



NLTRA Board of Directors Agenda and Meeting Notice

Wednesday, March 2, 2016 at 8:30 am
Tahoe City Public Utility District

*******REVISED*******

NLTRA Mission

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

2015 Board of Directors

Wally Auerbach (Secretary)

Auerbach Engineering

Christy Beck

The Village at Squaw Valley

Sue Busby

Placer County BOS Appointee
Castle Peak Property Mgmt.

Brendan Madigan (Past Chair)

Alpenglow Sports

Valli Murnane

Tahoe X-Country

Eric Pilcher (Treasurer)

Moe's BBQ/Gear & Grind

David Tirman (Chair)

JMA Ventures, LLC

Samir Tuma

Kila Lake Tahoe

Brett Williams

Agate Bay Realty

Adam Wilson (Vice Chair)

Northstar California

Jennifer Merchant

Placer County Rep

Tom Lotshaw

TRPA (Ex-officio)

Quorum - 6

Majority of the NLTRA Board
Representatives

Items May Not Be Heard In the Order They Are Listed

A. Call to Order-Establish Quorum

B. **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.

C. Agenda Amendments and Approval

D. Visiting Boards – Introductions and Call to Order

E. Strategic Discussion (60 minutes)

1. **Tahoe Prosperity Center presentation on Measuring for Prosperity – Tahoe Basin Socio-Economic Indicators. Joint board (TCPUD, TCDA, NTPUD, NTBA, NLTRA) discussion regarding opportunities and challenges for North Lake Tahoe (pg. 1)**

F. Visiting Boards - Action and Adjournment

G. Consent Calendar-MOTION (5 minutes)

All items (**in Bold**) 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.

1. **Board Meeting Minutes –February 3, 2016 (pg. 9)**

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

2. **Capital Investment/Transportation Committee- February 22, 2016 (pg. 14)**
3. **Marketing Committee – February 23, 2016 (pg. 15)**
4. **Business Association and Chamber Collaborative – February 11, 2016 (pg. 16)**
5. Lodging Committee – No meeting in January
6. Conference Sales Directors Committee – No meeting in January
7. **Finance Committee – February 18, 2016 (pg. 17)**
8. Financial Reports
9. **Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors)**
 - a. **Memorandum of Agreement Amendment between NLTRA and Placer County DPW for Truckee River Corridor Access Plan (pg. 18)**

H. Action Items (30 minutes)

- 1. MOTION: Discussion and possible approval of concept of adding a deed restriction on the Tahoe City Golf Course in exchange for expanding the Town Center boundary by adding the high capability club house property – Sandy Evans Hall, Wally Auerbach (pg. 33)**
- 2. MOTION: Discussion and possible approval of resolution naming signers for \$100,000 Emergency Cash Flow Fund at Plumas Bank – Al Priester (Finance Committee vote: 2-0) (pg. 41)**
- 3. MOTION: Discussion and possible approval of revised Amendment to the Placer County contract revising the amount owed to the Infrastructure Fund from 2014/15. (Please see backup documentation under I -4. a.)**

Supplemental Staff Reports

I. Staff Reports (20 minutes)

- 1. Marketing – JT Thompson**
 - a. Destimetrics (pg. 44)
 - b. Event updates: Tough Mudder, Amgen, Spartan WC, Winter Wondergrass (pg. 64)
- 2. Membership - Ginger Karl**
 - a. New Members
 - b. Upcoming Events (pg. 66)
- 3. CI/T – Ron Treabess**
 - a. Project Approval Update, Transportation Grant
- 4. Administration – Sandy Evans Hall**
 - a. Revised payment to Placer County (pg. 67)
 - b. Attachment G – Policy for \$100,000 Cash Reserve (pg. 80)
 - c. Organization Structure Task Force Update (pg. 81)
 - d. Upcoming Meetings

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

- 5. Conference Sales Reports (pg. 98)**
- 6. Executive Committee Report – February 18, 2016 (pg. 105)**
- 7. Capital Investment/Transportation Activity Report – January (pg. 106)**
- 8. Dashboard – January (pg. 110)**

J. Directors Comments (5 minutes)

K. Meeting Review and Staff Direction (5 minutes)

L. Closed Session for discussion of CEO/ED Review. Reconvene to Open Session

M. Adjournment

This meeting is wheelchair accessible

Updated Posted and Emailed (2.26.16)



NLTRA Board Meeting

Executive Summary of Key Items

E. Strategic Discussion – Tahoe Prosperity Center presentation to joint boards

- Heidi Hill Drum from Tahoe Prosperity Center will present the Socio-Economic Indicators for the Tahoe Basin "Measuring for Prosperity"
- She will also introduce a Workforce Project that TPC is working on and raising funds for
- NTPUD and TCPUD boards will be present as well as some members from the NTBA and TCDA for discussion of funding the program as well as other strategies

H. Action Items

1. Tahoe City Golf Course Deed Restriction proposal

- A portion of the Tahoe City Golf Course high capability land (4.2 acres) is being proposed to be added to the Town Center in the revised Tahoe City Area Plan
- In exchange, 7.2 acres that is currently in the Town Center would be removed and the land use of the remaining golf course land would change from Residential and Mixed Use to Recreation, to be codified in a deed restriction
- The ownership partners in the Memorandum of Understanding have agreed to go their respective boards and gauge their willingness to accept a deed restriction on this property
- The details of the deed restriction have not been fully determined at this time
- If the NLTRA board votes that a deed restriction is acceptable, then a final draft of the restriction would be drafted and brought back to this board for approval.

2. Resolution for Plumas Bank account for \$100,000 Emergency Cash Flow

- This is a standard resolution required for opening the account at Plumas Bank. The language in this resolution has been edited to match the language that was approved in the Bank of the West resolution

I. Staff Reports

4. Administration – Sandy Evans Hall

a. Revised Payment to Placer County

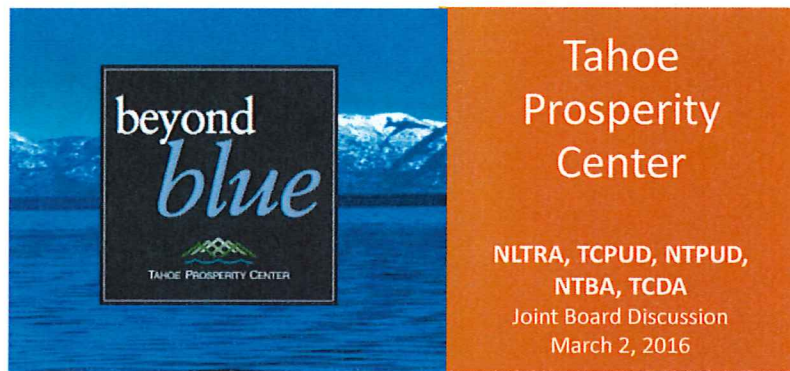
- The amount that was discussed at the last board meeting of \$125,581 has been revised to be \$96,572.
- This amount has been agreed to by all parties and will be entered into the pages of the contract
- Contract approval was delayed from the proposed date of February 23 to March 8 due to the change in this amount.

