



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

NTBA Board of Directors Meeting
Wednesday, June 19, 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 (5 or more)** Sean called the meeting to order at 3:10.

2. **Public Comment** None **5 min** (3:00-3:05pm)

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

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

Placer County shared the meeting was successful. Board of Supervisors, Tuesday, June 25 at the NTEC for their meeting. STR ordinance at that meeting with adjustments. Kings Beach parking management plan will be presented. Palisades and Northstar will share their parking management information. Town hall that night from 6-8pm on wildfire prevention. No other partners present.

10 min (3:10-3:20pm)

5. **Cal Neva Update** **25 min** (3:20-3:45pm)

Jason Newcomer presented updates on the CalNeva revitalization project. Held more than 80 meetings in the community. Still on track for 2026 opening. 216 rooms to allow for some larger 2, 3 and 4 bedroom units. Only new construction is the spa and wellness center. Bringing in over 500 trees into the project to reduce the large parking lot feel. Theme is "lodge in the woods" and highlighting the historic A-frame. He shared renderings of the inside casino area and that they want to have pop-up gaming like March madness and poker tournaments in the theater. Updating the fireplace room, highlighting the state line and adding a lounge bar with food. Theater updates will be to bring it back to the Sinatra days - \$10 million invested in just the



Mission: To improve the economic vitality and quality of life in the communities of North Lake Tahoe. theater. 250 seated, 300 standing capacity in the theater. Adding a speakeasy bar for late night events, to be rented for parties, etc. Updating the 3-meal restaurant and will have four other food and beverage outlets. Parking will be valet only to reduce parking on neighborhood streets. Historic preservation and community focused are primary themes.

Planning numerous environmental improvements, reducing need for driving by connecting with TART and offering e-bikes as well as enhancing forest health and fire resilience. Brockway Springs owner to see about the bike path connections. Kerry will look through Alyssa's emails to see if we can reconnect. Economic impact - \$500 million between property/TOT/sales back to the community. Currently all permits are filed and with TRPA. Hope for late summer/early fall for TRPA approval. Working on letters of support and public testimony at that meeting. SMC is main construction partner with good local sub-contractor partnerships. Workforce housing challenges. Had considered ways to try and do some onsite, but are currently looking at finding opportunities with local landowners in the north shore as well as considering master leasing. 200 FTE employees need. For more information: RevitalizeCalNeva.com

6. Action Items

10 min (3:45-3:55pm)

- a.** Approval of Accounting and Marketing Contracts – Heidi reviewed the contracts and the board discussed them.

Lew moved, John seconds. SOS, Stacey Huber bookkeeping contract approved.

The board reviewed LT Marketing's two proposals and feels we don't need as many hours on the social media side. Darcy may be able to take over some of the social posts. The thing that Lindsay does that is most important is the e-newsletters according to Kerry, therefore we will ask Lindsay to focus more time on the e-newsletters, less time to reduce social media posting and to release it to Darcy to manage. We need Lindsay to keep her hours at \$700/month. Clayton moved to approve contract with LT marketing, with the proposed changes discussed. Sean seconded. All approved.

- b.** Treasurer Update on the budget – Lew moved to have the budget go on a continuing resolution on the budget for two months. Clayton seconded. All approved.

7. NTBA Event Updates

20 min (3:55-4:15pm)



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- a. Music on the Beach – Kerry shared the first event went really well. First show is always a bit rusty, but it was a good event. Beach is tiny for seating now with the water being high. Beers were foamy, so Kevin came to fix the equipment this week. Made about \$600 in donations and a little over \$2,000 in bar sales. Should we buy NA beer? They offer sparkling water available at the drink token table – could add NA beer as part of the inventory. Maybe mocktail vendor in the future? **Board members need to volunteer!** The volunteers felt adding raffle ticket sales would have to be done separate from the sale of drink tokens. Maybe we sell raffle tickets when asking for donations – we'll continue to discuss fundraising options.
- b. Labor Day Drone Show Discussion – Clayton spoke to Kyle, the vendor and he would like to do a show this September. He would work with Kerry on the show elements. This would be a separate contract and they are willing to amend the previous contract. They are willing to work with us on an amendment. They want to work with us and they handle 60% of the drone shows in the country. Board asked Clayton to talk to NTCA about future year options and to meet again with Kyle to see what options we can agree on to still move forward with the drone show this Labor Day and in future years.

8. NTBA, TCDA, NT Chamber Roadmap Updates

15 min (4:15-4:30pm)

- a. Membership Consolidation - Kerry has been spending a lot of time on this. It is a huge data migration component (Neon to GrowthZone) plus the merging into the new system. Adam is trying to help as the TCDA and NT Chamber staff working on it are not available.
 - Launch Timeline – still planning for the official launch July 24 and details will be out later this month.

9. Closed Session – Organizational Matters

25 min (4:30-4:55pm)

10. Directors Comments

5 min (4:55-5:00pm)

11. Adjourn

Meeting adjourned at 5:10pm

Voting members in attendance: Clayton Humphries - Chair, Sean O'Brien – Vice Chair, Heidi Hill Drum – Secretary/Treasurer, John Radebold and Lew Madden



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Community members present: Audrey Vaughan for Lindsay Romak from Placer County