



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

NTBA Board of Directors Meeting
Thursday, March 16, 2017, 3:30pm
North Tahoe Event Center
MINUTES

Present: Emilio Vaca, Pam Emmerich, Charlie Teran, Christine Bettera, Kim Smith, Greg Moutinho, Ernie Brassard (3:40)

Absent: Sandy Evans-Hall, Jaime Wright, Dax Willard, Lindsay Thayer, Jessica Weaver

Guests: Kristi Kohnen, Bank of the West, Tahoe City Branch Manager, Natalie Parrish of NLTRA

Staff: Joy Doyle

1. **Call to Order, Introductions & Establish Quorum** – Emilio called the meeting to order at 3:33 p.m. Introductions were made after the agenda and minutes were approved.
2. **Approval of March Agenda** - Kim made a **MOTION** to approve the amended agenda, Pam seconded. Unanimously approved.
3. **Approval of February Minutes** – Kim made a **MOTION** to approve the minutes, Charlie seconded the motion. Unanimously approved.

4. Public Comment & Board Member Announcements

Kim informed the Board that she is going to have to miss meetings April 9 –May 23 that due to unexpected circumstances at work; one of her employees is going to be on vacation for 6 weeks and the other employee broke her collar bone. Transformations Salon has an opening for hairdresser or at a minimum a receptionist.

Natalie announced that the NLTRA Awards Dinner is on April 6 and encouraged nominations of people and businesses from NTBA's District; nominations are due March 24. As the Awards Dinner is the Chamber's annual fundraiser, they are seeking silent auction donations; forms distributed. Next mixer is on April 12 at Stillwater Spa in Incline Village.

5. Financial Reports – Joy

- a. **Monthly Reports** - Joy informed that the bank statement has not been reconciled for February. Starting with the **balance sheet**, Joy noted that the accounts receivable is at an almost equal amount to last month. Staff is attempting to whittle down this number however the staffing transition has set us back a bit. Joy reminded the Board that the prepaid and deferred suspense accounts will start to increase in the last months of the fiscal year. Regarding **Profit and Loss by Class Report**, Joy noted that the parade figures are only through February so it doesn't reflect all expenses and income; this will be made available next month. Regarding **Budget vs. Actual Report** Joy reported that total income is 6.3% over budget, payroll is 5% below budget, total administration expenses are 13% below budget, total event expenses are 28% above budget, and the net surplus is nearly \$15,000 favorable to budget. Joy explained that this number is likely to be reduced by the end of the fiscal year as March through June NTBA's overhead expenses stay constant, however we don't



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bring in very much revenue in this time period. She anticipates we will end the fiscal year with a surplus however not nearly as much as the year-to-date surplus. Joy asked for questions, comments, concerns and none were provided or raised.

b. Reserve Line (line of credit) Usage Policy

NTBA recently was approved by Bank of the West to increase its reserve line (line of credit) from \$10,000 to \$25,000. At the Board's direction, the Executive Committee developed and recommended the following Reserve Line (line of credit) Usage Policy:

It is understood by the NTBA Board of Directors and Staff that the Bank of the West Reserve Line is in place for cash flow situations or to leverage an opportunity that may arise in the future. The Reserve Line is not to be used unless absolutely necessary and all other options have been exhausted. If a case arises that the NTBA Board of Directors authorizes the use of the reserve line through a unanimously approved motion, any of the current signers on NTBA bank accounts is authorized to write to the bank to access the reserve line and include a copy of the Board meeting minutes.

Pam made a **MOTION** to approve the Reserve Line (line of credit) Usage Policy, Kim seconded. Unanimously approved.

6. Executive Director Report

a. Upcoming meetings + events + deadlines

Specifically Joy highlighted the NTBA Placer County Semi Annual Meeting on April 7, 11:00am – 12:30pm at the Placer County Administrative Offices in Tahoe City and asked who was available to attend. She explained that it is important to have strong Board representation. Can attend: Charlie, Christine, Emilio and Greg. Cannot attend: Pam, Lindsay, and Ernie. Not sure they can attend: Kim **Action Item for Dax, Kim and Jessica:** notify Joy by April 3 if you are able to attend this meeting.

b. Executive Director Report highlights

- NTBA and TCDA are going to collaborate on **2 co-branded Small Business Seminars for 2017**; TCDA to do one in the Spring based in Tahoe City and NTBA to do one in the Fall based in Kings Beach. Both organizations will cross-promote both events. Need to discuss fee for non-members with Stacie.
- Tahoe Basin Area Plan is in litigation
- We currently have 2016 members
- Kings Beach Snowfest Parade was highly successful. The weather was mild. We had 28 entries including 4 live bands and very elaborate and creative entries. We estimate 1,000 spectators enjoyed the parade and the spectators seemed more evenly distributed throughout the parade route. Sponsorships exceeded goal and last year by \$200, totaling \$3550. Joy gave a shout-out to Katie for her strong work putting this event together and the terrific job that she did. Joy also recognized Ernie and Charlie for their help with the NTBA Float. If it wasn't for the two of them, NTBA would not have had a float. Board members who were at the event commented that they were impressed and pleased with the event.
- Compiled and distributed press release about the new partnership between NTBA and Alibi Ale Works and announcement of MOTB band line-up
- Execution of contract with Zambelli fireworks; however the board is being asked to consider an increase to our fireworks budget so the contract may need to be modified
- Received payment of \$10K NLTRA July 3rd Fireworks sponsorship; thanked NLTRA
- Discussed 2 paid security people [if we can afford it] + 1 unpaid intern for Music on the Beach this year
 - Ernie said he pays \$16/hour for professional security staff at Tahoe Nalu



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- Natalie offered that the Naval Air Station (NAS) Fallon may be able to provide security volunteers and all we would have to do is write a letter of thanks. If this were to work out, perhaps we could offer to cover their gas and pay for their food at the event. **Action Item:** Joy to follow-up with Natalie.
- Pam mentioned that NTPUD seasonal staff may be interested in paid security positions
- Joy mentioned that CA State Parks season staff may also be interested in paid security positions
- MOTB Committee developed new and improved beverage processing procedure to improve guest experience
- MOTB 2017 band line-up confirmed including executed contracts completed
- First right of refusal sent to 2016 food vendors
- We have an executed Music on the Beach special event permit from California State Parks
- Redesign of the website is moving along although it will not be done by the end of March. Best estimate for completion and launch is April 30.
- Joy hopes to soon execute agreement with Tahoe Quarterly and Local Forge to trade for Elite membership benefits, MOTB Series Sponsor benefits and July 3rd Freedom benefits in return for Tahoe Quarterly media placements and social media benefits; Joy asked if there was any opposition and none was offered.
- Joy provided an update on art banners; 81 submissions received, narrowed down to 57 for Design Committee, Design committee narrowed down to 22. Selection of finalist and notify artists by April 13. Unveiling date to be announced.
- Ashley White has accepted the Community Relations Manager position and will start March 20. Joy provided the Board with the selection/interview process and Ashley's history and background.
- Joy conducted 90-Day Trail Period Review with Katie – she is doing a great job so far!

7. Discussion Items

a. 2017-18 Budget Process and 2017 Fireworks Budget

Joy created and shared a first draft of 2017-18 budget with Executive Committee on March 13. Unfortunately the Executive Committee ran out of time to review it. Joy and Greg are meeting on March 23 to review it. Joy will work with Executive Committee over the next 2 months, then the budget will be shared with full Board. Anticipate Board will adopt the new budget in May or June. Regarding the 2017 Fireworks budget, Joy attended Snowfest Opening Night Fireworks in Tahoe City as Zambelli was the vendor and she heard that their budget was similar to NTBA July 3 budget. She was underwhelmed by the display. Joy had a phone meeting with Zambelli to discuss – they recommend increasing our budget from \$17K to \$19k. Joy reminded the board that we were notified by Zambelli that fireworks cost increased by 30% this year and in 2016 NTBA's budget was \$15K + 30% increase in fireworks cost = \$19K. Joy said that she was not surprised by the up-sell by the vendor however expressed her desire to offer a dazzling display and one that is competitive to the Tahoe City display on July 4. Joy explained that Tahoe City recently increased their budget from \$19K to \$22K. A 2016 P&L July 3rd report was circulated. Joy recognized that it is difficult to approve one budget line item without approving the entire budget, however due to the timing of when we have to commit to Zambelli, this is necessary. Charlie asked if Joy was aware of any other July 3rd expense increases compared to 2016. Joy said that California State Park fees were increasing by \$950. Charlie suggested that we increase sponsorship amounts to absorb the increased fireworks budget. Joy reviewed the sponsorship levels and explained that they are nice round numbers and thought it may be easier to agree to attempt to add sponsors rather than change the amounts – however, she noted that we are highly supported by many sponsors annually and this could be difficult. She explained that we have secured NLTRA for \$10K sponsorship and NTPUD for \$3K sponsorship and she is awaiting word on Tahoe Biltmore's \$3K sponsorship. Discussion followed and the



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following suggestions were made to overcome the fireworks cost increase: increase the food vendor fee from \$150 to \$200, increase preferred fireworks seating from \$15 to \$20, addition of a raffle to the beach party with 1-10 items (Ernie offered to donate or help to get a paddle board at cost). **MOTION:** Pam made a motion that the 2017 fireworks budget is not to exceed \$20,000 contingent upon Tahoe Biltmore sponsoring at the same level as they have for the past 5 years, motion seconded by Greg; motion approved unanimously.

b. Passport to Dining – Joy requested board members assistance with Passport to Dining this spring on three topics: (1) the venue; NT Event Center versus Tahoe Biltmore, (2) research IT Auction Wizard versus Greater Giving or other auction platforms, and (3) three 501c3 non-profit organizations who want to be beneficiary of the event (develop application, evaluation criteria, etc). Regarding the venue the Board advised that even though NT Event Center may be available in 2017, there is no guarantee and chances are the event would need to be moved in 2018 and possibly 2019 while NT Event Center is under renovation. Because of this it was recommended that NTBA staff move forward with the event at Tahoe Biltmore in 2017. Regarding IT Auction Wizard, who NTBA hired last year, and Greater Giving or other auction platforms, the consensus of the board was to stick with IT Auction Wizard for 2017. Emilio and Pam offered to assist Joy with 501c3 non-profit beneficiary items; they are scheduled to meet March 22.

c. Streetlight Banners – Promo versus Artistic – Joy provided a very broad overview of the streetlight banner program and asked the board if they preferred more promo-style banners versus art banners in the future. The consensus was to do more art than promo banners in the future.

8. Membership Items

a. Open House Recap and Membership Committee Recommended Next Steps – Joy provided a high level review of the feedback gathered at the Open House on February 16 and shared with the Board via email the day after the event. The feedback showed that members value Micro AND Macro benefits most, Macro benefits next most, and Micro benefits least. In the Member Enewsletter than was sent on March 16, all members were not at the Open House were requested to complete a very short survey by March 31 to validate the feedback that we received at the Open House. An email will be sent to all members on March 23 to request feedback again (because we know everyone doesn't open our Enewsletters). Kim agreed to chair the membership committee. Kim and Joy are scheduled to meet on March 27 to begin development of Proactive Retention Plan and to discuss prospecting and how the Board may be able to assist staff in these areas in the future.

b. Late Members – identify relationships Board members can leverage – The membership committee suggested that the Board may be able to assist staff with outreach to members who are 60 or more days late in renewing their memberships. A list of late members was included in the Board packet and staff was hopeful to find out if Board members had relationships with members that were highlighted that could potentially be leveraged. Charlie urged that the criteria to identify late members be consistent. It was agreed that in the future, only member names should be shared and not amounts or financial into. The consensus was that the role of Board members should be a relationship building role, not a bill collector role. The concept of Board involvement in member retention/relationship building needs to be more fully developed and vetted, which is what Kim and Joy and the Membership Committee plan to do more in the coming weeks and months. When ready, the plan will be presented to the Board for further input. Joy commented that Board involvement in this area has tremendous potential however it will be important to develop a communication tool that will need to be kept up to date so that Staff knows what a Board member communicated with a member and visa-versa and we are perceived as all being on the same page. Emilio said that all Board members do not have to be involved in member recruitment, retention, relationship building, etc. Charlie suggested that each Board



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member be allowed to pick the members that they want to interface/work with on this level. Joy suggested that members be assigned to Board members based on member renewal month.

9. **NTPUD Update** – Pam provided an update that NTPUD has recently formed a Public Outreach Committee and she commented that NTPUD has some issues at NTBA – constituents are not reading emails or press releases that are being regularly distributed. NT Regional Park has a new map – let Pam know if you need some. Kings Beach Snowfest Parade was awesome, NTPUD had a successful pancake breakfast, and NTPUD took over the Dress Up Your Dog Contest this year; however they only had six participants. Water conservation measures are still in place in California. NTPUD is hiring for seasonal parks jobs posted at \$11-\$14 hour. NTPUD is in the budget development process. Strategic Planning will be taking place at April NTPUD board meeting. NT Event Center negotiations with Laulima are still underway. Kings Beach grid water line replacement continues – next up is Steelhead and Loch Leven in 2018; working with MPower for customer loans. Meera Besser in the hospital has GoFundMe campaign.

Adjourned at 5:31 p.m.