



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

NTBA Board of Directors Meeting
Wednesday, September 18, 2024
3:00 p.m. – 6:00 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) 5 min (3:00-3:05pm)**

Clayton opened the board meeting at 3:05pm and board members and staff introduced themselves.

- 2. Welcome 5 min (3:05-3:10pm)**

- 3. Agenda Amendments and Approval 5 min (3:10-3:15pm)**

Lew moved to approve and John seconded, all approved.

- 4. NTBA Update (Clayton Humphries) 15 min (3:15-3:30pm)**

Clayton shared an update on the status of the NTBA situation and what happened last May. A vendor shared they had not been paid, which led to the board taking over the bank accounts and terminating the previous executive director. The board then discovered some of the financial discrepancies and alerted the Placer County sheriff who began an extensive investigation. They completed their investigation in September and have passed their findings on to the district attorney. The DA has shared they are currently reviewing the case and will make a determination on whether to prosecute or not. Clayton shared that the board, with help from staff and NTCA were able to save Music on the Beach this summer. However, in our review of the debts, financials and operating expenses we've determined that the current model is not sustainable as MOTB still lost money and the 70% operating funds from NTCA are not sufficient to cover operations at this time. The board shared that our goals are to keep NTBA focused on its mission to the community and businesses, but being faced with overwhelming debt is making that a challenge. The board then asked for input from the community.



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5. Membership input/public comment/questions

45 min (3:30-4:30pm)

6. Community Discussion on the future of NTBA

45 min (4:30-5:15pm)

Comments and Discussion:

Dave Wilderotter – important to have an organization in Kings Beach and Tahoe Vista representing businesses and residents in these communities. Continuing with MOTB is also important.

Chris Hennessy – asked what the debt amounts were and they were shared. Agrees with Dave, but the advocacy of NTBA to the county, is even more important than events for local businesses.

NTCA is great, but we still need our own entity. Chris would volunteer to help.

Rob Olsen – we do need that local voice. How do we move forward? Tahoe City also had lower revenues with their concerts this summer. Maybe we'll be stronger for this later on and become more efficient with the membership merger. Focusing our mission and role on what matters.

Brett Williams – is there an opportunity for NTCA with TCDA and NTBA underneath? Can we be independent under NTCA doing contracted work for things like MOTB and other events? Maybe we change the structure to reduce redundancies between the organizations?

Some in the community feel \$200k in debt isn't that much. Can we get a loan from Placer County?

NTCA can't legally pay our debt.

Kevin Drake – maybe we can figure out if there is an ask to NTCA to keep NTBA rolling at least 3-6 more months while we work on a strategy. There is a gap of leadership with the board and no ED to manage all of this, so the time-consuming nature of this work is also challenging. He wants to see efficiencies with NTCA, but feels we need to be separate still.

John Bergmann – need to make employees whole and debts owed them should be first priority.

Lindsay Thayer – thanks to the staff, board and NTCA. Having our own voice as NTBA (even as another name/entity) is important. Getting another grant to go through spring would give us more time. Moving into the visitor center to reduce rent at King building would save money.

Katie Biggers – thanks to staff and NTCA for keeping the events going and to the board for the hard work.

Joy Doyle – when she started as ED of NTBA they were in a financially tough position, but she left the organization in a strong financial position. It is possible to come out of this, but harder with the



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debt issue. May or may not have hurt our reputation and how willing will the community be to prop us back up? Is the reputation issue with NTBA or Alyssa? There were mixed feelings in the group about whether the community feels the negative reputation is on the organization or just the previous ED. She feels there is a lot of duplicative work between the three organizations and merging with NTCA makes sense. Having a committed board of volunteers is also challenging. Can we create some new structure that is more collaborative and efficient. Joy will also help.

Katie added that having an independent board is challenging but is good to have some independence. Maybe we can put a call out to the membership for new board members.

Jim Phelan – can we survive with the revenue from NTCA and separate that from the debt. What does it cost to operate the organization and to just continue the programs.

Diana Garcia – dissolving and/or filing bankruptcy is an option – does it allow us to restart and get back to our mission of helping the business community?

Dave and Rob – having a plan and moving forward will be important and sharing it publicly. They feel the negativity rests solely on the previous ED.

Sky Emerson – he's been out there talking to businesses so we need to do more publicly as many of them don't know what is happening. Appreciates this first conversation.

Samir Tuma – as Tahoe Housing Hub chair, he started that organization recently as a virtual organization to save money on things like overhead and office rent. None of it would have succeeded without NTCA "incubating" much of the backend work that had to happen. Look at NTBA 2.0 as a brand new start up and look at things differently moving forward – we may not need the office for example, or three separate marketing budgets and boards.

Brett – look at the debt separately and where can we agree on what we need to do is plan for the redundancies and where we're unique. Set up the structure to reflect the new plan.

Dave – we'll be financially whole once we get the debt settled. Need an enthusiastic board and staff to manage things moving forward.

John Crus – provide a plan for what we do in the community and ensure a glass half full message.

The board asked what is important to the community? Heart of the community is NTBA. Advocacy is a huge priority with TRPA, the County, housing updates. NTBA represents the heart of KB/TV.

Events are good, but the heart is the more important part. A local voice matters. People who get



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involved in our events then are more likely to advocate and support the advocacy needed for our community.

Kellee Kauffheil – opened a business recently and is a new member. Friday nights there are no visitors in her shop, so she closes early to go enjoy the concerts. Connecting with other businesses has been the biggest benefit to her as a member.

Darcy – knows the ED role would be an incredible challenge. Can we clean things up in a way to get us back on the right track? Nice to think about how to move forward, but we still have to clean up the debt first.

Options the group considered to save money:

Lose the office rent, do a go-fund-me campaign, let the public know and hope an angel investor will support paying some of the debt, get the IRS and CA to reduce our tax amount, pro-bono volunteer as ED, etc.

Community suggested a Task Force to work with the board to get through the next steps as a limited time committee.

Alex Mourelatos – evolution of NTBA in his 8 years – every year was tough but they got more and more done. Today NTBA is hugely important so it must remain as an independent organization.

Don't ask members to pay the debts, but ask individuals who can step in for help.

Task Force – Joy, Alex, Kevin, Chris to work with the Board on next steps.

Clayton then reviewed what we heard in today's membership meeting: The community wants us to figure out a way to keep going 3-6 months so we can refocus on NTBA 2.0. Bankruptcy and dissolving does not seem to be the goal from the community leaders. We will make a decision and do a public press release. NTBA core functions are advocacy, community events, business development. What can NTCA take off our plate. A morphing of the organization is ok – just plan it.

7. Closed Session – Organizational Matters

45 min (5:15-6:00pm)

a. Consent Calendar - ACTION ITEM: Approve Consent Calendar

- August Board Meeting Minutes – Lew moved, Clayton seconded, all approved



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- August financials - Lew moved, Clayton seconded, all approved
- Clayton Humphries board resignation – Heidi moved, John seconded, all approved

8. Adjourn – Board adjourned at 5:45pm

6 Voting Members: Clayton Humphries - Chair, Sean O'Brien – Vice Chair, Heidi Hill Drum – Secretary/Treasurer, John Radebold, Diana Garcia, and Lew Madden

1 Non-Voting Member: Sara Van Siclen