

**TAHOE CITY DOWNTOWN ASSOCIATION**  
**Board Meeting**  
**January 16, 2019**  
**MINUTES**

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

Kathrine Hill called the meeting to order at 8:04 AM at the Resort Association Visitor's Center Meeting Room in Tahoe City, California. A quorum was not established.

**Board Members and Staff in Attendance**

Katherine Hill, Tahoe Weekly  
Sherina Kreul, Plumas Bank  
Gail Scoville, Snowfest and Kiwanis  
Robb Olson, Olson-Olson Ena  
Scott Willers (approved at this meeting)  
Kylee Bigelow, TCDA  
Clint Peetz, Fat Cat arrived at 8:12 AM  
Bill Dietz, Tahoe Luxury Properties arrived at 8:35 AM and a quorum was established.

**Board Members Not in Attendance**

Gary Davis, Gary Davis Group  
Ryan Fitzhenry, Rotor Collective  
Melissa Siig, Tahoe Art Haus and Cinema  
Abby Gallup, Freelance Graphic Designer

Hill welcomed the new Executive Director, Kylee Bigelow.

**B. AGENDA AMENDMENTS AND APPROVAL**

The agenda was approved by affirmation.

**C. JANUARY – CONSENT CALENDAR FOR APPROVAL**

- 1. December 19, 2018 – Board of Director Meeting Minutes**
- 2. January 9, 2019 – EC Meeting Notes**

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

**D. VOTE TO APPOINT SCOTT WILLERS TO THE TCDA BOARD OF DIRECTORS**

Hill reported Eric Brandt has resigned from the Board. A letter of interest to serve on the Board was received from Scott Willers. Willers addressed the group.

**It was moved by Dietz and seconded by Scoville to appoint Scott Willers to the TCDA Board of Directors. Motion carried unanimously.**

**E. PUBLIC COMMENT**

Judy Friedman announced Dan Wilkins has been appointed to the TCPUD Board of Directors seat vacated by Ron Treabess' resignation.

**F. COMMUNITY PARTNERS' REPORTS**

Melrose attended the recent Truckee North Tahoe Transportation Management Association (TNT TMA) meeting. He clarified that 15 minute TART headways between Tahoe City and Truckee are not being considered, but 30 minute service could be, depending on staffing and funding available. Night Rider service has also been cancelled, due to staffing issues.

Melrose reported on a discussion about the three-lane program in Tahoe City, which was not done over the holidays because Placer County deemed it was a safety concern. At the meeting, Peter Kraatz from Placer County DPW

described the options being considered to improve pedestrian safety and traffic flows at Grove Street. A discussion followed and there was agreement that meeting with Kraatz to discuss the issue from the point of view of the business community would be a good idea.

Melrose said Kraatz announced private traffic monitors would be hired in the summer as an alternative to using CHP officers in Tahoe City and Kings Beach. An ad hoc committee is being formed to consider ways to provide real-time traffic information from just one source for residents and visitors. The ultimate goal is a coordinated Traffic Management Center.

Olson noted that smaller shuttles do not require a Class A driver's license, which is a requirement for TART drivers. He suggested using different equipment may allow the County to hire needed drivers. A brief discussion followed regarding options, using the Squaw Alpine transit service as a model. Cindy Gustafson encouraged everyone to come to the TNT TMA meetings to bring up transit issues that impact the business community. TNT TMA meetings are held the 1<sup>st</sup> Thursday of each month at 8:00 AM, generally at Granlibakken.

Gustafson continues to work on a possible TBID to provide additional funding for local issues. Visit California is bringing the California Dream Eater to North Lake Tahoe this week, depending on the weather.

Gustafson reported that at the recent Mountain Housing Council meeting, the County announced it is moving forward with purchasing the Nahas property for achievable housing. The Council is beginning an RFP process to consider other entities that can oversee housing regionally.

The Placer County Board of Supervisors is meeting in Tahoe on January 28 and 29. A reception is scheduled on the 28<sup>th</sup> at the Tahoe City Winter Sports Park at the golf course. This is a good opportunity to meet and speak one-on-one with the Supervisors. The Board will conduct a housing workshop with George Ruter from Vail. Ruter was the featured speaker at the NLTRA luncheon.

Assemblyman Brian Dahle has announced he is running for the California Senate seat left vacant by Ted Gaines.

Gustafson noted some issues with the North Tahoe Fire Protection District inspections. Requirements and codes have changed over the years and the District has been more stringent with enforcement. Inspections are required when a property changes hands or a building permit is issued. Gustafson noted an issue over the holidays with a local business owner. She offered to set up a meeting with NTFPD, TCDA, and NLTRA to get clarity.

## **G. TREASURER'S REPORT**

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

Scoville presented the financial reports and said she and Kreul are working on preparing the new budget. Year-end reports will be presented next month. Hill said the November payment from Placer County has still not been received. She noted the time spent in creating reports with additional information requested by the County to receive the funds.

## **H. COMMITTEE REPORTS**

- **January Membership Report**

A report was not submitted. Hill said the Bylaws will need to be amended to create a new \$500 category. A strategy for the membership drive is being developed.

## **I. CONTINUING BUSINESS**

- **Member & Volunteer Appreciation Party**

This event is scheduled for January 22 from 5pm to 7pm at Blue Agave.

- **Firehouse Feasibility Study Update**

Olson reported the County has hired Hunden Strategic Partners (HSP) to conduct the Feasibility Study. HSP will meet with community partners and the applicants. Community meetings are scheduled for March 6 and 7. Hill said

HSP will also meet with TCDA. A brief discussion followed. A report is expected to be given to the Board of Supervisors in April or May.

- **County Report**

No additional report was given.

- **2018 Media Report**
- **2018 Social Media Report**

Hill reported Jessica van Perniss has been bringing travel writers into town. Her 2018 media recap was included in the meeting packets. Stacie Lyans is doing social media and her report was also in the packets.

## **EVENTS**

Scoville reported the 4<sup>th</sup> of July Committee is meeting on January 24. Scoville has met with Joy Doyle from NTBA regarding logistics for fireworks for both communities.

The Food and Wine Classic Committee met last week. The event is scheduled for June 15. Sponsorship and winery and restaurant letters will be going out soon.

## **J. NEW BUSINESS**

- **Media Placement – Outside Magazine**

There is link to this article in the meeting packets.

- **Eric Brandt Board Resignation Letter**

Brandt's resignation was noted above.

- **Wild Winter Wednesdays @ River Ranch**

Hill said TCDA was the beneficiary for the first Wild Winter Wednesdays at the River Ranch.

Hill reported a shortage of approximately \$4,000 for the Tahoe City downtown lights. A plan for future years will be developed.

Kreul congratulated Peetz on his new restaurant in mid-town Reno, which should open in early April.

Bigelow will be reaching out to all Board members to meet with them individually.

Dietz is on the Mountain Housing Council Accessory Dwelling Unit tiger team. The group is investigating options for getting 2<sup>nd</sup> units approved.

Kreul reported the new Plumas Bank site construction will continue when additional County permits have been issued. She expects it to open at the end of May. The plans include a co-working space and conference room available for public use.

Scoville reported Snowfest is scheduled for February 28 – March 10, with a lot of new events.

## **ADJOURN**

There being no additional business to come before the Board, the meeting adjourned at 9:43 AM. The next meeting is scheduled for **February 27, 2019** from 8:00 AM to 10:00 AM at the TCPUD Board Meeting Room.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS