

TAHOE CITY DOWNTOWN ASSOCIATION

Board Meeting

May 16, 2018

MINUTES

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

Kathrine Hill 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 established.

Board Members and Staff in Attendance

Katherine Hill, Tahoe Weekly arrived at 8:15 AM.

Melissa Siig, Tahoe Art Haus and Cinema

Sherina Kreul, Plumas Bank

Bill Dietz, Tahoe Luxury Properties

Robb Olson, Olson-Olson

Ryan Fitzhenry, Rotor Collective

Eric T. Brandt arrived at 8:11 AM

JT Chevallier, TCDA

Board Members Not in Attendance

Clint Peetz, Fat Cat

Gary Davis, Gary Davis Group

Gail Scoville, Snowfest and Kiwanis

B. AGENDA AMENDMENTS AND APPROVAL

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

C. MAY – CONSENT CALENDAR FOR APPROVAL

1. April 18, 2018 – Board of Director Meeting Minutes

2. May 2, 2018 – Tahoe City Food & Wine Classic Meeting Minutes

3. May 9, 2018 – Executive Committee Minutes

4. May 10, 2018 – Executive Director Report

Items on the Consent Calendar were approved by affirmation.

D. PUBLIC COMMENT

Sue Ireland asked the group to encourage promotion of ebikes as alternative transportation. The price of the bikes is coming down and makes bike riding easier for people since it addresses topography and distance concerns.

E. COMMUNITY PARTNERS' REPORTS

Cindy Gustafson, CEO of the North Lake Tahoe Resort Association (NLTRA) reported the next fiscal year budget is being compiled and will be presented to the NLTRA Board at its May 30 meeting. The Board will also consider adopting the next two-year update of the Tourism Development Plan. The new Director of Communications, Liz Boling, started last week.

Gustafson attended yesterday's Bi-State Transportation meeting yesterday. The US Forest Service reported that during the past five years, 500,000 more people per year have had first visits to the Tahoe Basin, which is a 46% increase. North Lake Tahoe has only realized a 12% increase. The additional visitation is mainly from day-use visitors. The Basin is also getting close to the Vehicle Miles Traveled (VMT) limits set by TRPA, so those statistics need to be understood as new development is considered.

NLTRA is working with Eric Brandt to install a new webcam on the Visitor Center, which will help people see construction impacts at the wye. A banner will also be put on the Visitor Center to let people know Tahoe City is open for business during construction. Brandt said a streaming webcam will be installed at Truckee River Rafting also and thanked Placer County and NLTRA for their help.

Gustafson reported two of her Board members are involved in litigation as Aaron Rudnick is bringing action against Samir Tuma for the proposed Tahoe City Lodge. There is concern in the community about what the lawsuit means to the project, which was scheduled to begin soon, and future development in town.

Gustafson thanked Chevallier for the video he produced for the recent Chamber Awards Dinner.

Kurt Althoff from the Tahoe City Public Utility District reported there are plans for Brandt to install a webcam at Commons Beach. The season-long 100th anniversary of the Tahoe City Golf Course kicked off last weekend with \$.50 per round golf, which was a huge success. The next event is scheduled for June 8 at 7:00 PM, when Mark McLaughlin will give a presentation on the history of the Golf Course. The Two Bills Golf Tournament is scheduled for June 9 and is a benefit for the Tahoe City Recreation Association and Red Cross.

All TCPUD facilities are open for the season, including trails, the Lake Forest campground, and parks. Farmer's Market starts tomorrow. The Truckee River Bike Trail work is scheduled in two phases. Phase 1 will be done May 29 – June 19 from Alpine Meadows Road to Mid-way Bridge. Phase 2 will be the section between Tahoe City and Alpine Meadows Road from August 18 to October 15. Both phases will require full closures of the trail.

JJ Jansen from the Placer County CEO's office reported the Capital Projects Advisory Committee held its first meeting last week. Applicants requesting TOT funds will make presentations to the Committee at an all day meeting to be scheduled in June. The County sent postcards to 4500 second homeowners with a survey about how they use their homes and whether or not they'd consider renting it when not in use. The information will inform the housing issues being considered by the County and begin to establish a connection with those owners.

The Process Improvement Workshops provided a lot of information for the consultants drafting a plan to expedite the permit and planning process. A draft Plan is expected by the end of this month.

