

# Ski Run enthusiasts 'on the run' to make it the place to be

By Kathryn Reed

"On the run" is about to steamroll through the South Shore as those involved with promoting Ski Run Boulevard use that tagline on all future marketing material.

Events will use it as a marketing tool. The whole area will be branding itself that way. Another way to brand the street is create a logo via a contest.



Consultant  
Lani Lott  
records Don  
Huggins'  
comments.  
Photo/Kathryn  
Reed

In a two-hour workshop on Wednesday at the Blue Angel Cafe Loft, more than 40 people broke into four groups to solidify plans how to ensure the street that runs from Lake Tahoe to the mountains becomes the focus of South Lake Tahoe.

The four board members of the Ski Run Business Improvement District led a group. Barbara Tenney handled marketing,

Shannon O'Brien the events, Don Huggins beautification and Brian DesRochers business development.

Before the groups were formed, consultant Lani Lott reminded everyone, "This is for the long term, not something you do for two years and you're done. This is not a city committee. This is a private organization that will work in partnership with the city."

That partnership was evident with having a city staff person at each table.

The marketing team talked about being a multi-generational destination, needing to have a good energy, and be the heart of South Lake Tahoe.

The events gang is ready to start farmers markets every Thursday night in the summer, with the first one possibly leading into Memorial Day. Alex Mellon who started the Meyers market last summer plans to run this one from 4-8pm.

Creating new events isn't the only focus, but tying into existing ones is also a goal. With the Great Lake Tahoe Sternwheeler Race on June 13, it's logical to be part of that since the Tahoe Queen is docked at Ski Run Marina and is one of the two participating boats.

Though specific events were not mentioned, it was acknowledged that having things to do in the shoulder seasons is imperative.

In the winter, Santa could be at various businesses 'on the run' and on New Year's Eve a family event with a snowflake drop instead of a glittery ball could be staged.

When it comes to sprucing up the street, committee members want to enlist the help of property owners who have let their buildings become blighted and others that allow 3-foot tall weeds to grow.

Consulting with owners of vacant lots was also mentioned so they could be turned into a better use – parks, green areas or developed.

Hanging baskets like the ones Black Bear Inn puts out seasonally were praised and others were encouraged to follow suit.

Having signs on Highway 50 and Pioneer Trail alerting people the boulevard is not just another streetlight was talked about.

Parking and land use issues are big concerns for the business development team. So is having a mix of uses.

“We want it so on every lot there is something to do and it’s eye-catching,” DesRochers said.

The entire group plans to meeting again on April 7, with the committees meeting more often.