

**TAHOE CITY DOWNTOWN ASSOCIATION**

**Board of Directors Meeting Minutes**

**Wednesday, May 19, 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  
Gary Davis, Gary Davis Group  
Kendall Galka, McClintock Accountancy  
Sherina Kreul, Plumas Bank  
Bill Dietz, Tahoe Luxury Properties  
Sahra Otero, Heartwood Floristry  
Scott Willers, Compass Real Estate  
Melissa Siig, Tahoe Art Haus and Cinema  
Katherine Hill, Tahoe Weekly  
Kylee Bigelow, TCDA Executive Director  
Jamie Olson, TCDA

**Board Members Not in Attendance**

None

**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. MAY – CONSENT CALENDAR FOR APPROVAL**

**1. April 21, 2021 – Board of Director Meeting Minutes**

**It was moved by Otero and seconded by Dietz 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 the golf course opened and a record number of passes have been sold. Summer camps and programs are opening this summer. At Friday's meeting, the Board will consider formally naming the property it acquired at 401 West Lake Blvd. Lake Forest will be one of two or three public boat launches open this summer because of low lake levels.

Katie Biggers from NLTRA reported on yesterday's member meeting to formally adopt the revised Bylaws. The election for Board members will begin soon for the new Board to be seated June 30. NLTRA continues Point of Sales training for businesses to transition to collecting TBID assessments July 1. Hospitality training for front line staff will be announced soon.

In June and July, NLTRA will have two AmeriCorp staff who will focus on sustainability projects such as clean-up days and educating the public at trail heads.

Sara Monson from TNT TMA is working on a summer Park & Ride program beginning on July 3. It will connect with public transportation.

## **F. TREASURER REPORT**

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

Scoville presented the financial reports in the meeting packet. The report shows a deficit, but a \$15,000 payment is expected soon, as well as approval of a \$50,000 payment from the NLTRA surplus. A draft budget will be presented in June.

Siig suggested continuing to promote the GoFundMe page. A message could go out every so often reminding people to support Concerts or events.

Siig asked about fundraising over the 4<sup>th</sup> of July. It could be promoted as supporting 2022 fireworks. A brief discussion followed about logistics and it was agreed that the boots could be distributed to businesses and some volunteers could be recruited for the 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> of July.

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

- **April 21, 2021 – TC Solstice & Golf Classic Committee Meeting Notes**
- **April 28, 2021 – Business Advocacy Meeting Notes**

Bigelow noted there are new members on the Business Advocacy Committee. The group had a good discussion about a bike-share program.

- **May 5, 2021 – TC Solstice & Golf Classic Committee Meeting Notes**
- **May 12, 2021 - Executive Committee Meeting Notes**

## **H. OTHER REPORTS**

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

Bigelow has been working with NLTRA in preparation of TBID starting, including communications to the business community. The NLTRA Board is recommending the Board of Supervisors award NTBA and TCDA \$50,000 each from the NLTRA surplus.

A job description has been posted for a part-time Events & Communications Coordinator.

- **TCDA Current Members Report**

## **I. CONTINUING BUSINESS**

- **TBID Update**

Bigelow presented the information on the Board packets regarding the new make-up of the NLTRA Board, which includes a seat to be appointed by TCDA. She recommends selecting someone in-tune with the community that owns a TBID assessed business. Siig has agreed to be considered. Discussion followed and there was consensus to recommend Siig fill the TCDA appointed seat.

- **Summer Events Update**

Bigelow reported several events are planned for the Summer Solstice scheduled for June 12 – 20, including a historic walking tour, the Swing into Summer Golf Classic, and the car show.

Bigelow is considering options for an Explorathon since the Goosechase subscription is still active. It would begin July 3 to focus on the 4<sup>th</sup> of July holiday and continue to the August 8 Tahoe City Day.

The Concerts Committee is cautiously optimistic about starting shows on August 1 and running through Labor Day weekend. The bands are enthusiastic about returning to the stage and JAM Cellars would come back as a sponsor. The final decision hinges on the Governor's announcement on June 15 and securing the liquor license and beer sponsor. A brief discussion followed about the June 15 announcement and challenges for businesses trying to prepare to open given so many unknowns.

Scoville and Bigelow continue to work with TCPUD about getting the historical banners hung in town.

- **Swing into Summer Golf Classic – Call for teams**

Bigelow reported teams are registering for the June 16 event. She described the goodie bags and a “watering hole” booklet with special offers in town that can be redeemed until June 20. Bigelow thanked the committee for their help planning the event.

- **Siren Arts Update**
  - **Board Vote in Support**

Siren Arts members Robb Olson, Christin Hanna, and Renee Kojaine reviewed the proposal for a Cultural Arts Center at the old Tahoe City firehouse. They described how the space can be used to house special events, classes, and space for local non-profit organizations. The space could fill a void in town as a year-round venue to promote cultural arts. The group is asking for TCDA support to request the “keys” to the space from Placer County to do some minor improvements and test the concept for 3-5 years.

A lengthily discussion followed regarding past efforts to encourage the County to do something productive with the space, the other ideas that were considered, and the public input and studies that were conducted years ago, with no action taken.

**It was moved by Scoville and seconded by Hill to move forward with a strong letter in support of Siren Arts to Placer County staff and the Board of Supervisors to get something moving at the old Tahoe City firehouse. Davis, Dietz, and Bigelow will draft the letter. Motion carried with Olson recusing.**

- **Executive Director Maternity Leave Discussion**

Bigelow reviewed the Executive Committee recommendation regarding her maternity leave, including pay and insurance.

- **June Board Meeting Date Change**

Because of the golf tournament, the June Board meeting will be held on Tuesday June 8 at 3:00 PM.

## **J. NEW BUSINESS**

Bigelow reported Kreul and the staff at Plumas Bank nominated TCDA for recognition of the work done during COVID for a competition sponsored by PBS in Reno.

## **K. BOARD MEMBER UPDATES**

Siig reported the summer movie season will begin on Memorial Day weekend with “Cruella.” A decision about the drive-in has not been made yet.

Willers reported real estate continues to be busy. There is an impact to locals who rented homes that are now being sold. Siig just completed an article about that issue and how the lack of housing

impacts businesses. She asked if TCDA could send a letter to the Placer County Board of Supervisors about the situation, saying it is a crisis that requires action now.

Otero said May has been busy with Mother's Day, Teacher's Appreciation, and Nurse's Appreciation. She is looking forward to a busy summer. Otero and her employees are going to San Diego to work on a floral installation at the Museum of Art. Otero announced tomorrow's opening of the Boys & Girls Club production of "Newsies," featuring her son in the lead role.

Scoville said the Lake Tahoe Ski Club is holding its traditional Asada fundraiser on August 21. The recent Kiwanis Wine Auction was a success. Planning has already begun for the 2022 Snowfest, which will be the 40<sup>th</sup> celebration of the event.

**ADJOURN**

There being no additional business to come before the Board, the meeting adjourned at 10:29 AM.

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

**Next Meeting Date – June 8, 2021, 3:00 – 5:00 PM (Rescheduled)**