

TAHOE CITY DOWNTOWN ASSOCIATION

Board Meeting

February 26, 2020

MINUTES

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

Katherine Hill called the meeting to order at 8:02 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
Scott Willers, Compass Real Estate
Sherina Kreul, Plumas Bank
Gary Davis, Gary Davis Group
Melissa Siig, Tahoe Art Haus and Cinema
Gail Scoville, Snowfest and Kiwanis
Robb Olson, Olson-Olson
Bill Dietz, Tahoe Luxury Properties
Abby Gallup, Freelance Graphic Designer arrived at 8:06 AM
Kendall Galka, McClintock Accountancy arrived at 8:17 AM
Kylee Bigelow, TCDA Executive Director

Board Members Not in Attendance

Brian Nelson, Pioneer Club

B. AGENDA AMENDMENTS AND APPROVAL

Kreul asked to add “Signers on the Plumas Bank Account” under Continuing Business.

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

C. FEBRUARY – CONSENT CALENDAR FOR APPROVAL

1. January 15, 2020 – Board of Director Meeting Minutes

It was moved by Dietz and seconded by Scoville to approve the item on 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 Supervisor Gustafson has been meeting with California Insurance Commissioner Lura regarding property insurance premium increases and cancellations due to fire concerns. Legislation has been introduced in the Assembly requiring insurance companies to consider measures the community has taken with defensible space and hardening the area against fire before cancelling insurance policies. A brief discussion followed.

Romack reported the Placer County Board of Supervisors is meeting in Tahoe on March 10. Emily Stetzer expects the agenda to include updates on housing throughout the County and the Mountain Housing Council, the Town Center Economic Sustainability Study done for Tahoe City and Kings Beach, and water-borne fireworks.

Stacie Lyans announced the Winter Sports Park is closing for the season on Sunday March 8, 2020.

F. TBID UPDATE

The new NLTRA CEO, Jeffrey Hentz, introduced himself. He said getting the TBID instituted is his number one priority as it offers a critical opportunity for the community.

Rob Kautz reported the County and NLTRA have approved the Management District Plan (MDP) and Management agreements, which leads the way for the petition drive to begin. The mailer will go out next week and additional petitions will be hand delivered to key businesses. The TBID needs 50%+1 support to pass. Vail represents about 15% of the vote and is not supporting the initiative because of concerns it will set a precedent for its other properties. About 25% - 50% of the lodging vote would come from online companies such as Airbnb and VRBO. Those companies have an historic low rate of response, so much work is being done to get the rest of the assessed businesses on board.

G. TREASURER REPORT

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

Scoville presented the financial documents included in the meeting packets. Bigelow met with the Finance Committee to develop the 2020 budget. Scoville said fundraising efforts need to be aggressive to meet increased costs.

H. COMMITTEE REPORTS

- **January 9, 2020 – 4th of July Committee Meeting Notes**

Bigelow noted increased costs for fireworks and the new vendor. Placer County is helping offset the additional expense to comply with BMP requirements.

- **January 15, 2020 – TC Food & Wine Classic Meeting Notes**

Bigelow said tickets for the event will go on sale March 1. A VIP ticket is being offered that allows access to the Pavilion on Commons Beach and additional benefits. She asked for help contacting Truckee and Squaw restaurants to get additional participation. Getting enough samples has always been a problem and the goal is to pair a restaurant with every winery. Scoville added there will be one check-in site at the old fire station. There will be more lines to accommodate people and many are expected to check in the night before at the Golf Course.

- **February 12, 2020 – TCDA Executive Committee Meeting Notes**

This report was included in the meeting packets.

- **February 13, 2020 – Tahoe City Food & Wine Classic Meeting Notes**

See report above.

I. OTHER REPORTS

- **Executive Director Report for February 2020**

Bigelow reported all Committees except for Oktoberfest have been meeting. She, Hill, and Olson have met with B. Gorman who will be facilitating the Board retreat on April 21 at Jake's.

Bigelow is working with Gorman to develop an Employee Handbook. The part-time employee position will be posted when that has been completed.

Reminders have been sent to members who have not yet renewed. There have been some responses. The membership report was in the Board packets. The Business Advocacy Survey is underway, but no information has been added to GoogleForms. Those responses will be helpful during the Board retreat and County surveys will also provide information.

The annual Conflict of Interest and Board Commitment forms were distributed.

- **Placer County Report for January**

The monthly report was included in today's meeting packet.

J. CONTINUING BUSINESS

- **TCDA Board Election Results & Vote for Officers**

Bigelow reported Scoville, Siig, Gallup, Willers, Galka, and Nelson were elected to the Board.

It was moved by Davis and seconded by Siig to appoint the following slate of Board officers: Robb Olson as President, Abby Gallup as Vice-President, Gail Scoville as Treasurer, and Sherina Kreul as Secretary. Motion carried unanimously.

Board terms will be confirmed. Bigelow was asked to develop a calendar showing regular committee and Board meetings.

- **2020 Fireworks Update**

Bigelow announced that with the 75th anniversary of fireworks in Tahoe City, the theme will be Diamond Anniversary. Fundraising efforts will take place in town on the 3rd and 4th of July.

- **REMINDER: upcoming Winter Fundraiser to benefit TCDA
- February 26, 2020 - Sunnyside Fish Taco Night**

Bigelow reminded the Board of the fundraiser tonight at Sunnyside. Last week's event at the River Ranch was successful.

AGENDA ADDITION: Signers on the Plumas Bank Account

It was moved by Hill and seconded by Dietz to add Robb Olson, as President of the Board, and Abby Gallup, as Vice-President of the Board, as signers on the Plumas Bank account and to delete Katherine Hill as a signer. Motion carried unanimously.

K. BOARD MEMBER UPDATES

Kreul expects Plumas Bank to open in the new location on March 30. The renovations and remodel look great. There will a room available at no charge for community use.

Davis is retiring from his engineering business at the end of the week.

Scoville distributed Snowfest pocket calendars and announced upcoming events.

Olson reported the new Girl Scout Troop 732 has been formed and will be selling cookies at Saturday's Snowfest parade.

Siig announced the Art Haus and Tap Haus 2nd Annual Snowfest Beerfest on Saturday, which is a benefit for the Shane McConkey Foundation. The businesses are entering a Burning Man art car in the parade. It will be on display at the Cobblestone. In honor of Snowfest, the movie Downhill will be shown at the theater.

Olson and Gallup reported the County has appointed Eric Finley as the new coordinator for the Tahoe City fire house project. Setzer said the teams will meet with him as soon as the most recent studies have been completed.

ADJOURN

There being no additional business to come before the Board, the meeting adjourned at 9:01 AM. The next meeting is scheduled for March 18, 2020 at the Fairway Community Center.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS