

TAHOE CITY DOWNTOWN ASSOCIATION

Board Meeting

May 20, 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
Sherina Kreul, Plumas Bank
Gail Scoville, Snowfest and Kiwanis
Katherine Hill, Tahoe Weekly
Melissa Siig, Tahoe Art Haus and Cinema
Gary Davis, Gary Davis Group
Kendall Galka, McClintock Accountancy
Bill Dietz, Tahoe Luxury Properties
Kylee Bigelow, TCDA Executive Director
Jamie Olson, TCDA

Board Members Not in Attendance

Scott Willers, Compass Real Estate
Abby Gallup, Freelance Graphic Designer

Also on the call were Sahra Otero, Emily Setzer, and Stacie Lyans,

B. AGENDA AMENDMENTS AND APPROVAL

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

C. MAY – CONSENT CALENDAR FOR APPROVAL

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

2. May 4, 2020 – Special Meeting Board of Director Meeting Notes

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

D. PUBLIC COMMENT

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

E. COMMUNITY PARTNERS' UPDATES

Stacie Lyans from TCPUD reported the offices remain closed to the public, but the full staff is available whether they are working from the office or remotely. The Lake Forest boat ramp opened yesterday for Tahoe Only boats, per TRPA direction. The Golf Course and many parks and facilities are open, but some on a limited basis. Farmer's Market began last Thursday. More information is available at tcpud.org. Recreation programming is on hold for now, but TCPUD is providing the community with regular updates.

Emily Setzer from Placer County said staff will resume working in the Tahoe City office next week. Supervisor Gustafson is conducting a virtual town hall meeting tomorrow to update the community on reopening. Olson asked for more transparency from the County on how long it will take to get plans reviewed and approved.

Bigelow thanked NLTRA and TCPUD for assistance in getting signage out for visitors as reopening begins.

F. WEST SHORE ASSOCIATION DISCUSSION with LISA NIGON

Bigelow reported the West Shore Association asked about being absorbed by TCDA or if TCDA could take on WSA's events and marketing. That request has since been postponed and WSA will be asking for the \$10,000 business association grant from NLTRA.

G. TREASURER REPORT

- **May 2020 – Profit and Loss Statement & Balance Sheet**
- **Budget & Reserve Discussion**

Scoville presented the financial reports. At this point, Operations are covered and Reserves have not been transferred to cover day-to-day expenses. A request for payment of the County contract has been submitted. Assuming it is paid at the end of July, cash flows should be adequate. Bigelow clarified that a Board vote is required if a loan is made from Reserves to fund Operations and the Reserve account must be repaid.

Bigelow described the federal stimulus loans applied for, including PPP and EIDL. Bigelow is talking to event sponsors about donating to TCDA general operations or funding next year's events. Membership invoices are being sent out.

H. COMMITTEE NOTES INCLUDED IN PACKET

- **April 22, 2020 – Business Advocacy Meeting Notes**
- **April 8, 2020 – Executive Committee Meeting Notes**
- **May 7, 2020 – Tahoe City Food & Wine Classic Meeting Notes**
- **May 13, 2020 – Executive Committee Meeting Notes**
- **May 14, 2020 – Tahoe City Food & Wine Meeting Notes**

I. OTHER REPORTS

- **Executive Director Report for May 2020**

Bigelow reported staff has been working on communication to the membership about meetings, online workshops, and opportunities for businesses assistance. The Stronger Together campaign is being well received, including the window painting on Walt Kass' building. Sponsors are being solicited to pay for Stronger Together banners will be where event banners would usually go. Bigelow has been participating in all agency and stakeholder calls to stay updated on COVID issues and reopening.

Bigelow reported Tahoe Slab Furniture is going where Video Stop was and Kalifornia Jeans is closing. As many as 75% of local retail and restaurants should be open in some manner this weekend.

- **Placer County Reports for April**
- **TCDA Current Members Report**

These reports were included in today's meeting packet.

J. CONTINUING BUSINESS

- **TCDA Summer Events Update**

Bigelow reported this Board voted to support the County recommendation to cancel 4th of July fireworks. That said, it provides another year to work through the County requirements with the new vendor.

Concerts at Commons Beach has been cancelled at least through the July 4th holiday and likely beyond. Perhaps a concert can be held in September. Bigelow has been in contact with the event sponsors and some ideas for a virtual concert are being considered.

The Food & Wine Classic Committee is recommending the event be cancelled for this year. The planning and logistics do not lend to postponing to a later date. Restaurants do not want the event in August and the wineries are harvesting in September. Those who have already bought tickets will be offered alternatives from refunds to considering their purchase as a donation to support local businesses.

Bigelow described the Questival Adventure Race being done in other areas and explained how it could be adapted into a Tahoe City Adventure/Scavenger Hunt. Challenges, such as photos in certain locations, would be given to teams of 2-6 people. Scoville said a small entry fee would be charged to cover costs. Galka added the event could run for several weeks or a month. Discussion followed as the idea was considered.

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

Olson reported TCDA's role right now is educating the community. Bigelow reviewed the business survey that will be going out. Discussion followed regarding what information would be most helpful and how TCDA can help businesses in town reopen successfully.

K. NEW BUSINESS

- **Review Board Member Application from Sahra Otero of Wanda's Flower Shop**

Otero's application was included in today's meeting packet. This will be a Board appointment to fill seat opened by Brian Nelson's resignation.

- **Vote to appoint Sahra Otero to fill open TCDA Board of Director seat**

It was moved by Hill and seconded by Scoville to appoint Sahra Otero to the TCDA Board of Directors. Motion carried unanimously.

L. BOARD MEMBER UPDATES

Scoville reported the Kiwanis Wine Auction has been rescheduled for October 4. The Snowfest Board met last week and confirmed 2021 dates.

Kreul said Plumas Bank has moved into its new location. There are still PPP funds available and the process is fairly quick. The Tahoe City office has assisted in getting almost \$8 million in PPP funds for local businesses.

Siig received a PPP loan, which allowed the Tahoe Tap Haus to open. The theater still cannot open, but drive-in movies are being considered.

Hill reported a new dining feature on the website that identifies who is open for take-out, delivery, or food trucks. Eventually other services will also be listed.

Dietz said over 375 reservations were cancelled because of COVID. He is trying to reschedule visitors, but even late summer and fall reservations are cancelling. Some owners are considering longer term rentals, but that will mean fewer TOT dollars going to the County. Real estate transactions were considered essential and there has been a strong demand. A brief discussion followed as it was noted some second-homeowners may move here full-time since they are finding they can work from home.

Otero reported she has completely reconfigured her store to include a pick up window and develop an Infectious Disease Inspection Plan per Phase 2 requirements. She described her research and offered to share her plan to be used as a template for other businesses.

ADJOURN

There being no additional business to come before the Board, the meeting adjourned at 4:05 PM. The next meeting is scheduled for June 17, 2020 at 8:00 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS