

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
November 15, 2017
MINUTES

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

Katherine Hill called the meeting to order at 8:07 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
Amie Quiarte, Tahoe Luxury Properties
Greg Mickiewicz, Tahoe Marine Supply
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
Christina Perry, Jake's on the Lake

B. AGENDA AMENDMENTS AND APPROVAL

It was moved by Bill Dietz and seconded by Gary Davis to approve today's agenda as presented. Items may be taken out of order. Motion carried unanimously.

C. NOVEMBER – CONSENT CALENDAR FOR APPROVAL

- 1. October 18, 2017 – Board of Director Meeting Minutes**
- 2. November 7, 2017 – Executive Director Report**
- 3. November 8, 2017 – Executive Committee Minutes**
- 4. 2017 Concerts at Commons Beach Year End Financials**
- 5. 2017 Oktoberfest Event Report**
- 6. November 2017 Membership Reports**

It was moved by Gail Scoville and seconded by Sherina Krueel 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

Kurt Althof of the Tahoe City Public Utility District reported the opening of the Winter Sports Park and Ice Rink has been postponed to Thanksgiving Day. The sled hill and cross-country ski loop will open as conditions allow. Ron Treabess added that Café Zenon will be offering Thanksgiving dinner on a reservation basis. The new TCPUD General Manager Sean Barclay introduced himself and gave a bit of his background. He has been with TCPUD for eight years and is looking forward to his new role serving the community.

F. STRATEGIC PRESENTATION: CONSIDERATION OF REVISIONS TO THE COMPOSITION OF THE NLTRA BOARD OF DIRECTORS • Ron Treabess, NLTRA

Treabess reminded the Board that a group has been in place over the past 18 months to evaluate and re-organize NLTRA to be more efficient and better represent the community. One recommendation being implemented immediately was to reorganize the NLTRA Board of Directors. Treabess distributed an outline of the current and proposed composition of the Board. At its December 6 meeting, the NLTRA Board will vote to amend the Bylaws to reflect the changes. The NLTRA membership will also have an opportunity to vote. Discussion followed regarding the proposed makeup of the Board. Both Siig and Hill had questions about the six “designated” seats compared with only four elected positions, which seem to still give a lot of power to the ski areas (i.e., Squaw/Alpine, Northstar, and Homewood) and large hotels (i.e., the Ritz Carlton and Resort at Squaw Creek).

Concern was voiced about NLTRA funds that have supported campaigns seemingly driving traffic away from lakeside businesses, such as Peak Your Adventure, which focuses on shopping and dining in the Villages during the summer. Although TCDA appreciates the collaboration, promotions like that don’t serve its mission.

G. STRATEGIC PRESENTATION: FIREHOUSE RFI DISCUSSION AND PROGRESS • Suzy Vose, Placer County Firehouse Representative

Vose narrated a Power Point presentation regarding potential uses of the old Tahoe City firehouse. She said community outreach has included three public workshops, a flash vote survey, and a public presentation of three proposed designs in September. A Request for Interest (RFI) has been released and those proposals are due by December 15, 2017. The evaluation process of the RFI will include a Submittal Evaluation Team comprised of County and stakeholder representatives. Hill asked for TCDA to be involved in reviewing submittals.

Discussion followed as the process was clarified. Hill noted a letter sent to the County from TCDA asking that the RFI process be extended since it was just released and the December 15 deadline is coming quickly. Vose acknowledged receipt of that letter and other requests to extend the deadline. She is meeting this afternoon with County staff including Jennifer Merchant, Erin Casey, and Peter Kraatz to consider the request.

Olson asked if the County parking lot next door can be used and suggested the airspace above it is usable. Vose thought that was a great idea. She was unsure as to whether or not Placer County will contribute dollars to any project on the property or of the terms of the land lease.

The group continued to discuss the RFI, potential uses of the space, and the evaluation process. Judy Friedman asked if the sketches included in the RFI are representative of what the County is looking for. She noted the TCPUD process several years ago when sketches for the property were reviewed at a design charrette attended by more than 100 people. That information can easily be made available to the County. Discussion continued.

• Abby Gallup, Artspace.org/Siren Arts

Christen Hanna reported on Siren Arts, comprised of Abby Gallup, Renee Kojane, and Hanna. They have come together to identify options for creating a central location in Tahoe City to serve cultural and artistic needs. Kojane presented a Power Point describing multi-use community space that may be appropriate for the old firehouse site. She discussed the economic benefits of arts to a community.

Gallup explained Artspace.org is a national organization that facilitates projects such as this. For \$25,000 they will conduct a feasibility study that includes how space can be used and funding opportunities. Gallup and Kojane approached Supervisor Montgomery to see if the County would fund the \$25,000, but heard there is no money available for this. That said, the County has funded studies for the Northstar performing arts venue and Squaw Valley Ski Museum.

Options for raising the \$25,000 were discussed. Siren Arts is planning to submit an RFI for the firehouse space. Mark Gogolewski suggested the County could support the feasibility study given this is a community-driven effort. There is no other government in Tahoe City that could offer that level of support. Discussion continued

regarding the potential to fund the Artspace feasibility study and TCDA's commitment to engaging the community to develop a community space.

H. TREASURER'S REPORT

• November 2017 – Profit and Loss Statement & Balance Sheet

The financial reports were included in the Board packets.

I. COMMITTEE REPORTS

• Marketing – Media Placement

Due to time, this was tabled.

J. CONTINUING BUSINESS

• Holiday Lighting Update

Chevallier reported the getting the lights up in town was delayed because of weather, but is in process. Some of the lights in trees were cut out because the trees have grown so much and TCPUD had to have them pruned. There is about \$4,000 in the beautification budget. Businesses including Arbor Care have pledged funds for lights. When the Transient Occupancy Tax (TOT) allocation process is clarified, a request will be made for reimbursement of the lighting costs or a larger amount that will include the lights and flower baskets.

Hill explained that with the TOT process in limbo, there is just not adequate funding for the \$8,000 lighting budget. She suggested a 2-3 year funding process be developed. Many pieces in town need to be clarified, including the TOT allocation and potential for the Business Assessment District.

• Tahoe City Holiday Hop, Holiday Window Decorating and the “Shop Local” Holiday contest

K. NEW BUSINESS

• Vote to remove Melissa Siig and Christina Perry from TCDA bank accounts

It was moved by Gail Scoville and seconded by Melissa Siig to removed Melissa Siig and Christina Perry as signers on the TCDA bank accounts. Motion carried unanimously.

• County Sign Code Compliance Workshop

This item was tabled.

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 **December 13, 2017 at 5:30 at Jake's on the Lake in Tahoe City, California.**

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS