

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
June 17, 2020
MINUTES

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

Robb Olson called the meeting to order at 8:04 AM electronically. A quorum was established.

Board Members and Staff in Attendance

Robb Olson, Olson-Olson
Gail Scoville, Snowfest and Kiwanis
Sahra Otero, Wanda's Flowers
Kendall Galka, McClintock Accountancy
Scott Willers, Compass Real Estate
Gary Davis, Gary Davis Group
Abby Gallup, Freelance Graphic Designer
Katherine Hill, Tahoe Weekly
Kylee Bigelow, TCDA Executive Director
Jamie Olson, TCDA

Board Members Not in Attendance

Sherina Kreul, Plumas Bank
Melissa Siig, Tahoe Art Haus and Cinema
Bill Dietz, Tahoe Luxury Properties

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. JUNE – CONSENT CALENDAR FOR APPROVAL

1. May 20, 2020 – Board of Director Meeting Minutes

It was moved by Scoville and seconded by Willers 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

Lindsay Romack reported a joint NTRAC and SVMAC meeting was held last week with two items presented that will be going before the Board of Supervisors. Supervisor Gustafson held a Town Hall meeting yesterday via Zoom. Many agencies presented and there were over 100 attendees. Romack is going on leave next week and Judy Friedman will be filling in for her.

On behalf of TCPUD, Friedman thanked TCDA for forwarding information regarding the three-month Sewer Relief Program for commercial customers.

F. TAHOE PROSPERITY CENTER UPDATE on Regional Economic Recovery and Resilience with Heidi Hill Drum

Drum explained the Tahoe Prosperity Center was formed in 2007 to address basin-wide economic issues. The Prosperity Center brings many agencies and organizations to consider regional issues.

Some items identified at that time have been achieved and some have not, as the economic base of the area has changed and become slightly less dependent on tourism. Businesses such as hairdressers are more dependent on full-time residents. The overall goal remains creating vibrant and resilient communities that attract families and good-paying jobs.

Drum asked that TCDA participate in a new program that includes surveying to gauge the economic impacts of COVID, including a forecast moving forward and a recovery program. Changes include remote work and different or expanded job opportunities that may mean retraining the workforce.

A brief discussion followed regarding what increasing the full-time population could mean to the area, pro and con, and the types of businesses that may be attracted. Gallup asked that an arts and culture component be included in the recovery efforts. Bigelow noted the challenges with childcare and many unknowns about when school will resume and what that may look like.

G. TCDA BUSINESS ADVOCACY COMMITTEE UPDATES & DISCUSSION

Bigelow noted these items are going before the Placer County Board of Supervisors and asked whether TCDA should submit comment.

1. Tahoe City Mobility/Parking District with Stephanie Holloway, Ryan Decker, & Crystal Jacobson

Bigelow said this is a plan for area transportation, including the bus on shoulder proposal, 3-lane program in Tahoe City, microtransit, and parking districts in Kings Beach and Tahoe City. Stephanie Holloway provided more detail about the Parking Management Program, which could include seasonal paid-parking for on-street and public lots in the Tahoe City and Kings Beach town centers. Discussion followed as the proposal was clarified. Scoville asked where the funds would go. Holloway said it would be earmarked for transit projects such as an on-demand shuttle service.

Andy Deinken gave an update on measures being considered at Grove Street to address pedestrian crossing and traffic flows. He is hoping the measures will be installed this summer, but Caltrans is still reviewing the proposal.

During discussion on the parking proposal, there was a thought that people may park in residential areas, rather than pay. Part of the program could include a “locals pass” for those coming into town to run errands and some accommodation given to workers. There was a feeling that fees should be reinvested into town center needs, not just transit.

There was consensus to submit a letter to the Board of Supervisors raising the concerns noted.

2. Placer County TOT Incentive Program with Paul Griffith

Bigelow reported Jennifer Merchant gave a presentation on the program to the Business Advocacy Committee. Bigelow showed some slides from that presentation. Basically the program offers a reduction in TOT to developers for new builds or renovation for a finite number of years to incentivize investment in the community. Although it could begin with town centers, development in other areas such as Tahoe Vista or the West Shore could also benefit. Paul Griffith provided more detail on the program being submitted to the Board of Supervisors.

It was agreed that a letter in support of the program should be submitted to the Board of Supervisors.

H. TREASURER REPORT

• June 2020 – Profit and Loss (YTD Comp) Statement & Balance Sheet

Scoville presented the financial reports. Operating is pulling from surplus funds at this point. The Committee will meet with staff to consider the budget for the rest of the year.

I. COMMITTEE NOTES INCLUDED IN PACKET

- **May 27, 2020 – Business Advocacy Meeting Notes**
- **June 4, 2020 – Concerts Committee Meeting Notes**

Bigelow reported Concerts is considering using live recordings from previous shows to do 4 or 5 special Sunday afternoon broadcasts on KTKE.

- **June 4, 2020 – Tahoe City Scavenger Hunt Meeting Notes**

Bigelow described the Adventure Challenge using the Goosechase app in lieu of the Food & Wine Classic. People pay to participate and have new tasks to complete every week. The program could fund from mid-August to mid-September. NLTRA has indicated they may provide sponsorship dollars for the event. A brief discussion regarding logistics followed.

- **June 10, 2020 – Executive Committee Meeting Notes**

Bigelow reported the Placer County contract has been signed. The amount has increased to \$100,000 for the next year. There could be additional increases from the County's Cares Act funds.

J. OTHER REPORTS

- **Executive Director Report for June 2020**

Bigelow presented her written report, which was included in today's meeting packet.

- **Placer County Reports for May**
- **TCDA June Members Report**

K. CONTINUING BUSINESS

- **TCDA Summer Events Update**

Businesses are being encouraged to decorate for the 4th of July so town looks festive. Bigelow is already working with the fireworks vendor on the 2021 show.

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

Bigelow is working with the County and NLTRA to support business reopening while being socially responsible. A survey of COVID impacts was sent to businesses, but only 8 responses were received. That said, there has been positive response to the regular updates being sent.

The County has eased signage restrictions for now so businesses can let people know they are open and what to expect. An ordinance also allows for expanded areas for outside retail and restaurant service.

L. NEW BUSINESS

- **2020 Flower Basket Program**

Bigelow is trying to hire someone to water the flower baskets two mornings a week. Melanie Jackson has pledged \$5,000 through TTCF to fund the program and the Tahoe City Marina has contributed \$900.

- **Summer Meeting Schedule**

Board meetings are usually cancelled in July and August, however given so many changes with COVID, Olson suggested meeting in July. It was agreed the next meeting would be scheduled for July 29 at 8:00 AM.

M. BOARD MEMBER UPDATES

Hill reported the next Tahoe Weekly issue is out June 24 and will be a 2 week issue, the first since the stay home orders were handed down. There's a lot of interest in having it back on the racks are people are looking for things to do. Shopping seems to be the number 1 activity!

Otero is seeing record sales. She is getting orders for luxury private parties and small intimate weddings. Otero described the window service she is offering and how she is taking advantage of the expanded outdoor space. Gallup is available to help businesses re-message.

ADJOURN

There being no additional business to come before the Board, the meeting adjourned at 10:13 AM. A Special Board Meeting has been scheduled for July 29, 2020 at 8:00 AM.

Respectfully submitted,
Judy Friedman
Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS