

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
February 15, 2017
MINUTES

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

Katherine Hill called the meeting to order at 8:04 AM at Granlibakken in Tahoe City, California. A quorum was established.

Board Members and Staff in Attendance

Katherine Hill, Tahoe Weekly
Gail Scoville, Snowfest and Kiwanis
Bill Dietz, Tahoe Luxury Properties
Amie Quiarte, Tahoe Luxury Properties
Greg Mickiewicz, Tahoe Marine Supply
Gary Davis, Gary Davis Group
Lindsay Warren – Integrity Design Partners
Robb Olson – Olson-Olson arrived at 8:16 AM
Eric Pilcher, Moe’s Original BBQ arrived at 8:42 AM
Stacie Lyans, TCDA
Jamie Olson, TCDA

Board Members Not in Attendance

Christina Perry, Jake’s on the Lake
Melissa Siig, Tahoe Art Haus and Cinema

B. AGENDA AMENDMENTS AND APPROVAL

It was moved by Gary Davis and seconded by Amie Quiarte to approve today’s agenda as presented. Motion carried unanimously.

C. FEBRUARY – CONSENT CALENDAR FOR APPROVAL

1. December 15, 2016 – Board of Director Meeting Minutes
2. January 3, 2017 – Promotions Committee Meeting Minutes
3. January 12, 2017 – Executive Committee Minutes
4. January 17, 2017 – Economic Vitality & Innovation Meeting Minutes
5. January 26, 2017 – 4th of July Committee Meeting Minutes
6. February 8, 2017 – Executive Committee Minutes
7. December 2016 – Executive Director Report
8. January 2017 – Executive Director Report
9. February 2017 – Membership Reports
10. 2017 Tahoe City 4th of July T-Shirt Contest Press Release
11. 2016 TCDA Annual Report

It was moved by Gail Scoville and seconded by Amie Quiarte to approve the February 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 (TCPUD) reported the Ice Rink opened at the Winter Sports Park in December and has been wildly successful. Customer counts at the Winter Sports Park have increased about 700% from last year. In spite of the fact that the Park has been closed several days because of

storms, having the Ice Rink, cross country ski and snow shoe loops, and the new restaurant have made a huge difference. The main comment about the ice rink has been, “make it bigger!” The Rink will be closed sometime in March to begin the process of re-installing the golf course for spring. Althof thanked TCDA for its support.

Althof said Bob Bolton, Director of TCPUD Parks & Recreation, has retired. Interviews for his replacement are taking place. TCPUD is hosting a meeting on March 28 at 9:00 AM for contractors to meet with the Technical Services Department to understand the process. Althof reported TCPUD is a snow storage site for commercial operators. However with the massive amount of snow received, the site is almost full. TCPUD is working with Placer County to identify other TRPA-approved sites.

The Tahoe Cross Country Ski Education Association (TCCSEA) is hosting a series of public workshops to discuss the donation they received, the Shilling House. The House could become the new cross-country ski lodge, but the location is still to be determined. Options for locations are being presented at the workshops. The next one is scheduled for March 11 and 12 at Fairway Center. Comments are also being accepted at the website dedicated to this project: www.theshillinglodge.com.

Hill thanked TCPUD for clearing the bike trails this winter. Althof said Hill is being really helpful in getting spot counts of how much the trails are being used.

Sandy Evans Hall, CEO/Executive Director of the North Lake Tahoe Resort Association (NLTRA), announced upcoming events, including the Bridal Fair in Squaw Valley on February 26 and the Community Awards Dinner at the Resort at Squaw Creek on April 6. NLTRA is considering options to fund transportation needs since Measure M failed in the November election. Enhanced TART service is among those needs being reviewed.

Hall will be leaving NLTRA at the end of June. The organization has hired Search Wide to do a needs assessment and recruit candidates for the position. Hall noted the recent survey regarding Chamber services. Responses indicated that community, economic, and workforce development were the top three needs. Recommendations regarding those areas will be presented to the NLTRA Board in May.

F. STRATEGIC PRESENTATION: TAHOE CITY DOWNTOWN ASSOCIATION, Stacie Lyans

• TCDA Strategic Plan Third Year Review and Direction

Lyans narrated a Power Point presentation reviewing accomplishments in five focus areas agreed to during a Board workshop. Today’s presentation was specific to what has been implemented during the first two years of the 5-year Strategic Plan. There was discussion about each Focus Area.

Focus Area 1 identified the need to produce great events that strengthen, engage, and build the community. Successes include the Wine Walk and Oktoberfest. Additional events could include the Gourmet Ski Tour and street fairs, when a portion of Highway 89 goes to Placer County ownership. Challenges are getting more sponsors and volunteers.

Focus Area 2 involved implementing creative marketing, which was accomplished by hiring a PR consultant to facilitate messaging both locally and regionally through social, print, and electronic media. It was suggested that free sponsored wi-fi in town would be an opportunity to provide a service as well as a sponsorship vehicle.

Focus Area 3 has to do with advocating for community projects and beautification, such as flower baskets, holiday tree lighting, and public art projects. TCDA has advocated for the Tahoe Basin Area Plan, Tahoe City Lodge, and the Highway 89 Realignment project. During discussion, branding was considered. Perhaps “brought to you by...” tags on the flower baskets would remind people of what TCDA provides.

Focus Area 4 is about serving as a catalyst for innovation. TCDA has been involved in the newly formed Economic Vitality/Innovation Committee. Goals for 2017 include developing a Business Resource Guide and

Downtown Directory Maps. Additional projects could include signage with the TCDA logo at bus shelters announcing upcoming events, directional signage, and implementing technology to provide real-time information.

Focus Area 5 is to strengthen TCDA's capacity to support the community's vision. Accomplishments include the strong financial position TCDA is now in and the increase in volunteers and committee members. The challenge now is to increase efficiencies, membership, and capacity to continue to expand the value of TCDA in the community.

G. STRATEGIC PRESENTATION: TAHOE PUBLIC ART, Mia Hanak, TPA Executive Director

- **“Jewel of the Sierra” summer exhibit + TCDA/NTBA barge request & TPA Update**

Mia Hanak provided an overview of what TPA is, projects underway, and proposed project from now until 2020. She discussed the social and economic benefits of public art. Art for the Tahoe basin is inspired by environmental components of the area and will begin with a series of temporary installations at Schaffer's Mill in Truckee, Mourelatos in Tahoe Vista, and a floating “Jewel of the Sierra” that will be on the fireworks barge and float from Common's Beach to Valhalla in South Shore during the month of August. Permanent installations include the art for the Kings Beach roundabouts, which should receive agency approval soon and be in place by the end of this summer. The 2020 vision focuses on expanding temporary art installations throughout the area, the Lake Tahoe Basin Art Trail and an Artist-in-Residence program, possibly in the old fire house in Tahoe City.

A brief discussion followed regarding use of the barge for the floating installation. The \$2,500 rental fee would be traded for a sponsorship. This item will be on next month's TCDA agenda for Board approval.

H. TREASURER'S REPORT

- **February 2017 – Profit and Loss Statement & Balance Sheet**
- **Final 2016 – Profit and Loss Statement**

Gail Scoville presented the financial reports that were included in the Board packets. She reviewed the bank balances. Scoville said event revenue needs to stay high to meet 2017 revenue goals.

I. COMMITTEE REPORTS

Scoville reported there is an aggressive fundraising goal of \$50,000 for the 4th of July. A winter decorating contest is being planned. A lot of the same activities held on the beach last year will be repeated this 4th, including the beer garden. Rack cards and collection boots will be out by the end of May and there will be a direct-mail solicitation to 5400 addresses. Volunteers for the 4th are needed.

Lyans announced a Wine Walk Committee meeting is scheduled for tomorrow at 4:00 PM. She reported the Marketing Committee has hosted 4 or 5 travel writers this winter.

J. CONTINUING BUSINESS

- **2017 TCDA Board Election Results**

Lindsay Warren and Robb Olson were elected to the Board.

- **2017 Executive Committee Nominations and Vote**

It was moved by Gary Davis and seconded by Robb Olson to appoint the following slate of officers: Katherine Hill as Board Chair, Christina Perry as Board Vice-Chair, and Gail Scoville as Board Treasurer. Motion carried unanimously.

- **2017 Vote to add new EC officers as signers to Plumas Bank accounts**

There are no changes to the Plumas Bank account signers until a new secretary is appointed.

- **2017 TCDA Budget Discussion and Vote**

The proposed budget was included in the meeting packets.

It was moved by Gary Davis and seconded by Robb Olson to approve the 2017 TCDA Budget as presented. Motion carried unanimously.

- **2017 July 4th Fireworks Discussion + Proposal/Contract Vote**

Lyans presented the fireworks proposal from Zambelli Fireworks. They offer a more exciting show, but at a higher price. This will be a joint contract with the North Tahoe Business Association, which does a July 3 fireworks show.

It was moved by Gail Scoville and seconded by Amie Quiarte to approve the Zambelli Fireworks proposal at a cost of \$22,000. Motion carried unanimously.

- **Fanny Bridge Project Timeline Update**

Hill reported she and Lyans are working with Margaret Skillicorn on logistics for this summer's construction project at the wye. Locations for the Williamson tree and fish sculpture have not been confirmed yet. Messaging to businesses, residents, and visitors is still being developed. The outreach budget should be approved in March. A Design Workshop is scheduled for March 7 at the TCPUD Board room to keep business owners up-to-date.

- **Benefit Assessment District Timeline Update**

Gary Davis said there is currently an ordinance that provides TCPUD with approximately \$20,000 a year to maintain sidewalks. The Highway 89 Realignment will extend the streetscape to include businesses at the wye. A Benefit Assessment District is being considered to replace the ordinance and provide funding for maintenance. The costs would be distributed among property owners. If snow removal is included in the BAD scope of work, the cost would be about \$300,000 a year; without snow removal the cost is approximately \$175,000. The final budget is still being developed. There will be a public meeting on the topic in the next month or so. It is expected a recommendation will go before the Board of Supervisors in June.

K. NEW BUSINESS

- **Conflict of Interest Policy, Board Commitment Document & TCDA Board of Directors Contact List**

Board members need to sign these documents annually. They are kept on file at the TCDA office.

I. BOARD MEMBER UPDATES

Scoville announced Snowfest begins the first weekend in March.

Lyans will be attending a California Main Street conference.

Olson reported he is part of a Committee exploring options to fund intervalley transit in Alpine and Squaw neighborhoods and possible expanding into Tahoe City and/or Truckee. Taxing options are being considered.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 10:09 AM. The next meeting of the TCDA Board of Directors is scheduled for March 15, 2017 at 8:00 AM at Granlibakken Resort.

Respectfully submitted,

Judy Friedman, Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS