

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
July 29, 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
Bill Dietz, Tahoe Luxury Properties
Sherina Kreul, Plumas Bank
Kendall Galka, McClintock Accountancy
Melissa Siig, Tahoe Art Haus and Cinema
Katherine Hill, Tahoe Weekly
Scott Willers, Compass Real Estate
Abby Gallup, Freelance Graphic Designer

Kylee Bigelow, TCDA Executive Director
Jamie Olson, TCDA

Board Members Not in Attendance

Sahra Otero, Wanda's Flowers
Gary Davis, Gary Davis Group

B. AGENDA AMENDMENTS AND APPROVAL

It was agreed items may be taken out of order.

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

C. JULY – CONSENT CALENDAR FOR APPROVAL

1. June 17, 2020 – Board of Director Meeting Minutes

It was moved by Dietz and seconded by Scoville to approve the July 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

Emily Setzer reported the Placer County Board of Supervisors approved an alcohol ban on the Truckee River until October 15, 2020.

Judy Friedman reported the Tahoe City Public Utility District is in escrow to purchase the Maritime Museum property on the west shore.

Jeff Hentz said the NLTRA has shifted from a marketing focus to supporting the business community, including distribution of free PPE and visitor messaging.

F. TBID Update & BAD Discussion with Jeffery Hentz, NLTRA

Hentz thanked Bigelow for her help in distributing PPE.

Hentz said the TBID petition effort was launched in early March, but is on pause because of the COVID shut downs. The NLTRA Executive Committee met this week and agreed on timing to reengage the process in early September. In order to pass, the petition requires 50% +1 and currently the approval is around 20%. The best case scenario would be for the TBID to begin spring 2021. A brief discussion followed regarding the potential support and logistics of implementing the District.

During discussion, Olson noted trash in town is currently an issue. Setzer reported on a meeting with Supervisor Gustafson, who expressed interest in renewing efforts to pass a BAD (Business Assessment District) to deal with issues such as that. The BAD effort was dropped because of the potential TBID and at the time, it was felt that trying to do both concurrently would dilute both efforts. However, TBID is paid by businesses and guests, whereas the BAD can address different issues, such as trash, and is on the property tax bill to the parcel owner.

Hentz will ask the NLTRA Executive Committee and the consultant, Civitas, to consider running both efforts. He and Setzer will update this Board.

G. WORKFORCE HOUSING PROGRAM with Emily Setzer, Placer County

Setzer presented the proposed deed restriction program, modeled after the successful Vail InDEED in Vail, Colorado. She described how the program would work throughout the County and in eastern Placer specifically. The benefit could be realized by local workers who rent or own in the area. The next steps are to refine the program based on input from the Board of Supervisors and through community presentations and present a revised program to the Board of Supervisors in 90 days for adoption.

Discussion followed as details of the program were clarified and how it is being used in other communities. At this point, only new sales would be eligible and offering the benefit to existing homeowners could be another phase of implementation.

Setzer asked if this Board would formally support the program. There was a request for Setzer to provide an update on the final version and the request would be considered then.

H. GROVE STREET PARKING LOT & CROSSING with Andy Deiken, Placer County

Deiken expects to have the draft EIR for the final design of the Grove Street Parking Lot released soon. Construction could happen next summer. He described details of the project and the potential of expanding it. There is no update on the Grove Street crossing. Peter Kraatz is still working to get approval from Caltrans. That said, there are plans for crossing guards and some temporary signals to go in this summer. Olson asked that with more parking in town, could the parking requirements for businesses be changed to allow for more density on parcels. Deiken said that would require a change to the Tahoe Basin Area Plan. Discussion followed about the options that may be considered.

I. TREASURER REPORT

- **July 2020 – Profit and Loss (YTD Comp) Statement & Balance Sheet**
- **SBA EIDL Loan Discussion and Vote to Approve**

Scoville presented the financial reports, saying the P&L doesn't look great, but there are funds available in Reserves. Olson noted there was an advance from Placer County which will help cash flow.

Scoville and Bigelow described the SBA EIDL (Economic Injury Disaster Loan) being considered. It is a 30 year loan for \$150,000 at 2.75%, of which \$2000 may be forgivable because TCDA has two employees. The Board considered details of the loan.

It was moved by Scoville and seconded by Siig to submit the application for the 30 year SBA EIDL loan with Robb Olson signing on behalf of TCDA. Motion carried unanimously.

J. COMMITTEE NOTES INCLUDED IN PACKET

- **June 24, 2020 – Business Advocacy Meeting Notes**
- **June 26, 2020 – Tahoe City Explorathon Meeting Notes**
- **July 8, 2020 – Executive Committee Meeting Notes**
- **July 13, 2020 – Tahoe City Explorathon Meeting Notes**
- **July 22, 2020 – Business Advocacy Meeting Notes**

K. OTHER REPORTS

- **Executive Director Report for July 2020**

Bigelow has been busy trying to stay on top of ever changing State orders regarding COVID. She is working with NTBA to consider how businesses such as restaurants that are working outside will manage when the weather changes. Personal care services have too many hoops to jump through and it is not cost effective to provide limited services outside. Bigelow participated in two PPE giveaway days with over 145 businesses taking advantage of the opportunity.

- **Placer County Report for June**

Bigelow noted the June report included in today's meeting packets.

L. CONTINUING BUSINESS

- **Concerts at Commons Beach Backyard Boogie Radio Show**

The "Best of Common's Beach Backyard Boogie" begins this week and will run for five weeks. KTKG is running recordings of past concerts. All costs have been covered through sponsorships, although there are ways for people to donate to TCDA. Updates on the concerts will be posted on Facebook.

- **Tahoe City Explorathon**

Bigelow described how this digital scavenger hunt works. She hopes it will kick off on September 12 and run for a month. NLTRA has contributed \$5,000 to purchase the app for one year. Bigelow is soliciting additional sponsorships. Businesses can sponsor an activity to promote their business.

M. NEW BUSINESS

- **Tahoe City Oktoberfest 2020 Discussion and Vote to Cancel 2020 Oktoberfest**

It was moved by Gallup and seconded by Hill to cancel the 2020 Oktoberfest event. Motion carried unanimously.

N. BOARD MEMBER UPDATES

Hill reported she is giving up the Tahoe Weekly office and only work remotely. She has instituted a fundraising campaign for the paper.

Gallup has seen crowds at Meeks Bay every day.

Kreul said Plumas Bank is accepting PPP loan applications until August 8, 2020. She will distribute information regarding a second round of loans as she hears it.

Siig reported the theater has adapted to COVID restrictions as much as possible. The business has been moved outside, but it has not been easy or inexpensive. A semi-permanent outdoor screen has been installed and the drive-in is scheduled to operate through September. Siig is concerned they may then be closed until next summer. For one thing, the studios are not putting out new releases and secondly, people may not be comfortable sitting inside a movie theater. She predicts that if the situation isn't controlled in some way, half of her business will be lost.

Kreul said the river has been insane. Rafting companies are doing what they can and the alcohol ban should help, but private floaters are clogging the river. Gallup said the beaches are the same. A discussion followed

regarding options to address the situation. Setzer suggested TCDA submit public comment to the Board of Supervisors about the struggles of the business community. This area will face a different reality than the rest of the County when the weather changes. Siig feels that people will come as long as lodging is open. What's happening now is not working.

Setzer noted many of the beaches are owned by the State and suggested reaching out to those representatives. Siig feels the messaging is contradictory: come up, don't come up; travel, but don't travel; don't come up, but book a room. Discussion continued. Olson suggested Siig draft a letter to the State and County regarding her concerns about overcrowding while in the midst of a pandemic. Also, our businesses cannot operate outside when winter comes.

The TCDA Executive Committee will review Siig's letter and send it to the TCDA Board for discussion and edits. NTBA will be consulted to see if it will be included.

ADJOURN

There being no additional business to come before the Board, the meeting adjourned at 10:35 AM. The next meeting is scheduled for September 16, 2020 at 8:00 AM.

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