

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
October 18, 2017
MINUTES

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

Katherine Hill called the meeting to order at 8:05 AM at the Fairway Community Center 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
Christina Perry, Jake's on the Lake
Gary Davis, Gary Davis Group
Sherina Krueel, Plumas Bank appointed at this meeting
Robb Olson, Olson-Olson arrived at 8:10 AM
JT Chevallier, TCDA
Jamie Olson, TCDA

Board Members Not in Attendance

Bill Dietz, Tahoe Luxury Properties
Amie Quiarte, Tahoe Luxury Properties
Greg Mickiewicz, Tahoe Marine Supply
Eric Pilcher, Moe's Original BBQ

B. AGENDA AMENDMENTS AND APPROVAL

It was agreed items may be taken out of order.

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

C. OCTOBER – CONSENT CALENDAR FOR APPROVAL

- 1. June 21, 2017 – Board of Director Meeting Minutes**
- 2. August 9, 2017 – 4th of July Meeting Recap**
- 3. August 15, 2017 – Oktoberfest Meeting Recap**
- 4. September 13, 2017 – Executive Director Report**
- 5. September 20, 2017 – Board of Director Meeting Minutes**
- 6. October 12, 2017 – Executive Committee Meeting Notes**
- 7. October 16, 2017 – Executive Director Report**
- 8. October 16, 2017 – TCDA Current Member Report**

It was moved by Gail Scoville and seconded by Gary Davis to approve the items on 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

Erin Casey from the Placer County CEO's office reported the Board of Supervisors is meeting at the North Tahoe Event Center at 1:00 PM on October 23. Included on the agenda is an item to adopt the Transient Occupancy Tax Investment Policy insuring 100% of all TOT collected in this area is invested back in this area. Administrative Services will provide an update on the efforts of Host Compliance to identify online rentals that are not in compliance with TOT collection requirements. The Squaw Valley Ski Museum contract for \$125,000

from TOT will be reviewed. The North Tahoe Public Utility District (NTPUD) will present a contract to complete work at the Regional Park, including trail maintenance and signage. NTPUD will host a public reception at 5:00 PM.

Casey said an update on the meetings with the North Lake Tahoe Resort Association will be given. Public meetings are being scheduled to prioritize items identified in the Tourism Master Plan for TOT expenditures.

Hill asked about the Tahoe City fire house and when applications for TOT grants should be submitted. Casey will check into an update on the fire house. Regarding TOT allocations, there will be public meetings scheduled in early November, co-hosted by NLTRA, to develop a committee for reviewing applications for capital projects identified in the Tourism Master Plan. The application process will be defined by the County, working with NLTRA. Hill noted the most immediate need for TCDA is the holiday lighting project. Chevallier has a proposal for \$5,000 for supplies and \$5,000 for installation. A brief discussion followed regarding incandescent lighting versus LED for the outdoor lighting of poles and trees. Chevallier said a grant proposal has been submitted to the Tahoe Truckee Community Foundation for a portion of the project.

Cindy Gustafson, CEO of NLTRA, announced the luncheon this Thursday focusing on local housing issues. The NLTRA held a retreat to consider changes to the structure of the Board. A public workshop is scheduled for November 1 to consider options to provide broader representation on the Board. Gustafson described some of the regional funding options being considered to meet the goals identified in the Tourism Master Plan.

Kurt Althof from TCPUD announced the trees in town are being trimmed on October 26. The pruning will impact the holiday lights in the trees. Because the trees have grown so much since the lighting was first installed, most of the existing lights will be cut off and need to be replaced.

Siig noted Althof's report last month that the water master indicated the dam gates will be opened and there could be flooding on the bike trail along the river. She called the water master to confirm and he said gates will not be opened unless there is significant rain requiring lake levels to be reduced.

Althof reported the Ice Rink at the Winter Sports Park opens November 18. The Pumpkin Patch is scheduled for this Saturday at Common's Beach. TCDA and TCPUD will again partner on the Downtown Trick or Treat on Halloween.

Lindsay Romack, Supervisor Montgomery's Field Deputy, announced tonight's public meeting regarding the Truckee River Trail Access Plan at the USFS Ranger Station in Truckee.

F. TREASURER'S REPORT

- **October 2017 – Profit and Loss Statement & Balance Sheet**

Scoville presented the financial reports and thanked Olson for compiling the P&L and back up documentation. There is about \$90,000 in the bank, but there are still outstanding bills, including taxes, and a portion of the funds are allocated to fireworks. The final report on Oktoberfest will be presented next month.

G. COMMITTEE REPORTS

- **Oktoberfest Recap & Report**

Chevallier said Oktoberfest was a great event this year. All 1500 beer mugs were sold by 5:00 PM. Homewood offered half-price entry to their Oktoberfest by showing a TCDA mug. That was a good promotion that could be spread to other events. There were 14 arts and crafts vendors and 8 beer vendors. Chevallier suggested less arts and crafts booths next year so the space would not be so crowded. Also, some of the beer vendors brought more beer than others, and had to help those who ran out. Chevallier suggested requiring beer vendors to bring a minimum of 5 kegs. Overall, the event was very successful, but changes for next year will be considered. Discussion followed regarding attendance and logistics of the event this year, and suggestions for moving forward, including reducing bottlenecks and general "flow."

- **Updates and approvals as necessary from Committee Chairs**

Chevallier reported the Economic Vitality Committee is starting up again. Kathy Nicholas is stepping down from the Marketing Committee, but feels she has good systems and a calendar in place that can be followed. Krueel has been coordinating with her. Krueel suggested the marketing tasks and job descriptions should be reviewed to see if there are ways staff can take over some of those duties.

Scoville asked the Board to consider taking over the Gourmet Ski Tour from Tahoe Cross Country Ski Education Association (TCCSEA). She suggested hosting the event during Snowfest and moving it from the Cross-County Center to the Winter Sports Park. A brief discussion followed regarding the logistics and work involved. Scoville will follow up with the new TCCSEA Executive Director to get more detail. Chevallier suggested hosting a “Color Run 5K” type of event during Snowfest. He described the event and will present a proposal.

H. CONTINUING BUSINESS

- **Bear Statue Update**

Chevallier received installation information from the statue artist Bob Stokes, and forwarded it to TCPUD. TCPUD will donate labor to install the sculpture but materials for the concrete footing will cost about \$600. With the sculpture costing \$33,000, the final budget is now \$33,600. Chevallier has submitted funding grants, but there will still be some dollars to make up and on-going maintenance fees.

- **TTCF Wi-Fi Test Site Info**

Chevallier reported on a presentation at Breakfast Club regarding Post Road, a non-profit organization working with the Rockefeller Foundation to identify “smart applications” that can benefit mountain towns. The North Tahoe/Truckee area is being considered as a test area and Post Road is working with the Tahoe Truckee Community Foundation.

Chevallier described his efforts working with the Tahoe Prosperity Center to identify options to provide wi-fi in Tahoe City. Discussion followed regarding the options available with both programs, potential funding, grant opportunities, and benefits to residents and visitors.

- **Firehouse Update**

Chevallier sent information to Board members regarding the last Tahoe City firehouse meeting. No action is being taken immediately but he will continue to follow the issue of what should go on the site.

I. NEW BUSINESS

- **Small Business Saturday – November 25, 2017**

Hill reported Small Business Saturday is on the schedule. Olson noted the inclusion of the Holiday Hop, which incorporates the event with the kick-off of the holiday Shop Local program. Businesses host their own special event for that day and TCDA will provide the American Express Shop Local bags. Chevallier will follow up on getting the Shop Local cards and promotional materials.

- **Holiday Lighting**

Chevallier described the current lighting situation and the potential need to re-install lights, given TCPUD tree maintenance (discussed previously). A brief discussion followed regarding possible funding.

- **Changes to Promotions Committee**

This was discussed previously during the Marketing Committee report.

- **Upcoming Board Election – New Board Members, Recruitment & Engagement, Commitment**

Hill reported five seats will be voted on in the next election. She and Kruehl noted the need for strong, engaged Board members. Potential candidates should contact Hill or Chevallier.

- **TCDA Staff – Staff Work Plans**

Hill reported staff is developing strategies to be more effective and efficient. She and Chevallier are meeting to discuss specific Executive Director Tasks. Hill said this item will be discussed in more depth at the Board retreat.

- **Vote to add Sherina Kruehl to Executive Committee as Secretary & as a signer to bank accounts**

It was moved by Gail Scoville and seconded by Melissa Siig to appoint Sherina Kruehl to the TCDA Board of Directors. Motion carried unanimously.

It was moved by Gail Scoville and seconded by Christina Perry to appoint Sherina Kruehl as Secretary of the TCDA Board and the Executive Committee. Motion carried unanimously.

It was moved by Gary Davis and seconded by Gail Scoville to add Sherina Kruehl as a signer on all TCDA Bank accounts. Motion carried unanimously.

- **De-mystify Small Business Budgeting**

Chevallier reported TCDA partners with NTBA and the Chamber on small business seminars. The Budgeting program will be presented on November 14 at the North Tahoe Event Center. The Marketing seminar drew about 20 people and was very informative.

Chevallier is confirming details for the TCDA Membership Open House. He'll present some options for dates.

J. BOARD MEMBER UPDATES

No additional updates

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 November 15, 2017 at 8:00 AM at the Tahoe City Public Utility District Board Room in Tahoe City, California.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS