



north lake tahoe

Chamber | CVB | Resort Association

February 1, 2012

To: Board of Directors

Fr: Ron Treabess, Director of Community Partnerships and Planning

Re: Infrastructure Request to Provide Funding to the North Lake Tahoe Historical Society for the American Black Bear in the Tahoe Basin Interpretive Exhibit Project

Background

For more than 40 years, the North Lake Tahoe Historical Society (NLTHS) has owned and operated the Gatekeeper's Museum located on California State Park land adjacent to the Truckee River Dam in Tahoe City. Its mission to preserve, present and interpret Lake Tahoe history for visitors. The museum features many interpretive exhibits reflecting Lake Tahoe's human and natural history, including the world class Steinbach Indian Basket Collection, which in itself, attracts visitors to North Lake Tahoe. The NLTHS's main objective is to continually work toward offering a more robust visitor experience at the Museum, one that is relevant to visitors and to the local community. Over the past year, in collaboration with California Department of Fish and Game, California State Parks, and The Bear League, the NLTHS has received broad support to create a dynamic, informative and permanent exhibit about American Black Bears. This will be a one of a kind display at Lake Tahoe, which will not only enhance the existing visitor's experience, but attract new visitors to North Lake Tahoe for this up close and personal opportunity.

The Need

As stated in the attached Infrastructure Funding Application, the NLTHS is requesting up to \$10,000 of TOT funds to complete the monies needed to design, create, and install the interpretive exhibit, *Ursus Among Us; The American Black Bear in the Tahoe Basin*. This will be located in a to be renovated portion of the Gatekeeper's Museum. The target audience is the general public including all ages and backgrounds. The exhibit will be entertaining and educational, consisting of panels, multi-mode messages, and a life-size, professionally prepared American Black Bear in a natural setting. It will provide a quality exhibit that will attract visitors and introduce them to the Black Bear, while building respect for the bears' wildness and for the ecosystem in which they live.

The total cost of the project is \$30,000, with \$20,000 having been secured through grants and some in-kind professional services. If granted, the project schedule shows a completion date of June 30, 2012. Executive Director, Marguerite Sprague will be at the meeting for further comment and to answer any questions.

NLTRA Master Plan and Funding Consistency

The project supports the *North Lake Tahoe Tourism and Community Investment Master Plan* and its reference to providing funds for economic sustainability:

Fundamental to the idea of sustainability is the fact that our natural resources are not infinite. A neglect of natural resources and environmental values can have a negative impact on the visitor base necessary to sustain a tourism economy. (pg. 46)

Conveying the story of Black Bears in the Tahoe Basin highlights and educates visitors about the changes that have come to the basin and its ecosystem since humans first arrived, and the challenges faced today. This relates directly to principles of sustainability stressed in the Master Plan.

This request is consistent with the funding capabilities of the 2011/12 NLTRA Infrastructure Budget, the current unallocated prior year's Infrastructure funds available held by Placer County, and the 2011-2016 Integrated Work Plan. This request does not have a negative impact on other future anticipated Infrastructure project funding needs as currently being estimated.

Recommendation of the Joint Committee

At its January 23rd meeting, the Infrastructure/Transportation Committee voted unanimously (Merchant/Colyer) (10-0-0) to recommend a \$10,000 funding allocation to the North Lake Tahoe Historical Society for the American Black Bear in the Tahoe Basin Interpretive Exhibit Project.

Requested Action

Following any questions and discussion, staff requests that the NLTRA Board of Directors approve and recommend that the Placer County Board of Supervisors approve an allocation of up to \$10,000 to the North Lake Tahoe Historical Society for the American Black Bear in the Tahoe Basin interpretive exhibit project .

The North Lake Tahoe Resort Association
INFRASTRUCTURE PROJECT/PROGAM
FUNDING APPLICATION

PROJECT INFORMATION

1. Project/program name:

Ursus Among Us: The American Black Bear in the Tahoe Basin Interpretive Exhibit Project.

2. Brief description of project/program

The North Lake Tahoe Historical Society (NLTHS) project, *Ursus Among Us: The American Black Bear in the Tahoe Basin*, will design, create and install a dynamic, informative and permanent exhibit about American Black Bears in the Gatekeeper's Museum in Tahoe City, CA. The exhibit's target audience is the general public including all ages and backgrounds. Exhibit elements will present information in multiple modes, to address more than one way of learning, in a well-rounded presentation that will educate without distortion. This exhibit will provide an enhanced experience for visitors to the Tahoe City area: it will be the only physical location to date on Lake Tahoe to which both visitors and locals can turn for information about one of our most fascinating local residents.

FINANCIAL INFORMATION

1. Total project cost: \$30,000

2. Total TOT funds requested: \$10,000.

3. Other funding sources:

Tahoe Truckee Community Foundation grant; Anonymous grant; Bear League (in kind); Brian Barton (in kind); Mario Klip (in kind); Wildlife Artistry Taxidermy (partial in kind).

4. Will the project require future financial funding? What is the source of the future financial support?

Future funding requirements (exhibit cleaning and maintenance) would be incorporated into the NLTHS annual budget.

5. Provide project proforma and implementation schedule.

NLTHS Project Budget	
Ursus Among Us: The American Black Bear in the Tahoe Basin	
Expense	Amount
Salaries & Fringe Benefits (for project budgets detail each position to be funded)	NLTHS In Kind
Consultants & professional fees: including content design, graphic design and audio production	10,000
Equipment: includes taxidermied specimen	15,000
Supplies: includes signage and interpretive supplies	4,000
Printing & copying: PR materials	1,000
II. TOTAL EXPENSE	30,000

NLTHS PROJECT SCHEDULE					
Ursus Among Us: The American Black Bear in the Tahoe Basin					
TASK	Who	Estimated amount of time: person hours	Amount of time: days	Start Date	Finish Date
Background material research and prep including interviews w/ advisor consultants	Staff & Consultant	260 hrs	60	12/31/2011	3/1/2012
Project design: up to 3 audio/web linkage approaches	Staff & Consultant	60 hrs	60	12/31/2012	3/1/2012
Writing panel copy	Staff	100 hrs	35	2/1/2012	3/20/2012
Audio equipment: purchase and implement	Vendor/Staff	20 hrs	35	2/1/2012	3/31/2012
Graphic Design of panels	Staff & Consultant	120 hrs	60	2/1/2012	4/15/2012
Audio production: sound	Consultant	40 hrs	60	2/1/2012	4/30/2012
Writing interpretive materials	Staff	120 hrs	90	2/1/2012	5/1/2012
Website linkage: interpretive material	Staff & Consultant	70 hrs	50	2/1/2012	5/1/2012
Create publicity materials	Staff	80 hrs	45	3/15/2012	5/15/2012
Taxidermied specimen (flat fee)	Consultant	Not avail.	150	1/1/2012	6/1/2012
Preview Event for members & donors planning	Staff & Board	40 hrs	45	5/1/2012	6/15/2012
Installation	Staff, Volunteers, Consultant	80 hrs	12	6/15/2012	6/28/2012
Opening Event (to be held 6/30/2012)	Everyone	20 hrs	5	6/25/2012	6/30/2012

6. How will project cost overruns or operating cost shortfalls be funded?

Contingency in NLTHS funds.

QUALIFICATIONS OF PROJECT SPONSOR

1. Name/address

North Lake Tahoe Historical Society, P.O. Box 6202, Tahoe City, CA 96145 (Gatekeeper's Museum physical address: 130 West Lake Blvd, Tahoe City, CA)

2. Financial Capability

Established in 1968, the NLTHS annual budget is circa \$200,000.

3. Experience with projects of similar nature:

For more than 40 years, the NLTHS has owned and operated the Gatekeeper's Museum, which features multiple exhibits about Tahoe human history and natural history. In the 1990s, the NLTHS added an annex to the Gatekeeper's Museum to house the Steinbach Indian Basket Collection, a world-class collection of more than 900 Indian baskets. In addition, the NLTHS owns and operates the Watson Cabin Museum, an historic log cabin featuring exhibits of both artifact and reproduction items that interpret Tahoe Euro-American pioneer life from the late 19th and early 20th centuries.

Augmenting this experience, our advisors and consultants on board thus far include: Ann Bryant, Bear League founder; Brian Barton, bear biologist; Mario Klip, bear behavior researcher (CA Dept. of Fish and Game); Tim Bovard, taxidermist, Natural History Museum of Los Angeles; Lauren O'Malley, artist; Shelley Fallon, interpretive designer.

4. Objectives of project sponsor

Our mission objectives are to preserve, present and interpret Lake Tahoe history—both natural and cultural—for visitors. We are working to offer a more robust visitor experience at the Gatekeeper's Museum in Tahoe City: one that is relevant to our visitors and to the local community. For the *Ursus Among Us* project, we will build a quality exhibit that will attract visitors and inform them about Black Bears, our magnificent ursine residents, while imbuing them with respect for bears' wildness and for the natural ecosystem in which they have lived for millennia. This brings to life principles of geotourism and of the NLTRA Tourism Master Plan:

Geotourism incorporates the concept of sustainable tourism—that destinations should remain unspoiled for future generations—while allowing for ways to protect a place's character.

- http://travel.nationalgeographic.com/travel/sustainable/about_geotourism.html

The essential qualities of clean water, fresh air, scenic beauty, open space, abundant plant and animal life, and opportunities for public recreation are elements that attract residents and visitors to the region. Maintaining and enhancing these qualities and assuring access to them is of primary importance for our economic and environmental health and well-being.

NLTRA Tourism and Community Investment Master Plan, Pg 48

We will reach people both intellectually, with interesting and relevant facts, and with the heart, by conveying the Black Bear's natural state to impact them with a sense of the Black Bear's important place in our local ecosystem, but not encourage anthropomorphism that is not

appropriate for wildlife. We will reach people through multiple modes: visual, audio and tactile, because we learn more effectively this way (sources:

<http://www.ion.uillinois.edu/resources/tutorials/id/learningStyles.asp>;

http://www.davidlazeargroup.com/free_articles/multi-modal.html;

<http://www.metamath.com/lswweb/fourls.html>).

The exhibit will stimulate an increase in the number of visitors, several of whom will come to Tahoe City specifically to see this Black Bear exhibit because it will be the only such experience in the Lake Tahoe Basin. We are already known for our Black Bears, and with time and publicity, this exhibit may well become a destination in and of itself as the best place to learn about them and not just an exhibit that is “stumbled upon.” People will be guaranteed to see a bear because the exhibit will feature a taxidermy specimen.

Ursus Among Us will also serve local homeowners and establishments as a place to which they can refer friends and customers for bear information. The exhibit will expand Gatekeeper’s already-established educational benefits as well, because it can serve school groups from the local area and beyond, expanding the usefulness of Gatekeeper’s Museum exhibits as educational tools to even more grade levels.

Ultimately, in addition to an enhanced visitor experience and greater visitation and recognition, community benefits will include a more informed populace, both transient and permanent. The local Black Bear community will benefit from a better informed human community as well.

ECONOMIC IMPACT OF PROJECT

1. Estimated number of users: Minimum 6000 per year (based on previous visitation numbers) with a maximum of the total estimated visitors to the basin each year..

2. Time of year All year around, with more hours in summer.

Weekends: Every weekend year around (Saturday and Sunday from Memorial Day through September; Friday and Saturday and anytime by prior appointment October through May.)

Weekdays : Wednesday through Monday from Memorial Day through September; Fridays and by prior appointment October through May.

3 Number of visitors to be attracted as a result of project/program. Annually, at least 1,000 estimated additional visitors.

% Local: 30% (not counting school groups)

% Out of area: 70% from Bay Area, CA and international.

(Define location of visitor)

4. Projected expenditures by out of area attendees (per capita):

Hotel: Standard North Tahoe expenditures with potential for increase due to visitor choice to remain in area longer.

Restaurant: Increased expenditure due to visitors dining after lingering at exhibit.

Other: Standard North Tahoe expenditures with potential for slight increase due to visitor choice to remain in area longer.

5. How will the project improve or enhance service to the visitor?

Visitors know our area is famous for bears. More than 2,000 bear-related calls to CA Department of Fish and Game in the Lake Tahoe area in the 2010 high season attest to the fact that bears and people encounter each other regularly in our region (source: http://articles.sfgate.com/2010-12-10/news/25184768_1_ursine-prowler-marc-kenyon-shot-by-game-wardens). Visitors can easily arrive to our region with little or no advance information about how to behave with regards to the bears here unless they notice signage that is placed here and there. At best, visitors are alerted to be conscious of the bears' presence and to not leave food accessible, but are given little information beyond these cursory warnings. They view the bears with both excitement and apprehension. Most are keen to see a bear and learn more about them, but safely. At Gatekeeper's Museum we are regularly asked for more information about the Black Bears. *Ursus Among Us* will provide the information visitors seek.

The *Ursus Among Us* exhibit will provide a location for visitors to come learn about bears and see a real (stuffed) bear. It will be the only location to date in the Tahoe Basin to offer significant detailed information about one of our most sought-after residents and will provide a conduit for public education efforts informed by the Bear League, CA State Parks and the CA Dept. of Fish and Game.

Learning about the bears naturally sparks increased interest in the larger surrounding ecosystem and local cultural history, further enriching the visitor experience. This learning experience is not only fun, it helps build an ongoing "relationship" that brings visitors back for repeated visits, and is critical to the sustainability of our region.

For in the end we will save only what we love, we will love only what we understand, and we will understand only what we are taught.

-- Baba Dioum

COMMUNITY IMPACT

1. What geographic portion of North Lake Tahoe will benefit the greatest from this project?

The West and North Shores.

2. What region-wide benefits will be created?

People will be attracted to the region to see the Black Bear exhibit and, once here, will be encouraged to stay awhile to enjoy the amenities of our region, lingering to dine and shop and potentially stay overnight in the area. Long-term regional benefit will include a more informed populace, both transient and permanent. The local Black Bear community will also benefit from a better-informed human community.

3. What types of businesses will receive the greatest economic impact?

Restaurants would likely receive the greatest immediate economic impact by serving the midday needs of visitors. Hotels and shops may be positively impacted as well, from visitors who are drawn in to Tahoe City and linger longer here.

Are they supportive of this project? Yes.

4. Will the project require the addition of governmental service? No.

If yes, describe: Not applicable

How will these costs be funded. Not applicable.

5. What is the importance of this project compared to other projects being considered within the community?

The *Ursus Among Us* project is important for several reasons:

- **Content:** with ever-increasing calls to authorities and increasing numbers of human-bear encounters, information about bears that is available consistently at a specific physical location in the area is desperately needed;
- **Timeliness:** Bear encounters have been on the increase and our region's bear situation is featured on a regularly repeated national TV show, so the time is ripe for this exhibit;
- **Readiness:** Partial funding has already been obtained, and NLTRA funding at this point will ensure that the exhibit can open in the 2012 season;
- **Visitor Fun Factor:** At the Gatekeeper's Museum, we are constantly asked about the local bears. Visitors to our region have heard about them and are terribly interested in learning more. The aura of the bears contributes to our local mystique: this exhibit will serve to make our region more attractive to visitors.

6. Document the community support for the project:

Bear League founder Ann Bryant serves as an advisor to this project and has offered to donate an exhibit panel and ongoing "take home" brochures as well; Bear biologist and local resident Brian Barton also serves as an advisor to this exhibit, as does CA Fish and Game Warden Mario Klip. Informal opinion solicitation shows that local residents and business owners support the idea both to provide information and a learning experience, and to draw visitors to the area. "They're *already* curious about the bears!" as one person put it; another said, "Everyone's *always* talking about them!"

TOURISM MASTER PLAN

Describe how the project meets the goals of the Tourism Master Plan

Conveying the story of Black Bears in the Tahoe Basin highlights and educates visitors about the changes that have come to the basin and its ecosystem since humans first arrived, and the challenges faced today. This relates directly to principles of sustainability stressed in the Tourism Master Plan:

Fundamental to the idea of sustainability is the fact that our natural resources are not infinite. A neglect of natural resources and environmental values can have a negative impact on the visitor base necessary to sustain a tourism economy.

NLTRA Tourism and Community Investment Master Plan, Pg 46

Our environment—from the geology, to the limnology and zoology—is intertwined with our community health in every way. The *Ursus Among Us* project brings to life this principle, which is a cornerstone of geotourism and of the NLTRA Tourism Master Plan:

Geotourism incorporates the concept of sustainable tourism—that destinations should remain unspoiled for future generations—while allowing for ways to protect a place's character.

- http://travel.nationalgeographic.com/travel/sustainable/about_geotourism.html

The essential qualities of clean water, fresh air, scenic beauty, open space, abundant plant and animal life, and opportunities for public recreation are elements that attract residents and visitors to the region. Maintaining and enhancing these qualities and assuring access to them is of primary importance for our economic and environmental health and well-being.

NLTRA Tourism and Community Investment Master Plan, Pg 48

Because the Museum keeps its membership and admission prices very reasonable, with children under 12 free when accompanied by an adult, the exhibit will be an affordable family experience for people of all ages, both additional principles noted in the NLTRA Master Tourism Plan (Pg. 17 – 18).

OTHER

List other benefits or elements that should be considered by the Resort Association in evaluating this

Request:

Please see the attached white paper summary of the project for additional information.



Yearling cub treed at Gatekeeper's Museum, May, 2011.

Photo by Rick Calhoun

Ursus Among Us



The American Black Bear in the Tahoe Basin

Executive Summary

Lake Tahoe is a perpetual yet ever-developing destination for visitors of all kinds. More than three million people visit the Lake each year, from geo-tourism enthusiasts to athletes to casual vacationers. Visitors from around the globe come to enjoy the Lake's uniquely beautiful natural environment, from its famed clear blue waters to the wildlife that may be seen here.

This last element—the wildlife—range from cute ground squirrels to fascinating but not-so-cute American Black Bears (*Ursus americanus*). In recent years, the local Black Bear population has grown startlingly and human-bear encounters have increased accordingly. At times problematic, locals and visitors alike have parts fascination and fear when it comes to these residents.

An accurate, robust source of information about our ursine neighbors is sorely needed and long overdue. In addition to filling the current vacuum (which nature abhors), it will provide a physical location to serve as a focal point for visitors and residents for reliable information. A side benefit will be increased visitation to the Tahoe City area, and a higher profile among visitors from around the world.

Introduction

Ursus americanus, more commonly known as the American Black Bear, has been a Tahoe resident for time immemorial. Its distant relative, the California Grizzly Bear (*Ursus californicus*), has been extinct everywhere in the CA except the state flag since the 1920s. Black bears are found throughout the state and throughout the west (see graphic).



Black bear range in California

Black Bears in the Lake Tahoe Basin have become somewhat of an attractive nuisance in recent years, due to their incessant search for food which leads them to break into cars and homes. CA State Parks, CA Department of Fish and Game and local citizens' group the Bear League have all initiated programs to assist local humans in dealing with bears and to "re-train" bears to avoid human settlements. The success of these programs has yet to be proven or disproven. The most helpful element of all these programs has been the effort to educate humans. This instills appropriate behaviors in people when dealing with bears, which avoids human-bear conflicts. What is needed now is a conduit to educate larger numbers of people in an efficient manner. A Black Bear exhibit at the Gatekeeper's Museum will fill this need.

Black Bears in the Tahoe Basin: A Precarious Existence

Through the *Ursus Among Us* exhibit, visitors can appreciate the fate of many bears and learn how to help keep them wild and out of trouble.



Bears seeking food at times get trapped in automobiles, leading to guaranteed destruction of the car and almost guaranteed destruction of the bear.



When bears become so problematic as to be overwhelming in a neighborhood, residents may have a trap placed on their property. The fate of trapped bears is hotly debated both publicly and privately, but the outlook is never promising for a bear that becomes trapped.



Currently, the CA Dept of Fish and Game is working on a project to radio collar bears in an effort to better understand bear behavior. This will better inform bear management (and human management) practices. We hope to provide real time information from this project as part of the bear exhibit.

Ursus Among Us Black Bear Exhibit Overview

Who — Target Audience for the Exhibit: You! The general public, including the estimated 3 million+ visitors to the Lake Tahoe Basin each year.

What: Gatekeeper's Museum exhibit about American Black Bears in the Tahoe Basin.

Why: Black Bears are a local native population that are increasingly intermingling with humans. In some areas their presence has increased significantly in recent years, along with their forays into homes and cars in search of food humans have left available.

Currently, there is no place to which people can come to or be directed to, to learn about these black bears. Information tends to be anecdotal, or via various sources on the internet, which can be either edited and fact-checked or not checked at all. This exhibit will provide basic information about the bears as well as information about current efforts to learn more about the bears' behavior and to keep human-bear interaction at a minimum.

When: Target debut time is high season 2012.

Where: Gatekeeper's Museum, Tahoe City, CA

How: Multi-modal approach, featuring:

- Signage with basic bear information about physical attributes (size at different ages, lifespans, natural food and habitat, range in our region) and behaviors (hibernation, mating, family units).
- Tactile items to handle, including bear hide, replica skull, replica claw, footprint, replica scat.
- Audio tracks of black bear sounds: cubs seeking sows, challenge, calling, etc.
- Children's art component featuring bear paw stencils for making your own bear track to take home, etc.
- Taxidermied bear specimen to provide safe encounter with a real (deceased) bear.
- Signage about the Bear League and State Parks and Fish and Game's efforts to "educate" local bears to avoid human contact. *Possibly* to include real-time information from radio collared bear project.

Examples of Black Bear Facts:

- Black bears can be many colors: black, “cinnamon” (red), bronze or even white. Despite these color variations, they are all American Black Bears by species.
- Black bears that are not black may have offspring of a different color. Notice this photograph of a white bear with her black cubs.
- The white bears of British Columbia are sometimes called “spirit bears” and are attributed spiritual significance by many people.



Up Close and Personal: Tactile Tools for getting to know bears :

- Replica claws allow visitors to appreciate their strength and size, design and strength through handling them.
- Replica paw prints (here, pictured is an actual bear paw, for size) allow visitors to literally feel the size of the bear’s paws and to become better acquainted with the paw print shape, for better identification on the trail or in the campground.
- A replica skull allows visitors to closely examine the bear’s anatomy and appreciate its omnivore’s tooth structure, and the differences in structure when compared to human skulls.



Final Details and Summary

The *Ursus Among Us* project will create a dynamic, informative exhibit about American Black Bears at the Gatekeeper's Museum in Tahoe City. Our space restrictions mean we will create a modest yet robust exhibit that is as interesting as it is informative. We will be creating a location to which both visitors and locals can turn for information about one of our more fascinating local residents. A well-rounded presentation will educate without distortion.

This exhibit will be the only one of its kind in the Lake Tahoe Basin and will attract visitors to the Tahoe City area. The Gatekeeper's Museum currently is asked the same question repeatedly, "where can we go to see a bear?" With this exhibit, visitors and residents alike will be able to safely see a bear whenever they wish.

It is imperative to act to create this exhibit now, as bear encounters increase in number and as biologists note the increasing frequency with which sows are having multiple cubs (some up to three in a season). It is only sensible that we recognize that the bears can and will continue to be our neighbors. By celebrating the Black Bear, our community will attract visitation while educating people about how to safeguard this important resident of the Lake Tahoe Basin.

Sponsorship Opportunities

Become a part of this important endeavor! Contact the NLTHS at the Gatekeeper's Museum to learn more about sponsorship opportunities and benefits. Sponsors enjoy recognition in all NTLHS publications as well as publicity efforts for the *Ursus Among us* exhibit and acknowledgement within the exhibit itself. Contact NLTHS Executive Director Marguerite Sprague at (530) 583-1762 or msprague@northtaohemuseums.org for more information.

Advisors to this exhibit include:

Brian Barton, Bear Biologist
Mario Klip, CA Dept. of Fish and Game Warden
Ann Bryant, Founder, Bear League

NLTHS Board of Directors:

Dave Elliott, President	Trudy Lesem, VP Governance	Randy Pomin
Bob Hartsfield, VP Finance	Darrel Cruz	Julie Quintana
Michele Finch	Judy Friedman	Carol Savary
Dick Morton	Nileta Morton	Carol Shaw



north lake tahoe

Chamber | CVB | Resort Association

February 1, 2012

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Expenditure of Research and Planning Funds to Assist in Development of a Regional Coordinated Skier Shuttle Program

Background

Through the leadership of the newly organized Truckee Tomorrow Transportation Committee, the Truckee North Tahoe-Transportation Management Association (TMA), and the major ski areas, there is a strong interest to develop a coordinated regional skier shuttle program. This proposal was originally presented to the Board last October, with the possibility of some level of implementation this winter. The TMA had solicited a proposal from LSC Transportation Consultants to develop a specific plan for service, rather than a conceptual study.

At that same time, the additional ski area merger (Alpine/Squaw) was taking place. The participating funding partners decided to wait until the ski season was underway and then initiate preparation of the skier shuttle planning for implementation next ski season (12-13). Additionally, it was decided that a one weekend trial park and ride program would be accomplished this season, which would provide factual data on the success of encouraging skiers to park in designated parking areas away from the ski areas and bus to the areas' "front doors". This program will be provided on Presidents Day weekend with the intention to reduce ski area traffic on a major ski weekend when traffic is at its peak. The program will offer well marketed parking at Truckee High School and the Truckee Tahoe Airport with free bus service to and from Northstar, Alpine, Squaw, and Donner Summit. It is anticipated that, with success, an expanded park and ride program, utilizing parking in Kings Beach and Tahoe City on major holiday weekends, can be a valuable part of coordinated skier shuttle traffic management program. This weekend trial will cost about \$14,000 of which the NLTRA has committed \$1,500. The TOT portion will be applied to bringing the visitors into the Placer County ski areas. The results of this trial program, including visitor surveys, will be documented and made available as input to the regional skier shuttle program design.

The establishment of an efficient regional skier shuttle program will be a major attribute, not only enhancing North Lake Tahoe as a winter destination resort, but also will add to the overall recognition of the area as being transit friendly on a year round basis. The service will most definitely be key in the NLTRA's push to achieve many of the Strategic

Goals 2011-2016, and a basic step necessary to the overall long-range transportation vision to be developed.

The last time this type of program was proposed was by the NLTRA in 1997. At that time, the ski resorts felt it was more important to each run their own buses. Now, with the arrival of new ownership at some ski areas and congestion being more of a factor than 15 years ago, the proposal to coordinate resources currently being used by the ski areas, Placer County and NLTRA into a unified regional system is being enthusiastically revisited.

The Need

LSC's proposal (attached), as recommended by the aforementioned Transportation Committee, was accepted and approved by the TMA Board of Directors at its January meeting, requiring funding in the amount of \$9,960. As this will be a region-wide program, the TMA has provided a Recap of Funding Commitments (see attached) that was prepared as a result of the participant meeting held September 20th. This defines specific amounts for the twelve partners, all of which have now committed or are in the process of committing. Staff's recommendation for NLTRA research and planning funds is up to \$3,000, less than one third of the overall amount. We believe that as this system will serve the three main political jurisdictions, NLTRA funding should be limited to one third or less. It is not anticipated that any additional TOT funds will be necessary to develop this program.

Joint Committee Recommendation

After discussion, the Committee voted unanimously to recommend that the Board approve this funding request. The Committee also recommended that this plan include an analysis/methodology for calculating "fair share" percentages for operating costs, particularly if public funds are to be used.

The Request

Staff requests that the Board approve up to \$3,000 to the TMA for a portion of the necessary funding to develop a coordinated skier shuttle program encompassing the North Tahoe/Truckee/ Donner Summit region as described in the LSC letter proposal. Transportation Research and Planning funds are available in the FY-2011/12 budget for this purpose.

2690 Lake Forest Road, Suite C
P. O. Box 5875
Tahoe City, CA 96145
(530) 583-4053
FAX (530) 583-5966
E-mail: lsc@lsc Tahoe.com
Website: www.lsc Tahoe.com



December 2, 2011

Ms. Jan Colyer, Executive Director
Truckee – North Tahoe TMA
8079 North Lake Boulevard
Kings Beach, CA 96143

RE: North Tahoe / Truckee Coordinated Skier Shuttle
Program Proposal

Dear Ms. Colyer:

As requested, this letter provides LSC's proposal to develop a program for a coordinated private skier shuttle program encompassing the North Tahoe / Truckee / Donner Summit region. The intent of this study would be to identify and assess coordinating the resources currently used by the ski areas to create a unified regional system that could expand transit use and enhance the region's attractiveness as a winter destination resort. Rather than a conceptual study, our work would result in a specific plan for service, including the following:

- Route and stop locations
- Schedule and hours of operation
- Season of operation
- Coordination with existing TART transit services
- Monitoring and reporting plan

This study will focus on longer trips (between communities), rather than internal shuttles from intercept parking facilities.

WORK SCOPE

We would propose to conduct this work in the following individual tasks.

Task 1: Study Steering Committee

We will establish and staff meetings of a Study Steering Committee, comprised of representatives of the following (as well as others at the TMA's discretion):

- TNT/TMA
- North Lake Tahoe Resort Association
- Squaw Valley USA
- Northstar-At-Tahoe

- Alpine Meadows/Homewood Ski Areas
- IVGID/Diamond Peak
- Sugar Bowl Ski Area
- Boreal Ski Area
- Town of Truckee

This group will meet three times over the course of the study: at project kick-off, to review the alternatives, and to approve a draft plan. As part of the kick-off meeting, we will discuss the overall goals of the program.

Task 2: Review of Existing Services

LSC will contact interested ski areas to gather information about existing services, including the following (to the degree available):

- Transit bus and van fleet used in guest and employee transportation
- Schedule of services and calendar of services
- Driver schedules
- Maintenance arrangements
- Estimated annual marginal costs
- Ridership data – by day, run, stop

This information will be used to develop a summary of region-wide total vehicles, staffing and financial resources used in skier shuttles.

Task 3: Evaluation of Service and Management Alternatives

LSC will next evaluate alternatives for the various elements that could comprise the program, in order to address the following questions:

- Schedule – How should bus runs be scheduled to best meet travel demand, maximize the convenience of the service to potential passengers, and provide an efficient service?
- Calendar – What days of the year should services be provided?
- Park-and-Ride facilities – Are there opportunities to use existing parking areas as skier or ski area employee parking, for travelers not lodged or residing near the routes?
- Institutional arrangements – Should runs be operated by the individual ski area, or should resources be pooled and all services be provided by a single operator? What would the role of the TNT/TMA and/or NLTRA be in the program?
- Financial strategies – What resources are available for operating the service? Are there opportunities for federal funding for operations or for new buses?
- Marketing strategies – Should the service be promoted as a unified regional skier shuttle program? If so, what media and messages should be used?

An Alternatives Analysis technical memorandum will be prepared and presented that summarizes the various options for these individual elements, as well as a range of feasible overall alternative packages.

Task 4: Draft Plan

After review and discussion with the Study Steering Committee, LSC will prepare a draft plan. As necessary, funding capacity will be used to revisit operating plans, until a financially feasible program is achieved. An implementation plan will then be developed that identifies specific steps needed to implement the program, the responsible parties, and the schedule needed to initiate service. An administrative draft document will first be provided to TMA staff (and others at your direction) for review and comment. LSC will then prepare the public draft document, and present it to the Study Steering Committee as well as the TMA Board.

Task 5: Final Plan

Comments received from staff, the Study Steering Committee, ski areas, land managers, the TMA Board and the public will be used to refine the draft plan into a Final Plan document. LSC will be available to make a final presentation to the TMA Board for adoption/approval.

Study Costs


We would propose to conduct this work on a time-and-materials basis. As shown in Table A, attached, we estimate the costs associated with the work scope to be \$9,960, including \$9,920 for professional time and \$40 for expenses. We would be happy to discuss any changes to the scope or contractual arrangements that you feel would be appropriate.



Attached please find an Authorization for Professional Services. Signing and returning this form will allow us to proceed with the study. Alternatively, I would be happy to consider any contract form that you prefer. Thank you for the opportunity to make this proposal. We look forward to your reply.

Respectfully Submitted,

LSC Transportation Consultants, Inc.

by 
Gordon Shaw, AICP, PE, Principal

Encl: Table A - Cost Analysis
Authorization for Professional Services

Coordinated Ski Shuttle Program
LSC Transportation Consultants

20-Jan-12

Stakeholder Commitments:	
NLTRA	3,300
Town of Truckee	2,000
Northstar	1,000
Squaw Valley	1,000
Alpine Meadows	1,000
Nevada County	500
Homewood	500
Tahoe Donner	300
Truckee Tahoe A/P	<u>1,000</u>
	10,600

Pending Commitments:	
Diamond Peak	500
Sugar Bowl	500
Donner Ski Ranch	300
Boreal	<u>500</u>
	1800



north lake tahoe
Chamber | CVB | Resort Association

February 1, 2012

To: Board of Directors

Fr: Sandy Evans Hall and Staff

Re: Status Report—TOT Renewal

At the January 24th meeting, the Placer County Board of Supervisors unanimously, (4-0 Duran absent), approved the Resolution and proposed ballot language and text for placement of a county measure on the ballot of the Statewide Presidential Primary Election to be held June 5, 2012. This will reauthorize the existing 2% portion of the North Lake Tahoe 10% transient occupancy tax, to sunset on September 30, 2022. The following is the approved ballot language:

NORTH LAKE TAHOE T-O-T CONTINUATION MEASURE WITH NO TAX INCREASE. To reduce traffic congestion/tourist impacts, support transportation services, build/maintain local bike trails, parks, indoor recreation opportunities, sidewalks, and beaches, and other public services, shall Placer County continue for 10 additional years, with no increase, the existing 2% North Lake Tahoe portion of the Transient Occupancy Tax – paid only by lodging guests, not by local taxpayers – with annual independent audits, continued local oversight, and all funds exclusively for North Lake Tahoe?

A meeting of the TOT renewal committee was scheduled for Monday, January 30th. Staff will provide further updates at the February 1st meeting



north lake tahoe

Chamber | CVB | Resort Association

February 1, 2012

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Discussion of the NLTRA Role in the Development of a Long-Range Transportation Vision for the Greater North Lake Tahoe Area

Background

During FY 2011/12, there has been much discussion and individual transportation planning efforts taking place by the several agencies and organizations authorized/charged with improving the opportunity to move around the North Lake Tahoe area and the Basin as a whole. Unfortunately, while all realize the need for smooth, seamless, convenient, efficient, and environmentally friendly transit service, there is no one group that has taken, or can take the lead. The NLTRA Board believes, like many others, that a complete, efficient transit system would be one of the largest contributions to improving the North Lake Tahoe visitor experience and overall quality of life. This system must be one that goes beyond the local needs providing Lake Tahoe with intra-connectivity and inter-connectivity with Northern California and Nevada. It must solve today's needs and those of the future, such as visitor patterns from events like a possible Olympics or other might require. The question is how can this be accomplished and what, if any, should be the NLTRA role in the development of a public transportation long-range vision for the Greater North Lake Tahoe Area. At the Executive Committee's direction, staff took this item to the Joint Committee for discussion.

Discussion

A Committee discussion gave some indication of how the NLTRA Joint Committee, Board, and staff should engage in a transportation development process. We discussed what the NLTRA role has been and evolved to over the past 17 years, and identified most all of the various transportation groups along with a brief description of their roles in planning and implementation.

Comments and suggestions that were made by the Committee included:

- Identify current shortcomings and strengths
- Do not hold back from having bold vision
- Check how bold vision can become reality
- Determine what other community partners to involve

- Do not duplicate previous efforts
- Review past plans
- Revisit formation of North Lake Tahoe Transportation District
- Need separate workshop to vision
- Include other partners to combine goals
- Start by making contacts to encourage working together
- Post links to partners long-range plans

It was suggested that staff put together a workshop that invites the transportation partners for a summit to, first, present existing goals and plans for group awareness. Secondly, it would help to bring together various goals and ideas that should be considered for inclusion in the common vision. And the workshop would also encourage mutual decision making as to how to move ahead in developing that vision and bringing it to fruition.

This item is for your information, discussion, and possible further direction to staff.



north lake tahoe

Chamber | CVB | Resort Association

THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
January 4, 2012 – 8:30 am – 11 am
Tahoe City Public Utility District
Preliminary Minutes

ATTENDANCE: Ron McIntyre, Ron Parson, Phil GilanFarr, Kali Kopley, Wally Auerbach, Jennifer Merchant, Bill Rock, Valli Murnane, Andy Wirth, and Allen Highfield

NOT PRESENT: Roger Beck, Alex Mourelatos, Julie Regan

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Kym Fabel, Andy Chapman, Deanna Frumentti, Lisa de Roulet, Greg Howey, and Judy Laverty-Capach

OTHERS IN ATTENDANCE: Cindy Gustafson, Steve Hoch, Steve Kastin, Dave Snyder

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:35 am by Chairman Ron McIntyre and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions
2. Approval of Agenda

M/S/C (Wirth/Kopley) (10-0-0) to approve the agenda as presented.

C. PUBLIC FORUM

Andy Chapman introduced the new National Sales Manager, Greg Howey, for the NLT Chamber/CVB/Resort Assn.

Ron Parson informed the Board that the West Shore Association and Squaw Valley will host the Olympic Heritage event from Sunday, January 8, 2012 through the following Sunday, January 15, 2012.

Dave Snyder, head of the Placer County Redevelopment Office, reported on new legislation that has recently been passed by the California Supreme Court that will take back \$1.7 billion dollars per year; and the economic impact on Placer County redevelopment agencies. This may affect NLT Chamber/CVB/Resort Assn. projects such as the Kings Beach project.

D. REPORTS & ACTION ITEMS

3. **Ron McIntyre welcomed the new Board Members: Alex Mourelatos, Andy Wirth, Ron Parson, Valli Murnane, and Bill Rock**

4. **Executive Committee Nominations and Election – Ron Parson**

Ron Parson recommended nominating the proposed list of volunteers in the Board packet for Executive Committee membership.

M/S/C (Wirth/Auerbach) (10-0-0) to appoint Ron Parson as Chairman of the Board of Directors.

Ron Parson discussed his thoughts on the direction of the Board including:

- The Board of Directors returns to using the 1995 Master Plan and resubmit it to the county Board of Supervisors for adoption.
- To promote tourism and benefit business by making sure all of our marketing and collateral is in line with that goal in mind.
- The NLT Chamber/CVB/Resort Assn. becomes the point of contact and advisor for the County Board of Supervisors.
- The NLT Chamber/CVB/Resort Assn. take a leadership role in the community and with the Business Associations.
- Meetings to be completed by 11:00 am. The agendas and speakers to better use time management.

M/S/C (Auerbach/Wirth) to appoint Kali Kopley, Phil GilanFarr, and Allen Highfield to the Executive Committee.

5. Olympic Bid Request – Andy Chapman, Andy Wirth

Andy Chapman reported on the status of the 2022 Olympic bid request. A coalition of interested organizations met about a month ago with regards to funding a bid request for the 2022 Olympics.

Andy Wirth elaborated on the request for funding, including who was involved in the coalition. He noted that we have so many groups interested from Reno to Sacramento that it creates "a house divided." The coalition wishes to align the interests of the involved parties. Andy then discussed his experience in hosting World Cup events had left him skeptical on whether or not we have sufficient regulation downhill slopes for the games. The committee hired Ecosign, international experts, to evaluate the area for downhill slopes. There are three very credible downhill venues. Once created, these downhill slopes would be superior to other downhill slopes in Northern America. Some challenges considered by the committee are the areas transportation, infrastructure, and the high altitude. The amount requested would be \$25,000 from this year's budget and \$25,000 from next year's budget for a total of \$50,000 for the bid process. Bill Rock suggested that we make the second \$25,000 contingent upon the receipt of other funds from the coalition constituents and other Visitor Bureaus.

ACTION: Andy Chapman is to provide the Board of Directors with reports on the progress.

M/S/C (GilanFarr/Rock) (9-0-1 abstention by Andy Wirth) to approve the allocation of funds requested for Olympic Bid Request.

6. Autumn Food & Wine Future Direction – Andy Chapman, Judy Laverty-Capach

Andy Chapman reviewed the information in the Board packet regarding the Autumn Food & Wine event. The event will be at Northstar and he noted that some events are ticketed and some events will be free to attend. Events such as the Grape Stomp and the Gourmet Food and Wine Tasting will have a five dollar increase in their ticket price. Tickets show an increase of 5.4% over last year and the overall attendance is just up slightly. Revenues were \$78,000 and expenses were \$64,000, leaving a \$14,000 profit. This is an increase over the previous year's profit of \$1,600. This year there will be less money spent on media and more emphasis on word of mouth.

Executive Committee discussions brought to light that this event may be a conflict of our policy to only acquire events, not to create and sustain them. The Executive Committee asked Andy to look into meeting with a restaurant consulting committee to see how we can improve the venue and event. Andy will be looking at the issues with the restaurant consulting committee, then report to the Board on whether or not we should move forward with the event or look to source it out. Outsourcing the Autumn Food and Wine event would leave the NLT Chamber/CVB/Resort Assn. with the responsibility to create a partnership between us and whoever took over the event. Bill Rock suggested we determine a direction and deadline for deciding if we should continue to manage the event.

ACTION: Andy will meet with a restaurant consulting committee and report back to the Board on whether or not we should move forward with the event or look to source it out.

ACTION: Board Members Bill Rock, Jennifer Merchant, and Kali Kopley volunteered to participate in determining direction for the Autumn Food and Wine event.

7. Committee Assignments – Sandy Evans Hall

The list of recommendations is prepared. A few more people are needed for the Membership Advisory Committee.

M/S/C (Kopley/Highfield) (10-0-0) to approve the recommendation of Board Member committee appointees.

8. Golf Course Funding Request – Phil GilanFarr

Phil GilanFarr conveyed that there were no changes to report since the last meeting. At the next Board meeting there will be a funding request.

Cindy Gustafson, General Manager of the Tahoe City Public Utilities District, discussed how the Placer County funding has changed. The California redevelopment funds for the golf course are probably non-existent. The TCPUD, along with the NLT Chamber/CVB/Resort Assn. and others have raised \$30 million in public infrastructure funds in this core area to handle environmental issues for such projects as: Storm water drainage plan, bike trails, park restoration, and property acquisition along the bike trail. Cindy is passionate about this project because of what it can do for our community in an economic development capacity. The appraisal of the golf course will be finalized this week. Cindy believes it will be beneath the asking price, although they found an additional parcel in the survey which will make a value difference. Cindy urges us to look at legislative avenues to use redevelopment monies for the community so that private sector can come back and thrive in Lake Tahoe.

9. TOT Renewal Campaign

Ron Treabess announced that it is time to start preparing for the June 4th renewal of the TOT tax for development of transportation and infrastructure needs. Consultants who did a voter survey last summer came back with two recommendations: That we start an education information campaign for the public and create an advocacy campaign that will work in conjunction with the education effort. The education effort will be funded through public funding and the advocacy campaign would be funded with private funding. The survey found that 80% of the people polled were in favor of voting for renewing the TOT tax.

E. CONSENT CALENDAR – MOTIONS

M/S/C (GilanFarr/Wirth) (10-0-0) to approve the Consent Calendar as presented:

10. Board Meeting Minutes – December 7, 2011
11. Financial Statements – NO FINANCIAL STATEMENTS THIS MONTH
12. Joint Infrastructure/Transportation Committee – NO MEETING IN DECEMBER
13. Marketing Committee – NO MEETING IN DECEMBER
14. Conference Sales Reports
15. Infrastructure/Transportation Activity Report – December
16. Membership Advisory Committee – NO MEETING IN DECEMBER
17. Chamber of Commerce Business Plan Progress Report – December
18. Group Sales Director Subcommittee – NO MEETING IN DECEMBER
19. Lodging Committee – NO MEETING IN DECEMBER
20. Finance Committee – December 5, 2011

F. CHAMBER OF COMMERCE REPORTS

21. Chamber Activities and Events – Kym Fabel

Kym Fabel reported that she will be implementing new Chamber member software that allows members to register online and send out videos. The staff plans to be fully trained and ready to launch the new software mid-March. Once the new software is implemented, the Chamber of Commerce website will be merged with gothoenorth.com.

Chamber Activities and Events

- Jan 17th – ChamberEd Labor Law Update Class
- Jan 19th – Party Like its SnowFest! Fundraiser Mixer at the Blue Agave Restaurant

- The Chamber of Commerce needs to fill the 2012 mixer calendar- If you are interested in having a mixer within the next few weeks please let Kym Fabel know.

G. DIRECTORS COMMENTS-

Jennifer Merchant announced that the Placer County Executive Officer Tom Miller has decided to retire. Jennifer also mentioned that on January 10th she will be presenting 2 items to the Board of Supervisors. The items are the Northstar Roundabout Project and the maintenance for the Squaw Valley bike trail. Also on the January 10th calendar Eric Brandt will be appointed to the Placer County BOS's seat on the NLT Chamber/CVB/Board.

Ron Parson verbalized his concern that our biggest challenge in North Lake Tahoe is the lack of lodging occupancy. He would like the NLT Chamber of Commerce/CVB/Resort Assn. to task marketing and the lodging committee to take a look at their message about how much there is to do in Lake Tahoe.

Sandy Evans Hall reminded the Board to submit events and specials to the Chamber of Commerce so that the events can be publicized.

ACTION: The NLT Chamber/CVB/Resort Assn. will consolidate its community messaging.

H. MEETING REVIEW AND STAFF DIRECTION

Sandy Evans Hall reviewed the action items from today's meeting.

- Andy Chapman will continue to communicate with the Board through reports on the Olympic Bid Request
- Board Members Bill Rock, Jennifer Merchant, and Kali Kopley to put together cost and direction for the Autumn Food and Wine event.
- Andy Chapman is to work with the Restaurant Consulting Committee and to report to the Board on their suggestions regarding the Autumn Food and Wine event. The decision should be made by mid-February. Sandy will send the Board an email with the decision.
- Kali Kopley, Andy Wirth, and Jennifer Merchant will join the committee for TOT renewal.
- The NLT Chamber/CVB/Resort Assn. is to communicate consolidated community messaging.

I. CLOSED SESSION

Closed session was convened at 10:20 am to discuss:
Lease for Association offices/Visitor Center

J. RECONVENE TO OPEN SESSION

Open Session was reconvened at 10:39 am.

ADJOURNMENT

The meeting adjourned at 10:40 am.

Submitted by
Deanna Frument, Executive Assistant
NLT Chamber/CVB/Resort Association