



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

**NTBA Board of Directors Meeting**  
**Wednesday, November 20, 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 (3 or more) Meeting began at 3:02**

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

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

**4. Partner Updates:** **15 min** (3:10-3:25pm)

a. NTPUD, TMA, NTCA/NT Chamber, TCDA, Placer County

- NTCA update – Mixers coming up, Bowl Incline Nov 21, 4-6pm with IVCBA, Wild Pine – joint holiday mixer Dec 4, 5pm to 7 with all chambers – space is limited so RSVP – Toys for Tots drive. Spanish workshop (3<sup>rd</sup> of 3) – partnership with Tahoe Prosperity Center – has been conducted all in Spanish geared toward local Spanish speaking entrepreneurs. Dec 2 is the First Tuesday Breakfast club and topic is data with Oxford Economics.
- TCDA – Katie Biggers leaving TCDA, but will still stay in Tahoe City on boards locally. She thanked Kerry for his help with Kings Beach and looks forward to Snowfest. She is also going to help with consulting on marketing, social media and events. Ashley is the office manager and next steps on ED are to be determined.
- Placer County, November 30 last day for STR that their defensible space inspection. Supervisors' approved Palisades plan. Dollar Creek Crossing – holding off on discussion until March. They completed the financial feasibility, but need to do more outreach. Housing Staff will be at December discover and discuss event on December 5 at Granlibakken from 5-7:30pm. Other topics that night will be General Plan, TART and Trail updates. Launchpad is a developer incentive program and a BAE economic study on deed restrictions. Election results will likely be certified in early December.



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

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

moved, Sean seconded, all approved.

  - a. October Board Meeting Minutes and Draft Financials
  - b. Accept Diana Garcia's board resignation

Heidi will touch base with Anita as possible replacement on board.
- 6. NTBA Task Force Update** (Sean & Heidi)      **10 min** (3:30-3:40pm)

  - a. Sean shared an update on the work of the Task Force. The volunteers met 4 times and dug in on ways to ensure efficiencies with the NTCA. The group is now waiting on the final financials and we are still waiting on legal advice. Once those are done, then the next meeting will include staff. There is a press release ready to go but we are waiting on the legal advice Alex is trying to get pro-bono. Adam thanked Jess and Kirsten with the press release draft.
- 7. Update on Legal Proceedings for previous Executive Director**      **5 min** (3:40-3:45pm)

  - a. Arraignment date December 5th at 9am Tahoe City Courthouse

Kerry, Darcy, Lindsay, Sean, John and Heidi are planning on going.
- 8. Community Events and Collaborations**      **30 min** (3:45-4:15pm)

  - a. KB Lighting Program (Darcy & Kerry) – some of the lightpoles are on, others aren't. We don't know how to get them fixed as Liberty Utilities hasn't responded. Starlight gave us a quote for \$28,000, which is not remotely in the budget and included all new lights. A boom is the safest and we offered Liberty to support as a Sponsor. PUD also said no. Rotary club may also consider sponsoring it up to \$5,000 so we could ask. Liberty also gave a grant to switch to LED lights. Katie will share Sarah Winters' husband contact info, as he has a lighting company in Truckee and maybe he could provide an estimate. Ask the Fire Department for help. 83 poles and about 20 are the lights aren't working. John would add timers on the lights so they go off at midnight for example.
  - b. Snowfest Parade Preparation: Event Date March 8th (Darcy & Kerry)

Kerry noted they have started planning and are considering changing the parade route as the eastern end doesn't benefit from the parade as it stops at Racoon street. It would require a refresh of the permit with Caltrans, CHP and Placer County. The traffic



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

control plan would have to be updated triggering changes to the CHP and Caltrans encroachment permits and scope. It costs \$972 for the Caltrans permit. Kerry is talking to the PUD about doing the permit. Prize for the winner of the parade last year was \$500 cash. Snowfest could do the first place prize and it may be a yiffie gift card. Other ideas to increase revenue including increasing the entry fee from \$25 to \$50. Also, raising the Sponsorships – three levels currently and increasing them to \$750, \$500 and \$250 as another way to raise revenue. The board supports. JD Hass has been announcing, but is also one of the vendors owed. Could consider Sean to help if a trade situation doesn't work out with JD.

- c. Music on the Beach Update – meeting soon on how to improve it for next year. Schedule includes a July 4 Friday. July 3 was previously a Kings Beach day with fireworks and it is missed, so maybe having MOTB that night could work. Would need to confirm with State Parks on the date change to see what they think. And talk to TCDA about a way to disperse the holiday traffic. NTCA is trying to coordinate all the groups and events so they are more coordinated and can discuss at the December meeting.
- d. BCAC update: Event funding opportunities – Kerry is the NTBA representative and is learning a lot as a new committee member. Last year, NTBA was approved for a \$10,000 grant to do Passport to Dining (NTBA did not receive the funds so they weren't lost). We could consider applying for funding for this year Dec 13- Jan 10 application timeframe for all 2025 events that are at least two-year old events. \$50,000 has been held aside for drone show funding.
- e. Added: North Tahoe Leadership program – Karen Willcuts checked in to see if the NTBA would support it again this year. As a founding partner we support it regardless. Alex will cover the cost and offer the conference room as a space for Karen to have meetings there. Sean might be interested in representing NTBA as a participant.



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

- Alex shared an update that because we are a 501c6, we aren't qualified for pro-bono work, but Finnemore (David Lebowoski) will have a short meeting with the executive committee. We need to have a very specific agenda and tick the boxes: how do we protect NTCA, how do we pay the debt? We also need to ask them to help us find pro-bono counsel. NTCA is unable to take on the legal entity of the NTBA but do we need to be a legal entity to move forward with NTBA 2.0. Ask the Task Force to make a recommendation on how we manage some of the existing debt as to how we try to pay it back
- Alex is offering to come back to the board for the duration of how we get through the Task Force and creative solutions.

#### **10. Directors Comments**

**5 min** (4:45-4:50pm)

#### **11. Adjourn**

5 Voting Members: Sean O'Brien – Chair, Heidi Hill Drum – Secretary/Treasurer, John Radebold, and Lew Madden – all present

1 Non-Voting Member: Sara Van Siclen – not present

Present: Adam Wilson, NTCA; Katie Biggers, TCDA and Audrey Vaughn, Placer County, Alex Mourelatos.