



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

## NTBA Board of Directors Meeting

Wednesday, January 15, 2025

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)

Sean called the meeting to order at 3:19pm. In attendance: Sean O'Brien, Lew Madden, John Radebold (via Zoom), Alex Mourelatos (arrived late), Kerry Andras, Darcy Parrillo (via Zoom), Adam Wilson, Joy Doyle

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

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

Lew moved, Sean seconded, motion carried

4. Partner Updates: **10 min** (3:10-3:20pm)

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

Adam: NTCA Power lunch will be on 2/21 at Za's. Kim Pierce from Tahoe Truckee HR Services will present on new 2025 CA laws. Next Mixer at Sunnyside 1/23 4-6pm celebrating Annual Grant Program, \$7.5M given out. Event grant process has closed. 33 events submitted The BACAC will review the applications and discuss at the Feb meeting, They will provide recommendation to NTCA board. Sierra Nevada LA Fire relief effort: COLLAB, Fire Depts, etc collecting donations. TNT/TMA Commuter Survey open for one more week. Placer County: Board will hear 2nd phase amendments from TRPA. Breakfast Club 2/4: Placer Co and TRPA. Each county around the lake will decide to adopt the amendments or not. TCDA: Alex M. presented the Task Force recommendations at their board meeting today. Most seemed to be in favor.

5. Consent Calendar - **ACTION ITEM: Approve Consent Calendar** **5 min** (3:20-3:25pm)

a. December Board Meeting Minutes and Draft Financials

Lew moved, Sean seconded, motion carried

6. NTBA Task Force Next Steps (Sean & Heidi) **5 min** (3:25-3:30pm)



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Special Board meeting on 1/29 to provide an update to NTBA members 5pm, location TBD. The presentation will then be given at the NTCA board meeting Feb 5 8:30am at North Tahoe Event Center.

**7. Update on Legal Proceedings for previous Executive Director 5 min (3:30-3:35pm)**

Sean: Trying to get an update from Detective Dito. 1/23 8:30am Next court date for AR. Lew: insurance claim does not look like we are covered under "employee dishonesty"

**8. Community Events and Collaborations 30 min (3:35-4:05pm)**

a. Holiday Lighting Contest (Darcy & Kerry)

It was successful, with 3 business entries, 6 residential. Hoping to have more entries next year. Winners have been announced, prizes have been distributed. The Chamber (Kim Brown) gave us \$300 worth of Yiftee cards.

b. Snowfest Parade Preparation: Event Date March 8th (Darcy & Kerry)

We are in the process of obtaining our encroachment permits and contract with CHP for traffic control. Placer County Sheriff Office called a safety meeting with us & CHP to discuss parade safety in light of the New Orleans NYE tragedy. They are planning to station large vehicles at the parade route intersections as a barrier. Grand Marshal will be Alex Brambila from Las Panchitas.

c. Music on the Beach Update

We will have a special MOTB concert on Thursday July 3 with the Blues Monsters. Bands have been selected, and the schedule is almost complete. Contracts will be next. CSP permits underway. MOTB Committee is meeting again soon. Topics to include new sponsorship structure, Alex M. asked about seeing a Projected Profit and Loss. Joy: sponsorship revenue used to cover cost of bands.

d. BCAC update: Event funding opportunities and application

NTBA has applied for event funding from NTCA for MOTB, Parade, Passport to Dining, and the Labor Day Drone Show. Adam: NTCA used to not fund established events, but now they do.

**9. Closed Session – Organizational Matters 55 min (4:05-4:55pm)**

**10. Directors Comments 5 min (4:55-5:00pm)**

**11. Adjourn**

5 Voting Members: Sean O'Brien – Chair, Heidi Hill Drum – Secretary/Treasurer, Alex

Mourelatos, John Radebold, and Lew Madden. 1 Non-Voting Member: Sara Van Siclen