

TAHOE CITY DOWNTOWN ASSOCIATION
Board of Directors Meeting Minutes
September 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.*

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, Olson-Olson
Katherine Hill, Tahoe Weekly
Sherina Kreul, Plumas Bank
Melissa Siig, Tahoe Art Haus and Cinema
Gail Scoville, Snowfest and Kiwanis
Kendall Galka, McClintock Accountancy
Jamie Olson, TCDA

Board Members not in attendance

Bill Dietz, Tahoe Luxury Properties
Gary Davis, Gary Davis Group
Scott Willers, Compass Real Estate
Sahra Otero, Heartwood Floristry

B. AGENDA AMENDMENTS AND APPROVAL

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

C. SEPTEMBER – CONSENT CALENDAR FOR APPROVAL

1. June 8, 2021 – Board of Director Meeting Minutes

It was moved by Scoville and seconded by Hill 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

Nick Martin from Placer County’s Tahoe CEO’s office announced Stephanie Holloway has been named Operations Manager for the office. She will be in Tahoe three times a week and in Auburn twice a week, which will facilitate good communication between the offices.

The Board of Supervisors voted to extend the STR Permit Moratorium until March 31, 2022. Staff will be working with stakeholders to recommend updates to the STR ordinance. Martin expects the recommendations to be presented to the Supervisors in January so a vote can be taken and the new ordinance implemented by the time the moratorium has expired.

The Department of Environmental Health and Department of Public Works are renewing messaging about recycling in Placer County.

The temporary signal light at Grove Street has been removed. The data collected while it was in place will be analyzed to consider permanent improvements to traffic flows and pedestrian safety. In response to a question, Martin said investigation into parking meters remains a priority, but the overall management needs to be considered. Solutions could include permanent installation of the signal light, TART Connect micro-transit, and/or regulatory measures. The County continues to work with Caltrans on the environmental review process for the Grove Street Parking lot. Construction will not begin until at least 2023.

Scoville asked the status of the Dollar Creek project. Martin said a consultant team is working with the County to narrow the project description and determine the best mix of affordable and “for sale” units, in addition to funding options.

Katie Biggers from NLTRA spoke to changes in staffing. Bonnie Bavetta is serving as Interim CEO. Biggers noted the reorganization of the NLTRA Board, given implementation of the TBID.

Upcoming events include the Spartan Race and Broken Arrow. Made in Tahoe is scheduled for October 9 and 10.

The Chamber event granting program is coming up. Biggers asked to be contacted by anyone who would like to participate on the panel making recommendations.

In response to a question, Biggers described the collection and reporting process for TBID assessed businesses.

On behalf of TCPUD, Scoville reported the Golf Course is open and hosting a lot of tournaments. The Lake Forest boat ramp is still open, but the water is getting very low. The Recreation Department staff has moved into the building at the newly acquired Tahoe City Community Center.

A final decision on Halloween has not been made. A brief discussion followed and Scoville was asked to recommend TCPUD hold it on October 31, in spite of that being on a Sunday.

It was noted that the Stages at Northstar project is disbanding.

H. TREASURER REPORT

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

Scoville presented the financial reports, which were in the meeting packet. Jamie Olson reported the COVID recovery loan has been forgiven. However, not having events or the County contract in place is having a major impact on revenues and cash flow.

I. MEETING NOTES INCLUDED IN PACKET

- **June 22, 2021 – TCDA Business Advocacy Committee Meeting Notes**
- **July 12, 2021 – Oktoberfest Committee Meeting Notes**
- **July 14, 2021 - Executive Committee Meeting Notes**
- **August 4, 2021 – Oktoberfest Committee Meeting Notes**
- **August 11, 2021 – Executive Committee Meeting Notes**
- **September 8, 2021 – Executive Committee Meeting Notes**

J. OTHER REPORTS INCLUDED IN PACKET

- **Placer County Report for May**
- **Placer County Report for June**

Jamie Olson reported TCDA continues to plan for the shift from County funding to NLTRA allocations because of the TBID.

- **Oktoberfest Cancellation Report**

TCDA cancelled the Oktoberfest celebration. Biggers said the one at Palisades Tahoe has also been cancelled.

K. CONTINUING BUSINESS

- **Summer Events Update**

Jamie Olson said Oktoberfest was cancelled partly because challenges with the supply chain. She expects a new reality when events are resumed. The Wine Walk timing may no longer be beneficial to merchants. The breweries and wineries are not as eager to participate in these events because of their own staffing and supply issues. “Bigger and better” just doesn’t work anymore and TCDA needs to consider options.

Only four Concerts at Commons Beach were held this summer. Three weeks were cancelled because of smoke, which is a huge loss. Jamie Olson suggested an Air Quality Index (AQI) threshold be set, as well as guidance on other potential disasters, so there would be clear guidelines when events are to be cancelled. It was difficult to make a call on Wednesday to cancel a Concert when the skies could be blue by Sunday. Jamie was asked to check with NTBA and NLTRA to see if they had thresholds in place.

- **Executive Director Leave – Review & Update Task Document**

Olson noted Board members agreed to take on additional tasks while Bigelow is on maternity leave. A brief discussion followed regarding who is doing what, including upcoming promotions such as Shop Local Saturday and coordinating holiday lighting.

- **TBID Contract Update**

Olson reported he and Bigelow continue to negotiate the new contract with NLTRA.

L. NEW BUSINESS

- **Scarecrow Contest – Business Participation Requested**

Jamie Olson has been contacting businesses asking them to put up scarecrows so there is a festive feeling in town this fall. Scoville will be installing cornstalks. Carol Hester is reaching out to the schools to help decorate.

The Board discussed the status of the flower baskets, given the coordinator is not coming back next summer, and the shift in events.

M. CLOSED SESSION

Contract Negotiations

ADJOURN

There being no additional business to come before the Board, the meeting adjourned at 9:32 AM The next meeting is scheduled for October 20, 2021 at 8:00 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS