

TAHOE CITY DOWNTOWN ASSOCIATION

Board Meeting

March 20, 2019

MINUTES

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

Katherine Hill called the meeting to order at 8:05 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
Gail Scoville, Snowfest and Kiwanis
Melissa Siig, Tahoe Art Haus and Cinema
Sherina Kreul, Plumas Bank
Robb Olson, Olson-Olson
Ryan Fitzhenry, Rotor Collective
Gary Davis, Gary Davis Group
Scott Willers, Compass Real Estate
Abby Gallup, Freelance Graphic Designer arrived at 8:14 AM

Kylee Bigelow, TCDA

Jamie Olson, TCDA

Board Members Not in Attendance

Clint Peetz, Fat Cat

B. AGENDA AMENDMENTS AND APPROVAL

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

C. MARCH – CONSENT CALENDAR FOR APPROVAL

1. January 16, 2019 – Board of Director Meeting Minutes

It was moved by Kreul and seconded by Scoville to approve the minutes of the January Board meeting as presented. Motion carried unanimously.

D. PUBLIC COMMENT

The newest member of the Placer County CEO's office in Tahoe, Emily Setzer, introduced herself.

E. COMMUNITY PARTNERS' REPORTS

Jonn Melrose introduced himself as the Tahoe City/West Shore representative on the Truckee North Tahoe Transportation Management Association (TNT TMA). The final draft of the Transportation Demand Management (TDM) report has been posted on the County's website. More information and a public meeting is coming. The Resort Triangle transit plan has received funding. At the last TMA meeting, there was discussion about transportation challenges caused by weather and heavy traffic. Melrose announced he may be leaving the TNT TMA Board. He will provide more information if anyone is interested in taking his place.

Cindy Gustafson announced the NLTRA Board of Directors approved Phase 2 of the contract to continue investigating options for a TBID. All the meetings have been very positive. Given the current timeline, assessment petitions could go out in September.

Gustafson reported there is a meeting this Friday regarding this summer's work on the Highway 89 Realignment Project.

Liz Bowling from NLTRA announced the Community Awards Dinner is scheduled for April 18, 2019 at Granlibakken. Donations for the silent auction and sponsors are being solicited. The Dinner is a great way to recognize community members and employees.

Stacie Lyans, Management Analyst and Communications Director for TCPUD, reported the Winter Sports Park is closing this weekend. Almost 8,000 people participated in ice skating, cross-country skiing, or snowshoeing this winter. The Spring Eggstravaganza is scheduled for April 20. Golf season passes and passes for the Lake Forest boat ramp are now on sale. Registration for summer recreation programs begins in April.

Lyans said there will be water infrastructure projects on the west shore this summer. She noted TCPUD has been plowing the bike trails from Sunnyside to the top of Dollar Hill this winter.

Erin Casey from the Placer County CEO's office reported the draft Parks and Trails Master Plan is available online. A public meeting regarding the Nahas property was held March 18. Additional meetings are scheduled for May 20 and July 19.

The Capital Projects Advisory (CAP) Committee is accepting applications for Transient Occupancy Tax (TOT) grants until April 2. The Committee is meeting on March 28. The agenda includes an update on the Fire House.

Governor Newsom has appointed District 5 Supervisor Montgomery to head a Forest Management Task Force. The Board of Supervisors will appoint her successor. That appointment could occur at the Board's April 9 meeting. Applications are available on the County website.

Seana Doherty reported the Mountain Housing Council Short-Term Rental White Paper is posted on the MHC website. Doherty encouraged everyone to submit letters to the Board of Supervisors encouraging them to appoint someone from this area to the vacant District 5 seat, previously held by Montgomery.

Bigelow announced the TCDA fundraiser tonight at Sunnyside.

F. BOARD COMMITMENT PRESENTATION by Kylee Bigelow

Bigelow distributed the TCDA Conflict of Interest Policy and Acknowledgement for Board signatures. She discussed the mission, vision, and purpose of TCDA. Bigelow described ways Board members can be more involved in the organization through events, fundraising, member recruitment or Committee such as the Tahoe City Economic Committee or Tahoe City Beautification. Bigelow facilitated a discussion about why Board members are involved in TCDA. The Board of Director's Commitment document outlining expectations of Board members was distributed.

G. STRATEGIC PLAN DISCUSSION with Seana Doherty

- **Review draft strategic plan & vote to approve**

Doherty led a review and discussion of the draft 2021 Strategic Plan, noting the six Strategic Focus Areas that include Events, Local Outreach, Community Issues, Economic Vitality, Membership, and Organizational Capacity. Goals for each area were considered. Discussion followed as revisions were made to the draft Plan.

Of particular interest was the TCDA Community Issues Matrix that outlined local issues and ways for TCDA to be involved, including informing or engaging the community, shaping the issue, or playing an advocacy role. Discussion continued regarding strategies to coordinate with regional business associations by utilizing the existing BACC as a vehicle to spread TCDA's meeting and work with other groups on events and promotions.

Bigelow will make revisions to the draft Plan discussed today. A final draft will be presented next month for further review and possible adoption.

H. TREASURER'S REPORT

- **March 2019 – Profit and Loss Statement & Balance Sheet**
- **Budget Update – Vote to approve will be at April BOD Meeting**

Scoville noted the reports included in today's meeting packets. There were no questions or comments.

I. STAFF REPORTS

- **Executive Director Work Tasks**
- **Operations Director Work Tasks**
- **Membership/Event Coordinator Work Tasks**

J. COMMITTEE REPORTS

- **February 27, 2019 – TC Food & Wine Classic Meeting Notes**
- **February 27, 2019 – 4th of July Committee Notes**
 - **2019 Direct Mail Piece**
- **March 5, 2019 – Economic Vitality Meeting Notes**
- **March 13, 2019 – Executive Committee Meeting Notes**
- **March 15, 2019 Current Members Report**

K. CONTINUING BUSINESS

- **2019 TCDA Board of Director Election Results**

Hill announced that Hill, Davis, Dietz, Kreul, and Olson were all reelected, with approximately 20 votes cast. The 2019 Executive Committee will be appointed next month.

- **TC Firehouse Properties Update**
- **Placer County Report for February 2019**
 - **Would the board like to continue receiving these reports as a part of the board packet?**

The Board would like to receive these reports.

E. NEW BUSINESS

- **Placer County Biannual Meeting – April 5, 2019, 3:00 – 4:30 PM**
 - **Additional topics for agenda**

Hill reported the meeting with Placer County is coming up. She encouraged everyone to attend. Agenda topics will include transportation, ski traffic control, the proposed light at Grove Street, and maintenance for the new infrastructure.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 10:13 AM. The next meeting of the TCDA Board of Directors is scheduled for 8:00 AM on April 17, 2019.

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