



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

NTBA Board of Directors Meeting

Wednesday, February 19, 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)

Meeting called to order at 3:07pm and quorum established. All board members present.

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

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

a. Placer County – Placer Supervisors are changing public comments to move away from Zoom. You can go to the Tahoe City CEO office to make comments in person even though meetings will physically held in Auburn. March 4 input on housing action plan on the agenda. April 30 – Discover and discuss stations at NTEC. In January the board approved funds from TOT to a variety of projects. NTCA is working on opportunities to share thoughts and may do a breakfast club meeting.

b. NTCA board meeting – great presentation and good feedback on the NTBA situation. General consensus is the collaboration and thoughtfulness of the Task Force. Board is supportive of moving forward with continued conversations. TCDA is discussing this at their meeting next week. An integration working group is likely to be created if NTBA board approves. Alex added that he reached out to Northstar and Palisades to keep them in the loop. They wouldn't be considered districts in the same way as they are owned by singular entities. TCDA meets soon and will be discussing their options as well and whether they want to be part of a working group. Chamber mixer Feb 20 at Fox Cultural Hall. Then next power lunch is next week and details are on Chamber website.

c. TMA – they finished their strategic plan so you can review it on their website.

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

a. January Board Meeting Minutes and Draft Financials – Approved (Heidi, Lew)



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6. **NTBA Task Force Next Steps** (Sean & Heidi)

10 min (3:25-3:35pm)

The Task Force will meet on March 3 to discuss the outcomes of the TCDA and NTBA board decisions. Integration is in the Roadmap. NTBA is accelerating the integration. TCDA may or may not. Joy Doyle added that she hopes that the public funds supporting the three organizations should be determined by NTCA and so integration of all three organizations makes sense.

March 3 Task Force Agenda ideas – next level details on roles, accelerate the roadmap implementation and ideally do it with TCDA. Be sure to express our concerns over issues such as future funding security and local autonomy over event development and advocacy. The working group created would be a small group of 6-10 people.

7. **Community Events and Collaborations**

30 min (3:35-4:05pm)

- a. Snowfest Parade Preparation: Event Date March 8th (Darcy & Kerry) - Outreach and planning for this event are in process. Permits in place. NTPUD working on signage and day of plans. Currently have 17 entries and hoping for 25. We should coordinate with TCDA on their Street Festival. Information is on the NTBA website for board members to share and Darcy will create something easier to bring in more entries. Reach out to the McWhinney team. Sponsors going well so far. Need volunteers for the event.
- b. Music on the Beach Update (Darcy & Kerry) – Bands have been selected and contracts are in the process of being signed. Will need to determine options moving forward if NTBA is dissolved in April at the end of our NTCA contract. Band costs range from \$800 to \$2500. Sean is on the MOTB committee. They are being mindful of costs. Ideally there should be an overall budget to work within. Kerry to prepare a MOTB budget for the board to review and contracts should not be signed yet until the board has reviewed and approved a budget.
- c. BACAC update: Event funding opportunities and application (Kerry) This committee reviewed 20 event applications and supported funding for all our events with the exception of the Drone show. They approved \$40,000 for the Drone show instead of the \$50,000 for that event. Next step is NTCA board approval.



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Agenda items for next NTBA board meeting

MOTB budget

Task Force update

Decision on NTBA future

Maybe a board meeting with the MOTB and Economic Vitality committees – invite them to next board meeting – ask them if they can attend that and consider rescheduling if not.

8. **Closed Session – Organizational Matters** **55 min** (4:05-4:55pm)
9. **Directors Comments** **5 min** (4:55-5:00pm)
10. **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 – not present. Others present: Audrey Vaughn, Adam Wilson and Joy Doyle.