



TBID ADVISORY COMMITTEE

DATE: Tuesday, May 16, 2023
TIME: 2:30 p.m. - 4:00 p.m.
LOCATION: Tahoe City Visitors Information Center
100 North Lake Blvd., Tahoe City, CA

COMMITTEE MEMBERS

CHAIR JIM PHELAN, Zone 1 seat
VICE CHAIR JONN MELROSE, At-Large seat
TOM FEITEN, Palisades Tahoe seat
JERUSHA HALL, Northstar California Resort seat
DAVE WILDEROTTER, Assessed Business seat

DANIEL SCOTT, Assessed Business seat.
JOHNNY ROSCHER, Assessed Business seat.
KATHERINE HILL, 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/84754245640?pwd=cytweUhzVHErUEVBOVpuQmFPeWovdz09>

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 comments during the meeting should attend the meeting in-person.

- 2:30 p.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.
 3. Agenda Amendments and Approval [ACTION]
 4. Approval of Meeting Minutes from April 18, 2023 [ACTION]
 5. Review and recommend 23/24 Fiscal Year NLT TBID budget to NTCA Finance Committee and the NTCA Board of Directors for approval, as presented by NTCA Director of Finance Francois Cazalot. [ACTION]
 6. Verbal Reports/Updates
 7. CEO/Staff Updates
- 4:00 p.m.**
8. Adjournment



TBID Advisory Committee
Date: Wednesday, April 18, 2023
Time: 2:30 PM – 4:00 PM.
Location: Granlibakken Resort
725 Granlibakken Rd., Tahoe City, CA

TBID Advisory Committee – Draft Meeting Minutes – April 18, 2023

COMMITTEE MEMBERS

CHAIR JIM PHELAN, Zone 1 seat
VICE CHAIR JONN MELROSE, At-Large seat
TOM FEITEN, Palisades Tahoe seat
JERUSHA HALL, Northstar California Resort seat
DAVE WILDEROTTER, Assessed Business seat

DANIEL SCOTT, Assessed Business seat.
JOHNNY ROSCHER, Assessed Business seat.
KATHERINE HILL, At-Large Seat

1. Call to Order – Establish Quorum

Jim Phelan called the meeting to order 2:31 PM. A quorum was established.

Committee members in attendance

Jim Phelan, Johnny Roscher, Tom Feiten, Dave Wilderotter, and Daniel Scott. Jerusha Hall arrived at 2:41 PM.

Committee members absent

Katherine Hill and Jonn Melrose

Staff members in attendance

Tony Karwowski, Anna Atwood, and Francois Cazalot

Also present were Erin Casey and Lindsay Romack

2. Public Forum

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

3. Agenda Amendments and Approval [ACTION]

It was moved by Wilderotter and seconded by Roscher to approve today's agenda as presented. Motion carried unanimously.

4. Approval of Meeting Minutes from March 18, 2023 [ACTION]

It was moved by Wilderotter and seconded by Scott to approve the minutes of the March meeting. Motion carried unanimously.

5. Informational Updates/Verbal Reports:

A. Presentation seeking feedback on potential grant framework investment percentage ranges for each of the framework categories (sponsorship, annual grant cycle, opportunistic, and reserve)

Casey proposed three options to consider what percentage of funds should be allocated to which of the four buckets previously agreed to. The goal is to assure applicants that funds are available in all buckets, to develop the Reserve, and to assist Committee members in making

appropriate recommendations. Casey cautioned that holding too much in Reserves may be misunderstood since there is an expectation that all dollars are being utilized.

The Committee's recommendations will be presented to the NTCA Board at its May 3 meeting. The options are:

- Option 1 is a balanced approach with 40% going to sponsorship and 40% going to the annual grant program (15% for out of cycle requests and 5% in Reserves)
- Option 2 is staff's recommendation to prioritize the sponsorship and grant programs with 50% to sponsorship, 40% to grant, 7% for out of cycle and 3% to Reserve
- Option 3 is more flexible with 35% going to sponsorship, 35% to grants, 20% for out of cycle, and 10% to Reserve.

Karwowski noted the variables in each. Casalot presented the actual dollar the percentages represent, based on anticipated FY 2023/24 revenues.

Discussion followed clarifying the presentation, the proposed options, and various scenarios considering appropriate programs and allocations. Three-year budgets can be developed based on TBID and TOT projections.

The Chairs and Co-Chairs of each Committee will meet with staff to determine which applications should be considered by which Committee. The differences between TBID and TOT funds were clarified, noting different sources of funding.

The group continued to discuss the appropriate funding breakdown. There was consensus to adopt Option 2 but allocating 3% to "out of cycle" and 7% to "flex funding," which is consistent with the Zone 1 recommendation. Casey noted the budgets for year 1, 2, and 3 can be conservative in the beginning, but revisited based on history. For example, the CAP Committee has traditionally ended the year with substantial fund balances that can be rolled into the next year.

B. Presentation of revised Economic Health and Community Vitality Investment Program criteria, scoring and letter of interest.

Casey is finalizing the document that defines the overall program. She noted revisions to Program Priorities to identify preferred investments in Workforce Housing, Economic Development, Transportation, Sustainability and Mitigation of Tourism/Maintenance, and Trails. These changes have been made as a result of input from the Committees. It will be presented to the NTCA Board at its May 3 meeting and if adopted, the Letters of Intent will be received and the applications will be released shortly thereafter.

Casey said it is important to note that existing funding for a program will not be replaced. These dollars are intended to provide expanded service, but not fund existing service.

The full presentation was included in today's meeting packet. Let Casey know of additional comments.

Karwowski and Casey will be meeting with potential applicants to make sure this is on track with what they are considering and to make sure the applications are consistent with the priorities.

6.CEO/Staff Updates

There were no additional updates.

7. Adjournment

There being no further business to come before the Board, the meeting adjourned at 4:08 PM

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS