

**TAHOE CITY DOWNTOWN ASSOCIATION**  
**Board of Directors Meeting**  
**Wednesday, February 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, Wanda's Flowers  
Bill Dietz, Tahoe Luxury Properties  
Katherine Hill, Tahoe Weekly  
Kendall Galka, McClintock Accountancy  
Gary Davis, Gary Davis Group joined the call at 8:25 AM  
Kylee Bigelow, TCDA Executive Director  
Jamie Olson, TCDA

**Board Members Not in Attendance**

Melissa Siig, Tahoe Art Haus and Cinema  
Scott Willers, Compass Real Estate

**B. AGENDA AMENDMENTS AND APPROVAL**

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

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

**1. January 20, 2020 – Board of Director Meeting Minutes**

**It was moved by Scoville 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**

Katie Biggers reported NLTRA is hosting a SEO and web training on March 8 and a social media training on March 8. For more information, check the NLTRA website. First Tuesday Breakfast Club is scheduled for March 2. TBID will be the featured topic.

A COVID business impact survey is being released next week. Of the 56 businesses approved for Rent Relief Funding, 28 were from Tahoe City. Biggers thanked Bigelow for helping getting the word out about the program.

Scoville reported TCPUD is conducting a public hearing on February 25 to certify the final EIR for the proposed new cross-country center. The Winter Sports Park is open.

Nick Martin, Senior Management Analyst with the Tahoe City Placer County CEO office, is working on the bike share program that was put on hold. He is releasing an RFP to consider what will best fit in this area.

**F. TAHOE CITY DAY EVENT UPDATE with Karen Willcuts**

Willcuts explained the original survey map for Tahoe City was recorded on August 8, 1863, which made 2013 the 150<sup>th</sup> anniversary of the town. Many celebrations were held in 2013 and the Board of Supervisors adopted a proclamation declaring August 8 Tahoe City Day. Willcuts has had a small committee working on annual events, including a historic walking tour and party at the Golf Course, but she asked that TCDA take over the project. Discussion followed as the pros and cons of TCDA committing to another summer event were considered. There was consensus that TCDA would work with Willcuts to oversee the event, given there is already a committee in place, and TCDA could help with promotion. Scoville will check with TCPUD on the status of the historical banners created for the 2013 event.

**G. TBID UPDATE with Jeff Hentz**

Hentz provided some background about the formation of the TBID. On March 9, the Board of Supervisors will conduct a final public hearing and considering adoption of the Notice of Formation. If approved, assessments will begin to be collected July 1. NLTRA has formed an Ad Hoc Committee to consider ways the organization needs to be restructured to work within the specifics of the Management District Plan, which is the governing document for the TBID.

The main question for NTBA and TCDA is how they are funded within the new framework, how to include those services that are not “assessed businesses” as members, and required deliverables, similar to the current County contract. Discussion followed as various scenarios were considered. Hentz assured the group that TCDA will be part of the discussions to consider the transition. Nick Martin said a hybrid contract is being considered for the coming fiscal year as the details are being worked out.

**H. TREASURER REPORT**

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

Scoville presented the financial reports included in today’s meeting packets. She asked about beginning the budget process, given so many unknowns in the coming year because of TBID. Kreul suggested the budget be done and changes can be made as necessary. It seems likely the County contract will only be for six months.

- **PPP Update**

J. Olson is applying for a PPP loan equal to 2 ½ times the highest payroll months.

The TOT grant funds for holiday lighting have been received and will pay back what was borrowed from Reserves. J. Olson is addressing the reporting requirements for the EIDL loan.

**I. MEETING NOTES INCLUDED IN PACKET**

- **January 27, 2021 – Business Advocacy Meeting Notes**
- **February 4, 2021 – TC Food & Wine Classic Meeting Notes**

Bigelow is working on options for the Food & Wine Classic, including a scramble golf tournament with special food and wine parings at each hole and coupons for local restaurants. She is starting to get a lot of inquiries about the event so will be posting very generic information when the website is revived.

- **February 10, 2021 - Executive Committee Meeting Notes**

Notes of this meeting are in today’s packet.

**J. OTHER REPORTS**

- **Placer County Report for January**
- **Executive Directors Report**
- **TCDA Current Members Report**

**K. CONTINUING BUSINESS**

- **4<sup>th</sup> of July Fireworks event update**

Bigelow is working with NTBA to get the attorney's advice on getting the Pyro Spectacular deposit refunded. A new contract is being negotiated with Zambelli that will include a guaranteed refund of the deposit if the show needs to be cancelled. Bigelow and Scoville have a call scheduled today with Placer County and NTFPD about fireworks requirements.

- **Membership Meeting Recap**

Bigelow reported 20 people attended the virtual meeting. She did live polling using Zoom on a variety of topics and the results are in today's meeting packet.

- **TCDA 2021 Board Election**

The incumbents were re-elected to another term.

## **L. NEW BUSINESS**

- **Board Member Resignation for Abigail Gallup**
- **Discussion on filling open officer seat**
- **Nomination and vote for replacement officer**

R. Olson reported Gallup has resigned from the Board. She was Vice-President and as such, part of the Executive Committee. He asked for volunteers to fill the officer position. The Board opening will be advertised.

- **Conflict of Interest Policy**

Each Board member needs to sign the Policy annually.

There could be an extended meeting in March to discuss TCDA's needs and requests regarding the logistics with membership and funding, given TBID.

## **M. BOARD MEMBER UPDATES**

Kreul reported the second round of PPP loan applications have been much easier to submit and faster than the first time. She is working on getting approvals for the applications submitted.

Scoville said Kiwanis has cancelled the Food & Wine Auction for 2021 and is considering revisions to the event. Snowfest begins February 26 with events including the Rib Fest, Alaskan Golf, and curling.

Otero reported Valentine's week was crazy. She met her sales goal on Tuesday before the Sunday holiday. It seems to be very busy in town with a mix of residents and visitors and people are spending money. She asked about doing a "Flower Flash" on Penny Bear with left over inventory.

Hill has gone to a digital only, once-a-month edition for winter. Advertisers and readers seem to like it and it's working well for her. The publication will go back to print beginning with the Memorial Day edition.

## **ADJOURN**

There being no additional business to come before the Board, the meeting adjourned at 10:05 AM. The next meeting is scheduled for March 17, 2021 at 8:00 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS