

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
October 17, 2018
MINUTES

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

Kathrine Hill called the meeting to order at 8:03 AM at the Fairway Community Center in Tahoe City, California. A quorum was established.

Board Members and Staff in Attendance

Katherine Hill, Tahoe Weekly
Gail Scoville, Snowfest and Kiwanis
Bill Dietz, Tahoe Luxury Properties
Melissa Siig, Tahoe Art Haus and Cinema
Ryan Fitzhenry, Rotor Collective
Abby Gallup, Freelance Graphic Designer
Robb Olson, Olson-Olson
Gary Davis, Gary Davis Group
Sherina Kreul, Plumas Bank
JT Chevallier, TCDA
Jamie Olson, TCDA
Dana Powell, TCDA

Board Members Not in Attendance

Clint Peetz, Fat Cat
Eric T. Brandt

B. AGENDA AMENDMENTS AND APPROVAL

Item C will be removed from today's agenda.

It was moved by Scoville and seconded by Siig to approve today's agenda as amended. Motion carried unanimously.

C. VOTE TO APPOINT ABBY GALLUP TO THE TCDA BOARD OF DIRECTORS

D. OCTOBER – CONSENT CALENDAR FOR APPROVAL

- 1. September 19, 2018 – Board of Director Meeting Minutes**
- 2. October 10, 2018 – Executive Director Report**
- 3. October 10, 2018 – Executive Committee Meeting Notes**
- 4. October 15, 2018 – Membership Reports**

It was moved by Kreul and seconded by Dietz to approve the Consent Calendar as presented. Motion carried unanimously.

E. PUBLIC COMMENT

Jennifer Capistran, Director of Sales at Granlibakken, announced Wellness Weekend is scheduled for November 11 and 12. Local's discounts are available.

F. COMMUNITY PARTNERS' REPORTS

Judy Friedman announced upcoming TCPUD events and trail updates.

G. TREASURER'S REPORT

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

Scoville presented the financial reports. She said the profit for Oktoberfest was over \$15,000 although there are still some bills to be paid. Scoville thanked TCPUD for their cooperation in hosting the event at Commons Beach this year.

H. COMMITTEE REPORTS

- **Oktoberfest Update & Survey Results**

Powell thanked the five Board members who volunteered for Oktoberfest, as well as Olson for all her hard work. Powell said events always need more volunteers and she would like to see more participation from the Board. Chevallier agreed, saying staff always works so hard. Powell and Olson worked hard during his absence and they deserve more support. Olson said there is much more work going on behind the scenes.

There was a brief discussion about Oktoberfest. It was suggested that if Board members can't help out with events, perhaps they could send their employees.

I. CONTINUING BUSINESS

Davis reported there is no movement on the Business Assessment District. He suggested talking to Placer County about a grant for beautification projects such as the flower baskets and holiday lighting. Discussion followed regarding how those elements have been funded in the past and options for getting them funded in the future.

J. NEW BUSINESS

- **Holiday Gateway Lighting Update**

Chevallier reported his father's estate left funds for philanthropic purposes. The family has decided to contribute a \$5000 matching grant for holiday lighting in Tahoe City.

- **Grant Updates**

Chevallier said \$7,500 will be requested from the Business Association Community Collaborative (BACC) for the Food & Wine Classic based on an expanded event over a longer period of time.

Oktoberfest received \$2,000 for this year's event. But the move to Commons Beach proved to be very successful and it can be documented that more people attended from out of the area. He recommended asking for \$3,000 next year.

Lagunitas has donated \$1,000 to be earmarked for public art. Chevallier will review the requirements. It was suggested the funds be used to refresh the historical banners for installation next summer.

- **Membership Update & Schedule**

Chevallier and Powell have developed a plan to clarify membership benefits and add a \$500 level. The one-sheet is being redesigned to clearly show the benefits of membership. The new collateral will be reviewed at the November Board meeting and the membership drive will kick-off then. Board members will be asked to solicit renewing and new members. TCDA is a membership organization and that component deserves more attention in order to make the organization and its voice stronger. The Board discussed strategies to increase membership.

- **TCDA Whistle Blower Policy**

Hill noted the policy, which was included in today's meeting packets for review.

- **Set date for November board meeting – 3rd Wednesday is the day before Thanksgiving**

The next meeting will be November 14, 2018.

K. CLOSED SESSION

The Board went into Closed Session at 9:31 AM to consider personnel issues. Open Session was reconvened at 9:54 AM.

JT announced his resignation in order to deal with personal issues. He has not set a final-day date, but promised to oversee a smooth transition.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 9:56 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS