

**TAHOE CITY DOWNTOWN ASSOCIATION**  
**Board Meeting**  
**June 19, 2019**  
**MINUTES**

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

Katherine Hill called the meeting to order at 8:04 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  
Melissa Siig, Tahoe Art Haus and Cinema  
Sherina Kreul, Plumas Bank  
Gail Scoville, Snowfest and Kiwanis  
Scott Willers, Compass Real Estate  
Gary Davis, Gary Davis Group  
Ryan Fitzhenry, Rotor Collective  
Robb Olson, Olson-Olson  
Abby Gallup, Freelance Graphic Designer  
Kylee Bigelow, TCDA

**Board Members Not in Attendance**

Clint Peetz, Fat Cat  
Bill Dietz, Tahoe Luxury Properties

**B. AGENDA AMENDMENTS AND APPROVAL**

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

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

**1. May 15, 2019 – Board of Director Meeting Minutes**

It was moved by Scoville and seconded by Kreul to approve the May 15, 2019 meeting minutes as presented. Motion carried unanimously.

**D. PUBLIC COMMENT**

Hill thanked everyone involved for the best Food & Wine Classic ever!

**E. COMMUNITY PARTNERS' UPDATES**

Stacie Lyans from Tahoe City Public Utility District (TCPUD) reported the District is conducting a Rate Study. The item will be discussed at Board meetings and a public workshop. Capital projects this summer include upgrades to the recently-acquired Timberland, Madden Creek, and Tahoe Cedars water systems.

The Kilner Park tennis courts are being resurfaced. One court will be converted to full-time pickleball courts. Four bicycle repair stations are being installed. The Tahoe City Golf Course is open. All trails are open, including the new Meeks Bay section. All recreation programs are underway, as are Thursday's Farmer's Market, Concerts at Commons, and Movies on Wednesday nights.

Emily Setzer from Placer County announced two Zagstar bike-share stations will be installed in Tahoe City and one in Kings Beach. Locations are still being finalized.

**F. FIREHOUSE UPDATE**

- **Information on timeline, public meeting dates & HSP Feasibility Study**

Bigelow reported the Executive Committee met with Supervisor Gustafson to discuss the status of this project, the process, and the importance of public input. Bigelow said the Feasibility Study will be presented at the July 11 NTRAC meeting and the July 23 Board of Supervisor's meeting. A brief discussion followed regarding the process and how TCDA can be involved.

## **G. TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID)**

- **Update & discussion with Liz Bowling & Rob Kautz from NLTRA**
- **Board discussion and vote on TCDA's involvement on TBID**

Kautz provided background on TOT collections and allocations that led to the current NLTRA marketing budget. Options to increase marketing revenues are being considered, including an increase in TOT, sales tax, and the proposed TBID. He described the process to form the TBID, which requires 50% +1 vote of those in the assessment district boundaries to pass. Votes are weighted by the size of the business. It is anticipated approximately \$5.7 million could be collected, of which \$300,000 would be directed to TCDA, NTBA, and the West Shore Association. The business associations would no longer collect individual membership fees.

Kautz anticipates outreach being done this summer. The vote is actually done by petition, which will be done between July and September. If approved by those in the district, the TBID would then need to be approved by the Board of Supervisors. Assessments would then be collected beginning January 1, 2020. Kautz asked this Board to consider supporting the TBID. Discussion followed as details of the TBID were clarified.

**It was moved by Davis and seconded by Siig to support the TBID. Motion carried unanimously.**

## **H. DOWNTOWN IMPROVEMENTS**

- **Placer County and TCPUD staff to lead discussion on potential improvement district in downtown Tahoe City**

Sean Barclay, General Manager of TCPUD gave a history of TCPUD's role in maintaining sidewalks and street improvements including lighting, trash receptacles, and benches. When they were installed in the mid-90s, there was an agreement between the downtown property owners and TCPUD that led to an ordinance to provide funding for the improvements, electricity, and a basic level of maintenance. Property owners are responsible for additional maintenance of the sidewalks and lighting fixtures, repairs, cleaning, and snow removal. About \$24,000 is collected and TCPUD subsidizes an additional \$5000.

The sidewalks are now 20 years old and the aging infrastructure needs to be replaced. That cost is not included in the current assessment. In addition, TCPUD was notified by Truckee Tahoe Sierra Disposal (TTSD) that after 17 years of collecting trash as part of the original agreement, they will be charging for that service. The TCPUD Board agreed to front the cost for this first year and pro-rate the fees to property owners. Not all properties have trash receptacles on their section of sidewalk, but all benefit. This cost was not included in the original ordinance and a solution needs to be determined moving forward since TCPUD does not collect trash. The cost is about \$8,000 for 16 trash cans.

An Assessment District is being considered to fund the replacement of the improvements and maintenance of the existing and new streetscape that will go in when the round-about projects are completed. However, given the proposed TBID, this is not the time to pursue that option. Barclay asked TCDA to help consider options. Discussion followed regarding the immediate issue of trash collection and longer term issues. It was agreed a more in-depth discussion needs to take place. Barclay suggested one solution is to have TCDA pay the trash bill and then collect from businesses. This idea was dismissed by the Board as it does not align with the mission and vision of the organization. Barclay and Bigelow will consider next steps to pay for trash collection.

## **I. TREASURER REPORT**

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

The financial statements were included in the meeting packets. There were no questions or comments.

**J. STAFF REPORTS**

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

Reports were included in the Board packets. There were no questions or comments.

**K. COMMITTEE REPORTS**

- **May 14, 2019 – TCF&WC Meeting Notes**
- **May 16, 2019 – 4<sup>th</sup> of July Committee Meeting Notes**
- **May 28, 2019 – Business Advocacy Committee Meeting Notes**
- **May 29, 2019 – TCF&WC Meeting Notes**
- **June 6, 2019 – TCF&WC Meeting Notes**
- **June 11, 2019 – TCF&WC Meeting Notes**
- **June 12, 2019 – EC Committee Meeting Notes**
- **June 2019 – Placer County Report for May 2019**
- **June 2019 – Current Members Report**
- **June 2019 – Concerts at Commons Beach 2019 Schedule**

All information was included in the Board packets. There were no questions or comments.

**L. CONTINUING BUSINESS**

- **4<sup>th</sup> of July – Help support the show**

Bigelow reported about half of the fundraising goal has been met. She asked for volunteers for the 4<sup>th</sup>.

The first meeting for Oktoberfest is scheduled for Thursday. Committee members and day-of volunteers are needed.

**M. NEW BUSINESS**

- **New York Times article**

**N. BOARD MEMBER UPDATES**

No additional updates were given.

**ADJOURN**

There being no further business to come before the Board, the meeting adjourned at 10:15 AM. The next meeting of the TCDA Board of Directors is scheduled for 8:00 AM on September 18, 2019 at the TCPUD Board room.

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