on how we are doing and tracking.

b. Labor Day Drone Show Discussion

Does it make sense to do a smaller contract with Sky Elements so we don't need to come up with other money for additional costs. Sky Elements wants to keep working with us. This year is unique, but we can only dedicate \$55K instead of \$60K. Max we should spend is \$60K, that number needs to be all inclusive of permits, etc. We are not netting the amount

of money we would hope MOTB would. We have to pay marketing, boo keepers and past debts. Kyle has said he will work with whatever our budget is. We have approval for a contract for \$55K then gives us the funds to apply it to marketing and permits. Ideas for other events outside of drone show? Block Party was thrown out in the past. This is rooted in a community desire to see things light up in the sky. Is this the best we can do? What's been approved through the BACAC is for a drone show approved by NTCA by the board. Spend the additional \$5k on overhead and operations costs. Darcy and Kerry to meet with Sean about this. Darcy and Kerry to set up meeting with Kyle about an adjusted contract.

- Action Item: Approval of Labor Day drone show

c. July 3 Discussion (see attached document) This was discussed during Public Comment

d. Passport to Dining

Annual fundraiser, currently scheduled for Nov 7th. Planning starts in mid to late August so the staff need to know if we are continuing this event. Add this to EC Agenda for discussion.

6. Action Items 10 min (3:55-4:05pm)

a. Approval of contract with Frank Mooney (this needs to be followed up in an EC meeting because Frank never got back to Kerry). Kerry will follow up with him. This needs to be added to the EC agenda. Making a motion to approve Frank Mooney in EC meeting.

7. NTBA, TCDA, NT Chamber Roadmap Updates (Adam?) 10 min (4:05-4:15pm)

a. Membership Consolidation

- Launch Timeline

Update from Adam - We are going live in the membership consolidation next week. July billing will go out on Thursday, it goes live on Wednesday. Some of that work includes some website integration. Will be using GrowthZone to support the consolidation of membership. Lindsay - upcoming moving into a single membership, things will look different because now they are joining our consolidated platform. Removing membership logos from our webpage and some updates to the side bar. Adding new membership tiers, Lindsay will perform updates and work in GrowthZone and their team to make sure it all transfers over as easily as possible. Lindsay is estimating it will be an additional 12 hours of her time and she is here to get approval from the board for this. Heidi requested making a donation bar more prominent, this would involve making a new webpage for this and she is proposing an estimated 3 hours for a total of 15 hours to be approved by the board today. In addition to the webwork there will also be marketing that Lindsay also helps with, creating more engagement with businesses, this is separate from the work with NTBA. Lindsays proposal is not an action item on the agenda. 15 hours at \$70 for a total of \$1050.00. Lindsay will send a formal proposal for board approval at the Executive committee meeting. Heid noted that we do have this in the budget from NTCA for Lindsay to allocate this toward Growth Zone.

8. Closed Session – Organizational Matters 30 min (4:15-4:45pm)

9. Directors Comments 15 min (4:45-5:00pm)

10. Adjourn