



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

NTBA Board of Directors Meeting
Tuesday, January 17, 2017
3:30 – 5:30 p.m.
North Tahoe Event Center
MINUTES

Attendees: Kim Smith, Charles Teran, Jim Kaspari, Jamie Wright, Jessica Weaver, Sandy Evans Hall, Lindsay Thayer, Greg Moutinho, Emilio Vaca, Dax Willard (3:44 pm)

Not present: Pam Emmerich, Christine Bettera, Ernie Brassard

Staff: Joy Doyle

Guests: Natalie Parrish (new membership manager at the NLTRA)

1. Call to Order, Introductions & Establish Quorum

Emilio called the meeting to order at 3:36 p.m. As a reminder, we need to have six board members here to achieve a quorum. We appreciate everyone being here on time.

2. Approval of January Agenda

Greg made a **MOTION** to approve the January agenda. Charles seconded the motion. Unanimously approved.

3. Approval of Minutes

Greg made a **MOTION** to approve the December minutes, Lindsay seconded the motion. Unanimously approved.

4. Public Comment & Board Member Announcements

No public comment or board member announcements to report.

5. Financial Reports & Items

• **Review monthly financial reports**

Starting with the balance sheet, we transferred \$18k into money market account. Based on direction of the board during the last meeting. If you look under other current assets, there are two pre-paid accounts (MOTB and July 3). That is showing that we're already prepaying expenses for the 2017 fiscal year. They will get moved over July 1 (we do the same thing with deferred income). MOTB and July 3 (both events straddle the end of the fiscal year and the start of the new year), this is the way we can keep them in one fiscal year.

Budget vs. actual report, under income, our Placer County main street contract is about \$9k under budget. This is because there was a \$10k payment budgeted to receive in December, but we got it in January. Last month, Pam asked about budget mitigation (\$5k), we budgeted in 2016, but it came in July 1. Explains the variance. Under streetlight banner program, the sponsorship of the banners, to date is \$2250. That is positive, even though it looks short in December. Our income is spot on to budget.



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Under expenses (pg. 3 at top) where it says website and hosting, we had budgeted nothing, however actual is \$665. We had unforeseen problems with online directory and had to hire someone to fix it. Malware on our website needed to be troubleshoot and fixed. We also purchased "site lock" which will hopefully prevent us from being victim to malware in the future. Net surplus – we are under budget by \$2199, but if you add the Placer money, that brings us into a positive spot. Nothing to report in P&L by class unless anyone has questions. Charles asked for explanation of sponsorship/trade categories and line items on both sides under income and expenses. Won't true up until we start next fiscal year.

- **New Bank Signature Card**

With new board members, we need to do a new bank signature card. Executive committee determined it makes the most sense to have Pam and Greg sign on accounts rather than Emilio due to his travel schedule.

Lindsay a **MOTION** to approve a new bank signature card to include Joy, Pam and Greg. Jim seconded the motion. Unanimously approved.

- **Increase Line of Credit**

Joy also inquired with the bank about extending line of credit. Maximum is \$15k increase (to bump it to \$25k). We're currently at \$10k line of credit. We've literally never used it, but nice to have "just in case." There is no cost to us to get the increase. There is a policy that would require board approval for any use of the line of credit.

Greg made a **MOTION** to request the additional \$15k line of credit. Kim seconded the motion. Unanimously approved. **Action item** will be for Joy to research the previous policy on the use of the line of credit, and to ensure it includes requirement for two board member signatures prior to use of line of credit. Policy to be reviewed and set at next Board meeting.

6. Board Items

- **Agreement and committee interest forms + conflict of interest forms due today**

Emilio asked for all who have not yet returned board member agreement and conflict of interest statements to return them to Joy ASAP.

- **Committee assignments by early February**

With those forms, Joy creates a grid and with Emilio's help, will assign board members to a committee to serve on. Hoping to get back to everyone by 2/1.

7. Executive Director Report

- **Review Upcoming Meetings + Events + Deadlines**

Right after this meeting, feel free to stay for promo and marketing committee. We will talk about redesign of the website. KBSRA meeting scheduled for tomorrow was postponed to 2/2 regarding the general plan update (which hasn't been done since the late 80's). Since the facility is not ADA, they are trying to comply with those regulations. This presents a huge opportunity for Kings Beach and North Lake Tahoe. It is a 2-year process that is scheduled to be done Winter 2017. The comment deadline will not be extended. It will remain 2/15. NTBA has been involved from the start, and has submitted two rounds of comments/considerations.



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The board meeting (3:30-5:30) and Open House (5:30-7pm) is on 2/16.

Last year, NTBA submitted an entry to the Kings Beach Snowfest Parade. Hoping Ernie Brassard will be willing to lead that effort again. Ernie will need a few board members to assist.

Joy will be out of the office for the conference for two days, then through January 31 for vacation.

- **Executive Director Report highlights + request for comments/questions**

Networking and Referral Group (started January 2015) went on hiatus in Aug/Sept due to staffing transition. Update: it is low priority at the moment. We have good ideas, but don't have time to put into it right now. Joy to circle back with Julie and Jim when we have more capacity.

Next small business seminar – Christina with Co-Lab on budgeting, bookkeeping or both. Later part of March or early April. Hoping to have date nailed down by next board meeting.

218 members as of date of report. We lost three members in January. At the end of the second quarter, which ended Dec 31, we had 221 members, 11% increase from previous year. Membership is the only thing we track by calendar year. Since Joy has been with NTBA, 32% increase in membership. Goal for 2017 is 237 members (15 net new members).

Joy has not heard back from California State Parks re: 2017 MOTB and July 3 Event applications; continuing to follow-up.

We realized we didn't have a landing page for things to do in North Lake Tahoe in the winter, so that was created. 2nd quarter Web, social stats are included, but are trending down. A lot of activity in design focus area with streetlight program and artistic banners, which we have commitments from 9 sponsors.

Chamber sub-committee survey was completed and distributed. Please fill out by the end of the month if you haven't already. That committee needs business input.

Boys & Girls Club "Broadway on the Beach" – looking to create an annual production on the beach. Their theatre program has been successful, so they want to expand it to a "broadway-style" show tunes on the beach. Their proposal is to "buy out" Music on the Beach for one night to perform (kids and adults). Discussion included the fact that this event would not align with the branding of MOTB, and might not be what visitors "expect" when they come to MOTB in the summer. To "buy out" MOTB, Joy figured it would be between \$2800-3100 to cover expenses and what an average concert would net NTBA. Board recommendation is to advise B&GC to pursue the event, not affiliated with MOTB to determine its viability on its own. NTBA to offer support of the event and assistance with promotion of event.

8. 2017 Fireworks Vendor & Budget

Joy found out from the competitive fireworks vendor (Zambelli), fireworks costs are increasing 30% this year. Last year, we got a competitive bid comparing to PyroSpectacular. Zambelli's proposal was strong, but they retracted their bid last year so we didn't make the change. We invited them to submit a bid again this year. In comparing both bids, Zambelli offers nearly 3x as many of the larger shell shots, as well as lake clean-up. PyroSpectacular's proposal does not offer Lake clean up. Volunteer efforts would be required for this as we



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used last year. But this year we would likely have hard cost for Lake clean up if we were to select Pyro. Zambelli has a great track record, having done the Donner Lake fireworks for the past 20+ years, Garwoods Labor Day show for the past 3 years, and South Lake Tahoe shows on and off for a number of years. NTBA and TCDA have always selected the same fireworks vendor for efficiencies. Executive committee and Joy recommend moving forward with the contract with Zambelli. There is no difference in price. The difference is Zambelli includes clean-up. However fireworks budget is \$17,000 which is \$2,000 increase over 2016 and this is Zambelli 's minimum.

Charles made a **MOTION** to approve hiring Zambelli as the 2017 fireworks vendor. Greg seconded the motion. Unanimously approved.

9. Beer Sponsor for 2017 MOTB and July 3rd

Alibi Ale Works approached us almost a year ago re: MOTB 2016. They came back in the fall and submitted a strong proposal. We went back to Sierra Nevada Brewing Co. as they had a first right of refusal clause in their contract. We asked them to match Alibi Ale Works' proposal, however they have decided they cannot match the Alibi proposal. The competitive bid is \$3500 + two memberships (Alibi and DBI their distributor) plus inked printing of marketing and promotional materials and signage for MOTB and July 3 which is estimated at \$3000 value. Executive committee recommended moving forward with 1-year agreement with Alibi, followed by option to enter into 2-year agreement if both parties agree to it (depending on how 2017 concert series goes).

Charles made a **MOTION** to switch to contract with Alibi Ale Works and DBI for 2017 MOTB and July 3rd events. Greg seconded the motion. Jim abstained from vote, all others approved. Joy asked board to keep motion confidential until agreement is signed and she circles back with Sierra Nevada Brewing.

10. Annual Open House

Joy thanked Emilio, Greg and Karen for serving on the Membership Task Force. Good game plan for Open House event on 2/16. Joy provided outline for event. Goal is to have 60 people. Last event, 45 attended (holiday party attendance was around 75).

• Task Force Recommendations

Six interactive stations. People will sign in and we'll collect contact information from non members. Member benefits station will include list of benefits where people can indicate what benefits they value most, handouts, sign-up to learn more or maximize member benefits, another station will provide information on "greater good"/macro impacts NTBA has been involved with/led; list key projects we've been working on. Participants will be able to indicate which projects they value most. Another station will ask them to identify whether they value micro or macro impacts or both. At-a-glance slideshow will show accomplishments from past year. Final station will be where we will want them to commit to becoming a member if they are not already or to sign-up to be on a committee or volunteer at two or more events. Drawing at the end of the night for a snowmobile tour (for those who sign-up). Beer, wine and appetizers will be provided. Announcements at 6pm.

• Outreach + Night Of Board Member Assignments

Action Required: Board members will be asked to assist with outreach the week before, as well as to participate at the stations during the Open House event. Outreach that Staff is handling consists of "save the date" article in enews sent earlier this month, flyer to be sent via email next week (if you need more, let Joy know). Joy to share digital version. On Feb 3, Joy will provide list of "assigned businesses" to reach out to Feb



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6-10; phone call or personal visit asking them to come. If people want to bring guests, that is OK, although not a kid event. Populate Google sheet with RSVPs. RSVP by 2/13.

- **Request for additional Board members to sit on membership task force**

Any board member is encouraged to sit on the membership task force. Next meeting is 2/2 at 9am at NTBA office. Let Joy or Emilio know if you want to join the group.

11. KBSRA Preferred Site Plan – Review + Comments

Joy provided an overview of the process and explained that NTBA has submitted two sets of multiple pages comments to date and the 2 year planning process is about half way done. Recently released preferred site plan and are accepting comments by February 15. Comments NTBA previously submitted included ingress and egress to stage. Plan now includes view of lake for those watching concert (on grass). Joy indicated she is not sure how to frame the conversation other than by opening it up to board member observations. Next meeting is 2/2 from 6pm-8pm.

Concerns:

- Sound direction? Based on direction of stage. Facing neighborhood... neighborhood noise concerns?
- Capacity of event venue seating area. Will it limit the size of MOTB?
- Concern re: tree removal? How many trees would be removed? Include comment to ensure more shade, not less.
- Grass... why would we install grass in Tahoe? Drought concerns and fertilizers into the lake...
- Preferred pier location; fish habitat; additional distance to be added to pier (want it on the West, not the East)
- What happens to the existing playground?
- Environmental concerns
- Will impact July 3rd preferred seating area

Likes:

- Elevated “promenade” and sand wall to contain sand
- Addition of more restrooms
- Kayak/paddleboard storage racks

Action required: Board members to submit additional comments to Emilio and/or Joy by/before 2/3 end of day for inclusion in NTBA official comments. Economic Vitality to draft comments before next board meeting. Final comments will be brought to board Feb 16 for input/consensus before submission.

Individuals can also submit personal comments if so desired.

12. NLTRA Update – Sandy

Natalie – chamber updates: working with the businesses to help with disaster relief. Working with Placer County and Sierra Business Council to make sure we have resources available to businesses. Still determining what those resources are. SBC does have funding for disaster relief loans. Waiting to hear back from Placer County to determine what the county has done. Any business is eligible (even if area is not declared “disaster” area). If there are businesses that need “wellness check” from chamber, let Natalie know.



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Joy mentioned it is difficult to see where businesses are because of snow walls. Natalie will encourage businesses to ensure signage is easy to see.

Bridal Fair 2/26 from 11am – 3pm at OVL at Squaw. Looking for vendors; cost depends on size of booth and whether they are chamber members. Free for attendees. Average 100 brides. If you know businesses who may be interested, contact Natalie.

Sandy – Liberty Utilities update that last of the power should be turned back on tonight (West Shore). Hospitality training videos; teaser is out on Facebook, but waiting for final videos to send. NLTRA will send out, encouraging businesses to have employees participate and take the quiz. There are a couple of modules. Please complete the chamber survey.

13. **Transportation Management Assoc. Update** – Jaime reported that last week was “interesting” with all of the snow. We ended up pulling TART services due to roadways and safety concerns. With widespread power outages, it was hard to get people anywhere. Facebook is a great spot for immediate updates. Gearing up to start planning process for transit services for 2017-18; working with Town of Truckee and Resort Association. If you have ideas, let us know. Jamie reached out to Squaw Valley today; interested in exploring how to encourage more use of the shuttles from Truckee. Re: expanded services, ridership reports from the County aren’t yet in. Night rider service will go until 9pm in spring.

Adjourned at 5:31pm.