

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
October 21, 2020
MINUTES

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

Robb Olson called the meeting to order at 8:02 AM electronically. A quorum was established.

Board Members and Staff in Attendance

Robb Olson, Olson-Olson
Gail Scoville, Snowfest and Kiwanis
Sherina Kreul, Plumas Bank
Melissa Siig, Tahoe Art Haus and Cinema
Bill Dietz, Tahoe Luxury Properties
Katherine Hill, Tahoe Weekly
Sahra Otero, Wanda's Flowers
Scott Willers, Compass Real Estate
Kendall Galka, McClintock Accountancy
Gary Davis, Gary Davis Group
Kylee Bigelow, TCDA Executive Director
Jamie Olson, TCDA

Board Members Not in Attendance

Abby Gallup, Freelance Graphic Designer

B. AGENDA AMENDMENTS AND APPROVAL

Item F was revised to include possible action.

Item G was tabled.

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

C. OCTOBER – CONSENT CALENDAR FOR APPROVAL

1. September 16, 2020 – Board of Director Meeting Minutes

It was moved by Hill and seconded by Scoville to approve the October 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

Valli Murname from TCPUD reported the recreational facilities are being transitioned to winter use, including closing the Golf Course for the Winter Sports Park. The regulations for opening the ice rink are being clarified. The new playground at Marie Sluchak Park has been installed and will open soon.

TCPUD's agreement with Placer County for snow removal on the bike trails has been finalized. TCPUD is closing on the purchase of 401 West Lake Blvd. (the former Maritime Museum property) tomorrow. A joint Active Recreation Needs Assessment is underway with NTPUD, which will inform a master plan for the property.

TCPUD is working with TCDA on using the Goosechase app for a Halloween scavenger hunt in Tahoe City. Siig noted the Art Haus is featuring Beetlejuice and will have goody bags for kids on Friday and Saturday.

Emily Setzer reported she has transferred to the Placer County CDRA office. The second round of grant applications for Placer Shares are being accepted. The Board of Supervisors is meeting in Tahoe on October 27. There are several local issues on the agenda, including the workforce housing deed restriction program. The meeting will be accessible in person as well as via Zoom.

Katie Biggers from NLTRA is working with Bigelow on the Peer-to-Peer program.

The Truckee North Tahoe Transportation Management Association (TNT TMA) is looking for a Tahoe City/West Shore representative for its Board.

F. CAP GRANT LETTERS OF SUPPORT REQUESTS

Bigelow described the TOT granting program. Applications must align with the Tourism Master Plan and are reviewed by the CAP Committee, which makes recommendations to the Board of Supervisors. The applicants below are asking this Board for letters of support for their applications.

- **TCPUD- Joint Active Recreation Needs Assessment Project, Valli Murnane**

TCPUD and NTPUD are asking for \$75,000 from TOT towards the \$250,000 for Phase 2 of the Joint Active Recreation Needs Assessment. The two Districts split the \$125,000 cost of Phase 1, which has included three stakeholder meetings and over 500 responses to surveys. Zephyr Collaborative is facilitating the project and will report on Phase 1 next Monday at a joint District meeting.

It was moved by Scoville and seconded by Dietz to submit a letter in support of the \$75,000 request for TOT funds. Motion carried unanimously.

- **Placer County- Tahoe City Downtown Access Project, Andy Deinken**

Bigelow reported the County is requesting \$75,000 towards the \$310,000 Grove Street Parking Project. Deinken showed preliminary plans for the project which includes public parking, pedestrian access improvements, and possible a public restroom.

It was moved by Dietz and seconded by Hill to submit a letter in support of the request for \$75,000 from TOT for this project. Motion carried unanimously.

G. TRANSPORTATION PROGRAMS – Placer County

This item was removed from today's agenda.

H. TREASURER REPORT

- **October 2020 – Profit and Loss Statement & Balance Sheet**

Scoville presented the October 2020 financial reports, saying the organization is no longer operating in the red. J. Olson said the EIDL funds should be received soon.

I. COMMITTEE NOTES INCLUDED IN PACKET

- **September 23, 2020 – Business Advocacy Meeting Notes**
- **October 14, 2020 - Executive Committee Meeting Notes**

J. OTHER REPORTS

- **Placer County Report for September**
- **Executive Directors Report**
- **TCDA Current Members Report**
- **Concerts at Commons Beach – Radio Event Financial Report**

Bigelow said the Concerts at Commons radio series raised about \$4,500. If the event had not been held, there would have been a \$3,000 loss, so costs were covered and some money was raised.

K. CONTINUING BUSINESS

- **TBID Update**

Jeff Hentz reported on renewed efforts to get the North Tahoe TBID passed. There is an urgency to get the petition drive successfully completed by early November. Otherwise, the County has indicated it will move forward with a ballot measure in November 2021 asking voters to renew the current 2% TOT that is earmarked for the east side of the County and include an additional 2%. Hentz answered questions clarifying how the TBID revenues would be allocated and the “weighted vote.” Bigelow has been talking to businesses to garner support. She noted which ones have still not signed on and asked for help reaching out. Discussion followed as the petition drive and implementation timeframe were clarified. If passed, the TBID could be in effect as early as April or May.

- **CAP Grant Update**

Bigelow reported the CAP Committee is recommending \$15,000 in TOT funds be allocated to a holiday tree for this winter. Tahoe City Rotary has donated \$5,000 for the effort and \$1,000 has been received from MJD Partners. The lights from last year will be reinstalled to trees around town.

- **TCDA Fundraising Campaign**

Bigelow described the GoFundMe campaign designed to raise revenues lost by not being able to produce events this summer. The campaign will include photos and videos to educate people on what TCDA does for the community.

L. NEW BUSINESS

- **Goosechase Partnership Opportunities**

Bigelow reported the digital scavenger hunt used for the Explorathon will be the basis for a Tahoe City Halloween Hunt, in conjunction with TCPUD. She is also working with NLTRA and NTBA on a Shop Local campaign using the Goosechase app. TCPUD, NLTRA, and NTBA are strong partners in many activities with TCDA.

Bigelow has been approached by Snowfest to do something similar. She asked for Board direction to allow others to use the app and if so, should there be a fee for the use, consulting, and staff time. Otero described the success her business realized with the Explorathon and feels that the more people use the app, the more popular it will become. Scoville said there is a Snowfest Board meeting next week and the idea can be presented then.

- **TCDA 2021 Events Updates & Timelines**

Bigelow asked the Board to consider what the Food & Wine Classic and Oktoberfest could look like in 2021. She described the logistics and possible options for the Food & Wine Classic. Discussion followed. There was consensus to move forward with the events, but other components may be considered. The goal will still be to create lively, fun events that engage the community, raise money, and support businesses.

More discussion will be held with the organizing committees for 4th of July and Concerts at Commons Beach.

- **November Board Meeting Date**

There was agreement to keep the next Board meeting on November 18, 2020.

M. BOARD MEMBER UPDATES

Otero is already booking for 2021 events. Some exciting changes to her business will be announced soon.

Siig reported the theater is allowed to open at 50% capacity, but she is capping seating at 35% - 40% so people feel comfortable. There will be two more weekends of drive-in movies, ending with Halloween.

Dietz reported he is seeing a boost in revenues, but realizes not all businesses are being impacted equally so he is trying to help others as much as possible.

Hill is doing a fund-raiser give-away. With every \$35 donation, people are entered into a drawing to win an Andy Skaff painting.

Scoville said Snowfest will not be producing a schedule of events, but is doing fundraising this year for the 2022 40th Anniversary celebration. Kiwanis raised about \$10,000 at its recent golf tournament.

Kreul reported the bank has been building relationships with many new people in town. She is now working on the forgiveness side of the PPP, which is easier than the application process was. The bank is working with NLTRA to showcase clients who have been successful during the pandemic and pivoted to new business models.

N. VACATION ROLL OVER DISCUSSION

The Board went into Closed Session at 10:06 AM to consider this item. Open Session was reconvened at 10:29 AM and the following action reported:

M/S/C to allow a one-time rollover of up to 30 hours from 2020 into 2021, but those hours need to be used in the first quarter of 2021.

ADJOURN

There being no additional business to come before the Board, the meeting adjourned at 10:30 AM. The next meeting is scheduled for November 18, 2020 at 8:00 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS