

TAHOE CITY DOWNTOWN ASSOCIATION
Board Meeting
October 17, 2020
MINUTES

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
Melissa Siig, Tahoe Art Haus and Cinema
Scott Willers, Compass Real Estate
Kendall Galka, McClintock Accountancy
Katherine Hill, Tahoe Weekly
Sahra Otero, Wanda's Flowers

Kylee Bigelow, TCDA Executive Director
Jamie Olson, TCDA

Board Members Not in Attendance

Bill Dietz, Tahoe Luxury Properties
Abby Gallup, Freelance Graphic Designer
Gary Davis, Gary Davis Group

B. AGENDA AMENDMENTS AND APPROVAL

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

C. NOVEMBER – CONSENT CALENDAR FOR APPROVAL

1. October 21, 2020 – Board of Director Meeting Minutes

It was moved by Hill and seconded by Siig 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

On behalf of TCPUD, Scoville reported that because Placer County has moved into the purple tier, the Winter Sports Park will not be opening as planned. Details are to follow. TCPUD closed escrow on the property at 401 West Lake Blvd. and will be moving its recreation offices into the building on the site. There are two public meetings coming up on December 1 and 2 regarding the joint Recreational Needs Assessment underway by TCPUD and the North Tahoe Public Utility District.

NLTRA CEO Jeff Hentz reported the move into purple will likely have a negative impact to local businesses. NLTRA is hosting a Town Hall meeting on Thursday with restaurant and retail owners to consider options. Meetings with other business sectors will be scheduled. In response to a question, Hentz said those sectors could include gyms and services. If more PPE can be obtained, another giveaway day will be scheduled.

Katie Biggers from NLTRA described Tahoe Out Tahoe, which highlights restaurants in different areas around the north shore during the six-week campaign. NLTRA is working with TCDA on the Shop & Win event using

the Goosechase app for the holidays. Tuesday Morning Breakfast Club returns virtually on December 1 at 7:00 AM. The Tourism Development Committee recommended twelve events for grant funding, including 1 from TCDA.

Judy Friedman reported Supervisor Gustafson recently hosted a meeting of short-term rental operators to discuss how the Host Compliance complaint and response system is working. She also hosted a well-attended Town Hall meeting to bring some items of interest to the community forward since the MACs are not currently meeting. Gustafson asked for feedback on allocations if the County is able to fund another round of grants to businesses. There was consensus from the TCDA Board that non-profits, gyms, bars, arts & entertainment, and service providers who have been impacted by the closures be targeted for funding.

Friedman reported there are two candidates for the Tahoe City/West Shore seat on the Truckee North Tahoe Transportation Management Association board.

F. TBID UPDATE with Jeffery Hentz of NLTRA

Hentz thanked everyone, particularly Kreul, for helping get this process across the finish line. He described the complicated formula for the TBID to pass and the next steps, including timeline with the County.

G. PLACER COUNTY TRANSPORTATION UPDATE with Stephanie Holloway of Placer County

Holloway presented Tahoe VMT (vehicle miles traveled) being considered as part of the Placer County Transportation update and TRPA Regional Transportation Plan update. Both agencies have similar goals to reduce impacts of VMT. There is a two-pronged approach: address and mitigate impacts of new and redevelopment and overnight and day visitors.

Olson has been following this item carefully. He voiced concern that too many fees and restrictions are debilitating to potential investors in the area. Day-trippers add a lot of burden, but don't pay for it. He has heard talk of tolls and paid parking, which may be a way for everyone to pay their fair share. Holloway noted One Tahoe is considering those options, which are meant to capture future growth. A more immediate goal is to encourage visitors to consider options to getting to Tahoe and for visitors and residents to consider options for getting around the area once here, including public and micro-transit.

H. TREASURER REPORT

- **November 2020 – Profit and Loss Statement & Balance Sheet**

Scoville presented the financial reports for the month of November.

- **EIDL Loan Update and board vote to add Robert Brett Olson as signer of EIDL loan**

Olson described the parameters of the EIDL loan.

It was moved by Hill and seconded by Kreul to change the signature on the EIDL loan application from Jamie Olson to Robert Brett Olson. Motion carried unanimously.

I. COMMITTEE NOTES INCLUDED IN PACKET

- **October 22, 2020 – Tahoe City Explorathon Committee Event Recap Meeting Notes**
- **October 28, 2020 – Business Advocacy Meeting Notes**
- **November 11, 2020 – Executive Committee Meeting Notes**

J. OTHER REPORTS

- **Placer County Report for October**
- **TCDA November Current Membership Report**

K. CONTINUING BUSINESS

- **Tahoe City Explorathon Event Report**

Bigelow presented the event recap in the Board packet. She thanked the Committee and contributors who made the event so successful. Participants were happy to have a creative way to support local businesses. Bigelow noted the participant's responses to the event survey, which was included in the meeting packet.

TCDA and TCPUD produced a Goosechase app Halloween event. Bigelow is considering a contract with Snowfest for a similar event.

Bigelow and Olson were thanked for finding ways to work with the Goosechase program so successfully.

- **Small Business Saturday, Tree Lighting Ceremony, and the Shop & Win Program**

Bigelow reported TCDA was awarded a \$15,000 grant from TOT to light the tree near El Dorado Savings. There will be a town lighting ceremony of sorts on November 28 at 5pm. The event will be live streamed, but people will be encouraged to drive through town and get take-out dinners. Bigelow is still working on the details.

The Shop & Win program will offer challenges to get people into town shopping.

- **TCDA Fundraising Campaign & Timeline**

Bigelow showed the video featuring Bill Dietz promoting what TCDA does for the community and asking for contributions to the organization, highlighting the GoFundMe campaign. There is a phased approach to rolling out the program and the goal is to raise \$60,000 by the end of the year. Discussion followed regarding strategies to make the campaign as successful as possible.

L. NEW BUSINESS

- **Placer County Biannual Meeting – December 2, 2020 1 – 3 pm**
- **December Board Meeting Date & thoughts for a remote holiday celebration**

Ideas for a virtual holiday celebration were discussed. The event will be on December 16 from 5 PM to 7 PM. Bigelow will send out the details.

M. BOARD MEMBER UPDATES

Kreul reported the given COVID restrictions, banking is an essential business. Plumas is open and requiring people wear masks.

Scoville reported Snowfest is considering options for a mix of virtual and other options for the February 26 – March 7, 2021 event. Key gathering events such as the parade and fireworks have been cancelled. Kiwanis had a successful golf tournament. The funds raised will go into the community fund since Boosters are not doing programming.

Siig said the GoFundMe for the Tahoe Art Haus has gone very well. The drive-in movie screen has come down for the season. Tahoe Tap Haus has had to shut down again, although small private parties for families are still being booked. Siig does not expect the theater to open until at least early 2021.

Otero reported business slowed down significantly even before the move into the purple tier. She is seeing some increase for the holidays, but booking for next season has been slow.

Hill said keeping the paper going is a week-to-week struggle. She is reducing staff to only full-time people for the rest of winter. The Downhill Ski Guide is coming out with ski area restrictions known to date.

Willers reported business has been good.

N. CLOSED SESSION

The Board went into Closed Session at 10:16 AM to consider personnel issues. Open Session was reconvened at 10:26 AM and there was no reportable action.

ADJOURN

There being no additional business to come before the Board, the meeting adjourned at 10:27 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

Next Meeting Date TBA – TCDA Holiday Celebration & December Board Meeting