

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting / Holiday Celebration
December 16, 2020
MEETING NOTES

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

A quorum wasn't established for this meeting.

Board Members and Staff in Attendance

Robb Olson, Olson-Olson
Gail Scoville, Snowfest and Kiwanis
Melissa Siig, Tahoe Art Haus and Cinema
Kendall Galka, McClintock Accountancy
Sahra Otero, Wanda's Flowers
Gary Davis, Gary Davis Group
Kylee Bigelow, TCDA Executive Director
Jamie Olson, TCDA Operations Director

Board Members Not in Attendance

Bill Dietz, Tahoe Luxury Properties
Abby Gallup, Freelance Graphic Designer
Sherina Kreul, Plumas Bank
Scott Willers, Compass Real Estate
Katherine Hill, Tahoe Weekly

B. AGENDA AMENDMENTS AND APPROVAL

Agenda and Amendments not approved due to lack of quorum.

C. DECEMBER – CONSENT CALENDAR FOR APPROVAL

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

Consent Calendar was not approved due to lack of board quorum.

D. TREASURER REPORT

• December 2020 – Profit and Loss Statement & Balance Sheet

Scoville presented the financial reports for the month of December. She shared that we borrowed money from the reserve account to cover the lighting costs of the big tree in town. Bigelow explained that a Placer County will be reimbursing TCDA for this and the funds should be received by the end of this year.

I. COMMITTEE NOTES INCLUDED IN PACKET

• December 9, 2020 – Executive Committee Meeting Notes

J. OTHER REPORTS

- Placer County Report for November**
- Executive Director report for December**
- TCDA December Current Membership Report**

K. CONTINUING BUSINESS

• TCDA Fundraising Campaign & Timeline

Bigelow shared that the GoFundMe is close to 10k in funds raised. She also reported that Jess Weaver, our PR specialist, created an article (that was included in the board packet) pro bono to share with local media to raise

awareness of the fundraiser. Several board members at the meeting reported that they shared the fundraiser with their lists.

- **Downtown Lighting**

The big tree was lit up on Small Business Saturday and is being positively received by the community. The other town lighting was in good shape and didn't require many additions this year due to upgrading to LED lights last year. Several businesses in town have added additional lighting this year. It was suggested that we acquire drone footage of the lighting.

- **TBID Update**

Bigelow reported that the TBID petition did reach over 50% and was taken to the board of supervisors to vote on at the 12/15/20 meeting where it was approved. Supervisor Gustafson wanted to confirm that TCDA and NTBA were included in the budget of the new TBID, which they are. Now it will move on to its next steps which will involve several public meetings. TCDA's contract with Placer County will likely transition to the TBID now and it was suggested that perhaps the overlap will create a cushion in funds.

- **2021 Events Update**

Bigelow reported that there are some challenges in booking a date for the Food & Wine Classic to transform into a golf tournament at Tahoe City Golf Course due to Covid-19 restrictions. It will likely become more of a weeklong event to be included with other micro food & wine events that will be hosted by members throughout town. NLTRA grant funds were approved for this event though there are still specifics to share with them as they evolve. The Food & Wine Classic committee will meet in January to discuss the direction of the event. They will they report back to the board of directors with specific tasks to be completed.

The 4th of July fireworks show was discussed at the Placer County Biannual meeting. While there are so many unknowns due to the pandemic, it was suggested that TCDA prepare for the possibility of having the 2021 fireworks show. TCDA wants to be sure that costs will be covered by the county especially if the show had to be cancelled. In addition to the uncertainty of the pandemic, the county & fire department permitting approval is still an unresolved issue. Scoville asked about the BMPs.

There was discussion of other ways of using the Goosechase App to pivot events if needed and finding other ways to utilize it.

L. NEW BUSINESS

- **TCDA Board of Director Elections for 2021**

TCDA Board of Director elections are coming up in January. Board members up for reelection are Katherine Hill, Sherina Kreul, Robb Olson, Gary Davis, and Bill Dietz. ED will connect with board members that are up for reelection to determine who would like to continue for another term. An announcement will be sent to member businesses to gather interest and locate potential board members.