

**TAHOE CITY DOWNTOWN ASSOCIATION**  
**Board Meeting**  
**May 17, 2017**  
**MINUTES**

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

Katherine Hill called the meeting to order at 8:04 AM at the Tahoe City Public Utility 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  
Amie Quiarte, Tahoe Luxury Properties  
Christina Perry, Jake's on the Lake  
Gary Davis, Gary Davis Group  
Robb Olson, Olson-Olson  
JT Chevallier, TCDA  
Jamie Olson, TCDA

**Board Members Not in Attendance**

Greg Mickiewicz, Tahoe Marine Supply  
Eric Pilcher, Moe's Original BBQ  
Lindsay Warren, Integrity Design Partners  
Bill Dietz, Tahoe Luxury Properties  
Melissa Siig, Tahoe Art Haus and Cinema

**B. AGENDA AMENDMENTS AND APPROVAL**

**It was moved by Amie Quiarte and seconded by Christina Perry to approve today's agenda as presented. Motion carried unanimously.**

**C. MAY – CONSENT CALENDAR FOR APPROVAL**

- 1. April 19, 2017 – Board of Director Meeting Minutes**
- 2. April 19, 2017 – 4<sup>th</sup> of July Meeting Recap**
- 3. April 26, 2017 – Wine Walk Meeting Notes**
- 4. Membership Status Reports**

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

**D. PUBLIC COMMENT**

Judy Friedman announced the 1<sup>st</sup> Annual Musical Instrument Swap on Sunday June 11, a benefit for the Tahoe Truckee School of Music. Call her for additional information.

**E. EXECUTIVE DIRECTOR INTRODUCTION**

- Welcome JT Chevallier**

The new TCDA Executive Director JT Chevallier was welcomed. He introduced himself and said he is looking forward to working with the organization and community.

**F. COMMUNITY PARTNERS' REPORTS**

Kurt Althof from the Tahoe City Public Utility District (TCPUD) reported Phase 2 of the Tahoe City Sewer Rehabilitation Project in the residential areas up Grove Street will begin at the end of May. There could be impacts to parking in town. The opening of the Tahoe City Golf Course has been delayed a week because of

water on some holes from the heavy winter. Farmer's Market begins this week and will be at Common's Beach every Thursday all summer. Some areas on the Truckee River Bike Trail are underwater because of heavy river flows. This condition could last on and off all summer. The rest of the trails should open this weekend. All parks and beaches should be open by Memorial Day after a lot of cleanup from winter storms.

Althof said that because of construction at Tahoe Lake School for the next 1 or 2 years, TCPUD will be moving its recreation office and programs out of Rideout.

Rob Weston from the West Shore Association presented TCDA with a check for \$50 for Fireworks. He reported the marinas on the west shore are busy given high lake levels. Opening Day at the Lake promotes events taking place over Memorial Day weekend. The calendar includes deck opening parties and special events. In August, the Lake Tahoe Music Festival is presenting three events on the west shore. The Fly-In at Obexers is scheduled for June 18.

Sandy Evans Hall announced the North Lake Tahoe Resort Association (NLTRA) Mixer at the Boatworks on May 31. The Recreation Luncheon is scheduled for June 14 at Sunnyside. Organizers of Tough Mudder cancelled the June event at Northstar because there is still too much snow. The event will return in 2018. Evans Hall said the Highnotes Summer Music Schedule will be out soon. It focuses on all the free music in North Lake Tahoe during the summer.

## **G. COMMUNITY PARTNERS' PRESENTATIONS**

- **Erin Casey from Placer County**

Erin Casey presented an update on the County's proposed contract with the NLTRA to allocate Transient Occupancy Tax (TOT) for infrastructure and transit projects. She explained TOT collections and allocations for County-provided services. Twenty years ago, when North Lake Tahoe voters first approved an additional 2% TOT (over and above the 8% already being collected), the County had a much smaller presence in this area. Now the County has additional staff and local offices and is better equipped to make recommendations on the funds. Also, there are other local agencies such as the Truckee North Tahoe Transportation Management Association (TNT TMA) addressing transit needs in the area. Casey said a local committee would be set up to assist County staff with recommendations. Casey explained the current functions of NLTRA and said marketing duties would remain with the local organization.

- **Sandy Evans Hall, CEO of NLTRA**

Adam Wilson, Board Chair of NLTRA, presented reasons the organization does not feel the proposed contract is beneficial. When the voters approved the additional 2%, it was agreed that a separate, local body would review submissions and make recommendations on allocations, with the Placer County Board of Supervisors having the final vote. In the past 22 years since the tax was first established, the Board of Supervisors has approved all but one NLTRA recommendation. Wilson said a Committee was established 18 months ago, with County staff participation, to consider changes to NLTRA. Also, Sandy Evans Hall has resigned her position. With these changes in mind, Wilson has submitted a letter to the County CEO about moving forward with a proposed Scope of Work on ways to work collaboratively to address changes to NLTRA. He suggested this is a rushed process since NLTRA received the letter about contract revisions at the end of March to take effect July 1.

- **Discussion**

Davis said he would like to see County employees have a "bigger footprint on the ground" and participate in community activities such as Rotary or Kiwanis. Very few live in eastern Placer County so they do not have the same understanding of local needs that residents and business owners do. Casey offered to get a number of how many County staff live on the east side of the County.

Scoville asked for clarification on how the final decision will be made. Casey said she is meeting with the NLTRA Executive Committee to determine next steps. The contract should be going to the Board of Supervisors at the end of June.

Kurt Althof asked if surveys have been done to determine what both presenters characterized as “what the community wants.” Casey said the community has weighed in through the NLTRA Tourism Master Plan process. She is hearing “neutral” feedback on the proposed changes to the contract. There has been a Town Hall meeting hosted by the Chamber and the County has done three Open House meetings. Wilson said NLTRA has spent 18 months getting feedback on NLTRA operations through committees, task forces, and subcommittees.

Judy Friedman voiced concern at the make up on the proposed committee to review TOT applications, suggesting engineers, project designers, and project implementers can provide the best expertise on infrastructure and transportation projects. Sue suggested slowing down the process so concerns about NLTRA can be addressed at a local level.

Rob Weston said he understands there has been a lot of feedback, both positive and negative, and asked what “neutral” means. He said all feedback should be considered because it sounds to him like the community wants more time to consider the proposed changes. Perhaps wholesale change is not needed.

Perry asked if there is any specific event that led to concerns that NLTRA is not managing funds correctly. Casey clarified the increased role of the County in eastern Placer County since 2015. She said these conversations have been going on for months and the proposed contract changes should not have been a surprise. Wilson replied that during the 18 month process described above, there was discussion about who does what best, but never a conversation about NLTRA not managing the call for projects and community outreach. Casey said the proposal would provide a direct relationship with the community.

Olson asked for clarification about the transportation component. Casey said TNT TMA already has designated Board seats from the community, including members that also serve on the current NLTRA Capital Infrastructure and Transportation Committee (CIT). That Board is already making recommendations on the TART budget. Wilson said there may be opportunities with TNT TMA, but there still needs to be an agency driving the vision.

Hill asked why restructuring the existing NLTRA is not an option. Casey said TNT TMA is already working on transportation. Further, the County is interested in working directly with the community. Currently, the County is just working with the NLTRA and the community isn’t aware of the County’s participation. Scoville suggested the County needs to communicate its role better.

Hill has heard that people would like to see the process slowed down. Although this proposal may have been in the works for a while, the community feels it’s moving quickly. She suggested slowing it down and having more conversation. Casey said this is a standard timeframe for contract renewals. Also, since the CEO at NLTRA will be changing, this is a good time to hire someone with a marketing background.

Rob Weston said the proposed committee chart is a duplication of the existing NLTRA Board, but this will add more bureaucracy.

Davis said the proposed committee is not an improvement on the quality of people on the NLTRA Board and CIT. The community stands to lose a depth of knowledge and expertise. He asked that the process be slowed down.

## **H. TREASURER’S REPORT**

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

Scoville presented the financial reports, which were included in the board packets.

## **I. COMMITTEE REPORTS**

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

Scoville reported on the recent 4<sup>th</sup> of July meeting with NTBA, Zambelli fireworks, and Luke Ragan. TCDA will also take the lead on the event next summer. Fundraising boots and sponsorship solicitations are being distributed. Currently \$18,500 of the \$50,000 goal has been raised.

Jamie announced upcoming events, including Clean Up Day on June 3, the Solstice Festival, and Wine Walk. She discussed logistics and needs for Wine Walk.

Quiarte said the Oktoberfest Committee will meet soon.

Hill announced the meeting on May 25 to consider options for the old Tahoe City Firehouse. Seana Doherty from Fresh Tracks is facilitating the planning process for the County. Hill suggested inviting her to an upcoming TCDA meeting.

Hill said the inclement weather and heavy winter has delayed the start of the Highway 89 Realignment project.

## **J. CONTINUING BUSINESS**

- **Upcoming Events - How YOU can help!!!**

Jamie said volunteers are needed for all events.

## **K. NEW BUSINESS**

- **Vote to add JT Chevallier as signer to Plumas Bank accounts**

**It was moved by Gail Scoville and seconded by Gary Davis to appoint the following as signers on the Plumas Bank accounts: JT Chevallier, Kathryn Hill, Christina Perry, Jamie Olson, Gail Scoville, and Julie Bernyk. Motion carried unanimously.**

## **L. BOARD MEMBER UPDATES**

Perry announced Jake's is re-opening this Sunday for lunch and dinner. The entire Jake's crew has been working hard to get the restaurant re-done and open after suffering severe winter damage.

Scoville announced the 24<sup>th</sup> Annual 2 Bills Golf Tournament is scheduled for June 3. Proceeds fund Tahoe City Recreation Committee programs including Little League and the Ice Rink.

Davis reported last week's Kiwanis event was a great success. Approximately \$65,000 was raised.

Rob Weston reported the West Shore Clean Up day is scheduled for June 3. The event is being organized by Homewood Mountain Resort.

## **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 June 21, 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