

**TAHOE CITY DOWNTOWN ASSOCIATION**  
**Board Meeting**  
**September 16, 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  
Bill Dietz, Tahoe Luxury Properties  
Melissa Siig, Tahoe Art Haus and Cinema  
Katherine Hill, Tahoe Weekly  
Scott Willers, Compass Real Estate  
Sahra Otero, Wanda's Flowers  
Kendall Galka, McClintock Accountancy  
Kylee Bigelow, TCDA Executive Director  
Jamie Olson, TCDA

**Board Members Not in Attendance**

Sherina Kreul, Plumas Bank  
Abby Gallup, Freelance Graphic Designer  
Gary Davis, Gary Davis Group

**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. SEPTEMBER – CONSENT CALENDAR FOR APPROVAL**

**1. July 29, 2020 – Board of Director Meeting Minutes**

It was moved by Dietz 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**

Olson reported Emily Setzer is changing positions at the County and working with CDRA to address components of the Tahoe Basin Area Plan such as workforce housing.

Katie Biggers from NLTRA reported the Partnership Funding program is being released today. The virtual Ski Area Town Hall is scheduled for Thursday.

Friedman reported TCPUD is following agency partner's guidelines regarding facility closures as a result of California's fires.

Friedman referred the group to Supervisor Gustafson's newsletter to clarify the Board of Supervisor's action to declare an end to the public health emergency. Friedman noted an upcoming meeting with Supervisor Gustafson and the Executive Directors and Executive Committees of NTBA and TCDA to consider some of the issues from this summer. The CAP Committee is accepting applications for TOT grants.

**F. BUSINESS MEMBER UPDATE – The Inn at Boatworks Mural Project**

Heather Beckman presented the proposal to paint a mural on the west side of the Inn at Boatworks wall. The item was heard by NTRAC and although they did not weigh in on the design, they were in favor of public art. Beckman described the process for review, including a presentation to the Tahoe Basin Design Review Committee. The artist, Terrence Hammond, and owner's representative, Vinton Hawkins, were also on the call to provide more information on the proposed piece and installation.

Discussion followed as the Committee voiced opinions. Overall, there was great enthusiasm for public art, but concerns that the piece had a very urban feel and the bright colors could be distracting. There were questions about how the existing trees may fit in with the artwork. The topic was open to public comment. Roger Kahn felt the piece is not appropriate for the location.

Bigelow read six comments submitted in response to an email to the membership. Again, although many were supportive of the concept of public art, responses were split on the actual proposal and concerns were voiced about the piece fitting in with the surroundings.

Beckman has spoken with TRPA and Placer County about the colors. Public art does not fall within "signage" and there are no permitting requirements for art.

Discussion continued. Siig noted a mural can create a sense of place and even though this is on private property, it carries a lot of weight and should reflect Tahoe City.

## **G. TREASURER REPORT**

- **September 2020 – Profit and Loss (YTD Comp) Statement & Balance Sheet**

Scoville presented the financial reports saying the organization is running at a deficit. However, a check should be received soon from the County. Olson added that there are some accounts receivable due as well. Membership invoices have gone out and some of those revenues are starting to come in. The EIDL loan is in a holding pattern, but Olson will continue to follow up. A \$10,000 Placer Shares grant was applied for and recipients should be announced in October.

## **H. COMMITTEE NOTES INCLUDED IN PACKET**

- **July 22, 2020 – Business Advocacy Meeting Notes**

Bigelow reported TCDA is working with NTBA and NLTRA on peer-to-peer digital networking groups of different business categories. The facilitators will be members of those groups. A discussion followed and the Board agreed this would be valuable. There were suggestions to add Arts/Entertainment/Events, non-profits, and personal care services as additional groups. Otero noted the many businesses impacted by the lack of events and weddings, such as florists, photographers, and musicians. Hill suggested surveying the membership to see if there are other sectors to be included.

- **August 12, 2020 – Executive Committee Meeting Notes**
- **August 18, 2020 – Tahoe City Explorathon Meeting Notes**
- **August 26, 2020 – Business Advocacy Meeting Notes**
- **September 3, 2020 - Tahoe City Explorathon Meeting Notes**
- **September 9, 2020 - Executive Committee Meeting Notes**

## **I. OTHER REPORTS**

- **Placer County Report for July**

Bigelow reported TCDA has supported the County in getting the word out about Placer Shares. TCDA is also supporting the NLTRA Ambassador Program, which is recruiting volunteers to help with clean-up days. Bigelow said TCDA is cooperating with NTFPD on messaging about fire safety. A brief discussion followed about Safeway selling wood and kindling. Bigelow will work with NTFPD PIO Erin Holland to remedy that situation.

- **TCDA Current Members Report**

This report was included in the meeting packet.

## **J. CONTINUING BUSINESS**

- **Covid Impacts**

Bigelow noted the letter in today's packet that was sent to the County requesting additional clean up of local parking lots and other areas where there is a lot of trash. NTBA also sent a detailed letter noting illegal parking and speeding in the grid. The County did provide additional dumpsters in Kings Beach and trash collection in both town centers. Hill said these issues were also raised at the recent NTRAC meeting. Peter Kraatz is to address the situation.

- **Tahoe City Explorathon Update**

Bigelow showed the video promoting the Explorathon, which starts September 19. She thanked the Committee that put the event together. Challenges have been changed based on current conditions. Bigelow thanked NLTRA for its \$9000 sponsorship. Over \$17,000 in cash sponsorships have been received and \$3000 in in-kind. Teams can register online and do the challenges using an app on their phones. The event continues until October 18.

## **K. NEW BUSINESS**

- **TCDA Fundraising Campaign**

Bigelow reported approximately 60% of TCDA operating revenues have been lost because of events being cancelled. The Concert series was not financially successful and only raised about \$400. She asked the group to consider a GoFundMe campaign that could include short videos of the Board telling TCDA's story and its many contributions to town. There was discussion about how to hit the goal of raising \$40,000. Bigelow will finalize the idea, including the videos, and strategies for promoting the campaign.

## **L. BOARD MEMBER UPDATES**

Scoville reported the Snowfest Committee has agreed there cannot be fireworks or a parade this spring, but there could be ways to raise funds for the 2022 event. In lieu of the town Halloween celebration, perhaps there could be something like "costumes on parade" at 64 Acres.

Siig has written to Supervisor Gustafson and the TCPUD suggesting Tahoe Marina Lodge may be over-reaching its authority by putting a metal "rope" across the beach and blocking the bike trail at their parking lot. They have also installed a "closed" sign at the pier. Willers commented on a similar situation at the Motamadi pier when the gate was locked over the winter. TRPA needed to intervene because doing so was in violation of the permit.

Siig reported the theater opened Friday at 25% capacity.

Dietz said a lot of public works projects take hits, but the west shore roundabouts really helped mitigate traffic this summer. It was a very successful project.

## **ADJOURN**

There being no additional business to come before the Board, the meeting adjourned at 10:06 AM. The next meeting is scheduled for October 21, 2020 at 8:00 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS