

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
September 19, 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 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
Clint Peetz, Fat Cat
Gail Scoville, Snowfest and Kiwanis
Eric T. Brandt
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 arrived at 8:14 AM

Board Members Not in Attendance

Gary Davis, Gary Davis Group
Sherina Kreul, Plumas Bank

B. AGENDA AMENDMENTS AND APPROVAL

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

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

It was moved by Siig and seconded by Scoville to appoint Abby Gallup to the TCDA Board of Directors. Motion carried unanimously.

D. SEPTEMBER – CONSENT CALENDAR FOR APPROVAL

1. June 20, 2018 – Board of Director Meeting Minutes
2. June 22, 2018 – 4th of July Committee Meeting Notes
3. June 27, 2018 – Oktoberfest Meeting Notes
4. July 9, 2018 – TCDA Executive Director Report for June/July
5. July 11, 2018 – Executive Committee Meeting Notes
6. July 16, 2018 – Tahoe City Food & Wine Classic Post Event Report
7. August 6, 2018 – TC Oktoberfest Meeting Minutes
8. August 8, 2018 – TC Food & Wine Classic Wrap Up Meeting
9. August 9, 2018 – TCDA Executive Director Report for July/August
10. August 16, 2018 – 4th of July Committee Meeting/Event Recap and P & L
11. September 5, 2018 Concert Revenue per night report
12. September 7, 2018 – Membership & Event Coordinator Monthly Progress Report for August
13. September 17, 2018 - TCDA Active Members Report

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

E. PUBLIC COMMENT

Brandt said it was a really busy and good summer. Visitors and residents seemed to enjoy what we have to offer.

F. COMMUNITY PARTNERS' REPORTS

Cindy Gustafson thanked Judy Friedman for the Fire Aid concert and her efforts to raise funds for people we don't even know. NLTRA was able to donate some room nights to some of those impacted by the fires. It was a great event.

Gustafson reported the bridge for the Meeks Bay trail is being installed so there will be rolling closures on SR 89. The trail should be completed in October. The NLTRA Annual Luncheon is scheduled for October 17. The speaker, George Rufer, is from Vail and has done quite a bit of work to address housing issues in that area. Rufer is also speaking at the Economic Summit in South Lake Tahoe.

NLTRA is hosting Candidates Forums at Breakfast Club on October 2 and at the high school on October 8. Peter Greenberg from the PBS show, Hidden Gems, will be filming in Tahoe, including the new underwater trail at Emerald Bay.

Gustafson noted the "road construction in Tahoe City" signs that have been put up as far away as Interstate 80. There was general agreement that the signage was way too much and may have actually discouraged visitors from coming into Tahoe City.

Gustafson reminded the group of the historical banners that were made for Tahoe City's 150th Anniversary. She suggested they be reinstalled. There was consensus to update the banners and have them on display next summer.

Gustafson noted the County's proposed changes to the TOT ordinance. She will provide the comments compiled in the recent survey.

Kurt Althof from the TCPUD reported the Truckee River Replacement Project is on schedule. Passes for play next summer are on sale at the Golf Course. The Ice Rink is scheduled to open on Thanksgiving Day. Snow-related activities at the Winter Sports Park will open as weather permits. The Fall Festival & Pumpkin Patch is scheduled for October 13 at Commons Beach.

Althof announced his last day with TCPUD is this Friday. He is leaving to go to Liberty Utilities to create a Communications Department.

Scoville asked if there is an update on the Tahoe City Lodge. Althof said TCPUD is moving forward with as much as possible, but he can't speak to the status of the lawsuit. Siig asked about the Highway 89 Realignment project. Althof said the bridge work will continue through October. It's hoped the entire project will be completed next summer. A brief discussion followed regarding the status of road construction projects, pedestrian crossings, and summer traffic control measures.

Amber Burke from NLTRA reported gold medals were awarded to Granlibakken and the Pioneer Cocktail Club at the recent Autumn Food & Wine event. The Spartan World Championship is coming to Squaw September 28 – 30. The event will air on ESPN on December 16. About 15,000 people are expected. Siig said the theater will show "3100: Run and Become" September 28, 29, and 30 in conjunction with the event. The director will be at two of the screenings.

G. COMMUNITY PARTNER PRESENTATION Cindy Gustafson

- **Chamber restructuring and next steps**

Gustafson discussed the confusion about having a Chamber and the Business Association and Chamber Collaborative (BACC). The Tourism Development Committee (TDC) will coordinate marketing efforts overall. The BACC will continue to focus on in-market strategies.

Burke described how the BACC has been reorganized to more efficient. Eventually it will merge with the TDC and make recommendations on allocating the \$80,000 available for in-market messaging.

H. TREASURER'S REPORT

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

Scoville presented the financial reports. As of September 17, there is a deficit of \$10,000, but Oktoberfest takes place next week. Negotiations with the County continue as the reporting requirements have changed.

I. COMMITTEE REPORTS

Updates and approvals as necessary from Committee Chairs

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

Scoville reported the event realized \$19,000. The Friday night Grab Your Glass event was very successful with about 250 people picking up their glasses early.

- **4th of July Update**

Scoville reported donations were up about \$7,500. The show was bigger and better than ever.

- **Oktoberfest Update & call for volunteers**

Scoville announced Oktoberfest is scheduled for September 29 at Commons Beach. She described the layout and logistics. Volunteers are still needed.

J. CONTINUING BUSINESS

- **Bear Statue Updates & Discussion**

Hill reminded the group of TCDA's efforts to get funding for a permanent bronze bear sculpture at Heritage Plaza. In the meantime, Tahoe Public Art has installed Ursa Mater for one year and the group would like to continue using the site for future installations. A brief discussion followed. There was consensus to give up on the bronze sculpture and help Tahoe Public Art bring in more installations.

Gustafson was asked about the fish sculpture that was at the wye. She reported on a meeting with the artist and the County to see if an agreement could be reached that pays the artist an amount more commensurate with the cost of the art in the Kings Beach roundabouts. So far, there is no movement.

- **Firehouse Update**

Hill said there is nothing new. TOT funds were granted to the County to hire a consultant to do a site analysis and feasibility study on the two main projects being considered.

- **Fanny Bridge Update**

K. NEW BUSINESS

- **Fire Aid Update**

Judy Friedman thanked Chevallier and Olson for their help with this event that netted over \$7,000, all of which will go to those impacted by the Carr and Mendocino Complex fires. It was a great community event.

- **Small Business Seminar – How to Create Unique & Engaging Social Media Content**

This event is scheduled for October 9 at the Kings Beach Event Center.

L. BOARD MEMBER UPDATES

Brandt's band, Beer Gardners, will be playing at Oktoberfest.

Siig reported the sale of the brewery in the Cobblestone is moving forward. Siig's lease on the site starts November and Tahoe Tap Haus should open sometime after Thanksgiving. She is submitting a formal application to the Town of Truckee for theaters at the new Railyard. The application will be heard by the Planning Commission in December or January.

Scoville reported the Lake Tahoe Ski Club is hoping to bring back the Shredder's Ball as a fundraiser on October 26 or 27. Snowfest is scheduled for February 28 – March 10, 2019. There is a new Board of Directors and the organization is looking forward to a lot of new events and an expanded parade.

Olson encouraged everyone to support Measure AA on the November ballot. This is a continuation of Measure A and all funds will go to our local school district.

Peetz reported this has his busiest summer ever. He has partnered with Keep Squaw True on some events. He's happy to see the restaurant and bar scene picking up in Tahoe City.

Dietz reported on some of the challenges with vacation rentals and concerns in the community that renters do not treat the area the same as full time rentals. He is making his renters aware of trash and noise issues. Dietz is in favor of some sort of regulation and making sure short-term rentals pay TOT. He is also aware of the housing challenges when employees can't afford to live in the community. However, rentals do provide a general benefit to the community.

Gustafson reported on a proposition on the South Lake Tahoe ballot to ban short term rentals. The effort is driven mainly by nuisance issues. Gustafson said 70% of our TOT comes from vacation rentals, not hotels. The Mountain Housing Council has a committee that looked for any data showing that banning vacation rentals increases the available long-term housing stock and there is nothing. Second homeowners often want to use their homes will not make them available for long-term rentals if short-term rentals are banned. There are more sensible solutions to issues that have to do with code enforcement and licensing. Discussion followed regarding strategies to advise renters of trash, noise, and parking issues.

Gallup's artwork will be featured at the Truckee Airport from October to January.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 9:36 AM. The next meeting of the TCDA Board of Directors will be on October 17, 2018 at 8:00 AM at the Fairway Community Center.

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