



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

NTBA Board of Directors Meeting

Wednesday, March 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 began at 3:08
2. **Public Comment** **5 min** (3:00-3:05pm)
3. **Agenda Amendments and Approval** **5 min** (3:05-3:10pm)
Heidi moved, Alex seconded, all approved.
4. **Partner Updates:** **10 min** (3:10-3:20pm)
 - a. NTPUD, TMA, NTCA/NT Chamber, TCDA, Placer County
 - North Tahoe Chamber – hosting a mixer at Jakes tomorrow 4pm to 6pm – register ahead of time – Jakes has a local's menu special during shoulder season. March 25 – Chamber Power Lunch on workforce housing resources – at Rubicon Pizza at Northstar Village 12-1:30 – please register. Kim is also working on a workforce development plan for review and input.
 - NTCA – TBID talks starting the fourth Thursday of each month at 8:30am rotating between the two Visitor Centers – a chance to get questions answered and learn more. It starts on March 27 at Tahoe City. First Tuesday breakfast in April will be about traffic and road construction as well as incorporation. Share the first Tuesday meeting with as many businesses as we can to get clarification on road work.
 - Placer County – encouraging anyone who needs permits for digging and grading later this spring to please apply now at the office in Tahoe City. Board of Supervisors will be meeting in Tahoe March 31 and April 1. They are doing a tour on March 31 – 3pm celebration at Brown Bear Studios. April 1 is the meeting at the NTEC with a Launchpad program presentation and Dollar Creek crossing project on the agenda. The next Discuss and Discover at the NTEC will be held on 5-7:30pm on April 30 – Caltrans, OES and others will be at the event, housing agencies will be here as well. Food, translation and childcare is included.
5. **Consent Calendar - ACTION ITEM: Approve Consent Calendar** **5 min** (3:20-3:25pm)
 - a. February Board Meeting Minutes and Draft Financials
Sean moved and Heidi seconded. All approved.
6. **NTBA Next Steps** (Sean & Heidi) **20 min** (3:25-3:45pm)



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- a. The Board authorizes the Executive Committee (EC) to begin the work necessary to dissolve the legal entity known as the North Tahoe Business Association, a CA Non Profit.
- b. The Board acknowledges and thanks the NTBA Task Force for its work. The board accepts the task force's recommendation as presented at its last board meeting to begin work with the NTCA. The board recognizes that a group that includes other community stakeholders is ongoing and authorizes the EC to incorporate those agreed-upon changes.

Heidi opened the discussion by thanking the board and staff for trying valiantly to save the NTBA over these past 10 months. The board met in closed session last month and recommended dissolving the organization due to the overwhelming debt and insufficient resources to continue operations. She then thanked the Task Force for its work to help us sort through next steps. Alex added we should create some sort of proclamation about our situation, thanking our past supporters and how we're moving forward. We also need to do a formal statement to the public about the wind down. Everyone who has a connection to NTBA should be aware. Kerry noted that he and Darcy are meeting twice a week with Adam at NTCA and have started a list of all the items that need to transition.

Lew then made a motion to begin dissolution of the NTBA in coordination with the NTCA. Sean seconded. All approved.

Lew made the motion to approve 6b, Alex seconded and all approved.

7. Community Events and Collaborations (Darcy & Kerry) 30 min (3:45-4:15pm)

- a. Snowfest Parade – Kerry said it went very smoothly. Great day and turnout. Volunteers did sign up at the last minute, which helped ensure it was successful. Darcy added thanks to Sean for being the emcee at the parade.

Alex noted that Tahoe City's change to do a festival was expected to be challenging and instead, the merchants seem to really appreciate the change as people tended to hang out more. It seemed they stayed around and spent more time at the local businesses and enjoyed interacting with the floats. Maybe look at a hybrid model next year for Kings Beach. The board spent some time discussing how to grow the Parade and make it a destination event.

- b. Music on the Beach
 - i. **Action Item:** Approve MOTB Budget

Kerry shared the draft budget and noted 10 of 11 band contracts have been signed. We will need to figure out how to manage the contracts given the current situation. Adam shared that their legal counsel is looking at sending all contracts with bands an updated contract from NTCA so Music on the Beach still happens. Sean wants to get rid of plastic cups, and transition



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to disposable aluminum cups. Heidi suggested compostable plastic cups since pouring beer into the steel mugs/aluminum ones is challenging. Alex said approving a budget given the current situation is challenging for us as a board since this should have been done months prior and before band contracts were initiated.

Alex moved with an amended motion. "Recognizing the NTBA will not be able to execute this budget, we approve this budget and encourage NTCA to consider using this budget for planning purposes as they support the event series this summer." Heidi seconded – all approved.

- c. Clean Up Days – Kerry noted normally we'd be planning for these – the first Saturday in June and last Saturday in September. Typical event is on June 7 9am to 11am – registration table at Sierra Community House, handout trash bags and gloves and give volunteers an area to go. Then a crew picks up the bags and brings them to the dump. Generally, there are about 75-100 people – often weather dependent. Darcy added there is potential with Clean up days to engage the community and business members to provide coffee, live music, and make it a fun event. Invite the Be-bot robots.

8. Closed Session – Organizational Matters

40 min (4:15-4:55pm)

Alex and John will engage the Economic Vitality committee and Strong North Tahoe group about next steps regarding NTBA dissolving.

9. Directors Comments

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

10. Adjourn

Meeting adjourned at 4:58pm

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

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