

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
April 19, 2017
MINUTES

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

Katherine Hill called the meeting to order at 8:00 AM at the Tahoe City Public Utilities District Board Room 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
Amie Quiarte, Tahoe Luxury Properties
Lindsay Warren, Integrity Design Partners
Gary Davis, Gary Davis Group
Robb Olson, Olson-Olson
Stacie Lyans, TCDA
Jamie Olson, TCDA

Board Members Not in Attendance

Greg Mickiewicz, Tahoe Marine Supply
Christina Perry, Jake's on the Lake
Eric Pilcher, Moe's Original BBQ

A. 8:00AM CLOSED SESSION - Review Memorandum of Understanding (MOU) between the North Lake Tahoe Chamber and the North Tahoe Business Association and the Tahoe City Downtown Association

B. 8:30AM CALL TO ORDER – Establish quorum and introduction of attendees/new board members
Open Session was reconvened at 8:35 AM. There was no reportable action from Closed Session.

C. AGENDA AMENDMENTS AND APPROVAL

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

D. MARCH – CONSENT CALENDAR FOR APPROVAL

1. March 15, 2017 – Board of Director Meeting Minutes
2. March 20, 2017 – TCDA Wine Walk Committee Minutes
3. March 22, 2017 – TCDA Economic Vitality & Innovation Committee Minutes
4. March 29, 2017 – TCDA City July 4th Fireworks Committee Minutes
5. TCDA Executive Director Report
6. April 2017 – Membership Reports

It was moved by Gail Scoville and seconded by Amie Quiarte to approve the Consent Calendar as presented. Motion carried unanimously.

E. PUBLIC COMMENT

Alex Mouralatos introduced himself as a previous Board member of the North Lake Tahoe Resort Association (NLTRA) and North Tahoe Business Association (NTBA). He currently Co-Chairs a Committee looking at a reorganization of NLTRA. He opened his comments by acknowledging the Closed Session this morning when the Board reviewed the Memorandum of Understanding. He hopes this Board and NTBA embrace the concept

of collaboration proposed. Mouralatos described recent efforts by the County that call into question the role the County and local organizations, including NLTRA, should play in administering transit and infrastructure dollars from Transient Occupancy Tax (TOT). Discussion followed regarding the County's proposal to administer those funds. This item will be on the May TCDA Board agenda for a more in-depth discussion and possible action related to the Board's position.

F. COMMUNITY PARTNERS' REPORTS

Sandy Evans Hall of NLTRA congratulated Kathrine Hill and Melissa Siig on winning Community Awards at last week's dinner. NLTRA is updating its marketing and Placer County scope of work for the coming year. NLTRA, TCDA, and NTBA are hosting a Customer Service Workshop on May 4. There is no charge for the workshop. This is part of a collaborative business education program being offered by the three organizations.

Kurt Althof from the Tahoe City Public Utility District (TCPUD) recognized that today is Stacie Lyan's last day with TCDA and thanked her for her leadership and collaboration. Althof reported TCPUD is beginning Phase 2 of the Tahoe City Downtown Sewer Rehabilitation project this May. Phase 2 is focused on the residential areas including Jackpine and Red Cedar.

Althof reported the Parks and Recreation Department is doing a lot of clean up and maintenance work as the snow melts. The Truckee River bike trail is clear to the River Ranch, although if more water is released from the dam, sections could be under water. The Winter Sports Park and Ice Rink have closed for the season and the Golf Course is tentatively scheduled to open May 15. TCPUD has taken over full operations of the Golf Course and hired former manager Bob Bonino as Course Manager. The start date for the Sugar Pine Point to Meeks Bay bike trail is still to be determined.

G. STRATEGIC DISCUSSION: Executive Director Transition Planning

• Executive Director Transition Tasks Document

• How YOU can help!!! (Concerts at Commons Beach Beer Booth & Wine Walk)

Lyans presented a Transition Plan that was included in the meeting packets. She is creating a training manual for her position and will be available as much as possible to help. She starts her new job at Sierra Nevada College later today.

Help is needed for specific events. Lyans distributed a sign up sheet.

Hill reported a number of good resumes were received for the Executive Director position. There are a number of good local candidates. The first round of interviews has begun and the second round should begin in the next few weeks.

H. TREASURER'S REPORT

• April 2017 – Profit and Loss Statement & Balance Sheet

Scoville presented the financial reports. The balance in the Reserve Account is approximately \$44,000. Lyans noted that this is the first time in several years Reserves are not needed to supplement Operations mainly because of the financial success of events.

I. COMMITTEE REPORTS

Committee reports were included in the Board packets.

• TCDA Event Sponsor Forms

Scoville reported the direct mail piece for 4th of July contributions has gone out and contributions are already coming in.

Warren reported plans are underway for the Wine Walk and associated raffle. Donations of food and wine are still needed.

Lyans updated the Board on the status of upcoming events, sponsorship solicitation, and membership efforts. The full line up for Concerts at Commons Beach will be available when the new website goes live next week. Upcoming Committee meetings include Economic Vitality.

J. CONTINUING BUSINESS

• Fanny Bridge Community Revitalization Project

Hall continues to get updates on the project schedule. At this point, everything is delayed because of continuing snow. A meeting of all stakeholders is scheduled for April 26 and an updated schedule will be presented. There will be public workshops and regular announcements to keep the community updated.

• Tahoe City Benefit Assessment District (BAD)

Davis reported Chris Perry is on leave from Placer County. He was serving as the County Liaison to the BAD process. Davis and Lyans explained a decision has been made to slow down the process because of this change and to allow more time to talk to the 12 properties with the biggest vote. Their issues need to be addressed before the vote is held.

• 2017-2018 Economic Services Agreement between TCDA and Placer County

Lyans is presenting the annual TCDA update to the Board of Supervisors next week. Hill will sign the contract with the County. The final draft of the Agreement is in today's meeting packets, with a number of new items included. The Board of Supervisors are expected to approve it at its June 13 meeting.

K. NEW BUSINESS

• Board Discussion with Sandy Evans Hall, CEO of NLTRA

• MOU between the North Lake Tahoe Chamber, NTBA & TCDA

• Possible vote to approve?

A discussion was held regarding the MOU reviewed earlier today in Executive Session. Evans Hall clarified components of the MOU. NLTRA has surveyed its membership to identify what can be done without additional funds, what needs additional resources, and where those dollars might come from. NLTRA is currently funded by memberships, events, and fundraising efforts. She and Mouralatos explained the MOU has been proposed to better understand what the business associations and Chamber do. One idea being analyzed is a joint membership fee.

Discussion continued about areas of collaboration, the possible Chamber reorganization, and goals that the three organizations can agree to now. It was noted that the Chamber reorganization is under discussion and not currently clearly defined. There are issues that are more appropriate for the business associations to address and others the Chamber should address overall. The NLTRA Board is expected to consider a list of recommendations for the Chamber at its May meeting and if approved, implemented at the beginning of the fiscal year, July 1. This item will be on the TCDA Board agenda for a June vote.

• Vote to remove Stacie Lyans as signer to Plumas Bank accounts (Consider adding Jamie Olson?)

It was moved by Gail Scoville and seconded by Gary Davis to remove Stacie Lyans as a signer on the Plumas Bank accounts and to add Jamie Olson. Motion carried unanimously.

• Vote to Approve TCDA Bylaws Update

Lyans suggested a revision to the Bylaws that would change the term of Executive Committee members to two years to correspond with the Board member terms.

It was moved by Gary Davis and seconded by Gail Scoville to revise the Bylaws so Executive Committee members serve a two year term instead of a one year term, consistent with Board member terms. Motion carried unanimously.

• NEW TCDA Meeting Calendar

In pkt

• **Customer Service Small Business Workshop, May 4, 8-10am at TCPUD Board Room (collaborative workshop!)**

Flyer in pkts

NEXT MTG: Fresh Tracks may be there to talk abt fire station;;;;;at Fairway;;; KURT: will investigate if TCDA can have their monthly mtgs at TCPUD;;;

L. BOARD MEMBER UPDATES (5 min)

STACIE thanked by round of applause

GARY DAVIS: distributed a letter bus people are sending to Bd of Supes regarding proposed changes to NLTRA;;;

ROBB OLSON: on Friday at TCPUD mtg the Board will have a public hearing regarding moving forward with environmental reviews;;;

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 May 17, 2017 at 8:00 AM at the Fairway Community Center in Tahoe City, California.

Respectfully submitted,

Judy Friedman, Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS