

TAHOE CITY DOWNTOWN ASSOCIATION
Board of Directors Meeting
December 15, 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 8:05 AM electronically. A quorum not was established.

Board Members and Staff in Attendance

Robb Olson, Land to Living

Scott Willers, Compass Real Estate

Sahra Otero, Heartwood Floristry

Katherine Hill, Tahoe Weekly

Gail Scoville, Snowfest and Kiwanis

Melissa Siig, Tahoe Art Haus and Cinema joined the call at 8:31 AM and a quorum was established.

Kylee Bigelow, TCDA

Board Members not in attendance

Sherina Kreul, Plumas Bank

Bill Dietz, Tahoe Luxury Properties

Gary Davis, Gary Davis Group

Kendall Galka, McClintock Accountancy

B. AGENDA AMENDMENTS AND APPROVAL

A Closed Session was added. The agenda was approved by affirmation.

C. DECEMBER – CONSENT CALENDAR FOR APPROVAL

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

It was moved by Scoville and seconded by Otero 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 NLTRA, Katie Biggers reminded the group of the California indoor mask mandate going into effect. She reported the NLTRA CEO Search Committee has extended an offer to a candidate. Hopefully the new CEO will be in place in January.

There is a vacancy on the NLTRA Tourism Marketing Committee.

Biggers reported 50 businesses from Incline Village to the west shore are participating in the Yiftee Gift Card promotion. She described how it is being promoted.

Tickets for Winter Wondergrass daily shows go on sale today. The three-day tickets have already sold out. NLTRA is again sponsoring the event and some evening shows in Tahoe City are being added.

TART Connect is running until midnight and servicing Palisades on the weekends.

Nick Martin from Placer County reported the CEO's office has been working on the TOT renewal ballot measure and winter micro-transit.

The Board of Supervisors heard a presentation on short-term rentals from staff yesterday that included results of public outreach and the BAE economic study. The discussion was to update the Board and get direction on recommended changes to the current STR Ordinance, which will be presented on January 25, 2022. The moratorium on issuing additional STR permits expires March 31, 2022. Martin described some of the strategies being considered to address nuisance issues.

Martin answered questions about the status of other County projects, including the old fire house and Dollar Creek Crossing.

Alyssa Reilly from NTBA reported the holiday lighting program in Kings Beach has been extended. Some of the lights will remain up all year. NTBA is sponsoring a business decorating contest.

The Tahoe Fund sponsored a Regional Parking Study. The NTBA Economic Vitality Committee was considering parking issues in town and was surprised by the regional study. Reilly will send Bigelow the study and next steps so both organizations are part of the process and can make sure the data is correct. Bigelow asked to address the group on January 3.

Work has begun on the Snowfest parade and 4th of July fireworks.

Reporting for TCPUD, Scoville said the Winter Sports Park is open.

F. TREASURER REPORT

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

Scoville presented the financial reports included in today's meeting packets. An invoice was submitted to NLTRA for the \$40,000 contracted amount. Bigelow is working on a report requesting an additional \$20,000.

Bigelow reported the \$2,275 in downtown lighting sponsorships from last year was rolled into this year. TCDA will be reaching out to businesses to repair and add lighting.

G. CONTINUING BUSINESS

- **TBID Update**

Bigelow reported the contract with NLTRA has been signed. The County reported approximately \$971,000 in Q1 TBID receipts, which is higher than what was anticipated.

- **TCDA Board of Directors Election & Engagement**

Olson said there are potential candidates for the TCDA Board. A brief discussion followed regarding groups that could be represented on the Board, such as restaurants. Bigelow will send the Board talking points that can be used to solicit candidates.

H. NEW BUSINESS

- **4th of July Update**

Olson reminded the group that a \$15,000 deposit was given to Pyro-Spectacular before COVID. Scoville reported Pyro offered to credit half toward the 2022 fireworks show. That said, it has been easier to work with Zambelli. Scoville suggested writing off the \$15,000. Bigelow is having an attorney review the Pyro contract to see if anything can be done.

The 4th of July Committee will meet with the fire department, Placer County, and NTBA in January to consider details of the 2022 event and contract issues.

- **Executive Director Update**

Bigelow announced her resignation as ED of TCDA for a number of reasons, including the lack of childcare and personal family issues. She will work through January on an hourly basis.

Hill thanked Bigelow for all she has done for TCDA and the community during some especially challenging times. Other Board members echoed similar sentiments, thanking Bigelow for her commitment and wishing her well.

I. BOARD MEMBER UPDATES

Otero expects business to pick up as people come into town for the holidays.

Willers will not be seeking re-election to this Board due to time constraints.

Hill is hoping to get the Christmas edition delivered today, given challenges with power from recent storms and road conditions. Many features are returning, including the events calendar and Nordic ski guide.

Siig reported the theater is doing well with *Buried*, the movie about the 1982 Alpine avalanche produced by her husband. The award-winning movie will be shown in thirty mountain towns this winter with wider release in March and hopefully it will be sold to a streaming service. Twenty-six shows sold out. *Spiderman* begins tomorrow and will run through the holidays.

J. CLOSED SESSION (agenda addition)

The Board went into Closed Session at 9:30 AM. Open Session was reconvened at The following was reported:

There was unanimous agreement:

- Bigelow will move to hourly wages as the 2021 salary cycle is closed out (rate to be based on current salary)
- Bigelow's benefits will not roll into 2022
- Standard hourly employee rules apply
- The Board is open to paying Bigelow hourly as things come up after January
- Olson was awarded a year-end bonus

ADJOURN

There being no additional business to come before the Board, the meeting adjourned at AM The next meeting is scheduled for January 18, 2022 at 8:00 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS