

**SPECIALY CALLED
BOARD OF DIRECTORS MEETING**

Date: Monday, April 23th, 2018

Time: 4:00 p.m. – 5:00 p.m.

Location: Tahoe City PUD

221 Fairway Drive, Tahoe City, CA

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, Kila Lake Tahoe

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 Collective

Advisory Committee: **Erin Casey**, Placer County Executive Office, **Tom Lotshaw**, Tahoe Regional Planning Agency

AGENDA

TO CALL IN: 1-712-770-4040, enter code 775665#

- 4:00 p.m.** 1. Call to Order – Establish Quorum
- 4:05 pm.** 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.
- 4:10 p.m.** 3. Agenda Amendments and Approval
- 4:15 p.m.** 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**
- Pg. 1** 1. **April 11, 2018** [Link to online preliminary document](#)
- 4:20 p.m.** 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) SV-AM MMTD TBID
- Pg. 6**
- Pg. 8** A. Except of Tourism Master Plan related to Transportation
- Pg. 12** B. TNT-TMA Memorandum to Placer County Board of Supervisors
- Pg. 14** C. Draft Statement
- 5:00 p.m.** 6. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



BOARD OF DIRECTORS MEETING MINUTES

Date: Wednesday, April 11th, 2018

Time: 8:30 a.m. – 11:00 a.m.

Location: North Tahoe Event Center,
8318 North Lake Blvd., Kings Beach, CA

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, Kila Lake Tahoe

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 Collective
Advisory Committee: Erin Casey, Placer County Executive Office, Tom Lotshaw, Tahoe Regional Planning Agency

1. Meeting Called to Order – Established Quorum at 8:31 a.m.

Board members in attendance:

Jennifer Merchant (non-voting) Adam Wilson, Samir Tuma, Lynn Gibson, Jim Phelan, Tom Turner, Andre Priemer, Bruce Seigel, Karen Plank, Aaron Rudnick, Chris Brown

Staff Members in attendance: Daphne Lange, Cindy Gustafson, Ron Treabess, Dawn Teran, Anna Atwood, Kym Fabel, Lauren Sully, and Bonnie Bavetta

- Adam shared a brief history of the NLTRA Board restructure.

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.

- None

3. Agenda Amendments and Approval

MOTION Approval of agenda M/S/C Samir/Jim/10-0-0

4. Welcome and Introductions of New Board Members

5. Election of Officers for 2018-2019

MOTION Election of officers as presented. M/S/C Aaron/Karen/9-0-1 Adam abstained

6. Introduction of Staff and Organizational Responsibilities

- Cindy reviewed NLTRA informational slide show.

7. 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.

- Adam reviewed consent calendar procedure

MOTION Approval of Consent Calendar M/S/C Aaron/Tom/10-0-0

A. Board Meeting Minutes

1. March 7, 2018 [Link to online preliminary document](#)

2. March 14, 2018, Special Board Meeting [Link to online preliminary document](#)

B. Committee Minutes—The committee Summary is provided for information purposes only. Minutes are available as finalized at www.nltra.org.

1. BACC March, 2018 [Link to online preliminary document](#)

2. Tourism Development March, 2018

3. Finance March, 2018—Will become available when finalized

C. Approval of Financial Statements February, 2018

D. Contract Approval—Projects that funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)

E. Reallocation of Event Budget

8. Action Items

A. Request for Support from Squaw Valley | Alpine Meadows Micro Mass Transit District

- Keith Fountain presented slide show.
- Bruce questioned the process for the action item. Samir clarified that it should have been a discussion item and that it would be premature to take action at this time. Bruce added that there may be differing views and requested that the item be added to the agenda at a later date in order to review the item and provide time for review.
- John Lambeth, Civitas Advisors, gave history of TBIDs across the country.
- John reported that 167 current TBID districts are based on lodging tax, focus is on overnight visitors, there are a few that assess various entities (restaurants, lodging, retail, attractions etc.). Urged studying different models and what works best.
- Samir asked for an explanation of the merger example given. John: Benefit zones can be set up at different rates in different areas, or a dissolution process can be established and submit request to the county to dissolve the district.
- Question: When TBID is formed, how are benefit zones governed? John: Governance boards can be formed with different areas/committees for the TBID. It is very flexible. It is a 5 year plan.
- Bruce inquired about the roles of Keith and John. Keith responded that he is a second home owner and John an advisor.
- Bruce brought up the comparison to Northstar that was given in the presentation. He pointed out that transportation is funded by Northstar, which is a different situation. Bruce asked if it would be a public tax to fund a private community need. He asked if there would be two transportation companies in Squaw Valley, one that is publically and one that is privately funded. Keith replied yes, public is already existing and theirs would be a private service intended for residents.
- John explained about funding for ownership/private vs. public.
- Bruce asked for examples of failed lodging tax plans. John said he hasn't seen one; although failures exist and it is usually due to hotel rates which are too low. He urged to be competitive with lodging rates.

- Andre expressed his opposition of the Micro Mass Transit plan. He asked for clarification on total funding requested from County. Keith replied that it is possible that there will be no contribution from the County, and then the hotel's taxes would have to carry the operations and in that case the service would be downsized.
- Andre also expressed that he doesn't understand the formation of a district in such a small vicinity and why not for the whole region since the proposed plan will only service approx. 1,200 people. Keith explained that in the EIR study, transportation was a large concern, and that there is no local transit service currently specific to the owners of Squaw Valley.
- Tom asked if any TBIDs have ever dissolved. John said this is the only TBID he has seen in California that is for transportation use only. He knows of two that were dissolved in California but they were not specific to transportation.
- Tom expressed concern about having only a 5 year commitment in place. He asked if the entire amount requested will go towards this 5 year plan. The answer is yes. He asked if all restaurants were contacted, answer was no.
- Bruce expressed that in his opinion it is a wrong strategy to tax lodging alone to pay for a private need of a community.
- Tom asked Adam if Vail funds transportation. Adam said Vail funds all the Northstar transportation.
- Question about whether there more private ownership at Vail/Northstar. Chris questioned the fairness of comparing/apples to apples.
- Lynn stated that the busses would not be helpful to workers, due to the operational hours, and she suggested more research to create a plan that makes sense before decisions are made. Keith replied that the hours are preliminary.
- Bruce expressed concern about funding prior to more thorough planning or prior to the NLTRA making a decision for or against.
- John said the framework is in place, and that the best strategy would be to begin, then work out the details later.
- Question whether there has ever not been a TBID approval. John replied that yes, there were a few cases where the public didn't want it.
- Bruce motioned to reject the Squaw Valley Micro Mass Transit Plan. Andre Seconded.
- Discussion on whether this is an action item for this meeting. Suggestion to give feedback then bring back to Board.
- Bruce suggested the item to go to the Executive Committee and come back to the Board with a recommendation.
- Jennifer said the item is set to go before the Board of Supervisors on May 8th and the item has been on the table since October.
- Samir asked Jennifer if the County has a point of view currently. She said no, she has only made recommendations to them at this point.
- Samir expressed concern about the focus on a small area, it being insulated to that area, when we have a region-wide transportation problem. He is concerned with the connection to the rest of the community and whether they are acting as a team player.
- Public comment:
 - Jaime Wright from the Truckee Tahoe Transportation Management Assn. commented that the TTMA Board did not take any action. They are providing a memorandum to the Placer County CEO office, outlining their stance. They have chosen to provide feedback but not support the Micro Mass Transit idea at this point.

- Rob Olson-Bear Creek Assn. expressed support of the bigger issue solution, but feels it needs to be addressed now, and sees this is as a viable solution.
- Discussion about whether to present a motion today, or bring back for discussion in a separate meeting.
- Bruce withdrew his original motion. All previous motions/seconds were withdrawn and taken off the table.
- Cindy suggested seeking Attorney advice before taking a vote.
- Jim commented that in his opinion making a motion at this point would be sending a prematurely negative message.
- Cindy said that rules about closed session are not specified in our bylaws. Controversial issues are also not referenced in the bylaws.
- It is decided that Executive Committee will meet without a quorum, witnesses can attend and comments can be presented to executive committee. If there is a quorum anticipated, meeting will be expanded into a Special Board Meeting.
- Jim offered to provide his comments in writing.
- Other Board members are urged to submit comments in writing prior to the Executive Committee meeting.

9. Information Updates/Verbal Reports

A. Presentation by Reno-Tahoe International Airport

- Trish Tucker and Hasaan Azam of the Reno-Tahoe International Airport presented slideshow.

B. Tourism Development Three-Year Strategy Update

- Daphne reported she is pushing to get the 3 year strategy to the Board by May 2nd.
- She will be meeting with several Marketing leaders as well as attending other meetings to provide input, then it will come back to tourism committee. Daphne will be reaching out to the Board to schedule meetings for input as well. Will be back to the board with the first draft on May 2nd. Budget and contract is connected to this document.
- Jennifer expressed concern over a two year contract plan with Placer at this point. Cindy stated that it will be a one year contract with revisions although a 3 year contract plan is desired. Samir added that a multi-one year contract with a baseline funding for a 3 year contract is the goal.
- Adam asked clarification. Clarification: Daphne is working on a 3-year strategy and if there is not support for it, it may become a two-year depending on what kind of language can be put into the plan to address different needs.

10. Reports/Back up Documents

The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member

- A. Destimetrics**
- B. Membership Accounts Receivable Report**
- D. Conference Revenue Statistics Report**
- E. Finance Dashboard and CEO Expenses, February, 2018**

11. CEO and Staff Updates

- No further updates at this time.

12. Director's Comments

- Jennifer
 - On March 24th, the Board of Supervisors approved implementation of public art displays in Kings Beach.
 - CAP Committee Meeting on May 1st.
 - Working to update implementation of North Tahoe sales tax for trails and transportation. Should be finalized late June.
 - Working to find solutions for State Route 89 transportation. Pilot program may be coming this winter.
 - There will be a Firehouse property recommendation coming on April 24th.

13. Meeting Review and Staff Direction

- Cindy to schedule special board meeting or Executive Committee Meeting

14. Adjournment at 11:46 a.m.

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 4/18/18

TO: NLTRA Board of Directors

FROM: Cindy Gustafson

RE: Input to Placer County Board of Supervisors regarding the Squaw Valley Alpine Meadows Micro Mass Transit District – Tourism Business Improvement District (SV-AM MMTD TBID)

Action Requested:

NLTRA Board consider providing input to the Placer County Board of Supervisors on the proposed SV-AM MMTD TBID as it relates to policy implications on regional solutions. Staff has drafted the attached summary of points expressed to date regarding the policy implications regarding this issue.

Background:

At the April 11th meeting of the NLTRA Board there was lengthy discussion on the request for support from the SV-AM MMTD TBID organizers. Placer County had requested feedback from community stakeholders, including both ourselves and the Truckee North Tahoe Transportation Management Agency (TNT-TMA). The Board's discussion included a number of concerns as well as recognition of the need for transportation investment. At the conclusion, the Board agreed that this item required more study and directed the Executive Committee to review and propose a Board position. Several Board members requested to participate in the Executive Committee meeting. Because it appeared that a quorum of the Board was interested in the discussion, the Chair and Vice Chair determined that an "optional" Special Board meeting would allow for all to participate.

Based on the discussion at the Board meeting, staff has prepared the following for your consideration and discussion. It intentionally focuses NLTRA's input on the funding policy issues versus the transit operational issues.

We have attached the TNT-TMA input for your background. The previous Board packet includes extensive background on the SV-AM MMTD TBID and is available on our website at nltra.org. See Page 63.

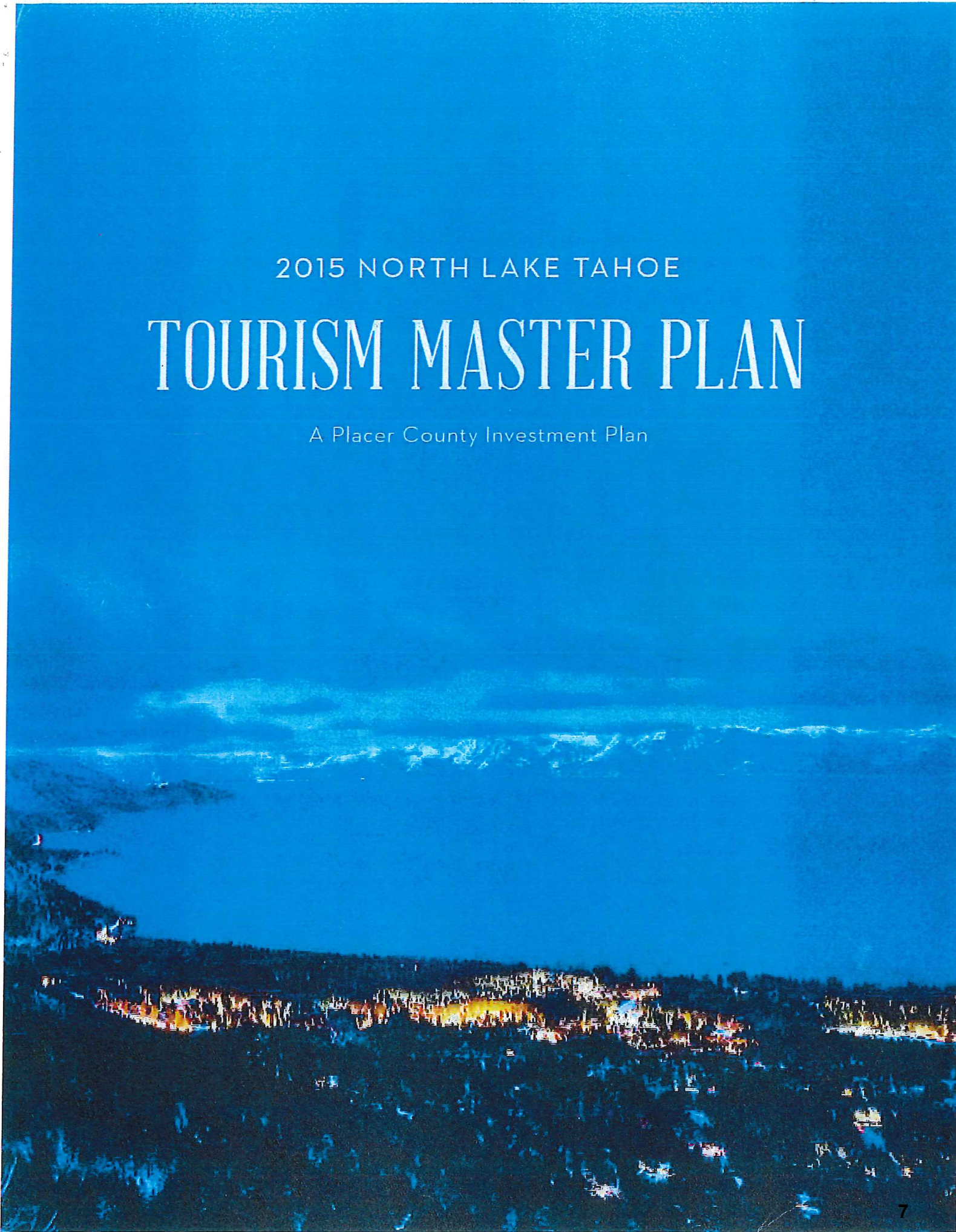
Attachments:

Excerpt of Tourism Master Plan related to Transportation
TNT-TMA Memorandum to Placer County Board of Supervisors
Draft Statement

2015 NORTH LAKE TAHOE

TOURISM MASTER PLAN

A Placer County Investment Plan



- Work with trail user groups and lead agencies to complete mountain bike trail connections and map of the trail systems
- Work with public lands to develop trail signage for Nordic skiing and mountain biking
- Identify the sections of trail that merit snow removal

TRANSPORTATION TIER I PRIORITY

ACTION ITEM

→ Fund and implement the Transit Vision to provide frequent, fun, and free Transit Service:

- Year-round transit
- Free to the rider
- 30 -minute frequency
- 6 a.m.–2 a.m. during peak season
- 6 a.m.–9:30 p.m. during shoulder season
- Connectivity between North Lake Tahoe, Squaw Valley, Northstar, Kings Beach, Truckee and Donner Summit
- Use of technology to communicate transit schedules

PARTICIPATING ENTITIES

Lead Agencies/Organizations

- Placer County/Tahoe Area Regional Transit
- Truckee-North Tahoe Transportation Management Associations

Partnering Agencies/Organizations

- Town of Truckee
- Washoe County/Incline Village
- Tahoe Transportation District
- Tahoe Regional Planning Agency

- North Lake Tahoe Resort Association

Private Organizations/Entities

- Ski areas
- Incline Village Crystal Bay Visitor Bureau

ESTIMATED TOTAL COSTS

- Local Share of Capital Improvements: \$500K annually
- Operations, Marketing and Administration: \$7.1M annually

2015 Investment:

- \$4.5M annually

Additional Resources Required:

- \$3.1M annually

POTENTIAL ADDITIONAL FUNDING SOURCES

- 0.5 cent Placer Sales Tax
- Ski areas
- Town of Truckee
- Washoe County
- Increase of eastern Placer TOT
- State and Federal funding/grants

TIMELINE

Short-Term (<2 yr.)

- Initiate sales tax ballot measure for 2016
- Acquire other funding source(s)
- Work with Ski resorts and other jurisdictions to determine contribution and mechanism

Long-Term (>2 yr.)

- Reduce headways during peak traffic times
- Service residential areas with shuttles or park & rides
- Analyze feasibility of HOV lanes in key high traffic areas

ESTIMATED TOTAL COSTS

- Development: \$1M – \$2M per project
- Maintenance: \$4K – \$10K for annual maintenance per project

2015 Investment:

- \$0

Additional Resources Required:

- \$1M – \$2M per project plus \$4K – \$10K for annual maintenance per project

POTENTIAL ADDITIONAL FUNDING SOURCES

- Grants
- Public agency funding
- Infrastructure district
- Business Assessment District

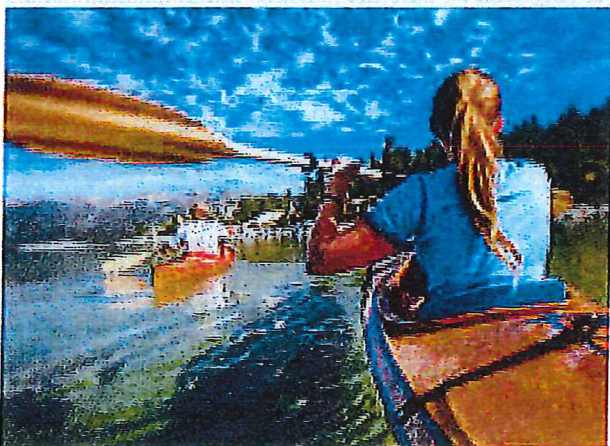
TIMELINE

Short-Term (<2 yr.)

- Identify potential new gathering and use spaces
- Provide landowners with planning assistance to incentivize the development of public amenities

Long-Term (>2 yr.)

- Encourage use of public spaces for community vitality and events



TRANSPORTATION TIER 2 PRIORITIES

TRANSPORTATION TIER 2 PRIORITIES

ACTION ITEM

→ Create point-to-point shuttles to key destinations:

- Beaches
- Town Center Trailheads
- Parks
- Ski areas
- Cross Lake Ferry

PARTICIPATING ENTITIES

Lead Agencies/Organizations

- Tahoe Transportation District
- Truckee-North Tahoe Transportation Management Associations
- Placer County

Partnering Agencies/Organizations

- North Lake Tahoe Resort Association
- Business Associations
- Tahoe Regional Planning Agency
- U.S. Forest Service Lake Tahoe Basin Management Unit
- Town of Truckee
- Incline Village Crystal Bay Visitor Bureau
- Washoe County
- Truckee Tahoe Airport District

Private Organizations/Entities

- Ski areas
- Lodging properties

ESTIMATED TOTAL COSTS

- Shuttle Service: \$40K annually per bus and route

2015 Investment:

- \$0

Additional Resources Required:

- \$40K annually per bus and route

POTENTIAL ADDITIONAL FUNDING SOURCES

- Grants
- Partner agency funding
- Private business contributions

TIMELINE

Short-Term (<2 yr.)

- Determine feasibility of point-to-point shuttles in the summer
- Determine feasibility of adding other ski areas to existing winter ski shuttle
- Initiate shuttle service based on budget and feasibility

Long-Term (>2 yr.)

- Reduce traffic congestion through available shuttle systems
- Work with TTD to create the Cross Lake Ferry to get people to places of interest without a personal automobile
- Explore additional park & ride lots that coordinate with the Cross Lake Ferry
- Provide incentives to use the shuttle systems
- Create a shuttle system that is an experience in and of itself, i.e. Duck Tours

ACTION ITEM

→ Invest in sidewalks and pedestrian infrastructure and amenities to increase safety and convenience and improve the visitor's experience of walking in commercial core areas, town centers and neighborhoods

PARTICIPATING ENTITIES

Lead Agencies/Organizations

- Placer County
- Tahoe City Public Utility District
- North Tahoe Public Utility District

Partnering Agencies/Organizations

- North Lake Tahoe Resort Association
- Business associations

Private Organizations/Entities

- Businesses

ESTIMATED TOTAL COSTS

- Construction of new sidewalks: \$1.2M per mile
- Maintenance: \$10K annually

2015 Investment:

- \$250K

Additional Resources Required:

- Varies depending on projects identified

POTENTIAL ADDITIONAL FUNDING SOURCES

- Grants
- Public agency funding
- Infrastructure District
- Business Assessment District

TIMELINE

Short-Term (<2 yr.)

- Identify priority areas to develop additional sidewalks and infrastructure needs in commercial core areas and neighborhoods
- Identify specific trails or sidewalks for winter snow clearing
- Identify priorities for potential rest areas, benches, restrooms and evening lighting

Long-Term (>2 yr.)

- Initiate sidewalk improvements as determined above
- Create a snow removal schedule for priority areas
- Identify and secure a funding mechanism for maintenance for pedestrian amenities and sidewalks

ACTION ITEM

→ Advocate for and invest in more direct flights into the Reno and Sacramento Airports to attract destination visitors and reduce personal automobile use.

PARTICIPATING ENTITIES

Lead Agencies/Organizations

- Regional Air Service Committee
- North Lake Tahoe Marketing Co-op
- Reno-Tahoe Airport Authority

Partnering Agencies/Organizations

- North Lake Tahoe Resort Association
- Truckee Tahoe Airport Authority
- Sacramento Airport

Private Organizations/Entities

- Ski areas
- Lodging and gaming owners

ESTIMATED TOTAL COSTS

- Administration and Promotions: \$100K- \$250K annually

2015 Investment:

- \$100K

Additional Resources Required:

- \$0 - \$150K annually

POTENTIAL ADDITIONAL FUNDING SOURCES

- Tourist Business Improvement District
- Increase in TOT

TIMELINE

Short-Term (<2 yr.)

- Continue to work with the Regional Air Service Committee to identify prospective destinations and providers
- Initiate new service into Reno-Tahoe International Airport where possible
- Meet with Sacramento airport directors to discuss potential for additional direct service

Long-Term (>2 yr.)

- Market to new destinations served by direct air service to Reno-Tahoe and Sacramento airports to increase passenger use of air service
- Provide connecting ground services to allow the visitor the opportunity to reach the North Lake Tahoe area without a personal automobile



ACTION ITEM

→ Invest in world class events that showcase North Lake Tahoe's assets.

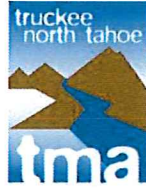
PARTICIPATING ENTITIES

Lead Agencies/Organizations

- North Lake Tahoe Resort Association
- Event producers

Partnering Agencies/Organizations

- Business associations
- Incline Village Crystal Bay Visitor Bureau



MEMORANDUM

To: Placer County Executive Office/Placer County Board of Supervisors

From: Truckee North Tahoe Transportation Management Association

Date: April 11, 2018

RE: Squaw Valley – Alpine Meadows Micro Mass Transit District – TBID Proposal

At the request of the Placer County Executive Office, the Board of the Truckee North Tahoe Transportation Management Association (TNT/TMA) heard a presentation by proponents of the Squaw Valley-Alpine Meadows Micro Mass Transit District at our April 5 Board meeting.

We understand that the SV-AM MMTD is a proposed Tourism Business Improvement District (TBID) developed by a steering committee representing residents and various lodging properties within Squaw Valley and Alpine Meadows. At our meeting, proponents confirmed the purpose of the TBID is to generate revenues to provide “micro mass transit” shuttle services within Squaw Valley and Alpine Meadows. TMA Board members expressed appreciation for the efforts by the local steering committee to develop the TBID proposal and seek solutions to the traffic congestion and related challenges of their community.

Our Board and others in attendance appreciated the opportunity to hear presentation and ask detailed questions. We were mindful of the CEO staff’s request that the TNT/TMA Board consider and provide input to the CEO and Board of Supervisors regarding the proposal.

In discussions following the presentation, the TMA Board consensus was that the proposed TBID was not within its purview to consider or express an opinion. The Board chose to focus its feedback on the TBID transportation component and how it might fit into TART Systems Plan adopted by the Board of Supervisors in April 2016.

In order for the proposed SV-AM MMTD service to be as effective as possible and efficiently integrated into the TART system, the TNT/TMA believes the following issues should be considered by the TBID steering committee:

- Their efforts should become part of the larger regional discussion with the Resort Triangle Transportation Vision Coalition (RTTVC) to consider how/where the TBID proposal fits in with existing and other potential transit funding mechanisms.
- Detailed management, marketing, and operational plans should be developed in order to truly evaluate the scope and potential benefits of the proposed micro mass transit service. These plans should reflect the wide swings in the need for services over the course of the year.
- Thoughtful consideration should be given to the level of service, ridership expectations, and the relationship necessary between TBID management and any third party transit service provider.
- The more detailed management, marketing, and operational plans would be essential to effectively determine the impacts, positive or otherwise, on existing transit services and traffic and congestion management programs and the potential future expansion of these services and programs.
- Thoughtful consideration must also be given to the long-term funding needs of the proposed SV-AM MMTD. Will Placer County TOT funds be requested to help support the program in future? If so, what impact would such a request have on existing and proposed expansions of the regional TART System, as identified and prioritized by the adopted TART Systems Plan?
- Service that directly duplicates other taxpayer-funded services should be avoided.

Thank you for the opportunity to share this summary of our April 5 discussions with you.

Draft Statement:

The North Lake Tahoe Resort Association (NLTRA) Board of Directors provides the following input to the Placer County Board of Supervisors regarding the Squaw Valley-Alpine Meadows Micro Mass Transit District Tourism Business Improvement District (SV-AM MMTD TBID).

As a regional organization representing a diverse membership, the North Lake Tahoe Resort Association Board of Directors (NLTRA) held lengthy discussions regarding the strategic implications of the Squaw Valley-Alpine Meadows Micro Mass Transit District Tourism Business Improvement District (SV-AM MMTD TBID) effort as it relates to the Placer County adopted Tourism Master Plan (TMP). Rather than directly taking a position of support or opposition to the efforts of some of our valued members, the NLTRA agreed to present you with the following summary of the variety of concerns and points of view articulated in our meetings.

The NLTRA commends the efforts and intentions of the SV-AM MMTD TBID organizers. Raising additional funds for transportation solutions is essential to bringing our destination into alignment with competitive tourism destinations.

In general, the NLTRA Board would prefer that this SV-AM MMTD TBID effort be combined into the unified regional approach that has been supported by the Truckee North Tahoe Transportation Management Association, the Truckee North Tahoe Transportation Vision Coalition, the Tourism Master Plan public process, and the Placer County Board of Supervisors.

- **Highest Priority is Funding for Regional Transportation Solutions:** The NLTRA strongly supports the implementation of the 2015 Tourism Master Plan (TMP) priorities in Transportation. The TMP outlines transportation solutions in prioritized tiers with regional system improvements as the highest priority. Localized shuttles are also called for in the TMP but are in the second tier of priority, to be funded after the regional system (Tier 1) is implemented.
- **Potential Risk to Regional Funding Efforts:** Regional solutions will require regional participation. This proposed effort could result in a reluctance of some members of the SV-AM MMTD TBID group to support additional assessments and taxes necessary to implement regional solutions.
- **Nexus of Funding Source to Benefit:** The proposed SV-AM MMTD TBID is primarily a lodging assessment with a smaller percentage as a direct contribution from Squaw Valley – Alpine Meadows. There is a perception that individual property owners and residents are receiving benefits derived from this effort and are not participating in the funding.
- **Business Implications:** There is concern about the regional precedent of homeowners' associations determining assessments that impact operations for lodging businesses.
- **Efficient Administration and Coordination:** Redundant overhead and administration should be avoided to ensure the maximum funding to actual services. There should be regional oversight through the County or TMA for all transit services to ensure efficient, effective administration and coordination.
- **Precedent for Similar Sub-Regional Efforts:** Concerns were expressed for the complications that could arise from having multiple TBID's for various types of projects within Eastern Placer County.
- **Effectiveness of Proposed Plan:** There is skepticism about the effectiveness of the proposed plan to reduce congestion and concern that a failure of the proposed plan may result in reluctance of public or businesses to support future regional funding needed.

We thank the organizers of the SV-AM MMTD BID for the recent discussions and their efforts toward transportation solutions. We also thank the Board of Supervisors for the opportunity to provide this input.