

**TAHOE CITY DOWNTOWN ASSOCIATION**  
**Board Meeting**  
**September 20, 2017**  
**MINUTES**

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

Gail Scoville called the meeting to order at 8:05 AM at the Tahoe City Public Utility District Board Room in Tahoe City, California. A quorum was not established.

**Board Members and Staff in Attendance**

Gail Scoville, Snowfest and Kiwanis  
Gary Davis, Gary Davis Group  
Melissa Siig, Tahoe Art Haus and Cinema  
Bill Dietz, Tahoe Luxury Properties  
Robb Olson, Olson-Olson arrived at 8:10 AM  
JT Chevallier, TCDA  
Jamie Olson, TCDA

**Board Members Not in Attendance**

Katherine Hill, Tahoe Weekly  
Amie Quiarte, Tahoe Luxury Properties  
Greg Mickiewicz, Tahoe Marine Supply  
Eric Pilcher, Moe's Original BBQ  
Christina Perry, Jake's on the Lake

**B. AGENDA AMENDMENTS AND APPROVAL**

Today's agenda was approved as presented by affirmation.

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

- 1. June 21, 2017 – Board of Director Meeting Minutes**
- 2. August 9, 2017 – 4th of July Meeting Recap**
- 3. August 15, 2017 – Oktoberfest Meeting Recap**
- 4. September 13, 2017 – Executive Director Report**
- 5. September 18, 2017 – Member Status Reports**

Due to the lack of a quorum, this item was tabled.

**D. PUBLIC COMMENT**

Gary Davis said that because the flowers in the baskets around town were attacked by aphids, the baskets had to come down early.

**E. COMMUNITY PARTNERS' REPORTS**

Cindy Gustafson, CEO of the North Lake Tahoe Resort Association (NLTRA), said she has spent the past month in her new position learning a lot about the organization, including personnel and marketing and sales efforts. She is working with Placer County on a new contract for allocating Transient Occupancy Tax (TOT). In addition, the recommendations from the 18-month re-organization meetings identified areas in Board governance and changes to the Bylaws that are being implemented. NLTRA is hosting a mixer this week at the Wellness Center.

Kaitlyn Hawkins from the Placer County CEO's office in Tahoe reported the Board of Supervisors is meeting at the Kings Beach Event Center on October 23. The North Tahoe Public Utility District (NTPUD) is hosting a reception that evening. The Board will meet in Auburn the next day.

Erin Casey from the CEO's office announced a public Design Charrette is being held tomorrow at the old fire house to review options for the facility based on public input to date. The meeting begins at 10:00 AM and the public is invited to see the presentations beginning at 1:30 PM. Davis asked about the status of the Business Assessment District (BAD) being considered in Tahoe City as a mechanism to fund maintenance of the new infrastructure from the Highway 89 Realignment project. Casey said there have been two public meetings and 2 difference scenarios are being considered. She said interviews are being held this week to replace Chris Perry in her office, who was assigned to the BAD.

## **F. TREASURER'S REPORT**

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

Scoville presented financial reports as of the end of September. The combined bank balances are \$94,697, but there still a few outstanding expenses. Overall, there is a positive variance of revenues over expenses of approximately \$20,000.

## **G. COMMITTEE REPORTS**

- **Tahoe City Wine Walk Recap**

Chevallier reported the Wine Walk was very successful. There were 780 tickets sold, but probably more attendees given not all people, including children, purchase tickets. All told, there were about 1000 people. There are some ideas to reduce the long lines, including better ways to distribute wine glasses and wrist bands. Although people were happy, the main negative comment was that more and better food options are needed. Sponsorships were more than double over last year, largely because of a dedicated, commissioned, sales person who brought in approximately \$9050, including two automobile sponsors. Chevallier reviewed statistics of attendees and survey comments. A brief discussion followed regarding challenges and possible solutions to continue to improve the event.

Chevallier thanked Jamie Olson for all the work she took on this summer during the transition of Executive Directors and making sure all details for the summer events were addressed to make them successful. A round of applause followed.

- **Concerts at Commons Beach Recap**

Chevallier said Concerts is an amazing event. There were some concerns this summer given the high water levels creating less beach, but there were good crowds. Donations from mailboxes totaled just over \$13,000, which is the 2<sup>nd</sup> highest ever. He noted crowd size and beer sales. Olson will have the budget-to-actual for review next month. Discussion followed regarding logistics at the beer booth.

- **4<sup>th</sup> of July Recap**

Chevallier reported the events at Commons Beach with live music and food vendors may be more effort than payoff given limitations of space and people who just want to be at the beach. He suggested focusing on fundraising on the street and discontinue the beach events. More locations will be identified to have donation boots at and for a longer period of time. Donations and sponsorships netted approximately \$5000, so no Reserve Funds were used. That said, overall revenues were down a bit. A brief discussion followed regarding the changes in contributions depending on what day of the week the 4<sup>th</sup> falls on and options for the fireworks show.

TCDA will coordinate with the fireworks contractor and barge next summer, as NTBA did it this year.

- **Oktoberfest Preview and Call for Volunteers**

Chevallier said plans for the September 30 event are going well. Eight beer and wine vendors have confirmed and approximately \$7500 in sponsorships has been received. Booths and activities are being coordinated. There will be a raffle and Lindsay Romack has agreed to serve as emcee for the day. Oktoberfest is scheduled from Noon to 6:00 PM at the Gatekeepers Cabin and volunteers are needs, particularly for clean-up.

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

No additional updates were given.

## **H. CONTINUING BUSINESS**

- **Bear Statue Update**

Chevallier gave some background on this topic, saying discussions for installing the bronze bear sculpture in Heritage Plaza began in 2010. The proposal from artist Bob Stokes is \$33,000. Several ideas for funding the piece, including selling maquettes, have been considered. Chevallier is going to apply for a TOT grant and approach the Truckee Tahoe Community Foundation (TTCF) for funds. He has met with TCPUD regarding installation and is reviewing the California playground rules regarding liability. Chevallier will get final numbers to see if the project is feasible. A brief discussion followed regarding funding that may be available.

## **I. NEW BUSINESS**

- **Small Business Seminar – Marketing Your Business on a Budget**

Chevallier announced this seminar is taking place on September 29 from 7:30 AM to 9:00 AM. It is being sponsored by the Chamber, NTBA, and TCDA.

- **NLTRA Photoshoot**

Chevallier reported NLTRA and TCDA are working together to build a photo library of shopping districts in Tahoe City. The photography will be used for websites, social media, and other promotions. Shopping areas include Alpenglow, the Cobblestone, Boatworks, and Tahoe Dave's corridor.

- **Grant Submission Update**

Chevallier reported on the grant applications he has submitted for the bear sculpture, an economic assessment, holiday lighting, and flower baskets.

- **TCDA Project Open House – November 3, 2017**

Chevallier explained the purpose of the Open House is to introduce projects and new faces in Tahoe City to the public. The Open House will be from 6:00 PM to 8:00 PM and include stations for people to walk around and get information. "Vendors" can include Placer County, NLTRA, TCPUD, etc. Discussion followed regarding pros and cons of venues including the Golf Course and old fire house.

- **2017 Scarecrow Contest**

Olson asked that people let her know if they are putting up scarecrows so they can be included on the ballot. Scarecrows can start to go up on September 27, but should be completely installed by October 1.

## **Board Member Updates**

Robb Olson explained the challenges a business owner is having trying to put a brewery in the old CVS site next to Safeway. Cindy Gustafson suggested she and Chevallier could reach out to absentee landlords to explain what their investment means to the community.

Dietz reported it's been a very busy summer. He has listed the Fritz property on Sunnyside Lane.

Davis reported the merger with JK Architecture has worked out very well and business is good.

Scoville announced Kiwanis is meeting next week after a summer hiatus. The first Snowfest meeting is tonight. Opening Night is scheduled for March 2, 2018 at Garwoods with a fireworks show. The all-volunteer Snowfest is soliciting new events and sponsors.

Siig said the Tahoe City Art Haus is now serving wine. The theater closed for a week in August because of a broken projector. It was determined that the damage was caused by a lightning strike on the golf course that traveled up the line. A new projector has been purchased and the old one repaired.

Olson said she is happy event season is over so now the focus can be on other projects.

**ADJOURN**

There being no further business to come before the Board, the meeting adjourned at 9:47 AM. The next meeting of the TCDA Board of Directors is scheduled October 18, 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