

**TAHOE CITY DOWNTOWN ASSOCIATION**  
**Board Meeting**  
**May 15, 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 not established.

**Board Members and Staff in Attendance**

Melissa Siig, Tahoe Art Haus and Cinema  
Sherina Kreul, Plumas Bank  
Gail Scoville, Snowfest and Kiwanis  
Clint Peetz, Fat Cat  
Katherine Hill, Tahoe Weekly  
Bill Dietz, Tahoe Luxury Properties  
Abby Gallup, Freelance Graphic Designer  
Robb Olson, Olson-Olson arrived at 8:15 AM  
Kylee Bigelow, TCDA

**Board Members Not in Attendance**

Scott Willers, Compass Real Estate  
Ryan Fitzhenry, Rotor Collective  
Gary Davis, Gary Davis Group

**B. AGENDA AMENDMENTS AND APPROVAL**

**It was moved by Dietz and seconded by Kreul to approve today’s agenda as presented. Motion carried unanimously.**

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

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

It was noted that because there was no quorum at the April meeting, there are no minutes from that meeting to be approved. There are notes of the meeting.

**It was moved by Gallup and seconded by Dietz to approve the minutes of the March 20, 2019 Board meeting. Motion carried unanimously.**

**D. PUBLIC COMMENT**

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

**E. COMMUNITY PARTNERS’ UPDATES**

Stacie Lyans from TCPUD thanks the Board for the letter in support of the TOT request to upgrade power at Commons Beach. TCPUD is also asking for funds for a rehabilitation project at Skylandia. Lyans reviewed upcoming capital projects in Timberland and Homewood. The Kilner Tennis courts are being resurfaced and one court will be striped and nets installed exclusively for pickleball. The Golf Course is expected to open May 24 and there will be specials offered. Softball leagues begin soon and additional fitness programs are on the schedule. The school district has advised TCPUD it will be using Rideout for at least one more year. For more information on programming, go to [tcpud.org](http://tcpud.org).

Emily Setzer from the Placer County CEOs office reported Placer County, in conjunction with Sierra Business Council, is hosting monthly business workshops in Rocklin that are live-streamed to the Tahoe City office. The first one is scheduled for May 30 from 9AM to Noon and focused on Social Media Marketing.

Tahoe Transportation District (TTD) is working on improvements to the Tahoe City islands, since the roundabout at the wye will not be constructed this summer. The County is requesting funds from the Airport District to fund a Secondary Dwelling Fee Waiver pilot program. The Airport's Zagster bike share program that is currently operating in Truckee may be brought into the basin, with a base in Tahoe City and one in Kings Beach.

A community meeting regarding the Dollar Creek Crossing achievable housing project is scheduled for Monday May 20 from 6PM to 8PM at the Tahoe City PUD office.

Hill asked for County assistance with Caltrans to get crosswalks painted as soon as possible. Scoville asked about traffic calming measures, such as coning, for this summer.

Siig has heard that Base Camp, Peppertree, Tahoe City Inn, and Boatworks are all in escrow.

## **F. BOARD TRAINING ITEM**

- **Board Skills Summary**

Bigelow displayed a word map based on Board responses to their interest and skills. She will be reaching out for assistance on projects.

## **G. STRATEGIC PLAN**

- **Vote to approve**

The draft TCDA Organizational Chart was reviewed. Discussion followed as revisions were considered. The Strategic Plan was modified as a result of previous discussions.

**It was moved by Kreul and seconded by Scoville to approve the Strategic Plan as presented, with revisions to the Organizational Chart per today's discussion. Motion carried unanimously.**

## **H. TREASURER REPORT**

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

Scoville presented the financial reports.

- **2019 Budget Review and Vote to Approve**

Scoville and Kreul presented the draft 2019 budget. Events are broken out separately. Hill thanked them both for doing the work needed to prepare the budget.

**It was moved by Dietz and seconded by Siig to approve the 2019 budget as presented. Motion carried unanimously.**

## **I. STAFF REPORTS**

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

Bigelow reported Jamie Olson has been working on the Food and Wine Classic website, tfoodwine.com. A lot of work is going into the project that will be a benefit for years to come. It looks great and rebrands the event well. To date, 683 of the 850 available tickets have been sold to the event. Discussion followed regarding logistics and opportunities to increase revenues.

Gary Davis is working on getting the flower baskets installed soon. There is a promotional opportunity to donate \$25 that will go to flower baskets or holiday lighting.

Kreul has arranged for two fundraisers. The Tahoe Gal cruise is scheduled for May 23. Tickets are \$60 and available online. Appetizers are being donated by D'lish, Za's, and Jakes. There will also be live music onboard. All proceeds will go to TCDA.

Bridgetender is hosting a street dance on June 6 as a benefit for 4<sup>th</sup> of July. Groove Foundry is playing at no charge and there is a \$10 admission fee that will go to TCDA, as well as half of the bar.

Bigelow noted Solstice Week is scheduled for June 8-16. A variety of events are scheduled for the week, culminating in the June 15 Food & Wine Classic and Concerts at Commons on June 16.

## **J. COMMITTEE REPORTS**

- **April 15, 2019 – TC Food & Wine Classic Event Budget**

Bigelow reported 34-36 locations for the food and wine stations have been identified for the June 15 event. There will be music at Cobblestone and Heritage Plaza. The sponsorship goal was \$12,000 and already over \$14,000 has been donated. There are some new members because those businesses wanted to participate in the event.

- **April 15, 2019 – Concerts at Commons Beach Event Budget**

Dana Tanner Powell has secured Jam Cellars in as the wine sponsor for Concerts. They also sponsor Bottle Rock in Napa. Jam Cellars will be donating 52 cases of wine, including their Butter Chardonnay.

- **April 15, 2019 – 4<sup>th</sup> of July Event Budget**
- **April 15, 2019 – Oktobertfest Event Budget**
- **April 17, 2019 – Board of Director Meeting Notes**
- **April 25, 2019 – EV Meeting Notes**
- **May 2, 2019 – TCF&WC Meeting Notes**
- **May 6, 2019 – EC Committee Meeting Notes**
- **May 13, 2019 – Placer County Report for May 2019**
- **May 15, 2019 – Current Members Report**

Reports on the above were included in today's meeting minutes.

## **K. CONTINUING BUSINESS**

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

The Executive Committee appointments noted in last month's meeting notes.

- **Letters of Support – Email Vote Results**

Bigelow noted the unanimous vote of support for the TCPUD TOT request. The request to support Placer County's TOT request for additional studies of the fire house property did not receive a unanimous vote, so did not pass.

- **TBID Update**

Bigelow and Hill reported details of the proposed Tourism Business Improvement District (TBID) are still working out. The proposal, led by NLTRA, would bring the Chamber TCDA, NTBA, and the West Shore Association under one umbrella. A meeting is scheduled for next Monday with the potential partners. Discussion followed regarding what the assessment would be, what the funds could be used for, and potential impacts to the proposed partners. A more detailed presentation will be given next month.

## **L. NEW BUSINESS**

- **Vote to add Kylee Bigelow to TCDA bank accounts**

**It was moved by Kreul and seconded by Scoville to add Kylee Bigelow as a signer on all TCPUD bank accounts. Motion carried unanimously.**

- **Tahoe Gal Fundraiser**

This was discussed above.

- **Bridgetender Street Dance & Fireworks Fundraiser**

This was discussed above.

## **MEMBER REPORTS**

Kreul reported the new Plumas Bank site is being re-engineered and re-permitted because of issues identified during construction. She does not expect to move into the building until later in the fall.

Olson asked about Board term limits. This will be considered during Bylaw updates in the fall.

Scoville reported the 2 Bills Golf Tournament is scheduled for June 1. The event is a benefit for the Tahoe City Recreation Committee. The Kiwanis Wine Auction was successful, although the final numbers are not in yet. Snowfest is considering a Grape Stomp during the Food & Wine Classic. The new President of that Board is Doug Hartline.

Siig announced upcoming movies at the Tahoe Art Haus.

Hill and Kreul noted the many volunteer opportunities for upcoming events, including Tahoe City Clean Up Day, the Tahoe Gal event, and Street Dance.

Gallup updated the group on the fire house project. The consultant's preliminary report is expected toward the end of June and should go to the Board of Supervisors in July. Additional geotechnical and historian consultants may be hired, as well as an architect for additional development. She suggested TCDA encourage the County to conduct a better, more public process and asked that this item be on next month's agenda for discussion.

## **ADJOURN**

There being no further business to come before the Board, the meeting adjourned at 10:10 AM. The next meeting of the TCDA Board of Directors is scheduled for 8:00 AM on June 19, 2019.

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