

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
January 15, 2020
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
Gail Scoville, Snowfest and Kiwanis
Robb Olson, Olson-Olson
Bill Dietz, Tahoe Luxury Properties
Kylee Bigelow, TCDA Executive Director

Board Members Not in Attendance

Scott Willers, Compass Real Estate
Abby Gallup, Freelance Graphic Designer
Sherina Kreul, Plumas Bank
Gary Davis, Gary Davis Group

B. AGENDA AMENDMENTS AND APPROVAL

There were no changes to today's agenda, which was approved by affirmation.

C. JANUARY – CONSENT CALENDAR FOR APPROVAL

1. December 18, 2019 – Board of Director Meeting Minutes

It was moved by Dietz and seconded by Olson to approve the December Board meeting minutes as presented. Motion carried unanimously.

D. PUBLIC COMMENT

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

E. COMMUNITY PARTNERS' UPDATES

Jaime Wright, Executive Director of the Truckee North Tahoe Transportation Management Association (TNT TMA), reported Placer County TART is now free-to-the-rider for a two-year pilot program. Just one day realized a 30% increase in ridership and overall there has been a 12% increase since January 1, 2020. Thirty-minute service is only on weekends right now as TART continues to struggle finding drivers. TNT TMA is looking for a Board member representing Tahoe City/West Shore. If anyone is interested, contact Wright.

Lindsay Romack, District 5 Director, reported Placer County's Short Term Rental Ordinance went into effect on January 1, 2020 for rental properties in unincorporated areas above 5000'. Permit applications will be available on the County website beginning on January 21 and property owners have until March 31 to complete the process.

Emily Setzer from Placer County said a Constraints Report is due from Wyatt Ogilvy regarding the old Tahoe City firehouse. The County will meet with applicants to review the findings of the report. Setzer said the Town Center Economic Viability Study for Kings Beach and Tahoe City and Placer County Business Expansion Survey are both moving forward. A Service Contracts Analysis is being conducted as an internal review of

areas of efficiencies and how to increase the level of service on County properties including the Tahoe City parking lots and pathways.

Rob Kautz from NLTRA updated the group on the status of the North Lake Tahoe TBID, noting the Agreement with the County has been approved by the NLTRA Board and is with the County for review. The Management District Plan (MDP) is still being completed. Assuming the NLTRA Board can review the MDP by the end of next week, the petition drive for TBID approval may begin in early February. Discussion followed as the MDP, petition drive, and collection process was clarified. It was noted the business associations, including TCDA, will be fully funded without membership dues during the five-year TBID term.

Stacie Lyans from TCPUD reported the Board approved a \$27 million budget, which includes increased water and sewer rates and about 40 Capital Improvement projects. The Winter Sports Park is open and saw increased attendance over the holiday. Twenty-four dasher board ads have been sold around the ice-rink and there are still spaces available. Lyans said the TCPUD newsletter will now be delivered electronically.

Lyans noted TTSD is no longer offering free trash collection from the bins on the sidewalks. Last year, TCPUD included the cost in the assessment bills, but as of January 1, 2020 property owners who have bins located outside their business are responsible for either paying TTSD directly or taking care of the trash in some other way. TCPUD will monitor the situation, but not be responsible.

Bigelow introduced prospective TCDA Board members Kendall Galka from McClintock Accountancy and Brian Nelson from Pioneer Cocktail Club.

F. CONCERTS AT COMMONS BEACH UPDATE with Dave Wilderotter

Wilderotter, Chair of the Concerts Committee, distributed last year's actuals-to-budget report for the series, saying it was a successful year, particularly because of sponsorships and beer and wine sales. Details of the event were discussed, including revenues, bands, and vendor considerations.

G. TREASURER REPORT

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

Scoville reported last year ended with a surplus of about \$10,000 thanks to event revenues. She and Kreul will develop a 2020 budget for Board review and adoption.

H. COMMITTEE REPORTS

- **December 19, 2019 – TC Food & Wine Classic Meeting Notes**
- **January 8, 2020 – Executive Committee Meeting Notes**
- **January 9, 2020 – 4th of July Committee Meeting Notes**
- **January 2020 TCDA Membership Report**

The above reports were included in today's meeting packets.

I. OTHER REPORTS

- **Executive Director Report for January 2020**

Bigelow presented her report, which was included in the Board packets. She highlighted the work she is doing with an outside consultant to update the Food & Wine Classic. Board training and leadership development will be done during the April workshop.

- **Placer County Report for December**

The monthly report to the County has been submitted.

- **Placer County Semi Annual Meeting Notes**

Bigelow said notes of the meeting in today's Board packets. Among the issues discussed were installing art in the Tahoe City roundabouts and on Fanny Bridge, which will be owned by Placer County when the Highway 89 Realignment Project is completed. There should be some good data available from the County and TCDA surveys being conducted.

J. CONTINUING BUSINESS

- **TCDA Board Election**

There are five candidates for five seats. Each seat will be for a two-year term. Voting closes January 17. The Executive Committee will be appointed at the February meeting. Hill reported Olson has agreed to be nominated for President, Scoville for Treasurer, and Kreul for Secretary. A Vice-President needs to be identified. Hill will serve on the Executive Committee as Past-President.

- **TCDA Annual Member & Volunteer Appreciation Party**

Bigelow reported this party is scheduled for next Tuesday at Blue Agave at 5:00 PM. She encouraged all Board members to attend and asked for help with sign-ins and the events below.

- **REMINDER: upcoming Winter Fundraisers to benefit TCDA**
 - **February 19, 2020 – Wild Winter Wednesdays at River Ranch**
 - **February 26, 2020 - Sunnyside Fish Taco Night**

Bigelow asked everyone to help solicit raffle prizes for these two events.

- **TCDA Business Survey & Business Resource one sheet**

Bigelow has sent the information out and is hoping to get individual meetings scheduled soon so the survey can be completed by the end of March.

K. NEW BUSINESS

- **2020 Fireworks Update**

Bigelow reported the North Tahoe Fire Protection District (NTFPD) has suspended permits for water-based fireworks. Snowfest fireworks are allowed as they are shot from land. At a recent stakeholder's meeting regarding the issue, the County clarified that they are the permitting body and will work with NTFPD to develop a "best management practices" document modeled on the one in Douglas County. The document will be agreed to by both the County and NTFPD to lift the restrictions.

Because of the uncertainty and potential costs that could come as a result of the new permitting document, Zambelli has stepped away from the 2020 contracts. The County has agreed to cover additional costs to ensure 4th of July fireworks happen in North Lake Tahoe.

- **Call for Committee Members**

Bigelow reported staff is doing a lot of committee work and asked for more Board involvement with each event. She will send out descriptions of committees and asked Board members to sign up. A brief discussion followed regarding additional volunteer pools that may be available, including high school students and scout troops.

Bigelow asked if TCDA should have an entry in the Snowfest Parade. Scoville suggested Diamond Divas to mark the 75th anniversary of fireworks in Tahoe City. The Board recommended TCDA not enter the Snowfest parade this year, but recommended the 4th of July Committee fundraiser on parade day.

Fundraising in Tahoe City for fireworks will take place on July 3 and 4. A brief discussion followed regarding Bigelow's idea to use Tahoe Flow Arts students and other strategies to get donations.

- **April 21, 2020 Board of Director Retreat with B. Gorman**

Bigelow reported the Executive Committee considered proposals from consultants and agreed B. Gorman would be the best facilitator for the retreat. Her proposal was included in the meeting packet. The retreat will be scheduled from 1:00 PM to 5:00 PM on April 21, 2020, in lieu of the regular April Board meeting.

- **Set a February board meeting date**

Because the regularly scheduled meeting is during Ski Skate Week, the Board agreed to meet on February 26, 2020. Proposed updates to the Bylaws will be reviewed. Bigelow will check with attorney Dean Headley to see if the Board or membership votes on changes.

L. BOARD MEMBER UPDATES

Siig reported on movies coming to Tahoe City. Although the Truckee Art Haus was approved, the costs increased dramatically and the principal investor dropped out. Siig is still hopeful funding can be identified.

Scoville reported the Snowfest kick-off party at Garwoods is scheduled for February 27. She described some of the events on this year's calendar.

Hill announced the *Weekly* will now come out on Wednesdays.

There was recently a chimney fire at Dietz's house. He encouraged everyone to have their chimneys checked.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 10:06 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS