



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

**NTBA Board of Directors Meeting
Thursday, February 16, 2017
3:30 – 5:20 p.m.
North Tahoe Event Center
MINUTES**

Present: Jaime Wright, Ernie Brassard, Emilio Vaca, Pam Emmerich, Dax Willard, Jim Kaspari, Charlie Teran, Christine Bettera, Lindsey Thayer (3:34 p.m.), Kim Smith (3:34 p.m.), Greg Moutinho (4:34 p.m.)

Absent: Sandy Evans-Hall

Staff: Joy Doyle

1. **Call to Order, Introductions & Establish Quorum** – Emilio called the meeting to order at 3:30 p.m.
2. **Approval of February Agenda** - With modifications to agenda due to Sandy and Mia Hanak not able to attend the meeting, Pam made a **MOTION** to approve the amended agenda, Ernie seconded. Unanimously approved.
3. **Approval of January Minutes** – Emilio made a **MOTION** to approve the minutes, Charlie seconded the motion. Pam abstained, all others approved; motion carried.

4. Public Comment & Board Member Announcements

Pam provided an update from the NTPUD board meeting. The board extended by three months the exclusive agreement to negotiate with Laulima on the public/private NT Event Center partnership. Charlie Teran and Kristen Pepin reappointed to recreation commission. Board has identified ad-hoc community input committee. For anyone unaware, NTPUD maintains properties for Placer County within NTPUD district (Secline, Speedboat, the library and Placer County portion of Moon Dunes), agreed on contract to maintain those locations. Needs assessment survey resulted in a pretty strong “no” regarding taxpayers increasing amount of parks and recreation money (went to property owners and voters). Recommendations from consultant included becoming more transparent and showing how money is being spent. Public outreach committee will help with those efforts moving forward.

Jaime indicated that 2017-18 transit recommendations are taking place at the NLTRA Capital Investment/Transportation committee meeting on February 27 at 1:30 p.m. at TCPUD where an open discussion will occur. Anyone interested in transit is encouraged to attend. Night service will be offered this spring 4/10-6/18. Summer services will begin 6/30. Working over the next month to put together budget for transit for 2017-18. Resort triangle coalition meeting is also scheduled to meet. Anyone interested in attending is welcome; first Thursday at 10am at Granlibakken. Let Jaime know if you want to be added to agenda distribution; Emilio asked to be added. Winter transit is going well. 30-minute service has been showing successful ridership. TART ridership is up 5%, even with service pulled during big weather events. TART continues to have challenges finding drivers—housing and pay are major contributor. The TMA is planning to have the housing committee present to their board.



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Jim Kaspari announced his resignation from the NTBA board as he is moving out of the area, however he will continue his work on the NTBA website. He will attend the next Promo and Marketing Committee meeting, and will be engaged with that group until the website project is complete.

5. Financial Reports - Joy

Starting with the balance sheet, with all of these reports there are a few checks we've received that haven't yet been input into Quickbooks, as well as a few bills (not talking about a lot), but due to staffing changes, they haven't yet been input. Accounts receivable looks high – Joy looked into this and we have a lot of membership renewals in January. \$4200 is in sponsorship invoicing (\$3700 of that is NTPUD), ~\$7k is membership, and \$1250 in artistic banner sponsorships (commitment, but no money yet).

Budget vs. Actual – because we are on accrual based accounting, any invoices show up as if they are actual. Example: if you look under membership, that line item includes invoices that haven't yet been paid.

Total income, we are 6% over budget to date, which is good. CRM line item hasn't yet been spent; budgeted in wrong month (\$900 difference). We are under in payroll about \$4k through the end of January. The CalFest conference total cost was \$752.32. Board approved full conference, but when Joy looked into it, the first day attendance would have doubled the cost, so through the exec committee, Joy attend two days.

Relations and recruitment – we are under budget because \$753 budgeted in December for Holiday Party; this will be used for Open House and this expense will hit in March.

Overall, we're showing 164% of budget with nearly \$13k over budget. Still looking good for the year.

Profit and Loss by Class – in haste, forgot to change date (run through 2/11); won't jive with Budget vs. Actual because of this. Changed class name from "business revitalization" to "economic vitality" as it better summarizes activities. Also wanted to inform the board that at Exec Committee Level, moving forward with new fiscal year – instead of putting all Placer County contract revenue in "admin," it will be written into our contract percentages of time to be spent on specific focus areas; based on those percentages, we will put that money in the proper class, so we can see how we do at the end of the year.

Charlie asked what "members class" entails. Joy indicated "admin" includes anything that doesn't have a class; the admin class used to include member tasks and projects. In August 2016, a member class was created. Ultimately, we are hoping to have greater visibility on cost specific member services.

Discussion of how to measure/track cost of maintaining member services to understand cost of retaining members. Lindsay mentioned something hard to track is the value of each business having its NTBA member sticker in their window and the word of mouth advertising and brand recognition it brings. Jim mentioned consider moving to quarterly or annual renewal of entire member base. Joy said that this and annual membership renewal had been discussed previously and decided to stick with monthly renewals because it addresses seasonal nature of Tahoe businesses and offers flexibility to move renewal dates in order to accommodate member needs.

6. Executive Director Report – Joy

a. Review Upcoming Meetings + Events + Deadlines



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Standard meeting schedule in March, but please know that the Kings Beach Snowfest Parade is coming up Saturday, March 11, 11:30 a.m. to 12:15 p.m. We still need volunteers. Christine and Kim offered to help on their Board member commitment forms; Christine is unable to assist and Kim said she may be able to help.

Action Item: All Board members who can volunteer for KB Snowfest Parade are to let Joy know ASAP and before the end of February.

Tentatively, we have semi-annual Placer County / NTBA meeting Friday, April 7, 11:30 a.m. to 1:30 p.m. at Placer County offices in Tahoe City. These are very important and informative meetings that Board member are strongly encouraged to attend. **Action Item:** All Board members hold this meeting on your calendar; lunch will be provided. **Action Item:** Joy will send official calendar invite when meeting date/time is confirmed.

b. Executive Director Report highlights

We had been talking with Christine of Summit Co Lab to put on a **small business seminar** in March or April, but after conversation with Executive Committee, due to our latest round of staffing transition, we've decided to cancel the seminar and shoot to do one this year. Meetings Joy has been attending on NLTRA Chamber sub-committee have revealed the future possibility that the Chamber may take over all seminars/trainings to reduce redundancy. Networking events and mixers may also fall into their camp as well. Joy has contacted Christine to let her know. Exec Committee indicated a budgeting seminar could be an interesting one in the future. As seminars are not sponsored, we are thinking of charging non-members \$20-25 per seminar; members are free as a benefit of membership.

As of date of report, **217 members**. We have had two new, seven drops since the start of 2017. Joy looked into historical average of drops in any given year since 2008; average is 19 per year (1.5/month). Last year, 12 drops total (5.4%). We will discuss ideas re: how to stop or slow drops later in the meeting.

A lot of energy has been put into the **Open House** event over the past month. Our RSVP list is roughly in the 50+ range, not including board.

KB Snowfest Parade – Caltrans has raised the fee to \$492 for the parade encroachment permit this year (\$164 last year). Difference is unbudgeted expense. We may get some of that fee refunded, but we're not sure if we will or how much. Additional encroachment permit hoops this year – signed agreement with CHP needed when application for encroachment permit is submitted. We have 15 confirmed participants; typical at this point. People tend to decide closer to event. Sponsorships at \$2950. Emilio asked if we should be concerned about the encroachment permit and Joy confirmed that staff will stay on top of CalTrans and it shouldn't be an issue receiving it in time for the parade.

Website redesign project is coming along. Hoping that by tomorrow, Monday at the latest, we'll have the theme selected. We did get feedback from Promo/Marketing committee and Exec committee on the themes. This is an important decision, so we are carefully considering.

Emilio inquired about **MOTB & July 3rd beer sponsorship outcome**. An executed agreement with Alibi Ale Works is in place. The agreement is for 1 year with right to evaluate agreement beyond that to extend or not. Joy working with Alibi on developing a simultaneously partnership announcement in late February or March. Joy has been in touch with Sierra Nevada Brewing to let them know of our decision; mentioned the marketing value Alibi is bringing to the table. Sierra Nevada is open to working with us again in the future if things don't work out with Alibi.



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Staff still has to lock in **MOTB trade agreement with NTPUD** re: storage of kegs and beer cart. Joy is scheduled to meet with them in a week or so. Don't anticipate any problems. We trade value of storage for MOTB sponsorship benefits.

Fireworks contract – don't yet have contract signed. Clean up not actually provided by Zambelli; aren't able to provide a boat, but can provide crew member and gas and pool scoops to assist with clean up. Joy is in contact with the volunteer (Phil) who has assisted in the past as the safety boat and last year with clean up as well, on both the 3rd and 4th. If Phil is unable to volunteer again this year, we may have to secure and possibly pay fishing charter boat/crew to assist. Charlie may be able to assist with cleanup efforts. **Action Item: Joy** to circle to **Charlie** if Phil is unable to volunteer this year. We haven't yet notified our previous fireworks vendor; won't do that until we have the contract signed with Zambelli.

Status update on Karen's resignation – she offered resignation with three-week's notice; her last day February 23. We didn't post the position right away since it's only been six months since we last posted a position and were worried about negative perception. Also, we reached back out to a few candidates who applied in the fall to gauge interest and interviewed one person, Julie George. Our assessment is she may not be 100% the right fit, so we've posted the job to see what other talent is out there. Deadline to submit resume and cover letter is Feb. 24. Joy interviewed one another candidate on Wednesday, who may be over qualified, but Joy sold the benefits of upward mobility of the position. She was part of the original team that founded the Discovery Museum in Reno. Rate of pay may be an issue. Joy asked her to come back with what her minimum starting hourly rate would be. **Action Item: All Board members** please help spread the word about the opening – email to your contacts and post on your personal Facebook – here is the [link to the Craigslist posting](#)

c. Request for volunteers to help Ernie with NTBA parade float

The trailer we used last year is currently buried. A flatbed truck would work. At least two people are needed to help Ernie put the float together the morning of the parade starting at 10am. One tent is also needed for flatbed; **Action Item: NTBA** can provide the tent and will make arrangements to get it to Ernie. Karen is outreaching to bands and will hand off to Joy; Joy will inform Ernie. Kim is probably a 'yes' to assist; Christine can likely help before, Greg is a 'maybe' but won't be able to commit until closer to the event. Help needed likely around 10 a.m. to affix decorations/signage. **Action Item: Kim, Christine and Greg** to circle back to Ernie by March 1 to confirm they can assist. **Charlie** will circle back to Ernie ASAP as he may have a flatbed truck that could be used for the float.

7. KBSRA Preferred Alternative Site Plan Comments Finalized

Joy shared draft KBSRA Preferred Alternative Site Plan comments that have been crafted to date by Economic Vitality Committee and NTBA Board of Directors. Joy added a few items including identical parking comments from last two round of comments submitted. Opening up again to further final comments.

Economic Vitality Committee suggested:

- We should consider not including that stage facing neighborhood could result in additional noise complaints; instead add changing orientation of the stage so it could be viewed both from the beach and the grassy area, which could add to seating area (beach and turf) with bathrooms as "backdrop" hidden behind the stage.
- We should consider not mentioning number of attendees (remove).
- Recommended saying "grass concerns" and listing reasons (fertilizer into the lake, watering, etc.).
- Added need for shade/weather protection/cover for performers/equipment.



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- Added need for space for 2-3 food trucks and tent vendors + light, power, bathroom access.
- Underground wiring, conduits for future expansion.
- Added access needed at boat ramp for fireworks, emergency vehicle access and occasional heavy equipment and sewer line access.
- Added need for State Parks to find home for play structure in downtown Kings Beach.

Important to acknowledge the positives; keeping grassy area, interactive play area, basketball court, providing storage for paddleboards, kayaks, etc.

Action Items:

- Joy will share final draft with the board as soon as possible after the meeting.
- **All Board members** to review final draft and get approval or final tweaks to Joy by February 24.
- Joy to submit comments on February 25.

Pam made a **MOTION** to approve the KBSRA Preferred Alternative site plan comments with the recommended changes discussed and agreed upon at the Board meeting. Jim seconded the motion. Unanimously approved.

8. NLTRA Update - Joy read comments provided by Sandy (who couldn't be at the meeting in person)...

- Bridal Faire – February 26, Squaw Valley Olympic Lodge
- Community Awards – April 6, Resort at Squaw Creek. Nomination forms will be ready next week and we are seeking donations for silent auction items. Contact me or Natalie if people want to nominate someone or provide a donation. **Action Item: All Board members** encouraged to nominate businesses and people from NTBA's district as it is traditionally under represented; she will forward email from NLTRA when it is received.
- NLTRA will be looking at potential enhancements to the transportation services that we may be able to pay for through TOT. If people have thoughts on this, they can attend the Capital Investment/ Transportation meeting on February 27 at 1:30 p.m. at the TCPUD. (same meeting as Jaime mentioned).

9. Tahoe Public Art Presentation & Request – Presentation postponed until March board meeting.

10. Board Items - Emilio

a. Committee assignments + New Membership Committee

Joy and Emilio went through board member agreements regarding interest in serving on main street and event committees. Those assignments have been shared with each board member. Board members are expected to attend committee meetings in addition to Board meetings. We understand there are times when you may not be able to attend, but please keep in mind these committees provide a robust process of vetting ideas and make NTBA Board decisions easier. If you don't know which committees you are part of, please connect with Joy or Emilio.

New Membership Committee – the Membership Task Force was brought up to speed on the process that Joy and staff go through to notify members when they are up for renewal, collect renewing members' dues payments and to retain members; this was valuable to learn about. Membership base has significantly increased over the years; what has taken time to manage in the past has increased exponentially. Industry standard for member based organization attrition is 15-20%. Based on that, we anticipate we will have more attrition in 2017 because of the increase in members. In addition, we raised membership dues rates in October



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2016 and anticipate this may affect members' decision to renew. Members are at the heart of the NTBA organization and the membership needs the attention on an ongoing basis. Also, staff sometimes has capacity issues with membership retention tasks. Recommendation is to formalize a Membership Committee that is ongoing and focused on member retention and recruitment as well as development and execution of a 2017 Proactive Membership Retention Plan to combat potential greater than usual attrition rate this year. Christine and Kim will join Emilio and Greg on the Membership Committee. This committee is not taking over what staff is doing, it is simply serving as a sounding board or assisting with what staff needs. Joy added that staff feels very supported and appreciative of the notion that there will be committee to help with these efforts moving forward.

b. Set Line of Credit Usage Policy

Conversation to be tabled as Joy had not yet heard back from the bank regarding procedure for tapping into line of credit prior to the meeting. In the meantime, Joy has started to draft language/set context for potential use (if necessary) of the line of credit. Jim suggested we add something about "opportunity."

c. Open House Board Assignments & Instructions

Joy went over the assignments and instructions for the Open House with the Board.

Adjourned at 5:23 p.m.