b. Attachment G – Policy for \$100,000 Cash Reserve

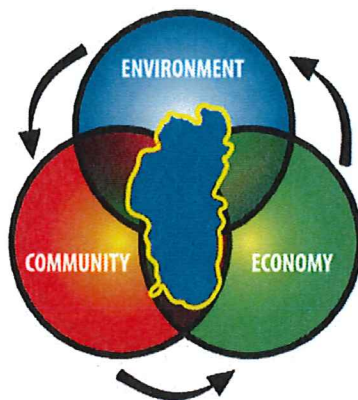
- This policy was written collaboratively by Sandy Evans Hall and Jennifer Merchant and has been placed in the packet for the Board of Supervisors to be approved on March 8

c. Organization Structure Task Force

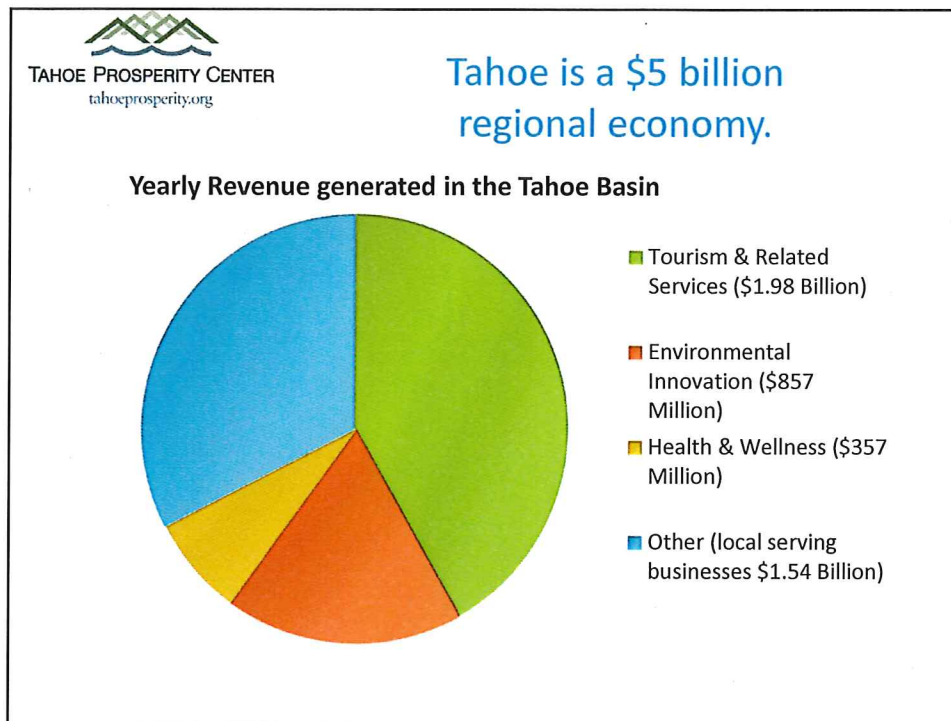
- Attached is the agenda and presentation for the first meeting of the Task Force to take place on Friday, February 26. Sandy and David will provide a verbal update in addition to these materials.



Our History and Mission



- Uniting Tahoe's Communities to Strengthen Regional Prosperity
- Founded in 2011 after the unprecedented collaboration of the 2010 Lake Tahoe Basin Prosperity Plan – the first comprehensive study of the Tahoe region's economy.
- Board is representative of entire Tahoe Basin – government jurisdictions, businesses, community, education and non-profit organizations.



TAHOE PROSPERITY CENTER
tahoeprosperity.org

TPC Projects:

need speed?

THE ALERT TAHOE PROJECT

**Regional Land Development
Commodities Action Plan**

May 27, 2014

Prepared with assistance from the Tahoe Regional Planning Agency and AIRCMA

MEASURING
FOR
PROSPERITY



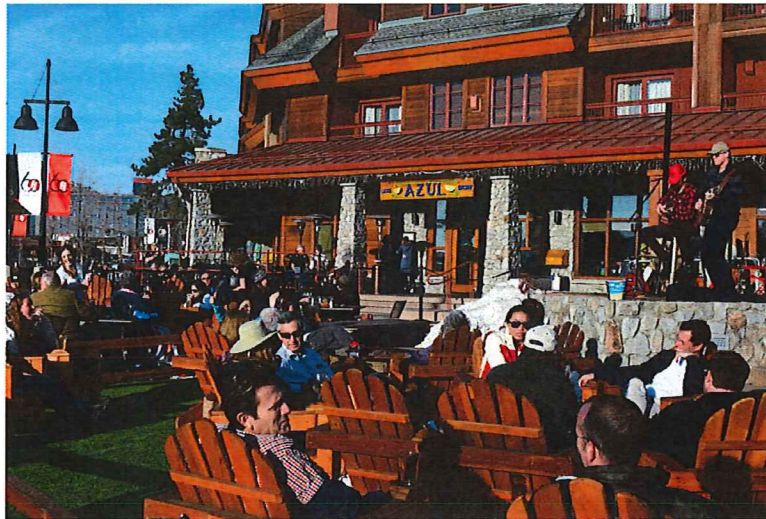
This is acting as affordable housing
in our communities



But we need more of this:



And this!



MEASURING FOR PROSPERITY

■ Economic Indicators

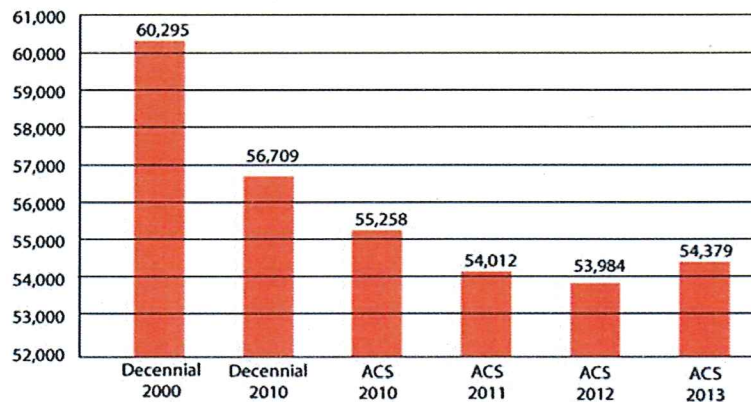
- Overnight stays/ TOT
- Average daily hotel rates
- Skier days
- Sales tax collections
- Median home prices
- 2nd-homeownership rates
- Per capita income
- Total employed/unemployed
- Jobs by industry
- Development in urban areas

■ Community Indicators

- Population growth/decline
- Public and private school enrollment
- Registered voter participation
- College enrollment
- Crime rates
- Payers for hospital services
- Diagnosis groups of concern

Tahoeprosperity.org/prosperity

Measuring for Prosperity Initial Highlights:

