

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
April 18, 2018
MINUTES

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

Robb Olson called the meeting to order at 8:07 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 arrived at 8:15 AM.

Gail Scoville, Snowfest and Kiwanis

Melissa Siig, Tahoe Art Haus and Cinema

Sherina Kreul, Plumas Bank

Gary Davis, Gary Davis Group

Bill Dietz, Tahoe Luxury Properties

Eric T. Brandt

Clint Peetz, Fat Cat

Robb Olson, Olson-Olson

Ryan Fitzhenry, Rotor Collective

JT Chevallier, TCDA

Board Members Not in Attendance

None

B. AGENDA AMENDMENTS AND APPROVAL

Today's agenda was approved by affirmation.

C. APRIL – CONSENT CALENDAR FOR APPROVAL

1. March 29, 2018 – Board of Director Meeting Minutes – Strategic Planning

It was moved by Scoville and seconded by Siig to approve the minutes of the March 29, 2018 Board meeting as amended. Motion carried unanimously.

2. April 10, 2018 – Executive Committee Minutes

There was consensus to approve the changes to the notes of the Executive Committee meeting.

D. PUBLIC COMMENT

Scoville announced the Kiwanis Charity Wine Auction on May 6 at Sunnyside. Davis noted this event raises almost \$50,000, which is donated back to the community for children's activities and programs.

Peetz thanked Scoville for doing a great job on Snowfest this year. The public outreach was really well done and it was a very successful event.

E. COMMUNITY PARTNERS' REPORTS

Cindy Gustafson, CEO of the North Lake Tahoe Resort Association (NLTRA), announced the April 26th annual Awards Dinner that celebrates leaders in the community. The NLTRA Board is holding a special meeting on Monday April 23 at 4 PM to consider the Micro-Mass Transit District proposed for Squaw Valley and Alpine Meadows. Olson described the proposed service that would provide door-to-door transportation between the neighborhoods and ski areas, using a similar model to Chariot that operated during the World Cup

ances. Gustafson said there is some controversy about how the proposed TBID coordinates with regional funding efforts.

Gustafson reported TOT collections are off about 9% for the first 2 quarters of the year compared with last year, but March collections are up.

Gustafson is the Chamber representative on the Mountain Housing Council. The Annual Housing Update is scheduled for April 28 at 9:00 AM at the North Lake Tahoe Event Center in Kings Beach.

The NLTRA is concerned about the July and August construction schedules for the Highway 89 Realignment Project. A meeting of stakeholders is scheduled for today. A brief discussion followed regarding the need to immediately clarify the construction schedule, times of day of construction, and appropriate public outreach to inform residents and visitors. It was noted that over a year ago, TCDA requested funds for outreach similar to what was done in Kings Beach, but the request was denied. TCDA was told the agencies involved in the project will handle outreach, but that has not been done.

Gustafson reported pm the work being done to change legislation allowing this area to put a measure on the ballot to increase sales tax to fund transit and trails on eastern of Placer County. She noted the local sales tax is at least 1% lower than in Truckee or Reno. A .5% increase could raise up to \$1.5 million annually. A local oversight committee would be appointed. The proposal needs to get through the State legislature, then go to voters. Some voter surveying will be conducted on this proposal and a possible increase in TOT as another way of increasing dollars available for trails and transportation.

Tuesday Morning Breakfast Club on May 1 will feature candidates running for local seats. Gustafson is hoping the June program will include representatives from the *Truckee Sun* to discuss how North Tahoe is being represented in the paper.

Kurt Althof from the Tahoe City Public Utility District (TCPUD) reported Parks staff are getting the trails and parks opened for the season. Many miles of trails have already been cleared. Online Open Enrollment for summer programs begins April 28. People can register in person on April 30.

Althof noted the Truckee River bike trail is currently underwater, but is scheduled to be fully replaced beginning May 1. The contractor will be doing prep work until the trail closes August 18 for the remainder of the season for construction. The trail will be completely replaced between Tahoe City and Midway Bridge. From that point to Squaw, the trail will be rehabbed as needed. Althof described the public outreach planned for the project.

Althof announced a soft opening for the Golf Course is scheduled for April 27. The official opening day is May 11, depending on weather. This year will celebrate the 100th Anniversary of the opening of the Tahoe City Golf Course. There will be a lot of special offers and events.

JJ Jansen from the Placer County CEO's office congratulated TCDA on the Strategic Plan that is consistent with County goals for the organization. He announced the first Capital Projects Advisory Committee (CAP) meeting is scheduled for May 1 at 6:00 PM at the Kings Beach Event Center to consider TOT requests. The County is working on a mailer focused on the 14,000 second homeowners to consider incentives to make empty houses available for long-term rentals. The County will analyze the information received and a report should be issued around May 17.

Jansen said a series of Process Improvement Workshops begins today to discuss ways to streamline the permitting process.

Jansen reported the Board of Supervisors is meeting at the Kings Beach Event Center on Tuesday April 24. Included on the agenda is a report from Chevallier regarding TCDA and an update on the fire house property proposals. A report on the proposals will be given, but probably not a recommendation. Hill said TCDA has repeatedly asked that the proposals be posted on the County website, but that still hasn't happened. The proposals will be posted on the TCDA site.

F. STRATEGIC PRESENTATION: 2018 Strategic Plan Draft, JT Chevallier

- **TCDA New Strategic Plan Review**

Chevallier reviewed the outcomes of the recent Strategic Plan retreat. The group agreed that events are the largest revenue stream for TCDA. The organization will focus on participating in events that others produce for "low bandwidth and high return." Chevallier showed a graph indicating events account for approximately 26% of TCDA's revenue, the contract with Placer County about 22%, and event sponsorships about 24%. Combined, events produce about 50% of the organization's revenue.

A new membership tier of \$500 will be added to bridge the gap between the existing \$250 and \$1000 levels. TCDA activities and member benefits need to be communicated more effectively.

TCDA will continue to prioritize the Five Focus Areas: Events, Marketing, Community Issues, Membership, and Organizational Capacity.

Chevallier showed a matrix identifying ways for TCDA to be involved in Community Issues: inform, engage, advocate, and shape. For example, TCDA has been involved in all four components for the Fanny Bride project whereas the organization "informs" on the housing issue because of larger regional efforts. There is also a "why" and "who" component to identify Board members that may already be involved in community issues. A brief discussion followed regarding TCDA's role in the community and strategies to communicate that to the community.

Chevallier asked the Board to review his Power Point presentation outlining results of the retreat and get comments back to him. He'll work with facilitator Seana Doherty to prepare a final draft for review at the May Board meeting.

G. TREASURER'S REPORT

- **April 2018 – Profit and Loss Statement & Balance Sheet**

Scoville reported the 4th of July mailers have gone out. The NLTRA grant for that event has been received. Sponsorship dollars for the 4th and Concerts at Commons Beach are coming in. The financial reports were included in today's meeting packets.

H. COMMITTEE REPORTS

- **Tahoe City Food & Wine Classic**

Chevallier reported 260 tickets to this event have already been sold. He is working on locations for food and wine and securing wineries. Discussion followed regarding logistics for the June 16 event. Brandt suggested producing a similar event the same weekend as Autumn Food & Wine.

I. CONTINUING BUSINESS

- **Fanny Bridge & WYE Update**

Chevallier is attending a stakeholders meeting later today and is hoping to get clarification on the construction timeline and plans for mitigating traffic impacts. The group discussed strategies to communicate impacts to residents and visitors.

- **Firehouse Update**

Chevallier reiterated Jansen's report that information on the proposals, but not a recommendation, will be presented at next week's Board of Supervisors meeting. All proposals will be posted on the TCDA website.

J. NEW BUSINESS

- **Next Small Business Seminar – Leadership Development & Company Culture - May 8, 2018**
- **Special Event Funding Grants**

Chevallier will be giving presentations requesting NLTRA funds for the Food & Wine Classic, Oktoberfest, and Concerts at Common's Beach. Brandt sits on the NLTRA Marketing Committee and said there is about \$30,000 in available grant funds. If it is not allocated by June 1, the money will no longer be available.

K. BOARD MEMBER UPDATES

- **Heritage Plaza Bear Statue Grant Application**

Chevallier reported the request for funds for this project will be presented to the CAP on May 1.

Davis asked for an update on the proposed Business Assessment District (BAD) being considered as a funding mechanism for the new infrastructure going in with the Highway 89 Realignment Project. Althof said an evaluation of what is needed and costs is in process.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 9:58 AM. The next meeting of the TCDA Board of Directors will be on May 16, 2018 beginning at 9:00 AM at the TCPUD Board Room.

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