



TBID ZONE 1 COMMITTEE

DATE: Wednesday, March 15, 2023
TIME: 12:30 p.m. - 2:00 p.m.
LOCATION: Tahoe City Visitors Center
100 North Lake Blvd., Tahoe City, CA

COMMITTEE MEMBERS

CHAIR JIM PHELAN, At-Large Seat
VICE CHAIR DJ EWAN, Assessed Zone 1 Lodging Business
JILL SCHOTT, Assessed Zone 1 Lodging Business
HALEY PACKARD, Assessed Zone 1 Lodging Business

ALEX MOURELATOS, Assessed Zone 1 Lodging Business
MELISSA SIIG, At-Large Seat
CONNOR MCCARTHY, At-Large Seat

INSTRUCTION FOR PUBLIC PARTICIPATION:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link:

<https://us02web.zoom.us/j/87015897413?pwd=SCtoaGZJSTk5ZmtDVkRNUHVvYis2UT09>

If you wish to make a public comment, use the “Raise Hand” feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

The meeting will be conducted in-person and the room is open to the public. As a courtesy, the public may participate via video conference or telephone. Online and telephonic access does not guarantee the public the ability to observe the meeting or to make public comment in the event there is a disruption that prevents the NTCA from broadcasting the meeting or the public from being able to offer public comment. Members of the public who want to be assured that they have the ability to observe the meeting and offer comment during the meeting should attend the meeting in-person.

12:30 a.m. 1. Call to Order – Establish Quorum
2. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.

12:32 p.m. 3. Agenda Amendments and Approval [ACTION]

12:33 p.m. 4. Approval of Meeting Minutes from January 18, 2023 [ACTION]

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12:35 p.m. 5. Action Item:

A. Discussion and possible action to move recurring meeting to Tuesday.

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B. Review and approve request from Tahoe City Downtown Association to fund \$11,270 for upgraded flower baskets.

- 12:50 p.m.** 6. Informational Updates/Verbal Reports:
- A. NTCA Community Vitality and Economic Health program
 - 1. Update on community survey results
 - 2. Review and provide feedback on Sponsorship criteria
 - 3. Review and provide feedback on Sponsorship investment priorities
 - B. Review Housing Hub incubation request for up to \$150,000 cash contribution, and \$34,000 of in kind support for year one budget support.

- 2:00 p.m.** 7. Adjournment



Draft Minutes

Zone 1 Committee Members:

Chair: Jim Phelan, Tahoe City Marina | Vice Chair: DJ Ewan, Granlibakken
Jill Schott, Tahoe Moon Properties | Haley Packard, Packard Realty
Alex Mourelatos, Mourelatos Lakeshore Resort | Connor McCarthy, Homewood Mountain Resort
Melissa Siig, TCDA/Tahoe Art Haus

1. Call to Order – Establish Quorum

Jim Phelan called the meeting to order via Zoom at 12:34 PM. A quorum was established.

Committee members in attendance

Jim Phelan, DJ Ewan, Alex Mourelatos, Connor McCarthy, Haley Packard, and Alex Mourelatos

Committee members absent

Melissa Siig and Jill Schott

Staff members in attendance

Tony Karwowski, Francois Cazalot, and Anna Atwood

2. Public Forum

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

3. Agenda Amendments and Approval (Action)

Phelan noted the request in Item 5 is for \$215,000, not \$225,000.

Motion to approve today's agenda as revised. MCCARTHY/EWAN/UNANIMOUS

4. Approval of Meeting Minutes from November 16, 2022

Motion to approve the minutes of the November 16, 2022 meeting. EWAN/MCCARTHY/UNANIMOUS

5. Presentation and request for recommendation of funding to the NLTRA BOD in the amount of \$225,000 for Full Design and Permitting of Tahoe City Downtown Access Improvements. Placer County staff Ryan Decker and Andy Deinken (Action)

Andy Deinken and Ryan Decker from Placer County DPW presented the request for \$215,000 of TBID Zone 1 funds for the Tahoe City Downtown Access Improvement project. The project includes the expansion of the Grove Street parking lot and access to improve mobility, access, safety for all users, reduce vehicular traffic and improve parking. The project will extend from Grove Street to the Cobblestone. Three property owners have agreed to allow easements to access the parking and "back road" area from SR 28, although the only egress will be onto Grove Street. The project also includes a shared use path in the back and public rest rooms. Depending on funding, the project could begin in 2024.

The environmental reviews and preliminary design have been completed. The funds requested today are to complete the design and permitting phase. Deinken reviewed the overall budget, noting construction costs are anticipated to be \$1.5 million.

Discussion followed regarding details of the project, including funding, lighting, additional improvements, snow removal, and maintenance. In response to a question, Deinken said if property owners west of the current scope give approvals, the project could continue in phases.

Karwowski explained the requests are for \$215,000 from Zone 1 funds, \$100,000 from the TBID Economic Development bucket, and \$25,000 from Sustainability and Mitigation. Mourelatos asked to see the full outline of where the funds are being allocated from for this and any future requests for dollars. The entire picture of how funds are being spent should be made clear.

Motion to recommend allocating \$215,000 for the Tahoe City Downtown Access Improvements. Motion carried by roll call vote with Mourelatos abstaining.

6. NTCA Rebrand – Karwowski

Karwowski provided history of the NLTRA and how the TBID approval changes how the organization is funded. As a result, the NLTRA is evolving from a marketing entity to a Destination Management Organization. The new name, North Tahoe Community Alliance (NTCA) and branding better reflect the changes. The name change goes live February 1.

Karwowski reviewed details of the mission, vision, and new logo. Next steps include finalizing the process to oversee the TBID and TOT dollars, advocate for tourism, support the business community, and promote responsible travel. Go Tahoe North will remain the “public facing” name for the marking from the Co-op.

7. CA Brown Act Requirements & Future Meetings, Information Update – Karwowski

Karwowski explained AB 361, the emergency bill passed during Covid and allowing for virtual meetings, will expire February 28, 2023. As of March 1, 2023, Brown Act organizations will need to meet in person. There are strict requirements for Committee members to meet remotely that include posting the agenda and making the site available to the public.

Karwowski reminded the group of the requirement to attend at least ten of the twelve meetings per year.

There is a joint TBID Committee, Zone 1 Committee, TOT Committee, and CAP Committee meeting on February 15 designed to give all members a baseline understanding of the granting process and a framework to use when considering appropriate projects.

8. Adjournment

There being no further business to come before the Committee, the meeting adjourned at 2:08 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



MEMORANDUM

Date: March 15, 2023
TO: TBID Zone 1 Committee
FROM: Kimberly Brown, Director of Business and Community Relations
RE: Flower Basket Sponsorship

Action Requested:

The TBID Zone 1 committee will hear a presentation from Katie Biggers, Tahoe City Downtown Association Executive Director. She is requesting \$11,270 to purchase 64 low maintenance flowerpots to support her Tahoe City beautification project.

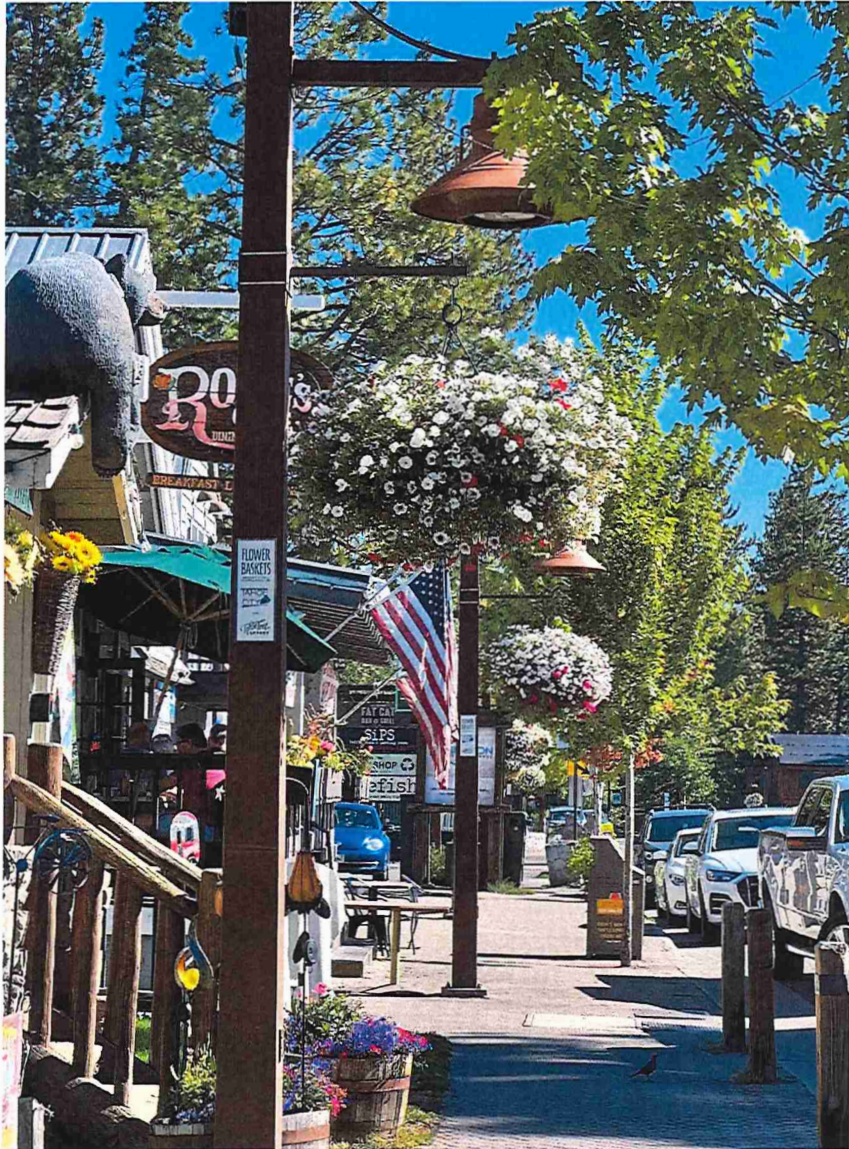
MARCH PRESENTATION:

Tahoe City Downtown Association Flower Baskets - \$11,270 request

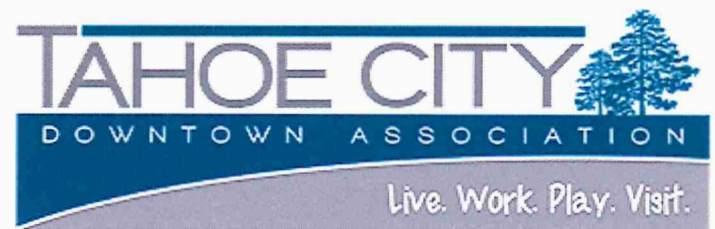
Overview: The TCDA installs 64 flower baskets in early June and they stay up through Fall. The flowers are started in March in Loomis and donated through the locally owned Tahoe Tree Company. Visitors and locals alike love the look and feel that the flower baskets bring to Tahoe City's downtown. The program strengthens community pride and is good for the local economy.

- The flower baskets have built-in water reservoirs to eliminate every-day watering and save on labor costs.
- The flower baskets are environmentally friendly by reducing water consumption.
- The flower baskets have low maintenance and a ten-year guarantee.
- The flower program has been running for twelve years.

Total Funding : \$11,270



Downtown Tahoe City Flower Program





Community Pride & Local Economy



The TCDA installs flower baskets in early June and they stay up through Fall. The baskets are started in March in Loomis and donated through the locally owned Tahoe Tree Company, who creates beautiful displays!

Visitors and locals alike love the look and feel that the flower baskets bring to our downtown.

This strengthens our community pride and is good for the local economy as the baskets show we love and care for our neighborhood.



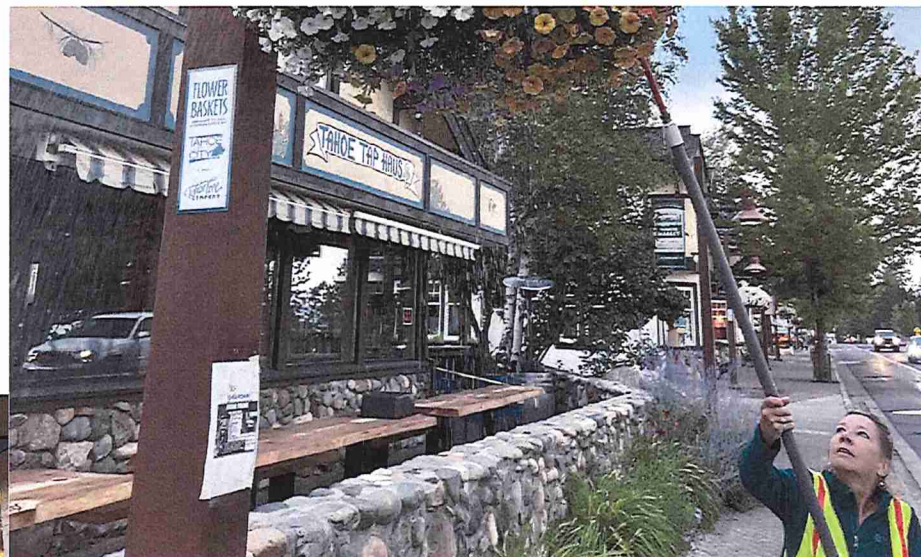
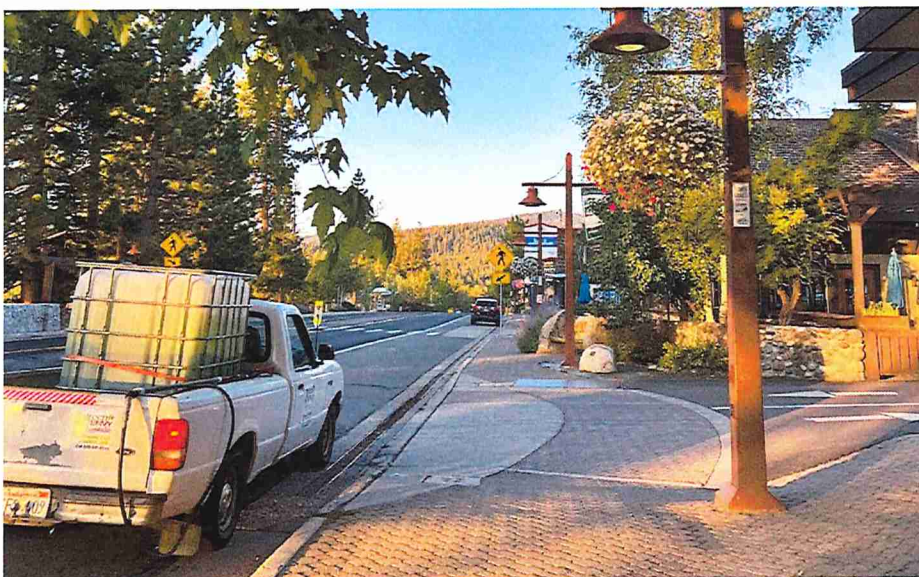
Installation Team

Volunteers and TTC Staff help place the 64 baskets early June



Subcontractors

TCDA will be looking to work with a subcontractor this year to perform the watering duties.



Watering Truck

We have been gifted a truck from Tahoe Tree Company/Green Envy "Rita" the Rad Ranger



Sponsors



Now in its 12th season, the Tahoe City Flower Basket Program would not be possible without the generous support of our flower-loving community.

A big THANK YOU to Tahoe Tree Company Inc., Melanie Jackson, Tahoe City Marina, Tahoe Truckee Community Foundation, Swigards True Value Hardware, and many others for supporting this program.



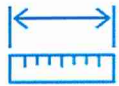
Bigger, Brighter Flowers With Low Maintenance Baskets



Benefits to the H2O Labor Saver

- With the built-in water reservoir, the H2O Labor Saver eliminates the need for everyday watering.
- Reduce labor, maintenance and water consumption.

Features



Diameter: 23"



Weight: 60-75 lbs
(Including soil, water, and plants)

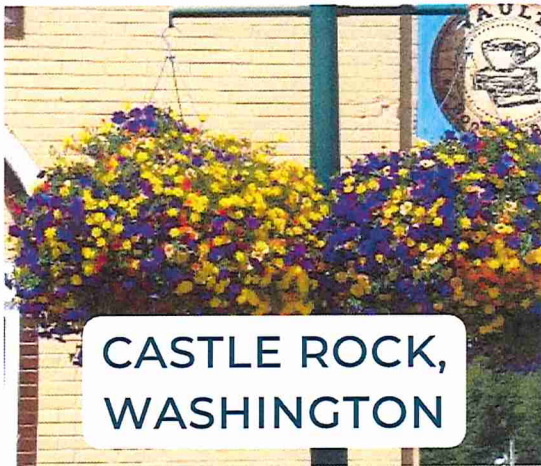


2.46 gallon
water reservoir

- Withstands heat to 220-degrees F and cold to -40-degrees F
- Adaptable pole mounts available (sold separately)
- Extra liners available for multiple plantings
- Replacement plugs and wicking
- 10-Year Guarantee



Towns That Love The H2O Labor Saver



“We love our hanging baskets. We receive many compliments from those visiting our city. The reservoir in the bottom helps maintain their beauty. The high quality of this product has allowed us to have them for many years without ever having to replace them.” - Alice, Wyandotte Beautification

“We have only had to water these baskets 3 times/week so far. They have certainly saved us a lot of time and resources, especially during a severe drought.” - Sally, Parks Supervisor, Telluride



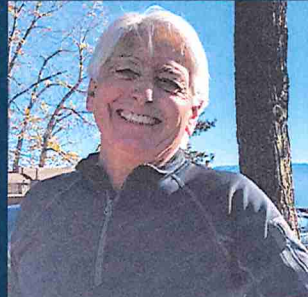
2023 FLOWER BUDGET

2023 Flower Budget					
				Grant Request	Expenses Total
Pots		\$161.00	per pot	\$11,270	\$11,270
Labor (Blue Vista Landscaping)	\$50	120 Days	per hour		\$6,000
Plant Material		2678.25	total cost		\$2,678
Gas	\$5.80	56 Gallons	per month		\$1,300
Fertilizer		\$250	total cost		\$250
Safety/Vehicle Maintenance			total cost		\$1,000
Pump Maintenance			total cost		\$250
				\$11,270	\$22,748

The TCDA Flower Team



Passionate and driven



JOHN CRUS
Owner, Tahoe
Tree Company
and Green Envy

KATIE
BIGGERS
Executive
Director, TCDA

GARY DAVIS
TCDA Board
Beautification
Chair

Talk to us!



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