

**TAHOE CITY DOWNTOWN ASSOCIATION**  
**Board of Directors - Agenda and Meeting Notice**  
**Tuesday June 8, 2021**

**MISSION** – *The Tahoe City Downtown Association (TCDA) is dedicated to the promotion and enhancement of the Tahoe City community. Through innovation, leadership, advocacy, and events, we serve as the local voice to maintain a vibrant and prosperous place to live, work, play and visit.*

**VISION** – *For Tahoe City to Become America’s Best Mountain Town.*

**AGENDA** – *Items may not be heard in the order they are listed*

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

Robb Olson called the meeting to order at 3:05 PM electronically. A quorum was not established.

**Board Members and Staff in Attendance**

Robb Olson, Olson-Olson

Katherine Hill, Tahoe Weekly

Scott Willers, Compass Real Estate

Sherina Kreul, Plumas Bank

Sahra Otero, Heartwood Floristry

Kendall Galka, McClintock Accountancy

Melissa Siig, Tahoe Art Haus and Cinema (joined at 3:20 PM and a quorum was established)

Kylee Bigelow, TCDA Executive Director

**Board Members not in attendance**

Gail Scoville, Snowfest and Kiwanis

Bill Dietz, Tahoe Luxury Properties

Gary Davis, Gary Davis Group

**B. AGENDA AMENDMENTS AND APPROVAL**

**It was moved by Siig and seconded by Hill to approve today’s agenda as presented. Motion carried unanimously.**

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

**1. May 19, 2021 – Board of Director Meeting Minutes**

**It was moved by Hill and seconded by Siig to approve the June Consent Calendar. 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, Judy Friedman reported the Lake Forest boat launch is open and the adjoining campground is bring used for boat trailer parking. The golf course and summer programming are open and operating. The Recreation Department offices are moving to the recently acquired at 401 West Lake Blvd., now called the Tahoe City Community Center.

**F. REGIONAL HOUSING DISCUSSION with Mountain Housing Council and Placer County**

Tara Zuardo has replaced Seana Doherty as Project Director with the Mountain Housing Council. She provided some background of MHC, which includes 28 stakeholders and focuses on understanding and addressing housing needs in the area. Zuardo reviewed the four projects underway that will provide about 200 housing units and described some other strategies being considered to address the issue.

Siig noted the urgency of the situation and asked if other ideas such as campgrounds can be considered this summer. Zuardo said other agencies, including the school district, are working on alternatives. BOXABL is a company that produces \$50,000 structures that can be moved anywhere land is available. Emily Setzer from Placer County assured the group that the County is also considering this an emergency and looking at immediate solutions. Discussion followed regarding solutions for renters, including incentives to property owners, and ways to help families, professionals, and the middle class stay in this area.

Setzer updated the group on the Dollar Creek Crossing project. The RFP for consultants to do the EIR is being released soon.

The Workforce Housing Preservation program is being launched in July. It is the deed restriction program designed to incentivize home buyers to rent their homes long term. Setzer said \$500,000 is available to launch the program.

The Board of Supervisors is meeting in Tahoe on July 27. Stetzer is working on a staff report with the Truckee Tahoe Workforce Housing Agency on a JPA to address housing for member agency employees and local jurisdictions. There was a discussion about how the community has changed with the recent increase in short-term rentals and high sales prices displacing local workers. The TCDA Board asked to be kept apprised of these efforts so they can lend support.

#### **G. TNT/TMA TART CONNECT PRESENTATION**

TNT TMA Program Manager Sara Monson described TART Connect, the micro-transit pilot program that will operate between June 24 and Sept 6 in three zones between Incline Village and Sugar Pine Point. The app-based program will provide door-to-door service to connect with TART. The service will be operated by Downtowner, who operates the Mountaineer program in Squaw Valley. It is a joint project of TNT TMA, Placer County, and TTD. Data will be collected and a report on the results will be issued in the fall.

Monson noted additional transit services available this summer in North Lake Tahoe and Truckee, including a shuttle between Reno and Sand Harbor, operated by Washoe County RTC, and Park & Ride lots. The message this summer is “Car Free Summer Fun in 2021.” More information is available at [TahoeTruckeeTransit.com/summer21](http://TahoeTruckeeTransit.com/summer21).

A brief discussion followed clarifying the services being offered this summer. It was suggested that messaging about responsible travel be put on the buses.

#### **H. TREASURER REPORT**

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

The Treasurer’s Report was included in the meeting packets. There were no questions or comments.

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

- **May 20, 2021 – TC Solstice & Golf Classic Committee Meeting Notes**
- **June 2, 2021 - Executive Committee Meeting Notes**
- **June 3, 2021 – TC Solstice & Golf Classic Committee Meeting Notes**

There were no questions or comments on the meeting notes included in today’s packets.

#### **J. OTHER REPORTS INCLUDED IN PACKET**

- **Executive Directors Report**

Bigelow presented her written report. She and Olson have been busy coordinating events and considering impacts of the Governor's June 15 announcement about opening up.

John Cruz has purchased Tahoe Tree and is providing flower baskets in town. Thanks to Jim Phelan, there is a new watering cart that can be used for other purposes and will provide a more efficient watering system.

- **Placer County Report for April**

Olson noted this is the last meeting under the current Placer County contract. This group will not meet again until September. The TBID is being implemented July 1 and TCDA will be under a new agreement with NLTRA.

- **TCDA Membership Report**

Olson noted there were a few new members this year. Things may be different under the new agreement given TBID.

## **K. CONTINUING BUSINESS**

- **Summer Events Update**

Bigelow reported there are over 20 events on the Summer Solstice Festival calendar, scheduled for June 12-20, 2021. The Swing Into Summer Golf Tournament is scheduled for June 16 and there are still tee times available.

The Tahoe City Explorathon is scheduled for July 3 – August 8 and is being overseen by the new part-time TCDA employee, Ashlen. Bigelow is not recommending renewing the GooseChase app when it expires on September 15, 2021, even though TCDA is being offered a special price of \$4,000.

Concerts at Commons will begin August 1. Bigelow described the logistics for the event.

At this point, Bigelow is hoping Oktoberfest will take place. She is hiring candidates to help with events while she is out on maternity leave. NTBA is also hiring an events person that may be able to help with Oktoberfest.

- **TCDA Maternity Leave Policy**
  - **Board vote to approve maternity leave policy**

**It was moved by Kreul and seconded by Siig to adopt the Maternity Leave Policy as presented. Motion carried unanimously.**

## **L. NEW BUSINESS**

- **Board of Director Meetings canceled for July and August**

The next TCDA Board meeting is scheduled for September 15, 2021 at 8:00 AM.

## **M. BOARD MEMBER UPDATES**

Olson encouraged Board members to participate in events this summer.

Hill is gearing up for summer. A lot of events are coming back in July, so she is doing a Summer Festival Guide. The Weekly will come out in print regularly beginning June 30.

Galka announced her purchase of McClintock Accountancy as of June 30, 2031.

Siig is planning “walk in” rather than “drive in” movies this summer. It will open with “Buried,” the movie about the 1982 avalanche at Alpine Meadows. “In the Heights” begins inside the theater on Friday.

Otero is getting busy. She reminded the Board of her participation in Art Alive, the exhibit in San Diego. Otero is hosting a Shop & Win event during Solstice.

**ADJOURN**

There being no additional business to come before the Board, the meeting adjourned at 5:02 PM

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

**Next Meeting Date – September 15, 2021, 8 – 10 AM**