

**TAHOE CITY DOWNTOWN ASSOCIATION**  
**Board of Directors - Agenda and Meeting Notice**  
**Wednesday, April 21, 2021**

**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  
Sherina Kreul, Plumas Bank  
Sahra Otero, Heartwood Floristry  
Bill Dietz, Tahoe Luxury Properties  
Melissa Siig, Tahoe Art Haus and Cinema  
Katherine Hill, Tahoe Weekly  
Kylee Bigelow, TCDA Executive Director  
Jamie Olson, TCDA

**Board Members Not in Attendance**

Kendall Galka, McClintock Accountancy  
Scott Willers, Compass Real Estate  
Gary Davis, Gary Davis Group

**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. APRIL – CONSENT CALENDAR FOR APPROVAL**

**1. March 17, 2021 – Board of Director Meeting Minutes**

**It was moved by Scoville and seconded by Siig to approve the April Consent Calendar item as presented. Motion carried unanimously.**

**D. PUBLIC COMMENT**

There were no comments on items not on today's agenda.

**E. COMMUNITY PARTNERS' UPDATES**

On behalf of the TCPUD, Scoville announced the golf course is scheduled to open on May 7, weather permitting. Boat ramp passes go on sale May 1. Summer programming will be scheduled as COVID restrictions allow. Farmer's Market begins at Commons Beach on May 13.

Katie Biggers from NLTRA announced the first webinar regarding implementing the TBID is on April 27 and focuses on lodging. Additional business sector webinars are being scheduled. NLTRA is hosting PPE Giveaway Days in Kings Beach and Tahoe City on Friday April 23.

Truckee North Tahoe Transportation Management Association (TNT TMA) Executive Director Christine Maley-Grubl and Board member Claudia Dowdy introduced themselves and described what TNT TMA does. Dowdy is the Tahoe City/West Shore representative on the Board and she invited people to contact her with suggestions or concerns. Siig asked about employee transportation to and from Reno. Maley-Grubl explained the service being offered by RTC this summer and additional programs being considered by TRPA and TTD.

Nick Martin from Placer County described the free micro-transit service being offered this summer in two zones on the north shore as a pilot program. Data will be collected to gauge the success and additional needs. The TOT Incentive Program will be presented to the Board of Supervisors in May, using the Tahoe City Lodge application as an example for development projects. The Economic Development team in Auburn is looking at ways to be more involved on the east side of the County. Martin suggested having the team make a presentation to this Board and spend some time brainstorming on what is needed.

Martin and Maley-Grubl answered questions clarifying the micro-transit program, being called TART Connect.

## **F. TREASURER REPORT**

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

Scoville reported the draft budget will be presented next month. Hopefully, some events can be held this summer to increase revenues, including the Golf Tournament and Oktoberfest.

Bigelow said funds donated by Jim Phelan and some additional sponsorship dollars will be used to purchase a golf cart this summer.

## **G. MEETING NOTES INCLUDED IN PACKET**

- **February 24, 2021 – Business Advocacy Meeting Notes**
- **March 24, 2021 – TC Solstice & Golf Classic Meeting Notes**
- **April 7, 2021 – TC Solstice & Golf Classic Meeting Notes**
- **April 14, 2021 - Executive Committee Meeting Notes**

There was a brief discussion about the Tahoe City Lodge and how the proposed TOT rebate program may benefit the area by incentivizing new development.

## **H. OTHER REPORTS**

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

Bigelow said the Governor's announcement scheduled for June 15 will provide more guidance about opening up and lessening COVID restrictions. There are still many unknowns, but planning is proceeding for Summer Solstice and the Swing Into Summer Golf Classic, both scheduled for June.

The Business Advocacy Committee has been a good conduit to check in on how local businesses are doing. Many have been able to apply for relief grants.

Bigelow gave a well-received update to the Board of Supervisors. The Board was appreciative of how well TCDA has been able to pivot during this difficult time and support businesses.

The Board discussed how the Governor's announcement may impact the area, challenges for businesses to reopen given workforce issues in the area, and what the public's level of comfort will be.

- **TCDA Current Members Report**

The Report was in the meeting packets.

## **I. CONTINUING BUSINESS**

- **TBID Update**

Bigelow reported TBID collections will begin July 1. In response to a question about lodging, Jeff Hentz told her that if lodging is booked and paid for prior to July 1, it will be exempt from the TBID fee, regardless of the date of the visit.

Olson asked about TOT collections. Martin said Q4 collections from the last fiscal year were high but Q1 numbers for this fiscal year have not been sent out yet.

In response to a question about helping businesses figure out point-of-sales reporting, Biggers said that training will be part of the NLTRA webinars.

Bigelow reported she and Alyssa Riley from NTBA are asking Placer County for an additional \$50,000 each given the challenges the two organizations have experienced this year in helping with COVID issues and having to cancel major revenue-producing events. The CEO's office supports the request and there could be surplus of funds from NLTRA. Bigelow asked Board members to support the request at the Board of Supervisor's meeting.

- **Events Update**

Bigelow described events she is hoping can be produced this summer. She asked the Board to consider hiring an additional staff member to help produce events and help in the office when she leaves on maternity leave mid-August.

Siig is considering whether or not to do outdoor movies two nights this summer this summer, in addition to what can be done inside. The TCPUD Board will consider allowing a screen to be installed on the poles that hold the golf course nets.

Scoville described the logistics for the Swing Into Summer golf tournament. She is following up with TCPUD regarding the historical banners produced for the 150<sup>th</sup> anniversary of Tahoe City.

Martin reported the County has decided not to proceed with firework shows at North Tahoe. A joint press release with the County, TCDA, and NTBA will be released.

## **J. NEW BUSINESS**

- **June Board Meeting Date Change**

Bigelow will send a doodle poll regarding the June Board meeting date. The golf tournament conflicts on June 16.

- **Siren Arts Update**

Olson described the proposed arts programming for the old Tahoe City firehouse and the updated proposal being sent to the County. Siren Arts is asking for the "keys" to the building while the final disposition of the building is being considered. The space could be used for small events such as weddings, meetings, indoor farmer's markets, art shows, and more. The status of the other proposal for the space is unknown.

Hill noted the disposition of the firehouse was left that the County was doing feasibility studies and holding public meetings, but that was before COVID. TCDA was helping facilitate formal open discussions. Now may be an appropriate time to hear more. Hill noted Siren Arts is asking for TCDA support to open the building for some use now and to let Siren Arts take the lead on the overall firehouse project. Hill suggested Siren Arts give a formal presentation to this group.

Discussion followed regarding the Siren Arts proposal and the other proposal that were being considered by the County for feasibility studies, the conversations the two entities had to try to reach common ground for the space, and options moving forward.

Olson said the League to Save Lake Tahoe has asked Siren Arts for a presentation. One will be given to this Board in May.

- **Executive Director Maternity Leave**

Olson reported the Executive Committee has considered some options for when Bigelow is on maternity leave, likely mid-August to mid-November. During her leave, Concerts at Commons Beach may be going on, Oktoberfest needs to be planned and executed, and the County contract will need to be finalized. Bigelow is compiling a calendar of tasks.

Discussion followed regarding what an additional staff person could help with. It was noted a formal policy should be adopted. The Executive Committee will produce a draft for Board review and adoption next month. In the meantime, if the funds are in the budget, Bigelow can hire an additional staff person at her discretion.

**K. BOARD MEMBER UPDATES**

Scoville announced Kiwanis is hosting a virtual auction on May 2 at 5pm. Tickets are available at knlt.org for \$40.

Siig is looking forward to late spring and summer when the big movies are released. Right now, the theater is open at 25% capacity.

Otero remains very busy, but the industry is experiencing shortages due to COVID and unprecedented demand. Mass markets such as Costco are getting preference on flower deliveries. Heartwood has been invited to help with a huge installation at the San Diego Museum of Art called Art Alive.

Hill reported *Tahoe Weekly* returns to a print publication on May 19, with a two-week edition for Memorial Days. She is receiving many event listings for this summer.

**ADJOURN**

There being no additional business to come before the Board, the meeting adjourned at 10:12 AM.

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

**Next Meeting Date – May 19, 2021, 8:00 – 10:00 AM**