

**TAHOE CITY DOWNTOWN ASSOCIATION**  
**Board of Directors Meeting**  
**March 28, 2022**  
**Fairway Community Center**

**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 8:44 AM at the Fairway Community Center in Tahoe City, California. 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  
Gail Scoville, Snowfest and Kiwanis  
Sahra Otero, Heartwood Floristry  
Jennifer Schaller of MOBO Law, LLP  
Kendall Galka, McClintock Accountancy  
Katherine Hill, Tahoe Weekly  
Katie Biggers, TCDA  
Jamie Olson, TCDA

**Board Members not in attendance**

Meghan Polite of Tahoe Fullers  
Gary Davis, JK Architecture & Engineering  
Bill Dietz, Tahoe Luxury Properties

**B. AGENDA AMENDMENTS AND APPROVAL**

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

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

**1. January 19, 2022 – Board of Director Meeting Minutes**

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

**D. PUBLIC COMMENT**

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

**E. TREASURER REPORT**

**● March 2022 Profit & Loss and Balance Sheet**

No report was given. Olson reported everything is consistent with the budget.

**F. MEETING NOTES INCLUDED IN PACKET**

- March 1, 2022 – TC Food & Wine Classic Meeting Notes**
- March 10, 2022 – 4<sup>th</sup> of July Committee Minutes**
- March 9, 2022 – Executive Committee Meeting Notes**

- **March 15, 2022 – TC Food & Wine Classic Meeting Notes**

## **G. CONTINUING BUSINESS**

- **2022 Events Update**

Biggers reported tickets for the Classic go live on April 2, 2022. Jamie explained sales were opened earlier for those who purchased tickets last year. The procedure with Brown Paper Bag was complicated and not all purchasers from last year received refunds.

Biggers said sponsors, vendors, and wineries are still being solicited for the event. Discussion followed regarding logistics.

Biggers reported the Solstice Celebration will be similar to last year with a variety of special offers and events between June 9 – 21, 2022. Jamie described the issues with the encroachment permit for the Kiwanis Car Show. She will check with other agencies to see if there may be a permit the event can use.

There are twelve shows scheduled for Concerts at Commons Beach between June 12 and Labor Day weekend. There will not be a show on July 3. Jamie announced the acts and said the beer sponsorship is still being confirmed.

- **Drone Press Release and Board Engagement**

Biggers confirmed there will be a drone show instead of fireworks for 4<sup>th</sup> of July.

- **TBID Update & NLTRA Structural Changes**

Biggers said the Q2 check has been received. She is refining the contract with NLTRA. NLTRA is recruiting for the Zone 1 and TBID Advisory committees. A discussion followed regarding the committees and the role each plays in recommending funding allocations.

- **Beautification Committee Updates**

- **Downtown Lighting and Flower Baskets**

Biggers reported the three-year contract for the holiday lighting is in its last year so she is soliciting quotes. The flower baskets are being grown in Loomis. Magnets will go on the light poles identifying TCDA as the sponsor of the flowers. Jamie noted the increased costs, so some fundraising will need to be done.

## **H. NEW BUSINESS**

No New Business was presented.

## **I. BOARD MEMBER UPDATES**

Kreul reported the bank has been busy.

Scoville said Snowfest went really well this year. The fireworks show over the golf course was great and events were well attended. She thanked Siig for the fun event at the Cobblestone.

Kiwanis is planning a hybrid Wine Auction event for May 1, 2022. The sampling will be at Sunnyside and the auction will be online.

Hill said her next edition is the Spring Festival Guide.

Schaller is still looking for office space in the basin. Until then, she is working from the Truckee office.

Siig reported over 350 tickets have been sold for a special showing of Buried, to coincide with the 40<sup>th</sup> anniversary of the avalanche at Alpine Meadows. The movie will be at the theater for general showings in early April.

Otero is busy with summer inquiries. She and her family are moving closer to Auburn for her husband's job with the County. Otero will continue working with her business in Tahoe City.

Galka's business is busy with tax season and audits.

Biggers reminded the group of Winter Wondergrass this weekend. There will be three shows in Tahoe City on Friday and Saturday nights. Evening shuttles will be operating between Olympic Valley and Tahoe City.

Olson announced his family bought the US Bank building. He will be moving his office there from the Boatworks.

Siig asked for an update on a previous discussion about sending a letter to Placer County regarding the number of real estate office on the main road.

### **ADJOURN**

There being no additional business to come before the Board, the meeting adjourned at 9:48 AM. The next meeting is scheduled for April 20, 2022 at 8:00 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS