

**TAHOE CITY DOWNTOWN ASSOCIATION**  
**Board of Directors Meeting**  
**February 16, 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.*

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

Robb Olson called the meeting to order at 8:09 AM electronically. A quorum was established.

**Board Members and Staff in Attendance**

Robb Olson, Land to Living  
Melissa Siig, Tahoe Art Haus and Cinema  
Sherina Kreul, Plumas Bank  
Gary Davis, JK Architecture & Engineering  
Katherine Hill, Tahoe Weekly  
Bill Dietz, Tahoe Luxury Properties  
Kendall Galka, McClintock Accountancy  
Meghan Polite of Tahoe Fullers  
Jennifer Schaller of MOBO Law, LLP  
Jamie Olson, TCDA

Incoming TCDA Executive Director Katie Biggers was also on the call.

**Board Members not in attendance**

Gail Scoville, Snowfest and Kiwanis  
Sahra Otero, Heartwood Floristry

**B. AGENDA AMENDMENTS AND APPROVAL**

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

**C. FEBRUARY – CONSENT CALENDAR FOR APPROVAL**

**1. January 19, 2021 – Board of Director Meeting Minutes**

**It was moved by Davis and seconded by Hill to approve the Consent Calendar as presented. Motion carried with Polite and Schaller abstaining.**

**D. PUBLIC COMMENT**

There were no comments on items not on today’s agenda.

**E. COMMUNITY PARTNERS’ UPDATES**

Katie Biggers announced she is leaving NLTRA to become the TCDA Executive Director. Tony Karwowski has begun his position as CEO at NLTRA. Jess Van Weaver will be giving future updates for the organization.

Biggers reported Tuesday Morning Breakfast Club on March 1 will feature presentations from Sierra Senior Services and Tahoe Community House.

Placer County is offering \$2,500 Micro Business Grants for qualifying businesses with revenues of less than \$50,000 last year.

Judy Friedman said that at Friday's meeting, the TCPUD Board will be considering an Ordinance for the Lake Forest Boat Launch.

Hill announced the start of Snowfest next week. The calendar of events is available online.

Sara Monson from TNT TMA said TART is still operating on a reduced winter schedule. TART Connect continues its new routes and weekend evening schedule. Park and Ride is available between the Truckee Airport and Palisades Tahoe and the Truckee Airport and Northstar.

Monson announced Julia Tohlen is returning to TNT TMA as Program Manager.

## **F. TREASURER REPORT**

- **February 2022 Profit & Loss and Balance Sheet**

Kreul will be working with Scoville to complete the 2022 budget.

Jamie reported the Q1 TBID payment for \$20,000 has been received. The Employee Retention Credit has also been received.

## **G. MEETING NOTES INCLUDED IN PACKET**

- **January 28, 2022 – TC Food & Wine Classic Meeting Notes**
- **February 8, 2022 – TC Food & Wine Classic Meeting Notes**
- **February 9, 2022 – Executive Committee Meeting Notes**

There were no questions or comments on the meeting notes.

## **H. CONTINUING BUSINESS**

- **Executive Director Update**

Olson reiterated that Katie Biggers has accepted the position.

- **Board Elections Update**
  - **Vote for Officers**

It was confirmed that Board officer terms are for two-years.

**It was moved by Galka and seconded by Davis to appoint the following slate of officers: Robb Olson as President, Sahra Otero as Vice-President, Sherina Kreul as Secretary, and Gail Scoville as Treasurer. Motion carried unanimously.**

- **Conflict of Interest & Board Interest Forms**

Jamie will email the forms to Board members for their e-signature.

- **Board Training Retreat**

Jamie contacted a facilitator who is available on March 28. The retreat will be scheduled for 8:30 AM until 3:30 PM in person at Granlibakken. Jamie will email Board members regarding the date before confirming it with the facilitator.

- **TBID Updates**

Olson reported discussions with NLTRA have paused while Karwowski is brought up to speed. Olson hopes there could be some TBID funds for fireworks. A discussion followed regarding the increased costs for the fireworks themselves, as well as new regulations, and funding options.

- **2022 Events Update**

The discussion regarding fireworks costs continued. Jamie said a meeting with Placer County, NTBA, and NLTRA is scheduled for February 23<sup>rd</sup>. Without additional funding, the event cannot happen. It was noted Incline Village is doing a 4<sup>th</sup> of July drone show instead of fireworks. The group considered the pro and cons of fireworks and drone shows.

Siig suggested a GoFundMe be set up for fireworks. There was support for the idea.

Jamie reported everyone is excited that the Food & Wine Classic is coming back. She is updating the website and contacting wineries. The event is scheduled for the weekend of June 11, which is a week earlier than the traditional Solstice timeframe. The first Concerts at Commons may be on the 12<sup>th</sup>, so the Solstice Celebration would be extended.

Jamie is working with TCPUD to book Commons Beach for Oktoberfest.

Jamie noted the shortened Concerts season over the past two year. That said, there were still expenses. The Committee is meeting next week.

Jamie said help is needed with all events.

The Blue Agave building has been sold and the future of the TCDA office space is unknown. Supplies are being stored at Plumas Bank just in case the office has to move. A brief discussion followed regarding rental space in town and the sale of the US Bank building.

It was noted Sotheby's may be moving from the back of the Lighthouse Center to the new building on Highway 28. Prior to the COVID shut-down, Placer County had agreed to consider options for limiting the number of real estate offices on the main road. This topic will be considered by the Economic Advisory Committee and in more detail by the TCDA Board.

Davis asked the status of flower baskets. Olson is waiting to hear numbers from the vendor. Davis will follow up.

## **I. NEW BUSINESS**

No additional business was presented.

## **J. BOARD MEMBER UPDATES**

Kreul asked about meeting in person. Siig suggested polling the Board on the level of comfort everyone has.

Hill said the 40<sup>th</sup> Anniversary of the Tahoe Weekly is Friday. She is featuring old covers and getting a great response.

Siig reported a slow January due to Omicron. Also, studios delayed new releases. Licorice Pizza is showing now. There is an Olympic Watch Party at 4:30 PM today to watch JC Schoonmaker compete.

The Brewfest is scheduled for February 26 following the Snowfest parade. Proceeds will benefit the Shane McConkey Foundation.

Davis is selling his building. He said Kiwanis is hoping to hold the Wine Auction on the first weekend in May, but there are many unknowns. The event is their major fundraiser and supports the donations they make to other organizations in the community.

Schaller reported a busy year-end. She is also looking for office space anywhere between Tahoe City and Incline. The new owners of the Biltmore may break ground in May and do site preparation this season. In response to a question, Schaller said she is also experiencing staffing issues.

Polite said that as a new business in town, she is still trying to figure out the best hours and how to fit into her customer's schedules. About 40% of her business is local so Polite is considering options to reach out to others.

She is upping the catering side of her business and rebuilding the food truck for that use. Polite will be partnering with Pioneer Club to offer cocktails.

Polite is applying for a beer and wine license for Fuller's and looking forward to a busy summer.

Galka is also having staffing issues. That said, she has hired a new auditor and is busy.

Robb Olson emailed Nick Martin with Placer County about use of the old firehouse, but has not heard back.

The new Tahoe Cross-Country Center project may break ground next season so the group is beginning fund raising efforts. The design is being refined and then permit applications will be submitted.

#### **ADJOURN**

There being no additional business to come before the Board, the meeting adjourned at 9:41 AM

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

**Next Meeting Date TBD – Possible March Board Training Retreat**