

TAHOE CITY DOWNTOWN ASSOCIATION
Board of Directors Meeting Minutes
October 20, 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.*

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

Robb Olson called the meeting to order at 8:05 AM electronically. A quorum was established.

Board Members and Staff in Attendance

Robb Olson, Land to Living
Sherina Kreul, Plumas Bank
Melissa Siig, Tahoe Art Haus and Cinema
Sahra Otero, Heartwood Floristry
Gail Scoville, Snowfest and Kiwanis
Kendall Galka, McClintock Accountancy
Katherine Hill, Tahoe Weekly
Jamie Olson, TCDA

Board Members not in attendance

Bill Dietz, Tahoe Luxury Properties
Gary Davis, Gary Davis Group
Scott Willers, Compass Real Estate

B. AGENDA AMENDMENTS AND APPROVAL

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

C. OCTOBER – CONSENT CALENDAR FOR APPROVAL

1. September 15, 2021 – Board of Director Meeting Minutes

It was moved by Scoville and seconded by Galka 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

NTBA Executive Director Alyssa Reilly introduced herself and suggested NTBA and TCDA representatives attend each other’s meetings. Given the TBID, the two groups have an opportunity to consider efficiencies and collaborate as appropriate. Jim Phelan from NLTRA is attending this afternoon’s NTBA Board meeting to finalize the funding contract. A brief discussion followed regarding events. Reilly explained the challenges with Passport to Dining, given restaurant staffing issues.

Olson asked about NTBA Board attendance. Reilly said a Board Engagement Session was done in August to re-energize the Board and set expectations. There are some new members and changes to the Executive Team.

Discussion continued regarding challenges with events, including the impacts of smoke and nearby fires. Reilly said NTBA is considering offering more summer concerts, bringing back 4th of July celebrations, and continuing the holiday lighting program but everything needs to be done accounting for a “new normal.”

Katie Biggers from NLTRA said TBID collections began in July. Member-to-Member information is going out this week. There is \$50,000 available in BACC grants for special events. The applications are due October 29.

The November 2 Tuesday Morning Breakfast Club will focus on transit. The December 7 agenda is a “Welcome to Winter” with updates from the ski areas.

Planning is underway for Small Business Saturday which will include holiday lighting, special promotions, and the e-gift card sales.

On behalf of TCPUD, Scoville announced 11 miles of bike trail will be plowed this winter. The golf course is closing to transition to the Winter Sports Park.

TCPUD is conducting its annual Budget Workshop on November 3 at 5:00 PM and the public is invited to attend via Zoom. The town Trick or Treat is scheduled for October 31 from 3:00 PM to 5:00 PM.

Jamie thanked TCPUD’s staff for helping get the flower baskets down. They are always so helpful and are amazing partners.

H. TREASURER REPORT

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

Scoville presented the financial reports. She noted the NLTRA contract for funding has not been signed yet.

Jamie said the P&L looks good, but it includes the COVID Recovery Funds. Aside from that, the monthly reports indicate a loss almost every month. The usual membership and event revenues are not coming in. Also, the event sponsorship dollars shown need to be carried forward to when those events may happen.

I. MEETING NOTES INCLUDED IN PACKET

- **September 22 22, 2021 – TCDA Business Advocacy Committee Meeting Notes**
- **October 13, 2021 - Executive Committee Meeting Notes**

J. OTHER REPORTS INCLUDED IN PACKET

- **2-21 Explorathon Event Report**

Scoville reported that although there have been good responses to the event, the GooseChase app will not be renewed. Jamie suggested there may be a way to pivot the event to something similar without the app.

K. CONTINUING BUSINESS

- **TBID Contract Update**

Olson is still trying to schedule a meeting with Jim Phelan from the NLTRA Board to get the contract in place. He expects something similar to what NTBA has. There will be a \$100,000 guaranteed annually and an additional \$50,000 that is earmarked for transitional fees, but may be continued. Because of the way the TBID funds are collected, TCDA will likely not see those dollars until June.

Reilly added that NTBA’s contract includes an annual increase of up to 15% per year for inflation. Discussion followed regarding strategies to increase revenues and efficiencies that can enhance the contracts through strength in numbers. Working together on marketing, membership, coordinating events, and sharing vendors could benefit both organizations. There was a suggestion to form a joint TBID Committee to continue this conversation.

- **Winter Lighting Update**

Olson reported Gary Davis has been in touch with Jake. The existing lights are being tested. Davis is currently out of town, but plans to reach out to more businesses to fill in some of the “holes” so even more trees are lit. When Jake reports back, there will be an idea of how much money is needed for the project.

Scoville has reached out to Rotary about the Big Tree, but has not heard back. She suggested lighting that tree on Small Business Saturday, but turning on the rest of the lights when they are ready. There was a brief discussion about other areas that could have holiday lighting, including the segment of Highway 89 south of Fanny Bridge.

- **Check in on ED Leave Tasks assigned to BOD**

Bigelow is scheduled to return part-time in early December. Olson reviewed the list of tasks assigned to Board members. Most things are being addressed. If people have reports on meetings they have attended on behalf of TCDA, they should give updates.

Otero attended the BACC meeting. Biggers offered to provide reports of those meetings. Reilly will share her reporting document outline to NLTRA as required in the TBID contract.

L. NEW BUSINESS

- **December Board Meeting – timing and format**

Olson reminded the Board the December meeting is usually short and followed by a holiday party. After a brief discussion, there was agreement to schedule the event for December 17, hopefully upstairs at Za's.

Olson reported there is still one vacancy on the Board and elections are scheduled for January. Reilly noted NTBA also has a vacancy and suggested maybe a common member could be identified to liaison between both organizations. A brief discussion followed regarding expectations of Board members and potential candidates.

BOARD MEMBER UPDATES

Scoville reported Kiwanis continues to meet. Also, plans for Snowfest are moving forward. The Committee is hoping to have a fireworks show, a celebration at the golf course with a band, and a parade.

Kreul noted challenges with staffing. The bank has been very busy and she has a great team.

Siig said some movie showings have been selling out, which might indicate people are willing to come out to public places. Staffing at the theater has been good, but there are challenges at the restaurant.

Biggers asked if a virtual job fair would be of value, similar to what Placer County just did. There was a brief conversation about strategies people are using to find workers.

Otero is staying steadily busy and will be gearing up for the holidays. She is asking for vases since they are in short supply, similar to other supply shortages people are experiencing. .

Hill reported the Film & Foodie Guide is coming back. Then she is getting ready for the winter editions. When other businesses are doing better, so does The Weekly.

Olson has been busy and is trying to manage client's expectations. He took on a lot of business last year and is trying to be more strategic moving into 2022.

ADJOURN

There being no additional business to come before the Board, the meeting adjourned at 10:07 AM The next meeting is scheduled for November 17, 2021 at 8:00 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS