

**TAHOE CITY DOWNTOWN ASSOCIATION**  
**Board Meeting**  
**November 20, 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  
Robb Olson, Olson-Olson  
Bill Dietz, Tahoe Luxury Properties  
Abby Gallup, Freelance Graphic Designer  
Kylee Bigelow, TCDA Executive Director

**Board Members Not in Attendance**

Gary Davis, Gary Davis Group  
Ryan Fitzhenry, Rotor Collective

**B. AGENDA AMENDMENTS AND APPROVAL**

It was agreed items may be taken out of order.

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

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

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

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

**D. PUBLIC COMMENT**

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

**E. COMMUNITY PARTNERS’ UPDATES**

Lindsay Romack reported the Board of Supervisors adopted the Short Term Rental Ordinance, which will go into effect January 1, 2020. Owners have until March 31 to get their permits. The fees for permitting and fire inspections will depend on whether or not a rental is managed by a Property Manager or the owner. A local contact is required to be available 24/7 and able to respond to the property within 60 minutes of a call.

The Board of Supervisors approved a two-year pilot program to offer free-to-the-rider service on Placer TART. A similar program has been in place in Truckee and ridership has increased dramatically. The \$500,000 fees that would have been collected during the pilot program are being off-set by contributions from the ski areas and the Airport District.

The ribbon cutting for the new roundabouts is scheduled for December 16 at 10:00 AM.

Stacie Lyans reported the Winter Sports Park ice rink is opening tomorrow with a NLTRA mixer. Except for a soft opening this weekend, the rink will then be closed until November 30. The sled hill and cross country trails will be open when it snows.

TCPUD sent business owners letters regarding garbage collection in Tahoe City. Owners will be charged in accordance with the Ordinance breakdown for 2019, but must make separate arrangements for 2020.

#### **F. TBID UPDATE with Liz Bowling**

Bowling announced Vail Associates and Homewood have decided not to support the proposed TBID so it is even more important to make sure other businesses are on board. Bowling distributed a tear-sheet being sent to businesses with basic information about the District that will support other collateral material. Petitions are scheduled to go out November 29 and door-to-door contacts made the first two weeks of December.

Discussion followed as Bowling clarified details of the TBID, zones of benefit that determine the assessment by business type, and how the petition and implementation process works. The Board offered revisions to the FAQs.

#### **G. TREASURER REPORT**

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

Scoville reported there is a good balance that will get the organization through the upcoming slower time. Numbers are tracking close to budget. Per Board direction, \$5,000 was moved into a dedicated Concerts account.

#### **H. COMMITTEE REPORTS**

- **October 23, 2019 – TCDA Business Advocacy Committee Meeting Notes**
- **October 24, 2019 – Oktoberfest Committee Meeting Notes**
- **November 13, 2019 – Executive Committee Meeting Notes**
- **November 18, 2019 – 2019 Oktoberfest Final Event Report**
- **November 18, 2019 – TCDA Current Members Report**

Bigelow reported the Business Advocacy Committee is not meeting in November or December. Financials for Oktoberfest are still be compiled, but despite the bad weather, about \$8000 was raised.

Scoville and Romack described efforts to work with NTFPD Chief Schwartz to identify solutions to the proposed ban on fireworks. This summer will celebrate 75 years of fireworks in Tahoe City.

#### **I. BUSINESS ADVOCACY COMMITTEE PRESENTATION**

- **New Business Resource Page & Business Survey**

Gallup provided a history of the Committee. She distributed the Local Business Survey that will be conducted as a “needs assessment” and the list of Tahoe City Business Resources. Discussion followed as the plan for the survey was described, including face-to-face meetings to get better data. Each Board member was asked to sign up to survey 3-5 businesses.

#### **J. OTHER REPORTS**

- **Executive Director Report**

Bigelow presented her written report, which was included in the meeting packet. She has met with the new owner of the Boatworks and Tahoe City Inn. Olson said tenants are being solicited for the Boatworks and the Inn is bring rebranded as the Inn at Boatworks. The owners are considering the “highest and best use” of the properties.

- **Placer County Report for October**

## **K. CONTINUING BUSINESS**

### **• 2020 TCDA Board Elections**

Five seats are available for the upcoming elections, including those held Scoville, Fitzhenry, Siig, Willers, and Gallup. In addition, the vacancy left by Peetz's resignation needs to be filled. A brief discussion followed regarding options for filling that seat and the election process.

### **• Fireworks Update**

Bigelow reported a letter has been sent to NTFFPD regarding the fireworks ban. In the meantime, she is in negotiation with Zambelli for this summer's show, which will celebrate the Diamond Anniversary. The contract needs to be signed in January. Kreul described a drone show that could be an alternative. It is more costly, but more environmentally friendly.

### **• Downtown Lighting Update**

Bigelow reported more trees have lights in them and the lights are LED, which will last longer. In addition to the LED rebate from Liberty Utilities, about \$9,000 has been raised in the community. In addition, Bigelow has submitted a TOT grant request for \$21,000 for holiday tree lighting. She is also working with Rotary to do a larger "community tree lighting" at El Dorado Bank, but that would be for 2020. Bigelow is encouraging other businesses and areas such as Cobblestone to light their spaces this year.

## **L. NEW BUSINESS**

### **• Tahoe City Holiday Hop**

Bigelow said the event is scheduled for November 30 from 12 Noon to 5:00 PM.

### **• Placer/TCDA Semi-Annual Meeting, December 11, 2019**

This meeting has been re-scheduled for December 11 at 9:30 AM. Hill encouraged all Board members to attend.

### **• North Lake Tahoe Leadership Program Enrollment Opportunity**

Hill reported the next program starts in January. There are some funds available to pay the tuition for one or two Board members.

### **• Tahoe City Signs Discussion**

Hill noted the feedback about the roundabout signs and the Caltrans appeal process. Peter Kraatz from Placer County DPW reported the lighting on the signs is being changed to be downcast and landscaping is planned for the roundabouts. Tahoe Transportation District (TTD) headed a group that approved aesthetics in 2016, which included the current signs. He feels the main difference in what was originally proposed and the current signs is the font. He is hearing favorable comments about the signs.

Discussion followed regarding the signs that were installed compared with the expectation, how changes can be made, and options to install artwork in the roundabouts. Kraatz noted another opportunity to re-engage will be coming up next year as the third roundabout and new Fanny Bridge components move forward.

The Board agreed to stay involved in the conversation regarding the new roundabout to address signage and art options.

### **• TCDA December Board Meeting and Holiday Celebration 12/18/19**

Hill reported the 30-minute Board meeting followed by a party is scheduled for Za's on December 18. The meeting will begin at 5:30 and Board member's guests are invited at 6:00 PM.

### **• Upcoming Winter Fundraisers to benefit TCDA**

- **February 19, 2019 – Wild Winter Wednesdays at River Ranch**
- **February 26, 2019 - Sunnyside Taco Night**

There was a brief discussion about Board training and annual Strategic Planning check-in.

**M. CLOSED SESSION**

The Board went into Closed Session at 9:35 to consider personnel issues. Open Session was reconvened at 10:59 AM. There was no reportable action.

**Adjourn**

There being no further business to come before the Board, the meeting adjourned at 11:00 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

**Next Meeting Date: December 18, 2019 – 5:30 PM - 7:30 PM at Za's Lakefront.**