

TAHOE CITY DOWNTOWN ASSOCIATION
Board of Directors Meeting and Workshop
Wednesday, March 17, 2021
MINUTES

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

Robb Olson called the meeting to order at 8:03 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
Sahra Otero, Heartwood Floristry
Bill Dietz, Tahoe Luxury Properties
Melissa Siig, Tahoe Art Haus and Cinema
Katherine Hill, Tahoe Weekly
Kendall Galka, McClintock Accountancy
Scott Willers, Compass Real Estate
Gary Davis, Gary Davis Group
Kylee Bigelow, TCDA Executive Director
Jamie Olson, TCDA

Board Members Not in Attendance

None

B. AGENDA AMENDMENTS AND APPROVAL

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

C. MARCH – CONSENT CALENDAR FOR APPROVAL

1. February 17, 2021 – Board of Director Meeting Minutes

It was moved by Dietz and seconded by Scoville 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

Katie Biggers from NLTRA reported the April 6 Breakfast Club will focus on sustainability in a variety of ways throughout the area. NLTRA hosted two business seminars recently and over 100 people signed up for each. Let her know of suggested topics for future seminars.

Christine Maley-Grubl, the Executive Director of Truckee North Tahoe Transportation Management Association (TNT TMA), described the work of the TMA. The spring and summer transit schedules are being compiled and go into effect on April 5. Hopefully, night service will be reinstated this summer.

Nick Martin from Placer County reported the Board of Supervisors approved the Resolution of Formation for the North Lake Tahoe TBID. Martin will be distributing information about County parking lots closing in the evenings.

Placer County has moved into the Red Tier as defined by state COVID protocols.

Scoville reported the TCPUD Board unanimously approved the final EIR for the Cross-County ski lodge, which included identifying alternative D, the high school area, as the preferred location. The ice rink at the Winter Sports Park closes on Sunday and preparations will begin for the golf course. Renovations are planned for the property at 401 West Lake Blvd. The Park and Recreation offices will be in that building. The Maintenance and Operations Building at the golf course is almost completed.

Siig asked about the status of Concerts at Commons Beach this summer. Bigelow said the Concerts, as well as 4th of July celebrations, depend on COVID restrictions.

F. TREASURER REPORT

- **March 2021 – Profit and Loss Statement & Balance Sheet**

Scoville has been working on the budget for the next fiscal year. It will be on next month's agenda for review and approval. The PPP funds have been received and Reserves are being built back up.

G. MEETING NOTES INCLUDED IN PACKET

- **February 24, 2021 – Business Advocacy Meeting Notes**
- **March 4, 2021 – TC Food & Wine Classic Meeting Notes**
- **March 10, 2021 - Executive Committee Meeting Notes**

H. OTHER REPORTS

- **Placer County Report for February**
- **Executive Directors Report**

Bigelow presented her written reports. She continues to work on summer events, even though there are so many unknowns. Bigelow is proposing a golf tournament as an alternative to the Tahoe City Food & Wine Classic. The TCPUD Board will consider the request to donate green fees at its meeting on Friday. Bigelow provided public comment to the Board of Supervisors in support of the TBID.

TCDA has had such good success using the GooseChase app that the company has asked to use some of TCDA's assets to promote the many ways it can be used. TCDA is partnering with Homewood on the Pride Ride later this month.

- **TCDA Current Members Report**

The Members Report is in today's meeting packet.

I. CONTINUING BUSINESS

- **4th of July Fireworks event update**

Bigelow reported Incline Village has cancelled its fireworks show. The Truckee Rec Department has signed a contract with Zambelli that includes a 30-day cancellation clause. Bigelow met with Placer County and NTBA to consider the high costs and unknowns for doing shows at the lake. The show, including fulfilling BMP requirements, would cost around \$50,000, plus \$7,000 - \$10,000 in staff time. Discussion followed regarding pros and cons of moving forward with the event.

There was consensus not to move forward with producing 4th of July fireworks this year, but other celebratory events and displays will be planned, such as a town decorating contest and GooseChase game.

- **Open TCDA Board of Directors Seat**

The Bylaws call for a 7-11 Board members. There are currently 10 so the Executive Committee feels there is time to find the right candidate. A brief discussion followed.

- **Vice President Nominations and Vote**

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

J. NEW BUSINESS

- **Remembering Clint Peetz**

Bigelow noted the recent passing of Clint Peetz, owner of Fat Cat and a former TCDA Board member. A GoFundMe has been set up for his family.

K. ANNUAL BOARD RETREAT

The Retreat was convened at 8:58 AM

1. Icebreaker- Board Member Self Review

Board members discussed their positive and negative scores on the document Bigelow sent out before the meeting.

During discussion, Scoville committed to compiling a New Board Member packet. The Executive Committee will prepare a presentation on the Strategic Plan and governing documents for a future meeting. TCDA's mission and role with other organizations and agencies, particularly given TBID, needs to be clarified.

2. Housekeeping- TCDA Board Agreement Form & Conflict of Interest Form

Board members were reminded to submit the signed Agreement and Conflict of Interest form.

3. TCDA Strategic Plan Review

Bigelow reviewed the Vision and Mission statements, as well as the Six Strategic Focus Area. Many of the Focus Areas have been changed or postponed because of COVID.

4. Discussion- Reflect on the TED Talk [How great leaders inspire action | Simon Sinek](#)

Kreul saw this TED Talk and felt there was good, important information presented. A brief discussion followed as the "whys" of TCDA were identified. There is a need to remind the community of why TCDA is important when the Association's story is told. Davis described the early days of TCDA, explaining why it was formed to fill the void when the Chamber and Visitor's Bureau became the NLTRA.

The "whys" included:

- Support for businesses
- Stewardship
- Promote and produce activities in town that support businesses and visitors
- Encourage younger families to remain in Tahoe City (given housing challenges)
- Promote an understanding of how Tahoe City operates and why the thriving town should be celebrated (shift the overcrowding/over tourism perception)
- Being a voice for the community
- Create and support vibrancy
- Attract potential business owners

5. Activity- THE CAUSE Manifesto Kickstarter

Bigelow facilitated a discussion as the group brainstormed the following:

BELIEF: WE BELIEVE Tahoe City is a Strong, thriving, vibrant, inclusive community

- Tahoe City is a treasure
- In strong community
- Good quality of life
- A thriving downtown
- Supportive community
- Advocating for local representation

CHANGE NEEDED: BUT THE REALITY IS it is a diverse resort community, with complicated jurisdictions and housing challenges impact businesses and the community

- Engagement is difficult
- Complicated with so many nuances: we're not a city, ever changing,
- Challenges with transient community
- Housing challenges that impact businesses
- DIVERSE: Resort, visitor, dynamic, transient community

INTENTION (are we staying on mission?) SO we will always listen and be open minded **so that** our efforts support our community voices

- Do what's necessary so that our businesses are thriving
- Support efforts to create and work together
- Do what it takes, our community are thriving, support efforts to create and work together, be curious, be open minded, listen

RESULT because we Know if support happens, then a vibrant, engaged, thriving community **will happen**

- If support happens, vibrancy, thriving,
- If support happens, thriving, active community happens
- Strong, vibrant, thriving community

6. Discussion – MDP overview & TBID Discussion Questions

a. Goals & Hopes for the TBID

b. Concerns/Fears of TBID

i. Membership

ii. Bylaws, legal updates

c. What's the Perfect Model? What are we collectively would like to see be accomplished thru the TBID and our mission to serve the NLT Business Community

d. What type of efficiencies of operations can the three organizations realize thru the TBID

Hill explained why and how the idea of a TBID was first considered years ago. The first goal identified was the need for an independent funding source outside of Placer County and second was for the community to have an independent voice, which is not possible if the County is funding everything.

In addition, there is confusion about who does what as business owners consider paying member fees to NLTRA and TCDA or NTBA. It is important to clarify and streamline communications so the community understands who does what.

Hill described the funding mechanisms proposed in the Management District Plan (MDP). The Chamber would take on more business services. TCDA and NTBA would be funded through the TBID instead of membership, so staff could focus on other areas including events and business support. TCDA has always been supportive of that proposal.

Discussion followed as the current membership structure was considered, including staff time to solicit and get payment of membership fees, and what the future possibilities may be. The Board considered the pros and cons of charging membership to those services not paying the TBID assessment. During discussion, it was noted NTBA may continue to address membership the way it currently does, by billing and collecting dues. That said, TCDA will do as this Board feels is best for the organization.

7. Wrap up- Review TCDA TBID Expectations, Questions, to bring to NLTRA

What revenues can TCDA anticipate?

How will membership work?

Division of services/activities?

ADJOURN

There being no additional business to come before the Board, the meeting adjourned at 10:38 AM.

The next meeting is scheduled for April 21, 2021 at 8:00 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS