

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
February 28, 2018
MINUTES

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

Katherine Hill called the meeting to order at 8:11 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
Melissa Siig, Tahoe Art Haus and Cinema
Sherina Kreul, Plumas Bank
Robb Olson, Olson-Olson
Ryan Fitzhenry, Rotor Collective
Clint Peetz, Fat Cat
JT Chevallier, TCDA
Jamie Olson, TCDA

Board Members Not in Attendance

Gary Davis, Gary Davis Group
Bill Dietz, Tahoe Luxury Properties
Rachel Rudnick
Eric T. Brandt

B. AGENDA AMENDMENTS AND APPROVAL

It was agreed that items may be taken out of order.

It was moved by Gail Scoville and seconded by Sherina Kreul to approve today's agenda as presented. Motion carried unanimously.

C. FEBUARY – CONSENT CALENDAR FOR APPROVAL

- 1. January 17, 2018 – Board of Director Meeting Minutes**
- 2. January 18, 2018 – 4th of July Committee Meeting Notes, Timeline & Budget**
- 3. January 24, 2018 – Wine Walk Meeting Notes & Budget**
- 4. January 2018 – Concerts at Commons Beach 2018 Budget**
- 5. January 2018 – Tahoe City Oktoberfest Budget**
- 5. February 2018 – Executive Director Report for January 2018**
- 6. February 13, 2018 – Economic Vitality Committee Meeting Minutes & Mission**
- 7. February 14, 2018 – Executive Committee Meeting Minutes**
- 8. February 15, 2018 – Wine Walk Committee Meeting Notes**
- 9. February 15, 2018 – 4th of July Meeting Notes & T-Shirt Contest Press Release**
- 10. February 2018 – Membership Status Reports**

It was moved by Sherina Kreul and seconded by Gail Scoville to approve the items on the 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

JJ Jansen from the Placer County CEO's office reported applications for the Capital Advisory Projects Committee (CAP) have been received and will be submitted to the Board of Supervisors for approval. Responses to the Request for Interest (RFI) for the old firehouse in Tahoe City are due today and will be reviewed in March.

The Business Assessment District (BAD) is being considered by a committee that includes the County, TCDA, and the Tahoe City Public Utility District (TCPUD). Chevallier noted the TCDA presentation to the Board of Supervisors will be at the April meeting.

Olson asked how many and who the applicants are for the fire house project. Chevallier said the Review Team will be confirmed by the end of this week. When that's done, the number of applications will be known. Bill Dietz is representing TCDA on the Review Team.

Kurt Althof from TCPUD reported the Winter Sports Park is closing March 11. The cross-country trails will continue to be groomed as conditions allow. Café Zenon will close on March 18 and reopen when the Golf Course opens, currently scheduled for April 28. A brief discussion followed regarding the economics of keeping the ice rink and Winter Sports Park open as spring arrives.

Althof reported the bike trails have been plowed from the 2nd Lake Forest Road entrance, through town, and down west shore to Cathedral Drive. The Truckee River trail has also been cleared. Hill thanked TCPUD for keeping the trails open in the winter and grooming the Winter Sports Park cross-country trails.

F. STRATEGIC PRESENTATION: TAHOE CITY DOWNTOWN ASSOCIATION, JT Chevallier

- **TCDA Strategic Plan Review and Direction**

Chevallier narrated a Power Point presentation reviewing the Strategic Plan 2015 – 2017. At a workshop in 2015, the Board identified five Focus Areas for the organization, including events, marketing, advocacy, innovation and economic vitality, and strategies to support the overall TCDA vision. Chevallier reviewed the goals and achievements in each area. He presented his observations after having being ED for one year, and recommendations for moving forward. Chevallier challenged Board members to think about their passion for Tahoe City and ways that enthusiasm can be used to improve the organization and engage the community. Hill noted that today's review is important as the Board convenes a Strategic Planning workshop next month.

A brief discussion followed regarding the success of events, which allows the other focus areas to flourish, and areas TCDA can move into.

G. TREASURER'S REPORT

- **February 2018 – Profit and Loss Statement & Balance Sheet**
- **2018 Budget – Vote to approve**

Scoville presented the financial reports and thanked Jamie Olson for preparing the event specific information. The proposed 2018 budget was reviewed.

It was moved by Robb Olson and seconded by Melissa Siig to approve the 2018 budget as presented. Motion carried unanimously.

H. COMMITTEE REPORTS

- **4th – Sponsors & Volunteers & Direct Mail**

Jamie Olson reported direct mail sponsor solicitations will be sent next week. Volunteers are needed for 4th of July events.

- **Wine Walk**

Chevallier reported the Committee is recommending rebranding this event as the Tahoe City Food and Wine Classic. It will be an expanded event and showcase the local restaurants better. Discussion followed regarding

the pros and cons of the new name. Some felt that wine “Walk” better describes the walking-around-town component, but agreed that eventual growth of the event is good. Chevallier reported Oliver has returned as a title sponsor.

Concerts at Commons Beach has added a \$5,000 Super Star sponsorship level. Given the difficult winter, other category amounts will not be increased this year.

Oktoberfest will be held at Common’s Beach this year. The Committee will begin to meet soon.

Chevallier and Jamie Olson are scheduling Marketing Committee and Economic Vitality Committee meetings.

I. CONTINUING BUSINESS

- **2018 Board Election Results**

Chevallier announced Gail Scoville has been re-elected to the TCDA Board. Newly elected Board members are Ryan Fitzhenry, Rachel Rudnick, and Eric T. Brandt. Clint Peetz was appointed at today’s meeting.

- **Vote to appoint Clint Peetz of Fat Cat Bar & Grill to TCDA Board of Directors**

It was moved by Sherina Kreul and seconded by Melissa Siig to appoint Clint Peetz to the TCDA Board of Directors. Motion carried unanimously.

- **2018 Executive Committee Nominations & Vote**

It was moved by Clint Peetz and seconded by Melissa Siig to appoint the following slate of officers for the TCDA Board. These officers will comprise the Executive Committee: Katherine Hill as President of the Board, Robb Olson as Vice-President, Sherina Kreul as Secretary, and Gail Scoville as Treasurer. Motion carried unanimously.

- **2018 Vote to add new EC officers as signers to Plumas Bank accounts**

It was moved by Ryan Fitzhenry and seconded by Clint Peetz to appoint the following as signers on the Plumas Bank accounts: Katherine Hill, Robb Olson, Sherina Kreul, Gail Scoville, JT Chevallier, Jamie Olson, and Julie Bernyk. Motion carried unanimously.

- **TCDA Snowfest Event & Parade Entry**

Chevallier reported the Selfie Scavenger Hunt begins March 1 and will continue through the end of Snowfest (March 11). He described the event, saying people upload their selfies with #2018 Snowfest. Those with the most posted hashtags will receive two tickets to Wine Walk and Oktoberfest.

Chevallier said the Tahoe School of Music students were going to play on a flatbed truck in the Snowfest parade as the TCDA entry, but there are concerns about weather. He recommends pulling the entry. Discussion followed and it was suggested the kids play at Heritage Plaza after the parade.

J. NEW BUSINESS

- **Tahoe City Wine Walk Rebranding Discussion**

This item was discussed under Item H.

- **2018 Zambelli firework contract & vote to approve**

Chevallier presented the proposed contract for \$23,000 for 2018 4th of July fireworks. The contract calls for the same number of shells, but there is an increase of \$1,000.

It was moved by Sherina Kreul and seconded by Gail Scoville to approve the Zambelli contract for 2018 as presented. Motion carried unanimously.

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

Chevallier reported the Board Commitment Document will be updated and distributed. He asked Board members to sign the Conflict of Interest Policy and get it back to him by March 22. Chevallier asked the Board to submit new headshots for the website (or approve the picture currently posted).

K. BOARD MEMBER UPDATES

Scoville announced Snowfest begins Thursday night at Garwoods. She reviewed upcoming events.

Olson is part of the SirenArts team that submitted a proposal for the fire house. He hopes it will be one of the top three to be further considered by the County.

Hill reported consideration of the Business Assessment District is being revived. TCDA, TCPUD, and Placer County will consider options to address maintenance and snow removal of the new infrastructure being built as a result of the Highway 89 Realignment Project. Gary Davis, Chevallier, Hill, and Stacey Lyans will meet to review the original process. The topic will be considered by the Economic Vitality Committee.

Chevallier reported a press release is being developed regarding this summer's work on the Highway 89 Realignment Project. Per Caltrans regulations, in order to relocate the fish sculpture on the new islands, the artist would have to relinquish rights. He was unwilling to do so and will take possession of the piece.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 9:53 AM. The next meeting of the TCDA Board of Directors will be the Strategic Planning Retreat on March 22, 2018 beginning at 9:00 AM at Granlibakken Resort.

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