

# TAHOE CITY DOWNTOWN ASSOCIATION

## Board Meeting

June 20, 2018

## MINUTES

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

Kathrine Hill called the meeting to order at 8:10 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  
Melissa Siig, Tahoe Art Haus and Cinema  
Gary Davis, Gary Davis Group  
Sherina Kreul, Plumas Bank  
Ryan Fitzhenry, Rotor Collective  
Robb Olson, Olson-Olson arrived at 8:14 AM  
JT Chevallier, TCDA  
Jamie Olson, TCDA  
Dana Powell, TCDA

#### Board Members Not in Attendance

Clint Peetz, Fat Cat  
Gail Scoville, Snowfest and Kiwanis  
Eric T. Brandt  
Bill Dietz, Tahoe Luxury Properties

### B. AGENDA AMENDMENTS AND APPROVAL

Today's agenda was approved by affirmation.

### C. JUNE – CONSENT CALENDAR FOR APPROVAL

1. May 16, 2018 – Board of Director Meeting Minutes
2. May 23, 2018 – 4<sup>th</sup> of July Committee Meeting Notes
3. June 6, 2018 – Clean-Up Day Wrap Up Notes

It was moved by Gary Davis and seconded by Melissa Siig to approve the June 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

Kurt Althof from the Tahoe City Public Utility District reported Concerts at Commons Beach and Farmer's Market are in full swing for the season. Movies at the Beach begin soon. Work on the section of the Truckee River Bike Trail between Alpine Meadows and Midway Bridge has been completed. There is already night work being done on the shoulder and roots along the section from Alpine to Tahoe City. That area will be closed for the season beginning August 18 for a complete resurfacing of the trail. All parks and beaches are open.

Althof reported the TCPUD's new website will launch tomorrow after 5pm. It is very user friendly and a lot more information is available. The new site offers many opportunities and options to promote events.

JJ Jansen from the Placer County CEOs office said he had company over the weekend who attended the Food and Wine Classic. Everyone had a great time. Jansen reported the Capital Projects Advisory Committee (CAP)

heard presentations from applicants requesting Transient Occupancy Tax (TOT) funding last week. The Committee will meet on June 28 at 4:30 PM to consider allocation recommendations to the Board of Supervisors for approval.

Erin Casey is in Sacramento today testifying on behalf of the North Lake Tahoe Transportation Authority as consideration is given to an increase in sales tax or TOT in this area. The community will be surveyed.

The County contract with TCDA is nearing completion. The scope of work will not be changing and Jansen hopes to get the final draft to Chevallier by the end of this week. The Board of Supervisors will need to approve the final contract.

Jansen continues to work with TCPUD on the formation of a Business Assessment District (BAD) for maintenance in Tahoe City. The County submitted a request for TOT funds to do a feasibility study for the old Tahoe City firehouse property.

## **F. TREASURER'S REPORT**

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

The report was included in today's meeting packets. There were no questions or comments.

## **H. COMMITTEE REPORTS**

- **Tahoe City Food & Wine Classic Event Recap**

Chevallier thanked all who participated in last Saturday's event, saying that operationally, everything went well. There were 815 general admission tickets sold, which is a 75 person increase from last year. With comps, there were probably about 900 people. A post event survey will be sent to attendees and thank you notes sent to restaurants and wineries. The final accounting still needs to be done. Because the event sold out early, ticket revenues may be a bit less than anticipated because no tickets were sold the day of the event. Olson agreed the event was great. She said it has really grown into a new place and is greatly improved.

The Grab Your Glass event the night before at the Golf Course was a success with about 300 attendees. That helped alleviate the crush at check in the day of the event. Next year, the number of pours will be limited so Café Zenon will see a better benefit. Suzanne did a great job. Zenon provided appetizers and music.

A brief discussion followed recapping this year's event and strategies to grow the event while maintaining the quality and keeping the restaurants and wineries involved at a reasonable level. Chevallier feels that 850 attendees is a good, manageable number.

- **Concerts at Commons Beach Event Recap**

Chevallier reported this event kicked off last Sunday with Dead Winter Carpenters. There was a good turnout, despite threatening weather. He asked Board members to help with collection boxes. Collections are better when community members are soliciting donations. Discussion followed regarding staff's involvement. Chevallier will work Sunday through Thursday this summer so he can work Concerts.

- **4<sup>th</sup> of July Update**

Chevallier reported two barges will be used for fireworks in Tahoe City and Kings Beach. Powell described the events scheduled for the day of the 4<sup>th</sup>. Discussion followed reviewing logistics, fundraising, and the need for more volunteers.

- **Oktoberfest**

Olson announced Oktoberfest is scheduled for September 29 and is moving to Commons Beach this year. Chevallier said an event chairperson is needed and food and beer vendors need to be solicited.

## **I. CONTINUING BUSINESS**

### **• Fanny Bridge Update**

Chevallier said an informational packet, Tips for Success, is being distributed to businesses with suggestions on how to mitigate construction impacts. In addition, signs and light pole banners are being made to advise the public that businesses are open. Those should be installed by July 4.

Hill heard a presentation from the Tahoe Transportation District (TTD) that the Fanny Bridge work will not begin until August 20 and is scheduled for completion in December. The challenges with the contractor were also noted during that presentation.

## **J. NEW BUSINESS**

Gary Davis was thanked for getting the flower baskets installed along the Boardwalk. Chevallier will continue to identify funding for the project.

## **K. BOARD MEMBER UPDATES**

Siig said Incredibles 2 is showing at the Tahoe City Art Haus. Shows are selling out, so get tickets in advance. She announced that the Art House group and two others are purchasing Tahoe Mountain Brewery in the Cobblestone. They will take it over in the fall.

Kreul announced that Plumas Bank has purchased the Bank of America building. Because it's a larger space than Plumas needs, a portion will be available as a co-work space with a conference room at no charge.

## **ADJOURN**

There being no further business to come before the Board, the meeting adjourned at 9:06 AM. The next meeting of the TCDA Board of Directors will be on September 19, 2018 beginning at 8:00 AM at the TCPUD Board Room.

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