

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
November 14, 2018
MINUTES

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

Kathrine Hill called the meeting to order at 8:04 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
Clint Peetz, Fat Cat
Gary Davis, Gary Davis Group
Abby Gallup, Freelance Graphic Designer
Robb Olson, Olson-Olson
Jamie Olson, TCDA

Board Members Not in Attendance

Eric T. Brandt
Ryan Fitzhenry, Rotor Collective

B. AGENDA AMENDMENTS AND APPROVAL

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

C. NOVEMBER – CONSENT CALENDAR FOR APPROVAL:

1. October 17, 2018 – Board of Director Meeting Minutes
2. October 19, 2018 – Board of Director Closed Session
3. October 24, 2018 – Oktoberfest Committee Event Recap Notes
4. October 30, 2018 – Economic Vitality Meeting
5. November 7, 2018 – Executive Committee Meeting Minutes
6. November 2018 Membership Reports
7. November 9, 2018 – November Update to Members

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

D. PUBLIC COMMENT

There were no comments on items not on today's agenda.

E. COMMUNITY PARTNERS' REPORTS

Judy Friedman reported Gail Scoville and John Pang won TCPUD Board seats in the recent election. The Ice Rink is scheduled to open the day after Thanksgiving. The Winter Sports Park will open as weather permits.

Hill reported Jamie Wright from the Truckee North Tahoe Transportation Management District (TNT TMA) will be attending TCDA Board meetings.

F. TREASURER'S REPORT

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

Scoville presented the financial reports, saying the organization will be in the black at the end of the year. She and Kreul will begin working on the 2019 budget.

G. COMMITTEE REPORTS

- **Membership Updates, Form Membership Committee & make One Sheet Revisions**

Olson presented proposed revisions to the membership form, including the new \$500 category, which will require a change to the Bylaws Section 6.2. The proposed Bylaw change will be presented for action in January. A brief discussion followed and it was agreed there needs to be Board representation on the Membership Committee.

- **Tahoe City Holiday Hop / Small Business Saturday**

Olson noted there is no Shop Local this year, which was a collaboration with NTBA. The program just got too big to manage. She suggested something simpler be considered for just Tahoe City next year. The Holiday Hop will still offer specials the Saturday after Thanksgiving.

H. CONTINUING BUSINESS

- **Holiday Lighting Update**

Davis reported there is a meeting coming up about getting the lights installed. It's still unsure whether or not NLTRA or Placer County will provide funding. A discussion followed regarding strategies to raise the \$7,500 - \$10,000 needed. There was agreement that TCDA will fund the project and continue to fundraise.

It was moved by Scoville and seconded by Olson to allocate up to \$10,000 from Reserves to fund the Holiday Lighting. The amount will be repaid to the account. Motion carried unanimously.

- **NLTRA Grant Updates**

Hill reported applications have been submitted to NLTRA for event grants. Scoville will be at the presentations to support the requests.

Scoville reported NLTRA has agreed to take the lead on getting the historical banners updated and installed next summer. They were developed for the 150th anniversary of Tahoe City. There is \$1000 grant from Lagunitas earmarked for public art that will be used.

- **Tahoe City Firehouse Properties Feasibility Consultant**

Hill reported that at its December 4 meeting, the Placer County Board of Supervisors will consider approving the staff recommendation for the Feasibility Study. The two main proposals will be considered and hopefully a report will be issued in April.

- **Fanny Bridge Update**

Hill said the project has been winterized and will re-start in the spring. A survey will be sent to TCDA members to gauge impacts from this summer.

I. NEW BUSINESS

- **2019 Board Elections**

Kreul said the Board terms up for this election are currently held by her, Davis, Hill, Dietz, and Olson. All will run for re-election.

- **ED Hiring Update**

Hill said applications for the Executive Director position will be accepted until the end of this month. Kreul reviewed the hiring process.

- **Small Business Seminar**

Hill reported there is a committee that includes TCDA, NTBA, NLTRA, and SBA that hosts these seminars, which are a requirement of the County contracts. She asked for a Board member to serve on the committee. Peetz offered to serve.

The meeting with Placer County is tomorrow. Items for discussion include gateway lighting, TOT, the BAD, and economic development.

Hill distributed a list of TCDA Committees that included tasks. She noted the need for more Board members to serve on Committees. A discussion followed regarding what the Committees do, the additional help needed, and strategies to grow Event Committees by recruiting members to join.

Scoville asked if the final version of the TCDA Strategic Plan was presented. Hill noted the Plan was discussed in June, but never finalized. This item will be on the January agenda for revisions and adoption.

Olson reported he serves on the Squaw/Alpine Micro Mass Transit District Board. The group is working with Downtowner to operate the on-demand transit service in each valley. He explained how the service will work and said there may be a way to work on a cross-promotion for shuttle service into Tahoe City.

Kreul reported Plumas Bank will probably move into its new site in May. Work has already started on the exterior.

Peetz reported Fat Cat will host a DJ at Fat Cat after the Elegant Affair on Friday.

Scoville reported there is a softball fundraiser for Snowfest this weekend, being done with the cooperation of TCDA. There is a new Snowfest Board with great ideas.

Siig said the new Tahoe Tap Haus is scheduled to open in December.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 9:27 AM. The next meeting is scheduled for December 19, 2018 at 5:00 PM at Za's, to be followed by the Holiday Party.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS