



north lake tahoe

Chamber | CVB | Resort Association

**TBID Zone 1 Committee**  
**Draft - Meeting Minutes – Thursday May 26, 2022**

The Emergency TBID Zone 1 Committee was held via Zoom video conferencing.

**Committee Chair: Jim Phelan | Vice Chair: DJ Ewan**

**Committee Members that joined via teleconference: Jim Phelan, DJ Ewan, Jill Schott, Melissa Siig, Connor McCarthy, Alex Mourelatos, Haley Packard**

**Staff in attendance: Anna Atwood, Amber Burke, DeWitt Van Siclen, Tony Karwowski**

**Others in attendance: Lindsay Romack and Katie Biggers**

1. Meeting called to order at 12:32pm and a quorum was established.
2. Public Forum – No public forum
3. **Agenda Amendments and Approval**  
**Motion to approve the agenda as presented SCHOTT/EWAN/UNANIMOUS**
4. **TCDA Lighting Project Proposal**

Biggers was asked to refine the TCDA lighting project proposal and come back to this committee with a more specific ask. She presented the different phases of the proposal including Character trees, Perimeter Lighting and Heritage Plaza and Cobblestone Canopy Lighting. TCDA has been taking a step towards sustainability, with the help of Liberty Utilities to upgrade to 100% LED lights. They are hoping to build on this within the downtown corridor.

**Comments/Feedback:**

- Ewans recommended that the TCDA consider the dark-sky movement. This is in line with the DMOs sustainability efforts and helps to reduce the light pollution and keep the night sky as attractive as possible at night. He recommended using a timer so when the last business close, they can be turned off. He also stated that light pollution has effect on our wildlife and ecosystems. Biggers stated she has a meeting scheduled with TCPUD regarding timer for the trees and this is her goal as well.
- Phelan stated that TRPA does have seasonal lighting regulations and recommended she contact them, and her plan needs to comply with these regulations.
- Siig shared her enthusiasm for the canopy lighting at Cobblestone and questioned if Biggers had permission from the landlords? Biggers stated she had conversations with Monica but still need to reach out but fell short on time before this meeting.
- Burke asked Biggers for more clarity on the matching grant program. Biggers shared this is still being developed but the intentions was to help the business owners beautify their buildings with a potential matching fund grant.
- Karwowski questioned cost of material and hardware that are needed to light the pine trees and if the owner of the power bill that is associated with these trees are notified? Biggers stated they would be notified and TCPUD takes care of most of the aspen trees. On the material and hardware, they have been lucky to utilize Bruce Olson equipment and Starlight Enterprise has also been very kind in working with TCDA.
- Phelan questioned if there will be some sort of reporting requirement in place and recommended since these are new committees that staff is reporting back this information. Karwowski did emphasize that the Coraggio Group was hired as a consultant to help facilitate this and will be assisting the ad-hoc group with the development of the reporting.
- Ewan did recommend that the lighting be tied into the new fanny bridge project.

- Mourelatos questioned the \$10,000 installation cost and the make-up of the cost? Biggers shared the breakdown of the cost. Mourelatos recommended the funding be contingent on communication from TRPA and TCDA on lighting regulations and that they find it acceptable.

**Motion to recommend to the Board of Directors \$50K for TCDA Lighting Proposal with contingent approval from TRPA and TCPUD on Dark Sky & Holiday Lighting regulations SIIG/PACKARD/UNANIMOUS**

**5. Staff Verbal Updates**

Karowski informed the committee of the business advocacy and support TBID funds for Business Associations Q4 funding. NLTRA is under contract to provide \$100,000 each to both NTBA and TCDA for the fiscal year 2021/22. Prior to the transition to the use of TBID dollars, these contracts were funded through TOT. Due to the transition to TBID funding at the beginning of April, and the amount of available funding in the fourth quarter of this fiscal year, staff will be requesting the TBID Advisory Committee to recommend approval of the use of TBID dollars to fund the business associations. The request is to use \$40,000 of unallocated Business Advocacy and Support TBID funds to provide \$20,000 each to the NTBA and TCDA. An additional \$10,000 will be provided through Zone 1 Specific Services unallocated funding.

**6. Adjournment**

The meeting adjourned at 1:10pm.

Minutes submitted by,  
Anna Atwood  
NLTRA