

TAHOE CITY DOWNTOWN ASSOCIATION

Board of Directors

January 19, 2022

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
Sherina Kreul, Plumas Bank
Gary Davis, Gary Davis Group
Katherine Hill, Tahoe Weekly
Gail Scoville, Snowfest and Kiwanis
Bill Dietz, Tahoe Luxury Properties
Kendall Galka, McClintock Accountancy
Sahra Otero, Heartwood Floristry

Kylee Bigelow, TCDA

Jamie Olson, TCDA

Board Members not in attendance

Scott Willers, Compass Real Estate
Melissa Siig, Tahoe Art Haus and Cinema

B. AGENDA AMENDMENTS AND APPROVAL

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

C. JANUARY – CONSENT CALENDAR FOR APPROVAL

1. December 15, 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

Judy Friedman announced the Board of Supervisors is meeting at Granlibakken on Tuesday, January 25, 2022.

E. COMMUNITY PARTNERS' UPDATES

Nick Martin from the Placer County Tahoe CEO's office reported applications for the North Lake Tahoe Economic Incentive Program are available. A component of the program is TOT rebates for developers.

Dietz asked if anyone knows the potential use of a parcel behind US Bank that just sold. Martin will investigate.

Katie Biggers from NLTRA announced Tony Karwowski has been hired as CEO and will begin at the end of this month. NLTRA is soliciting candidates for the Board. Anyone interested should contact Anna Atwood.

The February 1 Breakfast Club will include COVID updates, a speaker from Porter-Simon talking about new laws for 2022, and a report from Mary George of Placer County Libraries.

Biggers is working on sustainability plans for events and asked for ideas.

TBID collections are going well. A former Jake's employee is opening a Mediterranean restaurant in the old Peppers space behind Pete & Peter's.

On behalf of TCPUD, Scoville reported the Winter Sports Park is open. At Friday's meeting, the Board will consider commercial operations at the Lake Forest Boat Ramp.

Sara Monson has been named as the new TNT TMA Executive Director. Monson reported a Program Manager is being hired to fill her former position. TART is operating on a reduced schedule for the foreseeable future. TART Connect is servicing Palisades Tahoe and Northstar on weekend evenings. Schedule information is available at tahoetruckeetransit.com

Scoville reported Snowfest is kicking off its 40th annual event at Garwoods on February 24. She highlighted some of the events happening during the 10-day event, including fireworks and the parade.

F. TOT RENEWAL PRESENTATION with Lindsay Romack of Placer County

Romack explained the current voter-approved 2% TOT earmarked for projects on the east side of the County sunsets in Fall 2022. Approximately \$4 million has been realized annually and allocated for projects such as bike trails and infrastructure improvements as identified in the Tourism Master Plan.

A local group, the Capital Projects Advisory (CAP) Committee, reviews applications from project proponents and makes recommendations on allocations, which are ultimately approved by the Board of Supervisors.

At its February 8, 2022 meeting, the Board of Supervisors will be asked to approve a ballot measure to renew the 2%, with no sunset. If approved by the Board, the measure will be on the June ballot. Polling indicates strong voter approval.

Romack answered questions clarifying how the funds are collected and allocated.

G. SHORT TERM RENTAL DISCUSSION with Nicholas Martin of Placer County

Stephanie Holloway narrated a power point presentation outlining the issues being considered, including statistics on the number of STRs, occupancy, and revenues, as well as the BAE Urban Economics study that addresses economic issues related to workforce housing.

Crystal Jacobson presented the County's overall strategy to address housing and the proposed changes to the current STR Ordinance, which addresses nuisance and safety issues. The staff recommendation is based on feedback from the community as well as direction from the Board of Supervisors. Holloway offered more detail on the staff recommendation, which will be presented at the Board's January 25 meeting. If approved, the 2nd reading of the Ordinance will be on February 8, 2022 for implementation at the end of March.

Discussion followed as the presentation was clarified and County staff explained how its recommendation was developed. The current ordinance, including enforcement, was explained. Also considered was how STRs may be impacting housing for local employees.

Dietz noted two issues. One is to address nuisances in neighborhoods. He supports increased enforcement and fines for bad actors, as well as safety inspections. But Dietz does not see the correlation trying to be made between STRs and workforce housing.

There was agreement that opportunities for workforce housing need to be explored, but there should be a multi-tiered approach. Short term rentals have been in this community for decades. The recent impacts have come from the proliferation of online rentals.

In response to a question, Holloway explained the priority for permitting will be renewals. Any new applications will be processed on a first come, first served basis. If a property sells, the permit does not transfer to the new owner.

Holloway said this issue will continue to evolve and the model will continue to be refined.

H. TREASURER REPORT

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

The Treasurer's Report was included in today's meeting packet.

I. MEETING NOTES INCLUDED IN PACKET

- **December 22, 2021 – Business Advocacy Committee Meeting Notes**
- **January 12, 2022 – Executive Committee Meeting Notes**

The meeting notes were in the packet.

J. CONTINUING BUSINESS

- **Board Elections**

Olson noted there are six seats available in this year's election. Incumbents are Galka Otero, Scoville, and Siig, all of whom are running again. There are two additional candidates.

- **Board Engagement**
 - **Board Training Retreat**

Olson said the Retreat will be conducted in March when the new Board is seated. Bigelow noted there will also be a new Executive Director. She is trying to identify a facilitator for the meeting.

K. NEW BUSINESS

- **2022 Annual Membership Meeting**
 - **Board vote to amend By-laws to change the timing of annual meeting**

Olson said the Executive Committee is recommending a change to the Bylaws to strike the requirement of the holding the Annual Membership meeting in January.

It was moved by Hill and seconded by Scoville to amend the TCDA Bylaws to remove the requirement for the Annual Membership Meeting to be held in January. Motion carried unanimously.

- **2022 Event Updates**
 - **Call for committee members**

Bigelow reported the 4th of July and Food & Wine Classic committees will be meeting later this month.

The 4th of July meeting will include the fire chief and NTBA so all requirements can be clarified. Zambelli has warned her to expect a substantial increase in costs. Last year, the quote was \$33,000, up from \$24,000 in 2020. The costs to comply with permits is anticipated to be at least \$20,000. She and Alyssa Reilly are asking NLTRA for some additional funds. The bigger conversation will be the overall future of fireworks.

Olson noted everything is costing more, is more complicated, and requires more staff time for logistics and details. There is a lot to be considered with events moving forward.

- **Executive Director Hiring Update**

Olson reported the deadline for applications has been extended. After that date, the first round of interviews will be scheduled.

- **ED Task Review**

Olson noted Bigelow has been working 10-12 hours per week. Bigelow presented the task list indicating where support is needed from the Board during the transition. She will send it to the Board again.

Today is Bigelow's last meeting. She was thanked for her commitment to the organization and service to the community.

L. BOARD MEMBER UPDATES

Hill reported Ogden Newspapers bought the group that owns the Sierra Sun and the printing presses Hill uses in Carson City. Printing will have to be outsourced and costs are anticipated to go up about 68%. Hill is evaluating the impacts both to her publication and to the community.

Scoville reported the Kiwanis Board is meeting tomorrow to consider options for the Wine Auction, scheduled for May 1.

Galka is getting into her busy season.

Davis expects to participate more with TCDA in the next few months.

Otero is gearing up for Valentine's Day and "engagement season."

Olson noted a lot of important issues coming up for TCDA in particular and the community in general, such as STRs.

ADJOURN

There being no additional business to come before the Board, the meeting adjourned at 10:26 AM The next meeting is scheduled for February 16, 2022 at 8:00 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS