

TAHOE CITY DOWNTOWN ASSOCIATION

Board Meeting

April 17, 2019

NOTES

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

Sherina Kreul 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 not established.

Board Members and Staff in Attendance

Melissa Siig, Tahoe Art Haus and Cinema

Sherina Kreul, Plumas Bank

Scott Willers, Compass Real Estate

Clint Peetz, Fat Cat

Kylee Bigelow, TCDA

Board Members Not in Attendance

Katherine Hill, Tahoe Weekly

Robb Olson, Olson-Olson

Gail Scoville, Snowfest and Kiwanis

Abby Gallup, Freelance Graphic Designer

Bill Dietz, Tahoe Luxury Properties

Ryan Fitzhenry, Rotor Collective

Gary Davis, Gary Davis Group

B. AGENDA AMENDMENTS AND APPROVAL

There were no changes to today's agenda.

C. APRIL – CONSENT CALENDAR FOR APPROVAL

1. March 20, 2019 – Board of Director Meeting Minutes

Due to the lack of a quorum, this item was tabled.

D. PUBLIC COMMENT

There were no comments on items not on today's agenda.

E. COMMUNITY PARTNERS' REPORTS

Stacie Lyans from TCPUD reported bike trails on the west shore should be cleared of snow this week. The rest of the TCPUD trails are clear and open. The annual Spring Eggstravaganza is scheduled for April 20 at the Tahoe City Golf Course. Registration for summer programs opens April 27. TCPUD will have a booth at Saturday's Earth Day celebration at the Village at Squaw Valley to distribute information about water conservation.

Placer County District 5 Supervisor Field Deputy Lindsay Romack announced Cindy Gustafson has been appointed as the new District 5 Supervisor, replacing Jennifer Montgomery whom the Governor appointed to head a state-wide task force. Gustafson will be sworn in on April 22 in Auburn. A reception will be held that evening at Garwoods at 5:00 PM. The Board is meeting at the Event Center on the 23rd.

Romack said the next public meeting for the Nahas Project and Dollar Creek Crossing is scheduled for May 20 in the Tahoe City PUD Board room, time to be advised. The Mountain Housing Council annual update will be on April 27 at the Kings Beach Event Center from 9:00 AM to Noon. The focus is innovation and density. Sierra Business Council and Placer County are offering small business counseling on the second Wednesday of each month at the County office in Tahoe City.

F. REQUESTS FOR LETTERS OF SUPPORT FOR CAP GRANT

Bigelow said two community partners have asked for letters of support for TOT grant recommendations from the CAP Committee. Because there was no quorum, no action could be taken. Based on discussions below, an electronic vote of the Board will be taken.

- **TCPUD Commons Beach Power Upgrades**

TCPUD is proposing to install upgrades to provide additional power at Commons Beach for programs such as Concerts, Farmer's Market, and Oktoberfest. The total project cost is \$12,870 and the TOT request is for \$10,000. There was consensus to support this request.

- **Geotech - Architectural Historian study on the firehouse property with Suzy Vose**

Suzy Vose presented the Placer County request for \$26,400 to fund a geotech study and an architectural historian report on the firehouse property. The information will help consider what is possible on the site. There was consensus to support this request.

G. BOARD TRAINING ITEM

- **Endorsement Policy Review**

Bigelow presented the proposed policy outlining the procedure for TCDA endorsements, including what is and is not appropriate for the organization to endorse.

H. STRATEGIC PLAN DISCUSSION

- **Review revised draft & vote to approve**

Kreul presented the revised plan which was included in the Board packets. Bigelow noted the main changes were in Economic Vitality and the Community Issues Matrix, which were a result of last month's discussion with consultant Seana Doherty. Due to the lack of a quorum, action on this item was tabled.

I. FINANCIAL REPORTS

- **April 2019 – Profit and Loss Statement & Balance Sheet**

Kreul presented the financial reports included in the meeting packets.

J. STAFF REPORTS

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

There were no comments or questions on the reports included in today's Board packets.

K. COMMITTEE REPORTS

- **March 21, 2019 – TC Food & Wine Classic Meeting Notes**

Bigelow showed the promotional video for the Food & Wine Classic. About 580 tickets have already been sold for the June event. Only about 300 remain. Bigelow discussed sponsorships and logistics of the event.

Kreul reported a Street Dance at the BridgeTender has been scheduled for Wednesday June 12. A discussion followed regarding filling that Summer Solstice week with events.

Kreul reported a TCDA fundraiser is being scheduled on the Tahoe Gal again this year.

- **April 5, 2019 – Concerts at Commons Beach Meeting Notes**

Bigelow reported the lineup for the summer is online. The first concert is scheduled for June 16.

- **April 5, 2019 – Placer County Meeting Notes**

The notes of the Placer County meeting were included in the meeting packets. Bigelow said semi-annual meetings will continue to be held. The next one is scheduled for October.

- **April 15, 2019 - Placer County Report for March 2019**
- **April 15, 2019 Current Members Report**

L. CONTINUING BUSINESS

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

Results of the January election were included in the Board packets. Katherine Hill, Gary Davis, Bill Dietz, Sherina Kreul, and Robb Olson were reelected. The Executive Committee will remain in place as all are serving the second year of the two-year terms.

M. NEW BUSINESS

- **Board vote on letters of support for partner requests**
- **Vote to add Kylee Bigelow to TCDA bank accounts**

These votes will be taken electronically.

Peetz announced the Reno Fat Cat has opened in mid-town.

Kruel reported Plumas Bank will move into its new building in mid-September.

Siig said the Truckee Art Haus has been approved for the Railyard. She hopes to break ground in September. The Tahoe City Art Haus is featuring The Avengers next month, which is a big opening. The John Muir movie will be shown next week as a benefit for the Sierra Club.

Willers reported Compass Real Estate is a national brand that has continued to grow since its inception as a technology company in 2007. The company has over \$1 billion assets to date and over 6000 real estate agents nationwide. In Tahoe City, there are four independently run offices that are part of Compass.

Adjourn

There being no further business to come before the Board, the meeting adjourned at 9:00 AM. The next meeting of the TCDA Board of Directors is scheduled for May 15, 2019 at 8:00 AM at the Tahoe City PUD Board Room.

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