

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
March 15, 2017
MINUTES

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

Katherine Hill called the meeting to order at 8:09 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
Melissa Siig, Tahoe Art Haus and Cinema
Robb Olson, Olson-Olson arrived at 8:16 AM
Christina Perry, Jake's on the Lake
Stacie Lyans, TCDA
Jamie Olson, TCDA

Board Members Not in Attendance

Amie Quiarte, Tahoe Luxury Properties
Greg Mickiewicz, Tahoe Marine Supply
Gary Davis, Gary Davis Group
Lindsay Warren, Integrity Design Partners
Eric Pilcher, Moe's Original BBQ

B. AGENDA AMENDMENTS AND APPROVAL

Lyans clarified that the vote in Item K will just be for TCDA Board Secretary, not all officers.

It was moved by Gail Scoville and seconded by Bill Dietz to approve today's agenda. Motion carried unanimously.

C. MARCH – CONSENT CALENDAR FOR APPROVAL

1. February 15, 2017 – Board of Director Meeting Minutes
2. February 16, 2017 – TCDA Wine Walk Committee Minutes
3. February 16, 2017 – TCDA City July 4th Fireworks Committee Minutes
4. March 8, 2017 – TCDA Executive Committee Minutes
5. TCDA Executive Director Report
6. March 2017 – Membership Reports

It was moved by Gail Scoville and seconded by Bill Dietz to approve the March Consent Calendar as presented. Motion carried unanimously.

D. PUBLIC COMMENT

Olson encouraged everyone to complete the survey for the location of the Shilling Lodge at TheShillingLodge.com. TCPUD will make the final decision on the location after a CEQA evaluation has been completed.

E. COMMUNITY PARTNERS' REPORTS

Kurt Althof of TCPUD announced the Ice Rink at the Winter Sports Park will close Saturday because of warmer temperatures and the need to begin to convert the space back into a golf course. He said the rink has been a great success and there have been a lot of requests for a larger one. Surprisingly, the sled hill has seen more volume than the ice rink. A brief discussion followed regarding the benefit of the Winter Sports Park in the community. Althof described Flash Vote and how to sign up to give input on TCPUD and County issues.

F. STRATEGIC DISCUSSION: Tahoe City Benefit Assessment District

- **District Presentation and how YOU can help!**
- **BAD Public Meetings: March 21, 6-8pm and March 22, 8-10AM, TCPUD Board Room**

Lyans narrated a Power Point presentation about what a Benefit Assessment District is, how it is implemented, and how it benefits the community. The BAD being considered will fund maintenance and streetscape improvements in Tahoe City. Property owners within the district would pay a tax via a line item on their property tax bill. Their fee would be based on a formula that considers lot size, square footage, frontage, and land use. It is levied by a majority vote of impacted property owners. The vote is weighted depending on the size of the property. Services could include maintenance, benches and trash receptacles, tree and paver replacements, holiday lighting, and landscaping. It may or may not include snow removal because that impacts the tax greatly.

Lyans explained there is currently an ordinance enforced by TCPUD to address some of these issues. However, there will be much more streetscape with the Highway 89 Realignment Project. She showed a map of the proposed boundaries and benefits in each area.

Two public meetings are being held to provide more information, answer questions, and get input: Tuesday March 21 from 6-8 PM and Wednesday March 22 from 8-10 AM. It is hoped that this proposal will go before the Board of Supervisors for a public hearing late spring/early summer in order to get to the vote. If passed, it is hoped the tax will be on the 2018 roles.

TCDA is the lead organization providing and disseminating information on the BAD. Lyans asked Board members to attend the public meetings and champion the benefits of the District.

G. STRATEGIC DISCUSSION: Fanny Bridge Revitalization Project

- **Project Update and NEW Timeline**
- **Business Mitigation Strategy Discussion (see sample documents from KB construction in packet)**

Hill reported construction on the new bridge and two of the 3 roundabouts is scheduled to be done this summer. The third roundabout at the wye, Fanny Bridge, and streetscape improvements will be done summer 2018. There will be night work this summer and traffic delays are to be a maximum of 20 minutes. At this point, construction staging is still being worked out, but workers are not to park in town. Locations for the fish sculpture and Williamson tree are being determined. Hill is continuing to work with Margaret Skillicorn from TTD on public outreach.

Lyans reported she is asking Placer County for funds to help businesses with signage and other “we are open” messaging, similar to what was done in Kings Beach and on the west shore. Discussion followed regarding strategies to educate residents and visitors of the upcoming construction using print, electronic, and social media and signage.

H. STRATEGIC DISCUSSION: Spring TCDA Membership Drive

- **Membership Update**
- **Membership Committee and How YOU can help!**

Lyans reported TCDA has just over 200 members. There has been so much going on that neither she nor Olson have had a lot of time to spend on this. Lyans asked the Board to be more involved and suggested forming a Membership Committee that meets quarterly. She distributed a list of businesses and asked Board members to contact at least 1 potential member. Scoville suggested each Board member contact at least 10 people on the list. Discussion followed regarding soliciting potential members and collateral material that describes all that TCDA does for the community and the benefits of being a member.

I. TREASURER’S REPORT

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

Scoville reported there is approximately \$51,000 in the bank, which is great for this time of year. There have been a lot of large expenses recently, including the deposit for the 4th of July fireworks and the website redesign. Lyans reported on potential event sponsors.

J. COMMITTEE REPORTS

Committee reports were included in the Board packets. Lyans noted upcoming Committee meetings. She has already sold 19 tickets to the Wine Walk.

Scoville reported the 4th of July Committee is meeting March 29. Sponsorship mailings are being prepared and a t-shirt design contest has been instituted, but so far there is only 1 entry.

Lyans reported the Economic Vitality meeting is scheduled for March 22 at 4pm. A presentation on the bear sculpture and proposed budget will be on next month's TCDA Board meeting agenda.

K. CONTINUING BUSINESS

- **TCDA Executive Committee Nominations and Vote Melissa Siig as Secretary of the board**
It was moved by Robb Olson and seconded by Bill Dietz to appoint Melissa Siig as Secretary of the TCDA Board. Motion carried unanimously.

- **Vote to add Melissa Siig as signer to Plumas Bank accounts and remove Kathy Nicholas**
It was moved by Gail Scoville and seconded by Christina Perry to add Melissa Siig as signer to Plumas Bank accounts and remove Kathy Nicholas. Motion carried unanimously.

L. NEW BUSINESS

- **TCDA/Placer County Semi-Annual Meeting: Friday, April 7, 2017**

Lyans reminded the Board of the meeting with the County on April 7. Please try to attend. Let Lyans know suggestions for agenda items. This is TCDA's opportunity to have a dialog with the County about needs for the community. Lyans is still meeting with Joy Doyle about redundancies and efficiencies between TCDA and NTBA.

M. BOARD MEMBER UPDATES

Scoville reported Snowfest was a great success this year. The fireworks and parade were very well received. Scoville thanked TCPUD for putting up banners and clearing snow from town for parade viewing.

Perry announced Jake's is hoping to reopen May 11 after suffering storm damage. The bar and restaurant are being remodeled and there will be some special opening events coming up.

Siig announced Lion and La La Land are showing at the Tahoe City Art Haus and Cinema. Beauty and the Beast opens Friday for a 3-week run.

Olson announced a new brewery and restaurant is opening behind Safeway on Memorial Day weekend.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 10:11 AM. The next meeting of the TCDA Board of Directors is scheduled for April 19, 2017 at 8:00 AM at Granlibakken Resort.

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