

NLTRA Mission

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

Board of Directors:

Chair: Adam Wilson, Vail Resorts | **Vice Chair: Samir Tuma**, Tahoe City Lodge

Treasurer: Christy Beck, Squaw Alpine | **Secretary: Brett Williams**, Agate Bay Realty

Aaron Rudnick, Sierra Tahoe Recreation | **Andre Priemer**, Resort at Squaw Creek | **Bruce Seigel**, Ritz-Carlton, Lake Tahoe
Chris Brown, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**,
Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain
Resort | **Lynn Gibson**, Keoki Gallery | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection
Advisory Committee: **Erin Casey**, Placer County Executive Office, **Tom Lotshaw**, Tahoe Regional Planning Agency

1. Call to Order at 4:02 p.m. Quorum established.

Board Members in attendance: Adam Wilson, Andre Premier via telephone, Bruce Seigel via telephone, Christy Beck, Aaron Rudnick via telephone, Gary Davis, Samir Tuma, Jim Phelan, Stephanie Hoffman, Dan Tester, Brett Williams, Tom Turner arrived at 4:05, Greg Dallas via telephone joined at 4:06, Karen Plank joined via telephone at 4:23. Non-voting: Tom Lotshaw, Erin Casey

Staff in attendance: Cindy Gustafson, Ron Treabess, Dawn Teran, Daphne Lange, Andy Chapman

Approximately 15 members of public in attendance

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.

- No Public forum comments were made.

3. Agenda Amendments and Approval

M/S/C Jim Phelan/ Gary Davis 11/0/0 (Tom, Karen and Greg had not yet arrived)

4. Consent Calendar-All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

A. Board Meeting Minutes

1. April 11, 2018 [Link to online preliminary document](#)

M/S/C Samir/Dan/11-0-0 (Tom, Greg and Karen had not yet arrived)

5. Consideration of Board input to the Placer County Board of Supervisors on the proposed Squaw Valley | Alpine Meadows Micro Mass Transit District – Tourism Business Improvement District (SV-AM MMTD TBID)

- Adam reviewed the status of the item, and stressed that the purpose of this meeting is to focus is on the funding mechanism and not the details of the actual service. He reminded that this meeting is to obtain feedback and not pursue a vote at this time.
- Cindy reviewed the history of the regional transportation plan, Tourism Master Plan and draft statement (comments from last Board meeting are summarized in the draft statement) for discussion in order to work towards agreement or disagreement as a group about the draft statement. The draft statement is a summary of the outcome of the April 11th Board meeting.
- Bruce suggested a motion around the approval or motion or disapproval of the motion. Adam added that Jennifer Merchant is not asking for an approval or disapproval of the idea at this time.
- Bruce expressed desire to put forth a motion to disapprove the idea and Andre expressed that he would second that motion if were being made at this time. No motion on the board at this point. Adam asked rather for feedback regarding the draft statement, so that Jennifer Merchant can put that information into her report that is being presented to the Board of Supervisors.
- Bruce expressed his desire to put forth a motion at a later time in the meeting.
- Eight members of the public expressed a desire to submit public comment.
- Cindy asked for input on NLTRA supporting a pilot project which would support theories of a TBID (not an actual TBID) and be partially funded by TOT & County working together for a region-wide solution.
- Adam added that a pilot program would include Squaw Valley and Northstar and would be a matching pilot program for a regional need. He explained that Tier One priorities and Tier Two priorities are often moved around in order to complete objectives. Discussion about TBID matching/funding and what has been done in the past to move projects forward.
- Gary asked if it would change the timeline for a regional TBID. Adam answered that the process would still continue even as simultaneously pushing ahead the pilot program.
- Brett asked who would be heading the pilot program. Adam said it would be a partnership between the TMA/Transit Vision Coalition and the Squaw Valley Micro Transit Program.
- Dan expressed concern over funding being met for a pilot program by TOT matching funds. He is in support of the goals of the Micro Mass Transit District TBID.
- Adam replied that the ultimate goal would be if a pilot program were underway, and with an understanding of success on the Regional TBID, then the necessary dollars could be extracted from that.
- Jim asked if Keith could answer questions from the Board. Keith pointed out that there are several people in the public audience who are in support of the TBID who would like to speak.
- Jim referred to page 11, inquired about the 1% fee and whether it is in addition to the TOT passed on to guests at lodging properties.
- John Landreth of Civitas answered that it is up to individual lodging properties whether they choose to pass the charge on to the guests.
- John: Emphasized that the 1% is not a tax, it is an assessment.
- Andre expressed his concerns about too many added taxes/fees to our visitors.
- Bruce asked for clarification of the government mandates which are assessed.
- Discussion about assessments/fees vs. tax.
- Jim asked for confirmation of the fact that the TBID rate assessment collection can be included with a 51% consent and BOD approval. It was confirmed that this is correct.
- Jim asked about the \$300,000 Placer County participation on the chart. Keith answered that they are not asking for any Placer County assistance at this time. He clarified that the pie chart Jim is referring to is a hypothetical situation for the future.
- Tom Turner suggested increasing lift tickets prices instead of implementing a lodging fee. He expressed his concern about the need to relieve traffic and thinks that would be a more wise choice for money use.
- Dan Tester expressed his support of the SV | Alpine Meadows Improvement Plan. He said that a majority of the rate payers support the plan, as well as SV Lodge and Granite Peak Management.
- Gary and Tom Turner expressed the need for moving people in the village areas as well as on a larger scale.

****Grag Dallas left the meeting. (unsure of time)***

Public Comment

- Gordon Shaw, transit planner in other large scale resort areas, expressed frustration regarding transportation/lack of shuttle service in our area compared to other resort areas. Shared other resort area transportation solutions. Said he thinks this idea is the right way to tackle a smaller area transportation issue. He believes it could be a part of the bigger picture.
- Keith Fountain said that the majority of the community will assess themselves. This is a service that is not currently in place, and with Squaw contributing, it can combat a Tier One issue now.
- Samir asked what percentage of lodging is in support of the lodging assessment. Keith reported that 51% was required and he said they received 52%-53% support.
- Andre commented a more regional approach is desired
- John Wilcox, resident, commented about the gridlock in Squaw Valley and the possibility to have an alternative to being gridlocked in their cars.
- Tom asked how many busses there are, the answer is two shuttles, with 15 minutes intervals. Discussion about time in between intervals of busses even with traffic.
- Casey Blann, Squaw Valley | Alpine Meadows shared his 12 month commitment to the project. He stated that Squaw Valley | Alpine will not be reducing their transportation system and the express service as well.
- Mike Lavak, private citizen and advocate for regional transit solutions. He worked on development of the regional chariot system. He is in agreement with the transit plan. He believes the homeowners will benefit.
- Evan Benjaminson, President of Granite Peak Management. He expressed that idea is something that is ready to go now and it is an alternative to waiting another several years for a solution. He asked to the NLTRA to support the idea.
- Jaime Wright TMT/TMA –reviewed their stance and distributed a blanket statement to the group. Urged to not make the statement that this idea will reduce the traffic on Hwy 89, cautioned the group. In the opinion of the TMT/TMA, is that it will hurt our region if the plan doesn't work and then there is an attempt to go out for additional tax for transit in the future.
- Mike Carabetta, Squaw Valley resident. Expressed his concern about no transportation services in Squaw Valley at night to/from restaurants and the danger of drunk driving.
- Jim Lambeth, Squaw Valley Ski Holdings. He reiterated that the TBID is a flexible tool. In his opinion it addresses a piece of solving the local problem. He added it is a difficult task just to get the plan together and obtain the 50% + which has been obtained urged to look at it as an opportunity to try something new. He added concern about the pilot project idea being a new idea that had not been brought forward until now.
- Christy Beck, NLTRA Board/TheVillage at Squaw Valley. Said she is in support of the idea, and feels that the risk is small and expressed that they have never had an issue/problem with obtaining the additional fees required for their rooms. She urges to move forward to try something/this idea which is ready to go. She does not foresee a negative impact.

MOTION That the NLTRA does not support the creation of a TBID with the purpose of creating an on demand transportation service for the Squaw Valley HOA. M/S/C Bruce/Andre/no carry

- Dan Tester said he will not support the motion.
- Gary Davis expressed his support of the TBID and will not support the current motion on the table.
- Discussion and question whether County is looking for a vote. Adam clarified that as a board member you do have a right to put forth a vote, which is not binding.
- Samir submits substitute motion-

MOTION for Board to direct staff to prepare a memo to submit to Placer County Board of Supervisors that summarizes the points, opposed and in support that Board members have made during the course of all of the discussions.

M/S/C Samir/Gary/10-1-2 See roll call votes as noted below.

- Tom Lotshaw, TRPA commented that from their perspective the draft memo that was circulated does bring up questions about funding, etc., and supports a regional idea. Asked to include discussion from today and in previous meeting that any Board member would like to see be included in the summary.
- Tom Turner suggested Bruce withdraw motion, and support Samir's motion.
- Bruce refused to withdraw his motion. Bruce's concern is that first motion should be voted on. Discussion.
- Adam restated that if a substitute motion passes, that the first motion would be voided. Discussion.
- Samir clarified that he put forth the substitute motion because it is clear that the Board is not going to reach a consensus on this item. He explained that the motion would provide a summary of opinions (concerns and support) to the Board of Supervisors in order to provide guidance.

Vote tally:

Bruce, no

Tom: yes

Samir: yes

Dan: yes

Brett: yes

Karen: yes

Gary: yes

Andre: abstain

Adam: yes

Christy: yes

Stephanie: yes

Aaron: abstain

Jim: yes

Greg: Absent from vote.

Motion passes.

6. Meeting Adjourned at 5:47 p.m.