

May 15, 2025

Dear valued members,

Today's news comes with a very heavy heart.

In April of 2024, the NTBA board was notified of significant discrepancies in the organization's operations. It was discovered that there was some serious financial mishandling taking place that was in breach of the organization's bylaws. The board took swift action first suspending the executive director, then subsequently terminating the employee and alerting the Placer County Sheriff immediately.

Unfortunately, despite the board's efforts to stop the bleeding, the damage had been done. Over the course of the next six to nine months, the NTBA hired an accountant to forensically reconstruct financial records for fiscal years 2020-2024. Each week of discovery added significant debt to the tally, more than anyone within the organization could have imagined.

To this effect, the former executive director is currently going through legal proceedings on charges filed from the Placer County District Attorney's office after investigation by the Placer County Sheriff's Department. The case is currently in progress.

Where we currently stand: I am thankful to say that, with the help of the North Tahoe Community Alliance's guidance and support, the NTBA was able to carry out most of its normal programming since the terrible discovery in early 2024. Music on the Beach in Kings Beach went off without a hitch. We were able to fulfill our promise to the community and carry out our Labor Day drone show and concert. The Kings Beach Snowfest parade carried on. Kings Beach clean-up days still happened. The only event that did not take place was Passport to Dining as there were too many uncertainties to allow that event to move forward, for now.

In the fall of 2024 a local task force was formed to help determine if a way forward could be found for the NTBA. Many members of the community were represented in this task force, all coming together to make the many necessary and often difficult decisions. There were people from the Tahoe City Downtown Association's board, representatives from the North Tahoe Community Alliance, local business owners, as well as current and former members of the North Tahoe Business Association's board.

This task force met five times in an amazing display of cooperation through local organizations. At all times, community was our focus as we discussed how to move the work of the NTBA forward. As these meetings unfolded, more and more financial liabilities came to the surface. In closed session, the current members of the North Tahoe Business Association board began to lean towards the dissolution of the organization, a decision that did not come easily. It became very clear after almost a year of work including NTBA staff, board members, pro-bono legal counsel, and outside consultants that the mounting debt was simply too large to overcome as an organization.

To be clear, the NTBA is, and was always, a non-profit organization. We believe the measurement of success of the organization was in its ability to serve the community. With that goal in mind, we feel the organization has been successful in its mission statement for almost 50 years. Unfortunately, this is not the ending that any of us wanted, but it should not be the hallmark of the organization's hard work.

There will be a new committee formed under the North Tahoe Community Alliance to support advocacy for our business community and local economy. We believe the events and advocacy that the North Tahoe Business Association has provided to our community will continue by local leaders and be as good or better than they have always been.

In a unanimous vote on March 19, 2025, the NTBA board voted to dissolve on April 30, 2025. At our final board meeting on April 23, 2025 the board unanimously adopted a resolution thanking everyone in our community who has supported the NTBA over its long term of service. On behalf of the board, we are all devastated that one person could apparently cause so much loss and the end of the NTBA as it has existed for the last 47 years. Although this brings an end to this particular chapter of our community, we know we must work together to ensure that all voices in our community are heard. We must help to advocate for the business, environmental, and aesthetic quality of life in our wonderful community. WE ARE ALL IN THIS TOGETHER.

Sincerely,

Sean O'Brien  
Interim NTBA Board President