

TAHOE CITY DOWNTOWN ASSOCIATION

Board Meeting December 19, 2018 MINUTES

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

Kathrine Hill called the meeting to order at 5:16 PM at Za's Lakeside 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
Gary Davis, Gary Davis Group
Abby Gallup, Freelance Graphic Designer
Sherina Kreul, Plumas Bank
Robb Olson, Olson-Olson
Jamie Olson, TCDA
Dana Tanner Powell, TCDA

Board Members Not in Attendance

Eric T. Brandt, Tahoetopia
Ryan Fitzhenry, Rotor Collective
Melissa Siig, Tahoe Art Haus and Cinema
Clint Peetz, Fat Cat

B. AGENDA AMENDMENTS AND APPROVAL

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

C. NOVEMBER – CONSENT CALENDAR FOR APPROVAL:

1. November 14, 2018 – Board of Director Meeting Minutes
2. November 27, 2018 – Economic Vitality Committee Meeting Notes

It was moved by Scoville and seconded by Gallup to approve the December 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

Jonn Melrose gave an update from the Truckee North Tahoe Transportation Management District (TNT TMA) Sharing that there will no 3 lane traffic control this year. Kreul has been involved in these discussions and we shared the official statement with our members. Melrose also share the Winter 18/19 Tart schedule.

F. STAFF REPORTS

No additional items were discussed regarding the reports in the packet.

G. TREASURER'S REPORT (5 min)

- December 2018 – Profit and Loss Statement & Balance Sheet

Scoville announced that she and Kreul would be meeting in January to set up the budget for 2019 as well as review the budget to actual for 2018.

H. COMMITTEE REPORTS

Hill reported that per our Placer County contract we were required to complete final event reports for each event. She completed these reports and submitted them to the county. It was also noted that most committees will begin meeting in early January.

Dana shared that the newly formed membership committee would be meeting in January to discuss and finalize the new member one sheet.

I. CONTINUING BUSINESS

- ED Hiring Update

Hill reported that the 2nd round of interviews was completed the prior day and discussion continued on the selection process for the new ED. The choice was unanimous to the hiring committee and we are pending the applicant's acceptance before announcing it and notifying other candidates.

- Holiday Lighting Update

Davis shared the current status of the lighting project and discussed walking through town with the contractor to fix certain dark sections in town. Olson share the fundraising details to date, we have \$5,300 in collected and committed funds and are closing in on our 10k goal.

- Placer County Report

Hill has been doing the monthly reports while TCDA is without an ED. She met with Erin Casey recently to get clarification on the reporting process.

- NLTRA Grant Updates

Hill shared that she did the applications and presentations for the NLTRA Marketing Grants for 2019. Unfortunately TCDA was not approved for these grants this year.

- Board Election

The upcoming board election was discussed. All of the candidates for reelection would like to continue on serving. The election will take place in January which will be an email out to members. We will have communications with board members not up for reelection on their intention to continue serving.

J. NEW BUSINESS

- Firehouse Feasibility Study

Placer County approved moving forward with the Firehouse feasibility study.

- Media Placement – Alaska Airlines & 7x7.com

Hill shared that Tahoe City had been featured in these great outlets with a lot of exposure. Olson reported there was just another placement in Outside Magazine that features a couple Tahoe City businesses, this will be shared in the January board packet.

- Tahoe Luxury Properties Donation – Prize

Dietz shared the details from The Tahoe Luxury Properties employee donation program that was started this year and announced that TCDA was the recipient of the award of \$1,500. The employee that selected TCDA is a fan of our events, especially Concerts & Farmer's Market. Tanner Powell announced that TCDA will provide a Thank you gift to this employee of entry to Oktoberfest.

- Member & Volunteer Appreciation Party

Tanner Powell reminded everyone of the upcoming annual Member & Volunteer Appreciation Party happening January 22, 2019 at The Blue Agave.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 5:45 PM. The next meeting is scheduled for January 16, 2019 at 8:00 AM, location TBD.