

**TAHOE CITY DOWNTOWN ASSOCIATION**  
**Board of Directors Meeting**  
**Wednesday, January 20, 2021**  
**MINUTES**

**A. CALL TO ORDER – Establish quorum and introduction of attendees/new board members**  
Robb Olson called the meeting to order at 8:01 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, Wanda's Flowers  
Bill Dietz, Tahoe Luxury Properties  
Melissa Siig, Tahoe Art Haus and Cinema  
Scott Willers, Compass Real Estate  
Kendall Galka, McClintock Accountancy  
Kylee Bigelow, TCDA Executive Director  
Jamie Olson, TCDA

**Board Members Not in Attendance**

Katherine Hill, Tahoe Weekly  
Abby Gallup, Freelance Graphic Designer  
Gary Davis, Gary Davis Group

**B. AGENDA AMENDMENTS AND APPROVAL**

Bigelow asked to add a discussion about 4<sup>th</sup> of July to Continuing Business (Item J)

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

**C. JANUARY – CONSENT CALENDAR FOR APPROVAL**

**1. November 17, 2020 – Board of Director Meeting Minutes**

**It was moved by Scoville and seconded by Dietz to approve the January Consent Calendar as presented. Motion carried unanimously.**

**D. PUBLIC COMMENT**

Dietz reported Justin Broglio, former TCDA Executive Director, has been hired as the new PIO at NTPUD.

**E. COMMUNITY PARTNERS' UPDATES**

Lindsay Romack reported on the vaccine clinics Placer County is conducting. Appointments for appropriate categories can be made at [placer.ca.gov/vaccineclinics](http://placer.ca.gov/vaccineclinics) as the vaccine is available.

Scoville announced the TCPUD Board will be voting on extending the commercial customer sewer relief program. The ice rink at the Winter Sports Park is open.

Katie Biggers reported on the NLTRA Emergency Rent Relief Program. So far 30 applications have been received. The program is offering one month's rent to businesses impacted by COVID. Tier 1 businesses have been identified as arts and entertainment, events, and personal services. Tier 2 includes retail and those whose businesses have been severely curtailed by the pandemic

**F. NORTH LAKE TAHOE TOWN CENTER PARKING EXEMPTION PILOT PROGRAM  
– Crystal Jacobsen and Michele Kingsbury, Placer County**

Jacobsen reported this program is identified in the Area Plan and tied to the implementation of the Resort Triangle Transportation Plan, which includes a Parking Management Program. The associated study found there is enough parking in the Kings Beach and Tahoe City town centers, but it is not being utilized efficiently. Strategies being considered include flexible use of existing parking and paid parking.

Kingsbury presented details of the existing Exemption Pilot Program and what is being considered to increase the availability of the exemptions, making them available more broadly. Jacobsen noted participation in the program is voluntary for the property owner and they can participate on a limited basis. Funds collected from paid parking may be allocated to associated transit, such as micro-transit, to encourage use of public transit. Also being considered are permanent changes to the parking standards to the Tahoe Basin Area Plan, which could be done in concert with this program.

This program will go to the Board of Supervisors on February 9. If approved, the pilot will be implemented and evaluated over the next two years.

Discussion followed as details of the program, including how revenues may be allocated, were clarified.

**G. TREASURER REPORT**

- **January 2021 – Profit and Loss Statement & Balance Sheet**
- **2020 Year End P & L w/ Previous Year Comparison**

Scoville presented the financial reports, which were included in the meeting packets. The organization continues to operate at a deficit. Funds have been borrowed from Reserves and will be paid back when the reimbursement for the holiday lighting program is received. Scoville said the Finance Committee is delaying the budget process until later in the spring, given so many unknowns, including how the TBID may impact TCDA.

J. Olson noted a \$30,000 donation from the Melanie Jackson Donor Advised Fund from the Tahoe Truckee Community Foundation. Kreul said 501 (c) 6 organizations are now eligible to apply for PPP funds.

Bigelow is working with NLTRA to consider how TBID may impact the County contract. There are many components to be considered.

**H. MEETING NOTES INCLUDED IN PACKET**

- **December 16, 2020 – Board of Director Meeting Notes**
- **December 23, 2020 – Business Advocacy Meeting Notes**
- **January 7, 2021 – TC Food & Wine Classic Meeting Notes**
- **January 13, 2021 - Executive Committee Meeting Notes**

**I. OTHER REPORTS**

- **Placer County Report for December**
- **Executive Directors Report, December 20 – January 21**

Bigelow presented her written report, noting challenges with planning for events.

The Board of Supervisors voted to move forward with the TBID approval process. The public hearing is scheduled for January 26 and final approval is expected in March.

Three organizations, including Tahoe City Rotary, have offered to contribute to the \$1500 required to maintain the lights on the tree in front of El Dorado Savings.

- **TCDA Current Members Report**

## **J. CONTINUING BUSINESS**

- **TCDA 2021 Board Elections**

The incumbents, Katherine Hill, Sherina Kreul, Gary Davis, Bill Dietz, and Robb Olson, are the only candidates on the ballot. The email ballot was sent out and voting is open for another week.

- **TCDA BOD Positive Reviews for local businesses, <http://bit.ly/TC-PositiveReviews>**

Bigelow reminded the group of a discussion about the Board offering positive reviews. Willers described the process using the link above, saying it was fairly easy.

- **Yiftee Gift Card Program**

Bigelow described the Yiftee program. This was considered last March, but the timing was not right, so she is asking the Board if there is support to implement the program now. There is no fee to merchants or TCDA, but customers pay \$1 plus 5%. TCDA and NTBA would manage the program, get merchant sign-ups, and promote it to potential customers. There would be staff time involved, but perhaps that cost can be offset by a sponsor.

Discussion followed regarding the program and differences between the NLTRA gift cards. This item will be presented at the upcoming Membership Meeting for feedback.

- **AGENDA ADDITION: 4<sup>th</sup> of July**

Bigelow reported the County has indicated they would like plans to be in place for fireworks in the event they are allowed this summer. She described the issues involved, including not knowing whether or not the North Tahoe Fire Protection District will allow fireworks, the cost and logistics of implementing the BMP requirements, and last year's non-refundable \$15,000 deposit paid to Pyro-Spectaculars.

Discussion followed regarding options for fireworks contractors and strategies for addressing the other issues. A meeting to consider options is being convened to include TCDA, NTBA, Placer County, and NTFPD. Bigelow will report back after that meeting. In the meantime, R. Olson and Bigelow will review the Pyro-Spectaculars contract.

## **K. NEW BUSINESS**

- **One Tahoe City – 2021 TCDA Membership Meeting**

R. Olson noted this event is usually a fun party and opportunity for members to network, but this year it will be via Zoom. Given the potential of TBID, the membership numbers could grow to include lodging. The meeting will include presentations describing the work of TCDA, potential for events this summer, and hearing questions about TBID.

Bigelow has been talking to NLTRA and NTBA about what TBID will mean to memberships. TCDA has four tiers with different fees and benefits. Bigelow recommends the Platinum, Silver, and Bronze categories be included with the TBID fee, depending on assessment level. Non-assessed businesses will continue to pay for their benefits. Benefits may need to be adjusted.

## **L. BOARD MEMBER UPDATES**

Willers reported he is working a lot, while adhering to quarantine regulations. The real estate market has cooled a bit for sellers, but there are still many active buyers and the market is brisk for this time of year.

Scoville announced Snowfest is scheduled for February 26 – March 6. The Goosechase app is being used for virtual challenges. Restaurant participation will depend on COVID restrictions. Kiwanis is considering dates for the wine auction in spring or fall 2021.

Dietz reported there have been challenges with the back-and-forth stay-at-home orders.

Galka is getting ready for the busy audit and tax season.

Otero successfully is rebranding from Wanda's Flower Shop to Heartwood Floristry and Planterium. She explained the meaning of the new name. Business in general has been okay, but events are slow.

**ADJOURN**

There being no additional business to come before the Board, the meeting adjourned at 10:03 AM. The next meeting is scheduled for February 17 17, 2021 at 8:00 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS