

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
Scott Willers, Compass Real Estate
Sahra Otero, Heartwood Floristry
Melissa Siig, Tahoe Art Haus and Cinema
Katherine Hill, Tahoe Weekly
Kendall Galka, McClintock Accountancy
Jamie Olson, TCDA

Board Members not in attendance

Sherina Kreul, Plumas Bank
Gail Scoville, Snowfest and Kiwanis
Bill Dietz, Tahoe Luxury Properties
Gary Davis, Gary Davis Group

B. AGENDA AMENDMENTS AND APPROVAL

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

C. NOVEMBER – CONSENT CALENDAR FOR APPROVAL

1. October 20, 2021 – Board of Director Meeting Minutes

It was moved by Otero and seconded by Hill to approve the Consent Calendar as presented. Motion carried unanimously.

D. PUBLIC COMMENT

Otero asked about a structure on the Lake Forest campground and if that site will be used for boat inspections. Friedman will follow up.

E. COMMUNITY PARTNERS’ UPDATES

Friedman reported the golf course is being converted to the Winter Sports Park. The TCPUD Board will consider adoption of the 2022 budget at its November 19 meeting.

Katie Biggers from NLTRA announced upcoming events, including Breakfast Club on December 7 and yesterday’s Job Fair. Thirty-two employers and 20 job seekers participated. A brief discussion followed regarding strategies to increase the labor market.

Biggers reported the BACC awarded \$50,000 in grants for local events.

Sara Monson from TNT TMA announced Executive Director Christine Maley-Grubl has retired. Monson has been appointed as Interim Director. She provided updates on TART winter service.

F. TBID PRESENTATION with Jim Phelan

NLTRA Board Treasurer Jim Phelan presented an overview of the TBID, noting the Management District Plan (MDP) that governs the District. Phelan described the budget “buckets” and how funds will be allocated. Discussion followed.

Phelan noted TCDA will be allocated \$100,000. There may be an additional \$50,000 available, but not guaranteed. Both NTBA and TCDA may need to consider a membership structure to augment funds.

Hill and Olson will meet with Phelan to flush out details of TCDA’s funding and get the contract with NLTRA finalized.

G. FINANCIAL REPORTS

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

The financial reports were included in today’s meeting packets.

H. MEETING NOTES INCLUDED IN PACKET

- **October 22, 2021 – Business Advocacy Committee Meeting Notes**
- **November 10, 2021 – Executive Committee Meeting Notes**

The meeting notes were included in the packets.

I. CONTINUING BUSINESS

- **December Board Meeting**

Olson noted the December meeting is usually brief and followed by a holiday party. Given the uptick in pandemic numbers, the Executive Committee is recommending just having a standard Board meeting in December. There was consensus to agree.

- **Winter Lighting Update**

Jamie reported broken and missing lights on the big tree and on the smaller trees in town are being replaced. TCPUD is putting up the rope lights and timers and the lights should be on later this week.

- **Small Business Saturday**

Jamie described preparations for the November 27 event. The tree will be lit around 5:00 PM.

J. NEW BUSINESS

- **2022 Events**

Jamie suggested a brainstorming session be held in January to consider 2022 events. From that discussion, specific event committees can be formed.

- **Board Elections & Committees**

Seats held by Otero, Scoville, Galka, Siig, and Willers are up for election this year, in addition to the one vacancy. There was a brief conversation about recruiting Board members. Scoville is compiling an on-boarding manual for new Board members.

Jamie suggested changes may be needed to the Bylaws, given the new funding structure.

- **Executive Director Return**

Olson reported Bigelow will be coming back to work part-time beginning November 29.

K. BOARD MEMBER UPDATES

Hill reported the Thanksgiving and downhill ski guide issue is out today. She is gearing up for the holidays.

Otero reported her business remained steady during the shoulder season and is picking up again. She has raised prices to increase wages for her staff.

Olson wished everyone a happy Thanksgiving.

ADJOURN

There being no additional business to come before the Board, the meeting adjourned at 10:09 AM The next meeting is scheduled for December 15, 2021 at 8:00 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS