

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
January 17, 2018
MINUTES

A. CALL TO ORDER – Establish quorum and introduction of attendees

Katherine Hill called the meeting to order at 8:04 AM at the Tahoe City Public Utility District Board Room in Tahoe City, California. A quorum was established.

Board Members and Staff in Attendance

Gail Scoville, Snowfest and Kiwanis
Katherine Hill, Tahoe Weekly
Melissa Siig, Tahoe Art Haus and Cinema
Gary Davis, Gary Davis Group
Bill Dietz, Tahoe Luxury Properties
Sherina Krueel, Plumas Bank
Robb Olson, Olson-Olson
JT Chevallier, TCDA

Board Members Not in Attendance

Eric Pilcher, Moe's Original BBQ
Amie Quiarte, Tahoe Luxury Properties

B. AGENDA AMENDMENTS AND APPROVAL

It was moved by Gail Scoville and seconded by Sherina Krueel to approve today's agenda as presented. Motion carried unanimously.

C. JANUARY – CONSENT CALENDAR FOR APPROVAL:

- 1. November 15, 2017 – Board of Director Meeting Minutes**
- 2. December 4, 2017 – Executive Director Report**
- 3. December 7, 2017 – EC Committee Meeting Notes**
- 4. December 12, 2017 – Economic Vitality Meeting Minutes**
- 5. December 13, 2017 – Board of Director Meeting Minutes**
- 6. January 10, 2017 – December 2017 Report to Placer County**
- 7. January 12, 2018 – EC Committee Meeting Notes**

It was moved by Gary Davis and seconded by Bill Dietz to approve the Consent Calendar as presented. Motion carried unanimously.

D. PUBLIC COMMENT

There were no comments on items not on today's agenda.

E. COMMUNITY PARTNERS' REPORTS

Cindy Gustafson, CEO of the North Lake Tahoe Resort Association (NLTRA) reported Daphne Lange begins her new job at NLTRA today as Tourism Director. She comes to NLTRA from Visit California. Gustafson thanked Dietz for serving on the interview panel. Gustafson said the Tourism Development Committee (formerly the Marketing Committee) is holding a workshop on January 30 with Lange. Part of the scope of work with Placer County is to produce an annual plan, so that will be the focus of this workshop. A reception to welcome Lange is scheduled for 4:30 on January 30 at the Event Center.

The NLTRA membership voted to approve changes to the Bylaws, which revise the makeup of the NLTRA Board. The filing deadline for the five elected seats is February 5. Additional appointments will be made in March and the new Board will be seated in April. Gustafson described the new makeup of the Board.

Gustafson thanked Chevallier for his help during the NLTRA reorganization and for his assistance in getting the word out about snow conditions and other activities available. Hill thanked NLTRA for supporting holiday lighting.

Jonathan Janson (JJ) introduced himself as the new person in Placer County's Tahoe CEO office. He is working on the newly formed Capital Projects Advisory Committee, which will make recommendations to the Board of Supervisors on TOT allocations. Grant applications should be released later this week. JJ is meeting with TCPUD about restarting consideration of the Business Assessment District. There is an Open House on Friday for potential developers of the Tahoe City firehouse to tour the property.

Kurt Althof from TCPUD reported the Winter Sports Park was busy over the holidays and although the sled hill is closed due to lack of snow, the ice rink remains open. He described the celebrations being planned over the summer to commemorate the 100th year anniversary of the Golf Course. The kick-off is June 8 and details of children and adult activities are still being confirmed. Youth Broom Hockey started last night as an introduction to the sport for 1st – 3rd grade children.

Hill thanked TCPUD for keeping the ice rink open. It's a great community asset. Scoville said she knows of several parents who would schedule birthday parties if they could bring their own food into the "party house," like pizza and cake.

Hill asked if the stairs going from the boardwalk to Commons Beach can be cleared in the winter. She noted people use them anyway and there is access to the bike trail.

Lindsay Romack, Field Deputy to Supervisor Montgomery, announced the Board of Supervisors is meeting in Tahoe next Tuesday. There is a reception on Monday at Northstar at 5:00 PM. The new Placer County CEO is Todd Leopold. He will be at Monday's reception.

F. TREASURER'S REPORT

- **2017 Final P & L Report**
- **January 2018 – Profit and Loss Statement & Balance Sheet**
- **2018 Budget Update**

Scoville presented the financial reports, which were included in the meeting packets. The 2017 year-end report was positive to the budget and there is approximately \$71,000 in the bank. The 2018 budget will be presented for approval as soon as the barge maintenance cost is confirmed. JT has met with Joy Doyle about that. They are recommendation that \$2,000 from the County contribution of \$10,000 to each organization be allocated for the barge annually to build a fund. JT will confirm the grant can be used for that purpose. A brief discussion followed regarding barge maintenance needs.

Scoville said the 2018 budget will include separate budgets for each event for better tracking.

G. COMMITTEE REPORTS

JT reported the Wine Walk Committee will meet on January 24th. The 4th of July Committee meeting is next week. Concerts met last week. Barefoot and Lagunitas are returning as beer and wine sponsors. Lagunitas has donated \$1,000 toward installation of the bear sculpture in Heritage Plaza or any other public art. The Economic Vitality Committee continues to meet.

Hill reported the Executive Committee has been considering the issue of restaurants moving out of town or closing. D'lish is moving to Kings Beach, the Thai restaurant is looking for new space, and Moe's is moving, which will leave that space vacant. In addition, Bank of America is closing, which will create another vacancy

in town. Hill said one of the issues has to do with landlords. JT has been asked to meet with landlords to see what is needed to keep businesses in Tahoe City. A brief discussion followed.

JT noted the Wine Walk takes place during Summer Solstice, which will include the kick-off to the 100th year celebrations at the golf course and the season kick-off of Concerts at Commons Beach.

Hill reviewed the structure of the new Capital Projects Advisory Committee.

H. CONTINUING BUSINESS

- **Update on Placer County Capital Advisory Committee Appointment & Process**

JT reported the Business Associations have been allocated two seats on the new Committee. The criteria is the organization has to have a 503 (c) tax status and have a Board that meets regularly. The four local organizations have agreed that NTBA and TCDA will nominate one candidate from within the basin and Squaw Valley and Donner Summit will nominate a second candidate. Dave Wilderotter was suggested to be the NTBA and TCDA representative. Discussion followed as the Committee make up and duties were clarified.

When the grant process opens, there are some TCDA projects to be submitted, which will include the bear at Heritage. JT noted all applications will require a 10% match.

- **2018 Board Election Update**

JT reported there are three candidates: Rachel Rudnick, Ryan Fitzhenry, and Eric Brandt. In addition incumbents Melissa Siig and Gail Scoville will be running for re-election for one of the five available seats. Hill thanked the Committee for soliciting candidates who understand and agree to the commitment involved.

- **TCDA Membership & Volunteer Appreciation Party**

The party is scheduled for January 23rd at the Blue Agave. JT reviewed the schedule for the evening.

I. NEW BUSINESS

- **Updated title for Office Manager to Operations Director**

JT said it has become clear just how much work Olson does. Office Manager is not the correct title for all she does, including handing many of the details and operations of the Association. He suggested giving her the title of Operations Director to more clearly reflect her many duties. Hill agreed. She said the staff job descriptions have been redone. Dana Tanner will focus on membership as well as events. Olson said the new title is evidence of how this organization has shifted. There are many people working hard behind the scenes that have contributed to TCDA's success. The Board agreed to the new title and thanked Olson with a round of applause.

- **2017 TCDA Year in Review**

JT distributed a draft of the Year in Review that will be included in the next newsletter. He noted the photo library available through Placer County.

J. BOARD MEMBER UPDATES

Hill reported the Executive Committee appointed Robb Olson as Vice-President of the TCDA Board.

Hill said the Board retreat will be scheduled for March. JT reported Seana Doherty has confirmed she will facilitate the retreat, but asked for a firm date. The Board agreed to a six-hour day the week of March 20th. Hill noted the 3-year strategic plan was done at the last retreat. This one will focus on updating that to a 5-year plan.

Daphne Lange from NLTRA will make a presentation at the February 21 TCDA Board meeting.

Scoville reported Snowfest is scheduled for March 1 – 11, 2018. Traditionally, TCDA has produced an event or parade entry. She asked for suggestions for this year. Discussion followed. There was consensus that a Selfie

Scavenger Hunt focusing on TCDA member businesses will be organized. JT and Olson will put together some prizes. A parade entry highlighting Tahoe Truckee School of Music students on a flatbed truck will be considered.

Siig reported that after showing Star Wars for the past five weeks, the Art Haus is featuring Three Billboards Outside Ebbing Missouri. The Truckee location in the Railyard is being designed. There could be some Crowd Funding for that project.

Kreul reported Plumas Bank has been busy with the news that Bank of America is closing.

Davis reported JK Architecture has opened an office in Reno.

Dietz noted the fencing on the islands at the wye has been removed. A brief discussion followed regarding the challenges with moving the fish sculpture.

Olson said he is looking for a new Office Manager/Gallery Manager.

Because of Ski/Skate Week and the Main Street Conference, the next TCDA Board meeting was changed from February 21 to February 28, 2018.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 10:06 AM. The next meeting of the TCDA Board of Directors is scheduled for February 28, 2018, at 8:00 AM at the TCPUD Board Meeting Room, which is during ski skate.

Respectfully submitted,
Judy Friedman
Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS