



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

**NTBA Board of Directors Meeting**  
**Wednesday, October 16, 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)** Meeting called to order at 3:04pm.
- 2. Public Comment - None** **5 min** (3:00-3:05pm)
- 3. Agenda Amendments and Approval** Heidi/Lew, approved **5 min** (3:05-3:10pm)
- 4. Partner Updates:** **15 min** (3:10-3:25pm)
  - a. NTPUD, TMA, NTCA/NT Chamber, TCDA, Placer County
  - Congress passed the bill to re-authorize the Lake Tahoe Restoration Act with funding for the EIP program and it was signed by the President. Granlibakken hosting the next Placer County community meeting with departments – December 5, 5pm to 7:30pm. The collaborative will have a table at the event. Board of Supervisors meeting in Tahoe on November 18 and 19 – agenda will include housing.
  - NTCA is in the middle of the grant process with presentations last week and the scoring happening now. Hope to approve in November and December, with final approval at Placer Board in February. First Tuesday breakfast club – resort and activity providers will update at the November meeting (virtual at 7am.) NTCA is working on TBID renewal and strategic planning for 2026 and beyond.
  - NT Chamber mixer is being co-hosted at Granlibakken with TCDA tomorrow 4-6pm. November 21 mixer will be at Bowl Incline 4-6pm. December's event will be all chambers including Truckee – bring food or toys and that will be on December 19 4-6pm at Northstar.
  - Business fair as the collaboration on October 22 10am to 3pm at the North Tahoe Event Center will have Sierra Business Council, health care and human resources providers along



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- Revitalization committee meets next week to review the three proposals. The selection committee will determine the vendor before the end of the month.
  
- Sierra State Parks foundation is the nonprofit beneficiary for the mixer. Tahoe literary festival was this past week and they hope to see that grow to be region wide including Kings Beach. Elegant affair on November 22- Tickets on sale. Two more farmer's markets at Commons Beach and then it will move inside to Boatworks through December 19 and include artisans.

**5. Consent Calendar - ACTION ITEM: Approve Consent Calendar      5 min (3:25-3:30pm)**

- a. September Board Meeting Minutes and Draft Financials Diana, Sean second all approved.

**6. Financials - general      10 min (3:30-3:40pm)**

- a. Funding Approval from NTCA (Adam) At the last board meeting, the NTCA board unanimously approved funding for NTBA through the end of April. Contract has been signed and funding is in process.

**7. NTBA Task Force Update (Sean & Heidi)      10 min (3:40-3:50pm)**

Heidi shared the update from the Task Force meeting which has a lot of local leader engagement. There are some great ideas being discussed and we have one more Task Force meeting on October 23. Then we'll have the staff come in to share their input before we get input from the larger membership. Sean added that we greatly appreciate community input.

**8. Collaboration Efforts      35 min (3:50-4:25pm)**

- a. NTBA/NTC Mixer + Upcoming Mixer (Darcy & Kerry)

Darcy shared that the mixer was held at Waterman's last month and was nice with great interaction. It was outside with live music and giveaways. It was well-attended, and they look forward to the next one. Food by Waterman's was really good.

- b. Upcoming: Business Walks 10/15-16, Membership Benefits Fair (10/22) (Darcy & Kerry)



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Darcy shared that the business walks have been hosted yesterday and today on the north shore with Tahoe Prosperity Center, NTCA, the Collaborative partners. They have gone really well, with a lot of input. There have been a few businesses closed, but the ones who have been open were very happy to share their opinions. We look forward to seeing the results in November. Lakewide we have 296 surveys completed so far with over 550 interactions. Kerry will hopefully complete the KB core this week. It is helpful to see what the community really wants to see what is needed to help our local businesses. Adam added that this information will be folded into the Revitalization study as data for their efforts.

c. Growth Zone (Kerry)

Kerry shared that there has been a big learning curve with the platform. It isn't super intuitive and user-friendly and the training happened before they used it, so there have been a few hiccups with new members. It is a work in progress. All three organizations are figuring it out.

d. Love North Tahoe (Lindsay/Kerry)

Lindsay has been spearheading this – it is a version of Shop Local. There are Yiftee gift cards available at the participating local businesses. Free for member businesses/TBID businesses. There are currently 50 North Tahoe and Incline businesses. If you buy a \$25 gift card, you get an additional \$5 added to the card before Thanksgiving. Katie shared the presentation from her board meeting about the program, the gift cards and data. It was a project of the Leadership program. Email Lindsay or Kerry for more information or if you want to add a deal to the page. The business fair will have a table about the program as well.

**9. Closed Session – Organizational Matters**

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

The board discussed some of the ideas around NTBA 2.0 to provide input for the next Task Force meeting.

**10. Directors Comments**

none

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

**11. Adjourn** – the meeting was adjourned at 4:40pm.



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In attendance: Sean O'Brien – Vice Chair, Heidi Hill Drum – Secretary/Treasurer, John Radebold, Diana Garcia and Lew Madden

Partners and Staff: Kerry Andras, Darcy Parillo, Audrey Vaughn, Placer County and Katie Biggers, TCDA