

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
April 15, 2020
MINUTES

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

Robb Olson called the meeting to order at 2:04 PM electronically. A quorum was established.

Board Members and Staff in Attendance

Robb Olson, Olson-Olson
Kendal Galka, McClintock Accountancy
Melissa Siig, Tahoe Art Haus and Cinema
Gail Scoville, Snowfest and Kiwanis
Katherine Hill, Tahoe Weekly
Kendall Galka, McClintock Accountancy
Abby Gallup, Freelance Graphic Designer
Kylee Bigelow, TCDA Executive Director
Jamie Olson, TCDA

Board Members Not in Attendance

Scott Willers, Compass Real Estate
Sherina Kreul, Plumas Bank
Gary Davis, Gary Davis Group
Bill Dietz, Tahoe Luxury Properties

Also on the call were Stacie Lyans, Emily Setzer, Jerusha Hall, and Liz Bowling

B. AGENDA AMENDMENTS AND APPROVAL

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

C. APRIL – CONSENT CALENDAR FOR APPROVAL

1. February 26, 2020 – Board of Director Meeting Minutes

It was moved by Gallup and seconded by Hill 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

Stacie Lyans reported that as a utility provider, TCPUD is essential. Many staff are working from home and the offices are closed to the public. The District typically does not shut off service for lack of payment, but fines and penalties for late payments are being waived. Corona Virus is not transmitted through water and tap water is safe to drink. Lyans emphasized that "flushable" wipes are not really flushable and do back up the sewer system.

A new Placer County directive has limited park operations. Trails have been cleared. Farmer's Market has been deemed an essential service and will open at Common's Beach on May 14. The golf course is currently closed, but Café Zenon is open for takeout. Facilities and programming will resume as appropriate.

Lyans answered questions regarding specific events and facilities. The boat launches are closed. It will take about a week to open them when the restrictions are lifted because staff needs to be trained to do invasive species inspections.

Emily Setzer from Placer County reported she is expecting an updated directive from Placer County Health Director Aimee Sisson on Friday. Setzer has been working with Bigelow, NTBA, NLTRA, and the County Economic Department to consider ways to re-open the area. Governor Newsom outlined six criteria on what it will take to open public spaces and hold events. Setzer answered questions and explained the County Health Officers can put stricter requirements in place than the state because they are developing guidelines specific to their jurisdictions.

Liz Bowling from NLTRA reported on the local and consumer messaging going out regularly. The Stronger Together campaign has had a great response. The next effort is directed at rallying the community behind #TahoeLove. Part of the effort is the sale of gift cards and a Business Impact Survey. A task force is being developed to determine how to re-open the area and create tools for the business community recovery. Bowling reported NLTRA is talking to the County about possible TOT payment deferrals.

Olson asked the status of the TBID. Bowling said there is no deadline for the petition process. It is still important, but not being pushed right now. NLTRA's focus is community strength and recovery. Olson asked Bowling's opinion on whether or not 4th of July celebrations can happen. Bowling participated in a Visit California call earlier this week and the feedback was major events may not be scheduled until fall. The Governor's criteria will impact large events throughout the state. Areas will need to be flexible and could be required to provide masks and handwashing stations. Right now, there are just too many unknowns.

Olson asked about vacation rentals. Bowling noted the divide in the community about second homeowners and day visitors coming. She said 42% of visitation is from day visitors. Again, visitation will require balancing safety with the local economy.

Gallup supported an idea raised suggesting potential event sponsors contribute to TCDA to help local businesses. Virtual events such as a wine tasting could be scheduled as a way to keep people involved, particularly if summer events are cancelled or postponed.

F. TREASURER REPORT

- **April 2020 – Profit and Loss Statement & Balance Sheet**
- **TCDA Financial Discussion**

Scoville presented the financial reports, noting the year started with a healthy carry-over that can be used to cover costs now. Olson is working on updating financials, but there are a lot of moving parts around events. The overall burn rate including rent, utilities, and salaries in January and February was \$12,000 - \$13,000, so she is estimating high at \$15,000. The Board recommended the Finance Committee should meet to review budget scenarios to share with the Executive Committee and Board next month.

- **Economic Disaster Relief Options & Next Steps**

There are some COVID-19 relief grants and loans TCDA may be eligible for. Bigelow has submitted a request to Placer County asking for an advance on payments. After this week's payroll, only \$8,000 will be in the checking account and she is hoping not to dip into Reserves until necessary. Some Reserve funds are designated for specific events. She, Olson, and Scoville have met with a SCORE representative to determine what might be appropriate for TCDA given it is a 501 (c) 6, not 3. A brief discussion followed regarding options.

H. COMMITTEE NOTES

- **February 20, 2020 – 4th of July Meeting Notes**
- **February 26, 2020 – Business Advocacy Meeting Notes**

- **March 11, 2020 – Executive Committee Meeting Notes**
- **March 12, 2020 – Tahoe City Food & Wine Classic Meeting Notes**
- **March 25, 2020 – Business Advocacy Meeting Notes**
- **April 8, 2020 – Executive Committee Meeting Notes**
- **April 9, 2020 – Tahoe City Food & Wine Classic Meeting Notes**

Bigelow provided an overview of summer events under Item H. The Business Advocacy survey has resulted in 20 responses to date. So far, the information received confirmed overall impressions.

I. OTHER REPORTS

- **Executive Director Report for April 2020**

Bigelow presented her written report. She has been working with the County, NTBA, and NLTRA on COVID-19 responses. A gift card program to promote local businesses and take-out at restaurants is being launched on Friday. The TCDA website includes a COVID response page and there have been weekly communications to members with regional updates.

- **Placer County Reports for February & March**
- **TCDA Current Members Report**

J. CONTINUING BUSINESS

- **Brian Nelson Resignation from TCDA Board & Open Board Seat**

Bigelow announced Nelson has resigned from the TCDA Board. She suggested considering what is missing on the Board and filling the seat that way. Gallup said there may be skill sets needed rather than business categories.

- **TCDA Summer Events Update**

Bigelow updated the Board on 4th of July fundraising. County Counsel is still reviewing the BMP document. Bigelow estimates the cost for that component to be approximately \$11,000, which the County agreed to cover this year. The pyrotechnic contract has been signed and only one barge will be needed. A discussion followed regarding whether or not 4th of July celebrations will actually happen this year. Gallup felt TCDA should not host events that encourage large gatherings, even if restrictions are lifted. It is a matter of health and safety. Gallup noted the social media controversies about locals versus visitors. The organization should lead by example. Discussion continued. It was agreed that with so many unknowns, it is difficult to make decisions. It was agreed that fireworks would be considered based on the pyrotechnic company's deadline and County and NTFPD direction.

Bigelow reported a survey is being sent to Food & Wine Classic restaurants and wineries to get their feeling on postponing the event to fall, but that may conflict with Oktoberfest. The Board discussed logistics of trying to do two major events in the fall, or combining them. A lot of big events are rescheduling for September and October.

Olson and Dave Wilderotter are working on a 6-concert budget for Concerts at Commons Beach. Olson suggested holding the concerts but live streaming them to restaurants and bars to discourage people from congregating on the beach. That may be possible using TahoeTopia.

The idea of leveraging potential event sponsorships into overall TCDA support was considered.

K. NEW BUSINESS

- **TCDA Role in Covid-19 Recovery and Business Support Ideas**

This item was discussed throughout today's meeting. The Board brainstormed ideas for virtual events and strategies to stay connected to the membership and business community. There was general agreement that flower baskets, even fewer than in past years, would help boost morale in town.

L. BOARD MEMBER CHECK IN

Gallup offered pro-bono help and said she is deferring payments from clients.

Siig reported the Tahoe Art Haus is offering virtual cinema.

Hill is working on SBA loan applications, which has been a lengthy, complicated process. She is also moving the office and has furniture available.

Scoville was grateful for a successful Snowfest in early March. Kiwanis has rescheduled the Wine Auction for October 4.

Olson reported Girl Scout cookie sales were good. Some money was raised for the nursery school.

Olson expressed gratitude to be able to work from home. She and Bigelow are figuring out their changing jobs.

ADJOURN

There being no additional business to come before the Board, the meeting adjourned at 4:09 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

Next Meeting Date: TBD