

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
September 18, 2019
MINUTES

A. CALL TO ORDER – Establish quorum and introduction of attendees/new Board members

Katherine Hill called the meeting to order at 8:03 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
Jamie Olson, TCDA

Board Members Not in Attendance

Clint Peetz, Fat Cat
Bill Dietz, Tahoe Luxury Properties

B. AGENDA AMENDMENTS AND APPROVAL

Davis asked to add a discussion about holiday lighting and flower baskets.

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

C. SEPTEMBER – CONSENT CALENDAR FOR APPROVAL

1. June 19, 2019 – Board of Director Meeting Minutes

It was moved by Olson and seconded by Scoville to approve the Consent Calendar items as presented. Motion carried unanimously.

D. PUBLIC COMMENT

Siig noted the extreme traffic delays from the roundabout construction. A brief discussion followed. It was noted the contractor is not to hold traffic longer than 20 minutes. Bigelow will follow up with TTD.

Judy Friedman thanked TCDA for its support of Summer's Last Hurrah, the concert at Commons Beach last weekend that raised about \$1200 for the Tahoe Truckee School of Music.

E. COMMUNITY PARTNERS' UPDATES

Stacie Lyans from TCPUD reported a public workshop was held last night regarding the rate study and proposed rate increases. Another workshop is scheduled for tomorrow. Lyans reviewed utility projects being done on the west shore that will be continued next spring. The Tahoe City Golf Course is open until November 1, weather permitting, and 2020 passes are now on sale. A presentation will be given at this Friday's Board meeting regarding the sidewalk ordinance.

Lyans thanked Bigelow for her help with bike trail surveys.

Emily Setzer with Placer County reported the Zagstar bike share program has been postponed until next spring. On Monday the 23rd, the County is hosting a workshop at the Kings Beach Event Center on the proposed Short Term Rental ordinance.

F. TBID UPDATE WITH LIZ BOWLING, NLTRA

Bowling presented an update on the proposed North Lake Tahoe TBID. Rob Kautz, who is taking the lead on this project, has been working with the consultant, Civitas, to develop the Management District Plan (MDP), which outlines details of the proposed District. Business are being notified of the project and two town hall meetings are scheduled next week to provide more information.

Bowling said the next steps are for the County and NLTRA to approve the MDP, then the petition period will begin. The TBID needs 51% of businesses within the Zone of Benefit to sign the petition agreeing to being assessed. If that passes, collections would begin next spring. A local Steering Committee will be formed and will make recommendations on allocation of funds. Bowling explained how businesses would be assessed, the proposed budget, and allocations of dollars collected.

Discussion followed as details of the TBID were clarified, including the Zone of Benefit, the contract between NLTRA and Placer County, and the assessments. The group considered strategies to inform the public of the benefits of the TBID and suggestions were offered on making the information as clear as possible to the businesses that will be asked to approve the District.

G. PARKING LOT UPDATE WITH RYAN DECKER & JOHN MITCHELL OF PLACER COUNTY

Decker presented the proposed parking and traffic circulation project that includes walkability and bikeability, in keeping with the Tahoe City Mobility Plan and Road Audit. He showed pictures of existing conditions, including ingress and egress points on Highway 28, circulation, and congestion points. Decker said 68% of the parking available in the downtown core is on private property. The projected parking assumes full build-out in town, which ultimately calls for a major parking structure. The County is looking at alternatives, including encouraging use of shuttles and micro-transit to eliminate the need for so much parking.

Decker showed renderings of proposed enhancements including full implementation of a parking plan that “joins” parking lots in town and limits points of entry. Discussion followed as pros and cons of alternatives were considered, including impacts to businesses and customers, and constraints given land restrictions. During discussion, pedestrian crossings were considered, particularly at Grove Street.

The next steps include additional traffic studies to gauge impacts of alternatives and working with property owners because of easements that may be required. A preliminary design will lead to environmental review. Public outreach will be expanded and a community team will be developed to help with decision-making. Planning could take several years and funding to implement any project still needs to be identified.

H. TREASURER REPORT

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

I. STAFF & MONTHLY REPORTS

- **Executive Director Work Tasks**
- **Operations Director Work Tasks**
- **Membership/Event Coordinator Work Tasks**
- **Placer County Report for August 2019**

All reports were included in the meeting packets.

J. COMMITTEE REPORTS

- **June 20, 2019 – Oktoberfest Committee Meeting Notes**
- **June 25, 2019 – Business Advocacy Committee Meeting Notes**
- **July 18, 2019 – 4th of July Meeting Notes**
- **July 25, 2019 – Oktoberfest Meeting Notes**
- **July 30, 2019 – Business Advocacy Committee Meeting Notes**
- **August 14, 2019 – Executive Committee Meeting Notes**
- **August 22, 2019 – Oktoberfest Committee Meeting Notes**
- **August 28, 2019 - Business Advocacy Committee Meeting Notes**
- **September 11, 2019 – Executive Committee Meeting Notes**
- **September 12, 2019 – Oktoberfest Committee Meeting Notes**
- **September 13, 2019 – Current Member Report**

All reports were included in the meeting packets.

K. EVENT REPORTS

- **Tahoe City Food & Wine Classic Final Event Report**
- **4th of July Final Event Report**

The financial reports for each event were included in the meeting packets. Bigelow reported \$27,403 in revenues were received for the Food & Wine Classic, which is a 50% increase over last year.

Approximately \$48,094 was raised for 4th of July, which is consistent with the prior year.

L. CONTINUING BUSINESS

- **Fanny Bridge Update**

Bigelow reported the current projects should be completed this fall (the east and west roundabouts). The rest of the project, including the rebuild of Fanny Bridge, is being re-bid. There is no indication of when the segment of Highway 89 between the eastern roundabout the wye will be turned over to the County.

M. NEW BUSINESS

- **North Tahoe Fire – Suspension of Fireworks Letter**

Bigelow received a letter from NTFPD Chief Schwartz that he has ordered a temporary suspension of fireworks on the lake because of the barge fire over Labor Day weekend. A meeting of stakeholders is being scheduled, which Supervisor Gustafson will also attend.

- **TCDA Cap Grant**

Bigelow reported grant applications for TOT allocations are due by October 31. She reviewed the types of projects TCDA could apply for that are consistent with the Tourism Master Plan.

- **Boatworks Mall Update**

No update was given.

- **TCDA/Placer County Meeting on October 22nd**

Bigelow noted the upcoming annual meeting with the Placer County CEO and staff. The Business Advocacy Committee has suggested the County conduct an economic assessment of what is needed to make Tahoe City thrive as an agenda item. If Board members have additional items for consideration, let Bigelow know. The Board is encouraged to attend this meeting.

- **TTCF Board Training Series**

Bigelow said the Tahoe Truckee Community Foundation (TTCF) is hosting a Board Training Series. There are funds in the TCDA budget for any Board members who would like to participate.

- **Tahoe City Oktoberfest – Volunteers Needed**

Bigelow reviewed tasks volunteers can do for the event and asked the Board for help. Olson said volunteers are also needed to help tie corn stalks around town on Friday.

Holiday lighting is a priority for Bigelow. She has already collected some donations for the project. The flower baskets have been funded in the past and Bigelow is working with Tahoe Tree on details for next year.

N. BOARD MEMBER UPDATES

No updates were given.

ADJOURN

There being no additional business to come before the Board, the meeting adjourned at 10:23 AM. The next meeting is scheduled for October 16, 2019 from 8:00 AM to 10:00 AM at the TCPUD Board Meeting Room.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS