



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

MINUTES
NTBA Board of Directors Meeting
Wednesday June 15, 2016

Present: Pam Emmerich, Jessica Weaver, Lindsay Thayer, Christine Bettera, Ernie Brassard, Tyler Gaffaney (8:05am), Sandy Evans Hall (8:15am),

Guests: Chris Perry of Placer County

Not Present: Jaime Wright, Emilio Vaca, Greg Moutinho, Steve Miller, Ernie Dambach

Staff Present: Joy Doyle, Karen Wallin

1. The meeting was called to order at 8:07am by Pam Emmerich
2. **Approval of June Agenda** - Jessica made a **MOTION** to approve the June agenda. Tyler seconded the motion. Approved unanimously.
3. **Approval of April & May Minutes & May Minutes Addendum** – Tyler made a **MOTION** to approve the April & May Minutes and May Minutes Addendum. Ernie B. seconded the motion. Approved unanimously. Pam reminded Board members the importance of attending board meetings so that the board can conduct business and vote on items before the board. Six voting members are required for a quorum of the board and the last two meetings we did not have a quorum and today, we just barely have a quorum. If you are not able to attend a Board meeting, please notify Joy by the Friday before the meeting because if there are not going to be enough people at the meeting, the meeting may be cancelled and it will save staff a lot of time preparing for the meeting. Also Board members are needed to volunteer for Music on the Beach and July 3rd Fireworks & Beach Party. We have 10 MOTB concerts this year and July 3rd is on a Sunday so please sign-up to volunteer.
4. **Public Comment** – None provided

Financial Reports – Regarding the **Balance Sheet** Joy noted that there is about \$10,000 less in the barge account as we paid for the balance of the barge repair. We are awaiting reimbursement from NLTRA and that should arrive soon and it will be put back in this account. Regarding the **Budget vs. Actual Report**, Joy submitted two reports in the Board packet (1) July 1, 2015 through May 30, 2016, the current report, which shows a significant loss due to a lot of 2015 Music on the Beach and July 3rd income was in the January – June 2015 6-month budget period, and (2) January 1, 2015 through May 30, 2016, a 17-month report, which shows a net surplus of \$4,210,80 and \$14,080 over budget. Regarding the **Profit & Loss by Class Report**, Joy informed the Board that the Clean Up Day column does not include the hours that staff worked on the event in June so it is not a true picture yet. Clean Up Day – there is a surplus, but the next month will include staff hours. Staff hours went down, we had more volunteers and we collected more trash. Pam asked about the policy and procedure regarding the amount in the Money Market account versus the checking account and moving money between these two accounts. Joy believes that the Board set a policy regarding moving money between the accounts. **Action Item:** Joy will research this policy and report back to the Board. Fortunately, we have not had to move money from the “reserve” account since it



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was opened. She said that June would be the time of year that it would likely be needed however, she doesn't anticipate that will be necessary this June.

5. 2016-17 Budget The Board approved the 2016-17 budget at the May meeting and through an email vote. However, afterwards, Joy realized that she forgot to include Liability and Directors & Officers insurance in expenses (\$5,200). Once she included this expense in the budget, it showed a net loss, so Joy went through all budget line items and made changes that showed a net surplus; the changes were highlighted in yellow and the spreadsheet was reviewed by the Executive Committee earlier this week and emailed to the Board. One of the biggest changes was in the Membership Dues line; reference the added membership income tab. For some time, Joy has been recommending a member dues increase and the Board advised that we should wait until after construction. There has not been a member dues increase since Joy has worked for NTBA, almost 5 years. Joy looked at the current membership and roughly documented the number of paying members per level and the dollars that it generates. Then she assumed that the number of members wouldn't change and proposed new member dues to go into effect in September 2017 and calculated the new membership revenue for 10 months (September through June) of the new fiscal year. She proposes the following new membership dues: Elite \$1500 to \$1000 (\$500 decrease), as this might entice premier members to bump up to this level and we've been losing Premier members. Premier increase from \$250 to \$350, Basic from \$125 to \$175, Non-Profit from \$75 to \$100 and Individual would stay the same at \$50. This would generate nearly \$40,000 in membership revenue, a \$10K increase. Sandy said that common current practices of Chambers and membership organizations is to raise dues annually base on the Consumer Price Index (CPI) related to cost of living increase and increase in expenses. A 10% raise every 5-10 years is noticeable however a 2-4% increase each year is less noticeable. Joy explained the other highlighted changes to the budget which showed a \$1,700 surplus. Joy said that the question for the board is are they in favor of the proposed membership dues increase or should we think more conservatively for this number. Discussion followed and the consensus of the board was to increase Premier member dues to \$300 (instead of \$350) and keep all other recommended changes to the member dues and other line items with a budget net surplus of \$1,042. **MOTION:** Tyler made a motion to approve the revised draft 8 version of 2016-17 budget; Ernie B. seconded the motion. Motion approved unanimously. **Action Item:** Staff to present to Board at August meeting, the new list of member levels, benefits and value of benefits as well as a list of members by level and their renewal month. At the August meeting the Board will approve the new membership dues and benefits and staff will role out to the members in September. At the same time, staff will inform the members that starting September 2017, a CPI increase will be added annual to member dues.

6. Executive Director Report – Joy reviewed the **Upcoming Meetings & Events** and reminded that there are no Board or committee meetings in July. She requested that Board members sign up to volunteer for Music on the Beach and July 3rd Fireworks & Beach Party; a sign up sheet was circulated. Also Board members encouraged to attend NTBA events; sometimes all Staff needs is 15 minutes of Board members' help. **Action Item:** Board members expectations are to volunteer a minimum of 8 hours at summer events; contact Karen to schedule your volunteer hours. Joy also requested Board member's help with soliciting non-members and people who haven't yet agreed to donate to Kings Beach fireworks; no one offered to assist. If you can't volunteer, please ask your friends, employees, etc. to help and also please help NTBA to promote the events to increase attendance. Joy informed the Board that NBC affiliate may stream Music on the Beach live at this



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Friday's concert and we're expecting a large turn out. Joy reviewed highlights from the ED Report: **Crown Redevelopment Meeting** June 21 6-7:30pm at NTEC. Ferrari's closed escrow. They're going to do a series of meetings to gather community input. Karen and Joy helped **Tahoe Prosperity Business Walks surveys**; 200 surveys were completed throughout NLT. Joy provided update on Open for Business Marketing Campaign this summer which is mostly things that staff will take care of in house in addition to plan to capture more video and photography this summer **Play, Shop & Dine in Kings Beach + Enter to Win Contest** landing page and contest developed. We will give away 3 winter getaway packages one per month August through October, for entries gathered the month prior. We will be soliciting lodging dining, and winter activity donations. We currently have 218 members. Clean Up Day was a success. Joy gave a shout out to Kelly for organizing the event. Thanks to Karen, Jessica, Ernie D, Pam too. A breakdown of the number of volunteers that helped and trash collected and staff hours spent was included in the ED Report. We are compiling a good database of people interested in possibly helping us to morph Clean Up Day into more of a year-round effort with others handling the neighborhood and NTBA handling main street. The Design Committee will be taking this on in the month ahead. Joy provided a July 3rd update. Joy attended Leadership Graduation and recognized and congratulated Kelly Humphrey and Chris Perry for going through this year's program. Placer County 2016-17 contract is signed and mailed; Joy will attend July 12 Placer County Board of Supervisors meeting in Auburn where it will be on their consent agenda. Dave Snyder, head of Placer County Economic Development Department (where NTBA contract is funded) has retired. They are going to fill his position. In the meantime Paul Griffith, Jennifer Merchant and Chris Perry are filling in. Chris will be NTBA's main point of contact for our contract moving forward. Joy informed the Board that CHP assistance (paid for by NLTRA through TOT dollars) in Kings Beach will be focused at the corner of Hwy 28 and Hwy 267 this summer. Some board members felt that they were needed more in/near the roundabouts.

- 7. Existing NTBA Event Recommendations - Discuss Next Steps** Jessica, Christine, Ernie B., Karen, and Joy are on this committee. In January 2015, NTBA had a new event workshop and we came up with many new event ideas, however the board and staff agreed afterwards that we cannot add new events as Staff doesn't have bandwidth and resources to do so. It was decided late last year to develop a New Event Committee and the first task of the group is to evaluate NTBA's current events to make sure that they are all serving their purpose and to see if there are ways that they could be changed to free up staff time/resources to make room for new events. Joy shared a Google Sheet with the committee's evaluation and recommendations for each of NTBA's current events. Joy read the recommendations for each event. **Parade**: Positives: only winter event, Latin community and family attendance, re-evaluate if Snowfest if stops or changes significantly, motivate other businesses and non-profits to put on more and more appealing events before or after the event – to draw and keep people in KB for longer, change possible perception that Snowfest puts parade on, i.e. get credit that it is a NTBA event. Clean Up Day will be assessed by Design Committee and they will make recommendations. **MOTB**: goal to increase attendance and recommendation to motivate others businesses and non-profits to put events on before/after, also research potential outsourcing, and explore benefits/risks to going to fewer concerts with bigger name acts. **July 3rd**: explore silent disco instead of preferred seating. Determine if beach party is still needed now that we have NLTRA/Placer funding – what really is the total net profit with costs? If continue to do Beach Party, consider out sourcing it including the potential impacts. **Passport to Dining** – attract people who are less into pigging out "aggressive eating" Increase the price, consider moving event back to October if winery and food/beverage participation wouldn't be effected, add a cash bar to make more



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money, consider outsourcing raffle/auction. Summary unless we outsource some or part of our events, staff will not have the bandwidth to take on new events. **Action Item:** Pam will provide Joy with companies that we could consider outsourcing with to research costs. Joy said that she felt that it was a good exercise to do this.

8. **2020 Strategic Plan Finalization Update** Joy proposed to postpone the finalization of the strategic plan because we do not have a clearly stated vision statement. **Action Item:** All board members were requested to provide three suggested adjectives that describe what they think the 5 year vision for NTBA's District should be or 1-2 suggested vision statements to be discussed at the August board meeting. Board members are asked to email their suggestions to Joy by August 17.
9. **NLTRA Update - Sandy.** – Business Walk surveys conducted as Joy reported. Good news is that most businesses reported that business is good. Many businesses are having difficulty finding and retaining employees. Once the surveys are tallied, Tahoe Prosperity Center will develop strategies to address work force challenges. North Tahoe Transit Vision recently adopted by the Placer County Board of Supervisors. Over next 3 years will see improvements in Placer County transit services including later service and increased frequency. Sandy shared the artwork for the High Notes Poster showed the board the poster. Each venue is going to get 2 posters for bands to sign poster – use as PTD auction items, etc. Music on the Beach is part of High Notes overall marketing of music in NLT/Truckee and Music on the Beach (and other free concert venues) are promoting High Notes. NLTRA Board retreat is set for Wednesday, June 29 where the organizational structure task force recommendations will be presented and discussed. NLTRA's contract with Placer County is on the Board of Supervisors meeting on June 21. July 3 and 4 fireworks for 2 years, 2016 and 2017, are included in the budget.
10. **NTPUD Update – Pam** reported that they are getting ready to put up the fencing for Dog Park phase II and will be open sometime in July. Tree Top Adventure course Phase I looks amazing and scheduled to open in July. Reminder Mandatory Water Conservation! Mandatory watering days, washing cars with turn-off nozzle only, do not wash down patios or driveways, regardless of what State or other regions has messaged. NTEC proposal update – Board, Rec commission, to rate proposals and on July 11 presentations to the Board and Rec commission will be made at 6pm, 7pm, 8pm, then the board will meet in closed session to go over rating sheets. 3 NTPUD Board seats up for election in November based on an At Large Election process where the top 3 vote getters from the pool of candidates are elected. Asking public remain with At Large Election process. Pam learned from their attorney recently that if a board puts forth an ordinance question to public and public consensus is yes, the board cannot overturn. NTPUD adopted their new budget. Waterline is being replaced on Dolly Varden; the main line is done and now working on individual lines to main. 33 sewer services also had to be fixed.

Meeting Adjourned at 10:03 am