Jansen is working with TCPUD and TCDA on an outreach plan to consider a Benefit Assessment District in Tahoe City.

F. PROJECT UPDATE: SR89/Fanny Bridge Update

Matt Ambroziak with the Federal Highway Administration Central Federal Lands (FLAP) introduced himself and Margaret Skillicorn and Russ Nygaard, with Tahoe Transportation District (TTD), the agencies responsible for the SR 89 Fanny Bridge project. He discussed other projects Central Federal Lands has done in highly environmentally sensitive areas with unique situations, similar to this project. This project, the Dollar Creek Shared Use Trail, and Meeks Bay Bike Trail have been funded by a FLAP grant in excess of \$36 million. Ambroziak narrated a Power Point presentation showing the many stakeholders involved in the project, the goals, components, and challenges with the SR 89 project, and constraints put on the contractors to minimize construction impacts. Phase 1 scheduled for this summer includes the eastern and western roundabouts and bike trail. Phase 2 includes the roundabout at the wye and rebuild of Fanny Bridge. Details for when and how the construction will be done is still being worked out with the contractor and impacted businesses. At this point, the contractor has submitted two construction plans, both of which have been rejected.

There was discussion regarding the fish sculpture, currently on one of the islands at the wye. The Caltrans requirements have changed since it was first installed and there are now State and Federal Artists Rights Act in

place. The owner will not relinquish rights to the sculpture, per Caltrans requirements, does not want it relocated to one of the new roundabouts or other locations, and has set a sales price of \$8 million.

The team answered questions clarifying details of the project, attempted negotiations with the fish sculpture artist, and public outreach to quell rumors in the community about the status of the piece. Discussion continued regarding traffic delays and construction impacts to visitors and residents. It could be that Phase 2 will not be finished this fall and will be completed next year. The Board stressed the need to get the contractor's schedule finalized and publicized. It was noted that TTD is handling public outreach for the project. Skillicorn described the outreach plans. She suggested TCDA talk to local businesses about offering incentives to encourage people to come to town. Discussion continued regarding effective messaging and the need for all agencies to work together to get information out to residents and visitors.

G. STRATEGIC PRESENTATION: 2018 Strategic Plan, JT Chevallier

- **TCDA New Strategic Plan Review**

This item was tabled.

H. TREASURER'S REPORT

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

The financial reports were included in the meeting packets. There were no questions or comments.

I. COMMITTEE REPORTS

Updates and approvals as necessary from Committee Chairs

- **Tahoe City Food & Wine Classic**

Chevallier reported 576 tickets have been sold. Ticket sales are capped 850. Just over \$2,250 has been raised in sponsorships and tickets. The event will kick-off on Friday night with a reception at Café Zenon where people can pick up their wine glass for the Saturday event.

- **Concerts at Commons Beach**

Chevallier reported a revised Vendor Agreement has been developed. Olson is working on securing all necessary permits. Sponsorship revenues are down a bit.

- **Sidewalk Saturdays**

This event was last Saturday.

- **Tahoe City Clean Up Day**

This event is scheduled for June 2, 2018.

- **Tahoe City Fireworks**

Chevallier met with Zambelli about fireworks for this July. To date, donations are \$4000 higher than last year.

- **Oktoberfest**

The first committee meeting will be scheduled for June.

- **Volunteer Support needed – Please share the word!**

J. CONTINUING BUSINESS

- **Firehouse Update**

Chevallier reported he has been working with the Commonwell and Siren Arts projects to see if one project representing both of those can be submitted to the County. He will be asking the County to give the two projects exclusive consideration while the mediation continues.

K. NEW BUSINESS

Kreul reported Plumas Bank has purchased the old Bank of America building. It will be remodeled and Plumas will move in this winter. The building is huge and there could be opportunities for co-working spaces.

Hill thanked Siig for her great article in Moonshine Ink about the revitalization of Tahoe City.

Jamie Olson's recent surgery was noted and the Board wished her a speedy recovery.

L. BOARD MEMBER UPDATES

No additional reports were given.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 10:10 AM. The next meeting of the TCDA Board of Directors will be on June 20, 2018 beginning at 9:00 AM at the TCPUD Board Room.

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