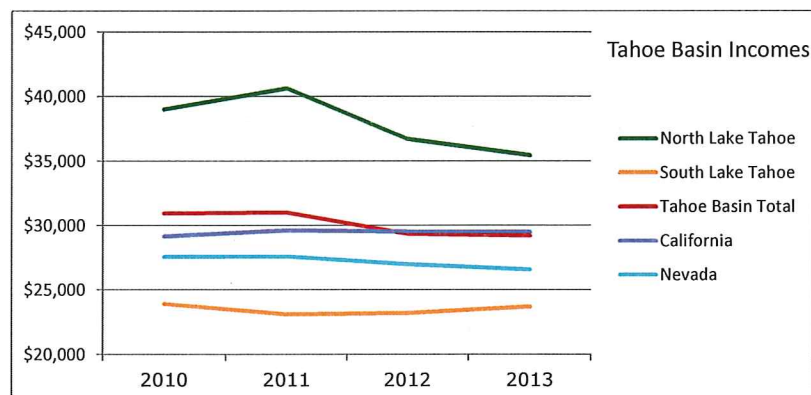


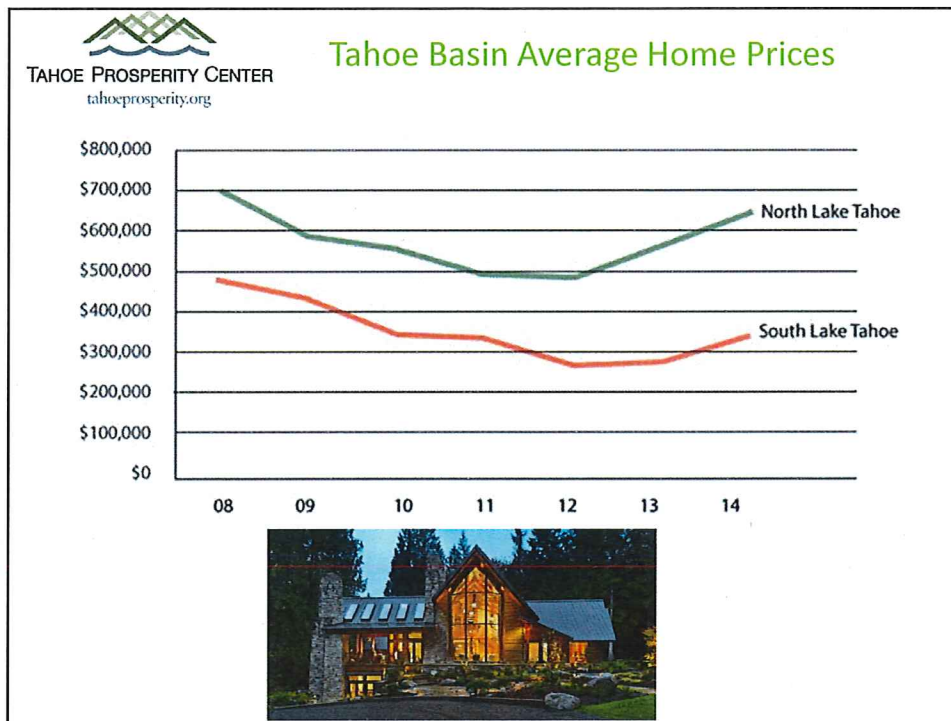
- Pronounced and sustained population decline, but perhaps some signs of reversing this trend?
- Continued reliance on tourism, but tourism employment has declined from 50% of total employment in 2003 to 44% in 2013.




Tahoe Basin Income Levels:

- Overall, generally low incomes in the Basin.
- **63% of our population is low to moderate income.**
- Unemployment rates higher than CA and NV.





 **TAHOE PROSPERITY CENTER**
tahoeprosperity.org

Housing Affordability (or not)

- Incomes continue to decline - not keeping up with inflation
- Home Price to Income Ratios:
 - Reno 5 to 1
 - San Francisco 8 to 1
 - Tahoe: 10 to 1!
- 50% of north shore employees commute in. 10,000 commute over Spooner Summit/Kingsbury Grade every day.



Redevelopment is a positive indicator

- The areas that have undergone redevelopment are performing much better than the “neglected” areas.
- The market is responding positively to reinvestment.



Two Primary focus areas for TPC this year:





Tahoe Jobs and Workforce

- TPC will meet with local residents, businesses and schools to determine current challenges.
- We will evaluate expected changes to our tourism economy and what those changes may mean for future job opportunities.
- We will work with colleges to provide training needed for higher-wage jobs and with businesses to hire local talent.
- Let's work together to diversify job opportunities within our core industry sectors: Tourism and Visitor Services, Environmental Innovation, and Health and Wellness.



How you can help!

- Support TPC's Workforce Project with funding and volunteers for the North Shore Business Walks, evaluation of the labor market needs and solutions to be implemented for our region.
- Get the word out about Workforce and TPC's efforts on revitalization, broadband expansion, etc.
- Contact me with any questions:
heidi@tahoeprosperity.org

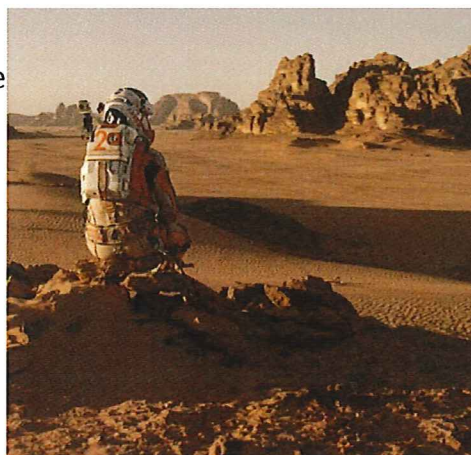


Image: 20th Century Fox



north lake tahoe

Chamber | CVB | Resort Association

THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday, February 3, 2016 – 8:30 am

Tahoe City Public Utilities Board District – Board Room

MINUTES

BOARD MEMBERS IN ATTENDANCE: Wally Auerbach, Brett Williams, Tom Lotshaw, Christy Beck, Jennifer Merchant, Samir Tuma, Valli Murnane, and Sue Busby

BOARD MEMBERS NOT PRESENT: Adam Wilson, Brendan Madigan, Eric Pilcher, and David Tirman

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Ron Treabess, JT Thompson, Valerie Lomeli, Al Priester, and Judy Laverty

OTHERS IN ATTENDANCE: Cindy Gustafson, Stacie Lyans, and Randy Hill

A. CALL TO ORDER – ESTABLISH QUORUM

- The meeting was called to order at 8:31 am by Wally Auerbach and a quorum was established

B. Public Forum: None

C. Agenda Amendments and Approval

M/S/C (Brett Williams/ Valli Murnane) (6/0/0) motion to approve agenda with the exception of correcting the wording on item F4, to remove Unrestricted Net Assets and replace with – Restricted Cash Reserve.

D. Consent Calendar-MOTION (5 minutes)

M/S/C (Valli Murnane/Sue Busby) (6/0/0) motion to approve consent calendar.

All items (**in Bold**) 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.

1. **Board Meeting Minutes –January 6, 2016**

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

2. **Capital Investment/Transportation Committee- January 25, 2016**

3. **Marketing Committee – January 26, 2016**

4. **Business Association and Chamber Collaborative – January 14, 2016**

5. **Lodging Committee – No meeting in January**

6. **Conference Sales Directors Committee – No meeting in January**

7. **Finance Committee – January 21, 2016**

8. **Financial Reports – No financial reporting is available at this time; Item F-2 will discuss proposed resolution**

9. **Contract Approval (Projects whose funding has already been approved by the**

NLTRA Board and Board of Supervisors) – No Contracts in December

10. Appointment of Task Force to evaluate organization structure and funding of \$3,000 for facilitation and other expenses.

E. Strategic Discussion

1. County Revenues and Expenditures/County Recreational Facility Master Plan – Andy Heath

- Andy Heath gave a presentation on Lake Tahoe area revenues and expenditures, and Tahoe budget analysis. Few items included:
 - Tahoe budget analysis of FY 2013-14 data related to County services provided in a defined Lake Tahoe area.
 - Reason for a Tahoe budget analysis was to determine an estimated magnitude of providing County services directly to a defined Lake Tahoe area.
 - Tahoe budget analysis represents basic quantitative analysis of County revenues generated in the Lake Tahoe area versus expenditures for direct services and programs to area constituents.
 - Analyzed costs do not include certain indirect and countywide service costs for services/programs available to all Placer County residents, including those in Lake Tahoe area.
 - Both direct costs (those included in analysis) and indirect costs will fluctuate to varying degrees from year-to-year depending on factors impacting the need for county services.
- Board Questions and Comments:
 - Board members asked if having a big snow year, would the \$3.2 million have a higher number or lower number.
 - Collection will rise based on snow years and the increase of visitors.
 - Board members wanted to have additional information on which departments had a significant impact on the numbers presented.
 - Andy informed the board that the methodology weren't in the reports but the departments do have these. He is currently working with another individual to put together something that discusses these methodologies.
 - Board members wanted to know how Placer County is improving efficiency in services compared to other communities.
 - Yes, the County has been working on this for the last couple of years.
 - Placer County representative informed the Board that there are concerns regarding provision of services and the quality of those, along with the cost. The County is really looking at the pros and cons to determine what's more effective, what are most costly, and balancing those out and determining on what's the best way to provide services in different areas.

F. Action Items

1. MOTION: Extension of Agreement for Financial Audit with McClintock Accountancy for one year – Al Priester (Finance Committee Vote: 4-0) (pg.12)

- Al Priester briefly went over the McClintock Accountancy Corporation contract for 2016. He informed the Board that the Finance Committee has reviewed and agreed to the one-year extension.

M/S/C (Samir Tuma/Valli Murnane) (7/0/0) motion to approve McClintock Accountancy Corporation for one more year

2. MOTION: Discussion and possible approval of Fund Balance Allocation revisions to include up to \$15,000 for additional temporary Financial staff and revisions to other allocations – Sandy Hall/Al Priester (Finance Committee Vote: 4-0) (pg.25)

- Sandy briefly went over the fund balance, few items included:
 - BOD approved the preliminary amount of \$416,298 at its October 2015 Board meeting.
 - Since October, there has been over \$500,000 remitted to Placer County from the NLTRA unrestricted net assets and Transportation account.

M/S/C (Valli Murnane/Brett Williams) (7/0/0) motion to approve the \$15,000 for additional temporary financial staff and revisions

3. MOTION: Discussion and possible approval of Amendment to the 2015-16 Approved Agreement between the County of Placer and the North Lake Tahoe Resort Association – Sandy Evans Hall (pg.29)

- Sandy and Al briefly went over the 2015-16 approved agreement between the County of Placer and the North Lake Tahoe Resort Association. Few items included:
 - In August 2015 a schedule was prepared accordance with a format the County prescribed. On this schedule it had all of the revenues provided to the NLTRA, by the County, by the TOT.
 - There are three different broad categories the first one being: Marketing, Conference, and Visitor Information in which all those three are sub-total together as one section, then followed by Infrastructure as one section and Transportation as another section.
 - In the August generated report all three sections had excess funds available.
 - The Resort Association has other revenues other than what the County provides in their monthly payment. Those revenues are – commissions that come in from activities through the conference department and sponsorship of events.
 - Board members discussed in length the funds regarding the Amendment to the 2015-16 agreement between the County of Placer and the North Lake Tahoe Resort Association.
 - NLTRA staff agreed to have fund balance of \$125,581 returned by March 1st.

M/S/C (Samir Tuma/Sue Busby) (5/0/1) motion to approve with the modifications to Exhibit B and C, Third Amendment agreement, and attachment G the reserve policy would be included as an attachment to the contract, subject to final confirmation of the exact numbers. With the additional amendment of adding an automatic payment if County can do so.

*Jennifer abstained

*Valli Murnane left the meeting at 9:58 am

4. MOTION: Discussion and possible approval of a policy outlining protocol for using \$100,000 TOT funds in Unrestricted Net Assets – Sandy Evans Hall (pg.52) 2:02

- Sandy briefly went over the policy outlining protocol for using \$100,000 TOT funds in Unrestricted Net Assets. Few items included:
 - NLTRA staff met with the County and determined in lieu of doing a \$100,000 equity line item on the balance sheet, it will be a cash reserve. This will be sitting in cash reserve in a separate bank and will be utilized. The restriction for utilization would have to have a Board vote for the purpose of utilization and have approval by CEO office.
 - Money will be replenished through the upcoming budget year or through reallocating funds in the existing budget year.
- Board comments and recommendations
 - Board members suggested changes to the language of the policy.
 - A copy of an updated policy with Board edits will be emailed to the Board of Directors.

M/S/C (Brett/Samir) (5/0/1) motion to approve the policy outlining protocol with the proposed amendments regarding the \$100,000 TOT funds of unrestricted cash reserve.

*Jennifer abstained

Action for Staff: to email the updated policy with Board edits to the Board members.

5. MOTION: Discussion and possible approval of a Legislative Platform – Sandy Evans Hall (pg.53)

- Sandy gave a short overview of the Legislative Platform. A few items included:
 - The legislative Platform is based on the Platform that was revised and approved by County Staff and the Board of Directors in 2015.
 - Sandy added item #5, a, b, and c that came directly from the Placer County Advocacy.
- Board comments and recommendations:
 - Board member suggested on pushing this item forward and if any changes need to be made, an amendment may be done.

M/S/C (Brett Williams/Sue Busby) (5/1/0) motion to approve 2016 Legislative Platform

*Jennifer opposed

6. MOTION: Discussion and possible approval of Tough Mudder Bid Proposal – JT Thompson, Judy Lavery, Jason Neary (Marketing Committee Vote: 7-0-1 abstention by Eric Brandt) (pg.56)

- JT briefly went over the Tough Mudder bid proposal. A few items included:
 - Marketing Committee approved 7/1, to approve the additional \$30,000 in funding for this sponsorship.
 - Budget funds of \$20,000 have already been approved from Special Events line item. The Marketing committee is requesting a reallocation of an additional \$30,000 in funding from other events that have been recently cancelled.
 - In return for the cash sponsorship fee, and other in-kind services, the NLTRA will receive the following benefits:
 - Tough Mudder to promote the region through their database messaging.
 - Tough Mudder to promote the region's internal landing page on GoTahoeNorth.com

M/S/C (Brett Williams/Christy Beck) (6/0/0) motion to approve \$30,000 Tough Mudder bid proposal

7. Discussion and Recommendation of North Lake Tahoe Expenditure Plan for Proposed Sales Tax Increase by Placer County Transportation Planning Authority – Ron Treabess (CI/T Committee Vote:13-0) (pg.72) 2:34:55

- Ron briefly went over the North Lake Tahoe Expenditure Plan for proposed sales tax increase by Placer County Transportation Planning Authority. A few items included:
 - The PCTPA proposed sales tax expenditure plan identify that North Tahoe revenues from the sales tax, if passed, would be used for improving trails, transit services, and additional road maintenance.
 - The NLTRA will work with PCTPA, Placer County and the Resort Triangle Transportation Vision Coalition (RTTVC) to fund and conduct an additional North Lake Tahoe polling effort to substantiate the voter's priorities for transportation related expenditures (trails, transit, and roads) for the PCTPA sales tax expenditure plan and other potential funding sources.

M/S/C (Samir Tuma/Sue Busby) (5/0/0) motion to approve North Lake Tahoe Expenditure Plan for Proposed Sales Tax Increase by Placer County Transportation Planning Authority

*Wally left at 11:15am

Supplemental Staff Reports

G. Staff Reports (20 minutes)

1. **Marketing – JT Thompson**
 - a. Destimetrics
 - b. Event updates: Spartan Races, Amgen Women's, World Cup
2. **Membership - Ginger Karl**
 - a. New Members

b. Upcoming Events

3. CI/T – Ron Treabess

a. Project Approval Update

4. Administration – Sandy Evans Hall

a. Contract Compliance Update

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

5. Conference Sales Reports

6. Executive Committee Report – January 19,2016

7. Capital Investment/Transportation Activity Report – December

8. Dashboard – December

H. Directors Comments (5 minutes) 2:55:00

- Jennifer Merchant asked to be added to the Task Force.

I. Meeting Review and Staff Direction (5 minutes)

- **Action for NLTRA Staff:** Finance department to send a check to the County in the amount of \$125,581, subject to final confirmation of the exact numbers.
- **Action for JT, Brett, and Sandy:** to meet with Jennifer to go over the Touch Lake Tahoe campaign.

J. Closed Session if needed: None

E. Adjournment:

- Meeting was adjourned at 11:29 am.

Submitted by
Valerie Lomeli
Executive Assistant
NLT Chamber/CVB/Resort Association



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Capital Investment/Transportation

MEETING DATE: February 22, 2016

COMMITTEE MEMBERS PRESENT: Samir Tuma, Jaime Wright, Will Garner, Wyatt Ogilvy, John Pang, Tony Karwowski, Mike Staudenmayer, John Bergmann, Jennifer Merchant, Brian Stewart, Andrew Ryan

COMMITTEE MEMBERS NOT PRESENT: Phil GilanFarr, Adrian Tieslau, Rob Kronkhyte, and Dan Wilkins

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

None

MOTIONS MADE/VOTE:

M/S/C (Will Garner/John Pang) (9-0-0) motion to approve agenda

M/S/C (John Bergmann/John Pang) (9-0-0) motion to approve Capital Investment/Transportation Committee meeting minutes for January 25, 2016 with the removal of John Bergmann from the meeting minutes.

M/S/C (John Bergmann/Andrew Ryan) (11/0/0) motion to approve the staff recommendation of proposed 2016/17 Transportation Services & TOT Budget of \$1,288,800. Committee also recommended up to \$200,000 for additional potential marketing and pilot program for enhanced transit services to be brought forward at the March CI/T meeting.

BOARD APPROVAL/DIRECTION REQUESTED:

None



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COMMITTEE: Marketing
MEETING DATE: Feb 23, 2016
BOARD MEMBERS PRESENT: Brett Williams

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Future Event Funding/Sponsorship Strategy Discussion:

Create a new criteria form, similar to the one used for the Marketing grants and bring back to the committee next month. Break out media exposure impact dollar figures.

MOTIONS MADE/VOTE:

- 3.1 M/S/C (Moore/Brandt) (6/0) to approve the agenda as presented.
- 4.1 M/S/C (Cordell/Moore) (6/0) to approve meeting minutes from January 26, 2016

BOARD APPROVAL/DIRECTION REQUESTED:



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Business Association and Chamber Collaborative

MEETING DATE: February 11, 2016

COMMITTEE MEMBERS PRESENT: Adam Wilson, Caroline Ross, Stacie Lyans, Lisa Nigon, Amber Burke, Joy Doyle, Ginger Karl, Chris Perry, and JT Thompson (via-phone)

OTHERS IN ATTENDANCE: Connie Anderson & Marissa Cox-The Abbi Agency by phone

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

- **Action for Ginger:** to follow up with Rotor Collective with Committee's feedback on the initial Shop North Tahoe Truckee video. Provide direction on deliverable video for June.
- **Action for Northstar, Squaw, and Homewood:** if they can provide any video or photography assets to the Peak Your Adventure summer campaign.
- **Action for Ginger:** to email Committee actuals on Shop Local budget prior to Sub-Committee meeting.
- **Action for Shop Local Sub-Committee:** Ginger, Caroline, Amber, Stacie, and Adam to meet and discuss Shop Local budget vs actual. Meeting is set for March 1st at 3:00pm.
- **Action for Ginger & JT:** to find out how much it would cost for a "Shopping" Landing page on GTN.com and come up with a budget vs. the "Shopping" Listings page that currently exists.
- **Action for JT:** to look into how much it would cost to add a "shopping deals" tab on the GTN.com website.
- **Action for Ginger:** to follow up with the travel company from the Holiday Contest and ask for a refund. If they return the full amount, a portion of the return funds will go to the winner and the remaining balance will be returned to the program for next year funds.
- **Action for Committee:** to reach out to the businesses who participated in the holiday contest and get feedback.

MOTIONS MADE/VOTE:

M/S/C (Amber Burke/Adam Wilson) (8/0/0) motion to approve agenda amendments

M/S/C (Stacie Lyans/Joy Doyle) (8/0/0) Motion to approve Business Association and Chamber Collaborative Committee meeting minutes from January 14th, 2016

M/S/C (Joy Doyle/Amber Burke) (7/0/0) motion to approve Tahoe City Downtown Association \$10,000 marketing grant request



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Finance Committee

MEETING DATE: February 8, 2016

COMMITTEE MEMBERS PRESENT: Eric Pilcher, Jennifer Merchant, and Wally Auerbach (via-phone)

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

- **Action for Judy:** to look into the Fat Tire Festival and see if there had been any payment of \$2,500 to the Fat Tire festival.
- **Action for Al:** to look into the Miscellaneous account and find out what items are in there and bring back to the Committee
- **Action for Al & Emily:** to look up vendors who haven't been paid and bring back to the Committee.

MOTIONS MADE/VOTE:

M/S/C (Jennifer Merchant/Eric Pilcher) (3-0-0) motion to approve the agenda with the addition of adding another item – E.1 for recommendation of approval to authorize opening two accounts at Plumas Bank

M/S/C (Jennifer Merchant/Eric Pilcher) (2-0-0) motion to approve Finance Committee minutes from January 21, 2016

M/S/C (Ramona Cruz/Eric Pilcher) (2-0-0) motion to approve January CEO expenses

BOARD APPROVAL/DIRECTION REQUESTED:



March 2, 2016

Subject: Approval of Placer County DPWF Memorandum of Agreement Amendment For Truckee River Corridor Access Plan

From: Ron Treabess, Director of Community Partnerships and Planning

Staff Recommendation:

- The NLTRA Board approves the attached Memorandum of Agreement Extension No. 2 for Use of Placer County TOT funding for approved Truckee River Corridor Access Plan.
- This Placer County Department of Public Works project and funding have previously been recommended by the CI/T Committee, and then approved by the NLTRA Board and the Placer County Board of Supervisors to be completed by Placer County Planning Department, no later than June 30, 2013.
- The first MOA Amendment extended the project completion date to June 30, 2014.
- This second Extension is needed to adjust the Scope of Work and time line to utilize the remaining funds (\$111,123.47) from the BOS authorization on April 12, 2011.
- This will enable the project to be consistent with the updated project objectives and to be completed by October 31, 2016.
- Upon approval, the Memorandum of Agreement Extension No. 2 will be forwarded to the County, as well as remain on file at NLTRA.
- Staff will continue to bring additional funding agreements/contracts to the Board for future approved projects.

Attached Memorandum of Agreement Amendment:

| Project | Remaining Funding | NLTRA & BOS Approval |
|--|-------------------|----------------------|
| G.9.a. DPWF Truckee River Corridor Access Plan | \$111,123.47 | 04/12/2011 |



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM OF AGREEMENT - EXTENSION NO. 2
BETWEEN THE NORTH LAKE TAHOE RESORT ASSOCIATION AND THE
PLACER COUNTY DEPARTMENT OF PUBLIC WORKS AND FACILITIES
FOR USE OF TOT INFRASTRUCTURE FUNDS

This Extension No. 2 to the first Memorandum of Agreement, originally entered into in July 2011, and first extended in January, 2013, by and between the North Lake Tahoe Resort Association (NLTRA) and the Placer County Department of Public Works and Facilities (Grantee) regarding use of Placer County TOT monies to assist in funding the Truckee River Corridor Access Plan Environmental Document.

This Agreement Extension No. 2 confirms the Grantee's commitment to follow the revised project scope of work and time schedule, as defined in the attached Project Scope Addendum, report any necessary changes to the project scope or project schedule, provide documentation of all expenditures of TOT funds, provide periodic reports as requested, and provide a final report upon project completion.

The NLTRA and Grantee desire to ensure that certain tasks are accomplished to complete the environmental document for the Truckee River Corridor Access Plan. Those tasks, as revised, are outlined in the Project Scope Addendum. All other agreed upon considerations in the original Memorandum of Agreement approved by the NLTRA Board of Directors and the Placer County Board of Supervisors on April 12, 2011 will remain as written. This approval provided an Infrastructure grant of up to \$265,000 to Grantee for this purpose, of which \$111,123.47 remains from the original allocation.

The Grantee agrees to complete the project improvements, as outlined, by October 31, 2016, (the "Completion Date"). Grantee shall report any necessary changes to the completion date, project scope or project schedule to the NLTRA prior to the expenditure of TOT funds for those changes. For good cause shown, the completion date, the scope of work, as well as any dates set forth in the project schedule, may be revised and/or extended by the NLTRA upon written request by the Grantee. Such revision and/or extension shall not be unreasonably denied.

In witness whereof, this Memorandum of Agreement was executed by the parties hereto as of the date written.

Sandy Evans Hall, CEO
North Lake Tahoe Resort Association

Peter Kraatz, Assistant Director
Placer County Department of
Public Works and Facilities

Date:

2/17/2016

Date:

2/17/2016

Truckee River Corridor Access Plan

Project Scope Addendum

December 8, 2015

Background:

The current Memorandum of Agreement (MOA) between the North Lake Tahoe Resort Association and the Placer County Planning Department (now Planning Services Division) for use of Transient Occupancy Tax (TOT) infrastructure funds was fully executed on July 18, 2011. The approved MOA scope of work authorized the use of TOT monies to fund the Truckee River Corridor Access Plan (TRCAP) Environmental Document.

The Truckee River Corridor Access Plan (November 2006) was developed as a plan for trail and river access concepts within the Truckee River corridor - defined from the SR-89 Bridge in Tahoe City to the limits of the Town of Truckee. Access planning efforts were focused on the northern reach from Squaw Valley to Truckee. In the southern reach between Tahoe City and Squaw Valley the plan was limited to a summary of access, signage, and river floating use issues; conceptual recommendations for reducing environmental damage by river users; and improving boater take-out conditions at the north end of this reach. The intent of the master plan is to aid Placer County and the Truckee River Watershed Council define access improvement projects for which funding will be sought and subsequent design, environmental review, and implementation will be conducted.

The environmental assessment of a potential trail alignment between Truckee and Squaw Valley was initiated by CDRA personnel (Edmund Sullivan). The MOA executed in 2011 began a preliminary process of cultural and biological reviews for this trail alignment, which predominantly followed the State Highway 89 Right-of-Way as a Class II trail. The consulting firm, AECOM, began initial studies and was contracted for work under the MOA from the NLTRA to utilize TOT funding. Edmund Sullivan subsequently resigned from his position before the AECOM studies were complete. The project was inactive before reassignment to Stacy Wydra (Planning Services Division) and Kansas McGahan (Tahoe Engineering Division) in December 2014.

In review of the project, Placer County Staff determined that the identified public need and desire (per the Lake Tahoe Bicycle and Pedestrian Plan and the Town of Truckee Master Bike Trail Plan) was a separate, Class I multi-use trail to be consistent with regional improvements. The contract work with AECOM was consequently terminated. Placer County Staff assessed field conditions in spring 2015 and a potential Class I multi-use trail alignment was developed from the Town of Truckee line to the Squaw Valley Road intersection.

This Addendum to the MOA agreement is needed to adjust the scope of work to utilize the remaining funds from the July 2011 authorization, to be consistent with updated project objectives.

New Scope of Work for a Capital Investment / Transportation (Trail Systems):

Placer County personnel hiked and assessed several potential alignments for a separate Class I bike trail connection in February through April 2015. Based on these hikes, a preferred alignment, and in some areas alternatives to the preferred alignment, was created that;

- Minimized the need for private property acquisitions and easements;
- Minimized new disturbances in the environment;
- Connected all three US Forest Service campgrounds on HWY 89.

The tasks that are part of this scope addendum will lead into a CEQA/NEPA document and scope of work commencing in 2016. Subsequent tasks to complete the original scope from 2010 are outlined below.

1.) Environmental Constraints Analysis

An environmental consultant will be retained to perform a desktop level analysis supported by field work to identify potential environmental issues and suggest solutions within the proposed project area of the preferred alignment. This analysis will build upon if applicable, any previous environmental studies performed that were a part of the Truckee River Master Plan effort. By identifying any potential constraints or design challenges early, the results of this analysis will ultimately move the project forward through the NEPA and CEQA assessment and permitting process.

The Environmental Constraints Analysis will include a database study of existing information (gathered over the course of the last 12 years of Placer County effort), biological background research, wetlands, flood plain and water resources data review, cultural resources research, Land Use assessment, and associated field surveys during the fall 2015.

2.) Coordination Meetings with Public Utility Districts, Caltrans, USFS and Town of Truckee

There are numerous utilities along the Truckee River corridor that may have potential conflicts with or create design challenges to a trail. Namely, the sewer line managed by the Truckee Tahoe Sanitary District is an old pipe that may need replacement. Utility power poles and fiber optics are also present. Placer County staff will need to coordinate efforts for utilities to minimize conflicts.

Placer County staff will also need to meet and coordinate efforts of adjoining jurisdictions, such as the US Forest Service (Truckee District) and Caltrans. Town of Truckee coordination will need to be performed for a seamless integration with the Town's bike trail planning effort.

3.) Public Outreach Community Meeting

Prior to the start of the CEQA process, a community outreach meeting/workshop(s) will be held to introduce the project to the public and to garner support from the business interests and bike advocacy groups.

An environmental consultant will likely be used to help put together professional-quality mapping, presentation materials, conceptual drawings, etc. for the public meeting.

4.) Placer County Project Management

This project will be managed as a coordinated effort of the Tahoe Engineering Design Division (Kings Beach) and the CDRA Planning (Tahoe City). Costs for Project Management will include Placer County field work and Indirect Costs.

If requested, Placer County personnel can present an update of the project and current project direction to the NLTRA Board of Supervisors.

Budget:

Amount remaining in this active contract is \$111,123.47.

This proposal amendment requests to re-allocate the remaining funds according to the breakdown in the following table.

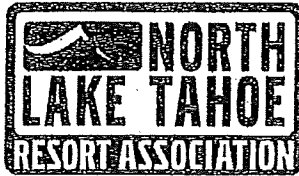
| Task | Amount |
|------------------------------------|-----------|
| Environmental Constraints Analysis | \$ 50,000 |
| Coordination Meetings | \$15,000 |
| Public Outreach Community Meeting | \$ 15,000 |
| Placer County Project Management | \$ 25,000 |

TOTAL BUDGET \$ 105,000

Schedule:

It is anticipated that upon NLTRA approval of this addendum to the initial scope of work, tasks can be initiated immediately. All tasks should be completed within six months.

The coordination meetings will need to take place concurrent with the environmental constraints analysis. Placer County would like to have the public community outreach meeting in April 2016.



MEMORANDUM OF AGREEMENT
BETWEEN THE NORTH LAKE TAHOE RESORT ASSOCIATION AND THE PLACER
COUNTY PLANNING DEPARTMENT FOR USE OF TOT INFRASTRUCTURE FUNDS

This Memorandum of Agreement is entered into by and between the North Lake Tahoe Resort Association (NLTRA) and the Planning Department (Grantee) regarding use of Placer County TOT monies to assist in funding the Truckee River Corridor Access Plan Environmental Document.

This Agreement confirms the Grantee's commitment to follow the project scope of work and time schedule, as defined in the Infrastructure Funding Application, report any necessary changes to the project scope or project schedule, provide documentation of all expenditures of TOT funds, provide periodic reports as requested, and provide a final report upon project completion, including the return, if applicable, of any unspent funds.

For and in consideration of the mutual promises herein exchanged, NLTRA and Grantee do hereby agree as follows:

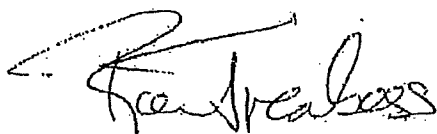
1. The NLTRA and Grantee's desire to insure that certain tasks are accomplished to complete the environmental document for the Truckee River Corridor Access Plan. Those tasks are outlined in the project scope of work and time schedule included in the Infrastructure Funding Application approved by the NLTRA Board of Directors and the Placer County Board of Supervisors on April 12, 2011. This approval provides an Infrastructure grant of up to \$265,000 to Grantee for this purpose. The total project is estimated to cost \$350,000.
2. The Grantee agrees to complete the project improvements by June 30, 2013, (the "Completion Date"). Grantee shall report any necessary changes to the Completion Date, project scope or project schedule to the NLTRA prior to the expenditure of TOT funds for those changes. For good cause shown, the Completion Date, the scope of work, as well as any dates set forth in the project schedule, may be revised and/or extended by the NLTRA upon written request by the Grantee. Such revision and/or extension shall not be unreasonably denied.
3. The Grantee shall request payment from the NLTRA in a form acceptable to the NLTRA dependent on the type of payment requested: 1) as a total lump sum in advance when it is apparent that the Grantee will make continual payments to its consultants and contractors in a relatively short period of time; 2) as a partial payment when Grantee cash flow is necessary to pay on-going invoices over a longer period of time; and 3) as a sum for an invoice(s) already paid by the Grantee for work that was approved with the project application.
4. The Grantee shall provide the NLTRA with acceptable documentation of all expenditures of TOT funds in a manner dependent on the type of payment requested:

- 1) Total lump sum in advance: documentation of payments provided by Grantee as part a final report within 60 days of project completion.
 - 2) Partial payment: documentation of payments provided by Grantee before another partial payment is made to continue the project:
 - 3) Sum for invoice(s) already paid: documentation of paid invoice(s) provided by Grantee with request for payment.
5. Depending on the time necessary to complete the project, or the need for multiple payments to the Grantee, the NLTRA may require periodic reports from the Grantee as to the progress of the project, as well as the required final report within 60 days of project completion. The final report will document project completion, include copy of the final environmental document, reconcile all expenditures, and identify all unspent funding including TOT funds.
 6. Upon completion of the project, the Grantee will return all unexpended funds which have been advanced by the NLTRA within 60 days of project completion.
 7. Prior to completion of the document and/or implementation of project improvements, any dispute arising from this Agreement will be addressed by the staff of the NLTRA and the Grantee to attempt to mediate the situation. If the situation cannot be resolved, either party may terminate this Agreement by providing the other party with sixty (60) days notice in writing. In the event of termination, all unexpended NLTRA funds shall be returned to NLTRA forthwith.
 8. In the event of termination by the NLTRA, the Grantee agrees to take all reasonable measures to prevent further costs to the NLTRA under this Agreement. The NLTRA shall be responsible for any reasonable and non-cancelable (binding) obligations incurred by the Grantee in the performance of this Agreement until the date of actual termination and will not exceed the undisbursed balance of funding as stated in this Agreement.
 9. The Grantee shall maintain satisfactory financial accounts, documents, and records relating to the project. The accounts, documents, and records relating to construction of the project shall be retained by the Grantee for three years following the date of project completion and shall be subject to examination and audit by the NLTRA and by the Placer County Auditor-Controller.
 10. When, in accordance with final plans and/or requirements, the Grantee installs interpretive signs, as well as other signs, which identify the project, the Grantee will insure such signage identifies the roles of the NLTRA and Placer County, and acknowledge the funding assistance from both.
 11. The Grantee shall perform this Agreement as an independent contractor. Grantee and the officers, agents and employees of the Grantee are not, and shall not be deemed, NLTRA employees for any purpose. The Grantee shall determine, at its own risk and expense, the method and manner by which duties imposed on the Grantee by this Agreement shall be performed; provided, however, that the NLTRA may monitor the work performed.
 12. The Grantee hereby agrees to protect, defend, indemnify, and hold the NLTRA free and harmless from any and all losses, claims, liens, demands, and causes of action of every

kind and character including, but not limited to, the amounts of judgments, penalties, interest, court costs, legal fees, and all other expenses incurred by the NLTRA arising in favor of any party including claims, liens, debts, personal injuries, death, or damages to property (including employees of property of the NLTRA) and without limitation by enumeration, all other claims or demands of every character occurring or in any way incident to, in connection with or arising directly or indirectly out of this contract or agreement. The Grantee agrees to investigate, handle, respond to, provide defense for, and defend any such claims, demand, or suit at the sole expense of the Grantee. The Grantee also agrees to bear all other costs and expenses related thereto, even if the claim or claims alleged are groundless, false, or fraudulent. This provision is not intended to create any cause of action in favor of any third party against the Grantee or the NLTRA or to enlarge, in any way, the Grantee's liability but is intended solely to provide indemnification of the NLTRA from Grantee's performance pursuant to this contract or agreement.

13. The Grantee agrees that nothing in the contract documents shall create any contractual relationship between any third party contractor and the NLTRA.
14. This Agreement is to be interpreted in accordance with the laws of California. It, and the referenced Infrastructure Funding Application, constitutes the entire agreement between the NLTRA and the Grantee relating to the project and may not be modified except by an instrument in writing signed by both parties.

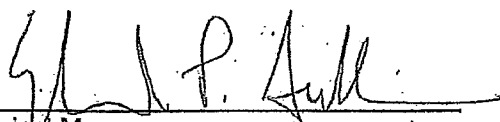
In witness whereof, this Memorandum of Agreement was executed by the parties hereto as of the date written.



Director of Community Partnerships and Planning
North Lake Tahoe Resort Association

July 7, 2011

Date



Project Manager
Placer County Planning Department (Grantee)

July 18, 2011

Date

**The North Lake Tahoe Resort Association
INFRASTRUCTURE COMMITTEE**

REQUEST FOR FUNDING

DEFINITION

"An infrastructure project is defined as a physical improvement that will directly enhance the tourism economy in North Lake Tahoe. Infrastructure projects also include programs that will stimulate the rehabilitation of the existing community. It is not our purpose to compete with, or replace, private enterprises."

APPLICATION CRITERIA

- Projects must improve overall economy.
- Projects that will stimulate weekday and off-season business.
- Demonstrated need for infrastructure program or project.
- Visitor draw and economic value for the community.
- Level of funding from other sources.
- Clear description of how public funds will be used and enough data provided for measurable results and benefits.
- Sound financial plan and managerial and fiscal competence.
- Quantifiable goals and objectives.
- Funding requirements for future maintenance or ongoing operating expenses.
- Measurable economic return on investment.
- Project should reflect a balance of funding throughout the North Lake community.
- Project is consistent with the goals of the North Lake Tahoe Tourism and Community Investment Master Plan.
- Importance of this project compared to other projects that are being considered.
- Availability of other funds for this project.
- Does a similar project already exist?
- Is it feasible under current regulations?

**The North Lake Tahoe Resort Association
INFRASTRUCTURE PROJECT/PROGRAM
FUNDING APPLICATION**

PROJECT INFORMATION

1. **Project/program name.** *TRUCKEE RIVER CORRIDOR ACCESS PLAN PROGRAM EIR*
2. **Brief description of project/program.** The Truckee River is a critically important resource that serves functions ranging from habitat to transportation to recreation. The river is a significant natural resource that provides a recreational trout fishery, habitat for the endangered Lahontan cutthroat trout, and riparian habitat for wildlife.

The Truckee River is also an essential transportation corridor. State Route (SR) 89 parallels the river, serving as a regional gateway to the North Shore of the Tahoe Basin. SR 89 also provides essential circulation for local residents living along the river and in both Placer and Nevada Counties, and is a key route for visitors to access major ski areas and the lake.

The Truckee River Corridor is also an outstanding recreation resource; providing a popular destination for paddlers, hikers, anglers, cross-country skiers, and bicyclists. The existing Class 1 trail along the southernmost river reach is popular with both families and more serious athletes. However, the public's love for the river combined with the recent growth in the local population and development has to put substantial pressure on the Truckee River corridor.

Pressures include habitat impacts, such as eroded streambanks, and degraded riverside wetlands and meadows. Safety hazards occur at intersections and where drivers park along SR 89 to walk to the river. Visitors and locals are inappropriately crossing private property to reach or cross the river.

Public interest in and use of the Truckee River is increasing among local and visiting recreationists, such as fly fishers, paddlers, bicyclists, and hikers. The Truckee River is an increasing attraction to tourists from outside the area. This is particularly evident with the recent revitalization of the Truckee River at the outlet of Lake Tahoe.

Today, no single agency, organization, or stakeholder has jurisdiction over all the land in the river corridor or control of all these issues; however, leadership in the form of coordination of plans and projects can go a long way toward creating solutions. The Placer County Planning Division has taken the first steps toward this coordination by funding the preparation of the Truckee River Corridor Access Plan to identify environmental and access-related river corridor issues and projects. The vision of the Truckee River Corridor Access Plan is to restore and enhance the river corridor's ecological, water quality, recreational

and non-motorized transportation values for the benefit of residents and visitors, while protecting private property rights of corridor landowners. This Plan is intended to serve as the guiding vision to help agencies and organizations 1) direct land management activities; 2) enhance, restore and protect natural resources; and 3) develop trails, staging areas, and other potential low-intensity recreational facilities.

In order to implement the guiding vision of the Truckee River Corridor Access (CAP), Placer County must prepare a programmatic Environmental Impact EIR for the adoption of the Plan by Placer County.

Our funding request before the NLTRA will result in Placer County putting into action the tasks necessary to ensure project compliance with the California Environmental Quality Act (CEQA). Completion and local ratification of a CEQA document is necessary in order for Placer County to adopt the CAP. When specific implementation projects come before the County for approval, they will be reviewed in light of the analysis in the Program EIR to determine if they are within the scope of the EIR, or whether they may need additional environmental analysis. If an implementation project involves Federal land or funding, it may need additional review under the National Environmental Policy Act. Improvements are *not* expected to encroach into the Tahoe Basin watershed; however, if a project did, it would need additional environmental review under Tahoe Regional Planning Agency Code of Ordinances and Rules of Procedure.

As a program EIR, the environmental document is intended to comprehensively examine the potential environmental effects of the series of potential projects proposed for the CAP, consistent with Section 15168 of the State CEQA Guidelines. Completion of the EIR will allow Placer County to seek additional funding to move forward with the construction of a multi-purpose trail linking Squaw Valley to the Town of Truckee that promotes safe public access and recreation and the sustainable use of this sensitive resource.

FINANCIAL INFORMATION

1. **Total project cost.** \$350,000
2. **Total TOT funds requested.** \$265,000
3. **Other funding sources.** Placer County
4. **Will the project require future financial funding?** No

What is the source of the future financial support? NA

5. **Provide project proforma and implementation schedule.** The approximate schedule for the Program EIR described in this scope of work is a general range, pending more precise determinations of the influence of seasonal field tasks and the time needed to refine the project description. In particular, if the traffic study identified the need for refinements in the trail description related to safety or traffic operation, it may require some time for project description review and County review, which would add to a normal EIR schedule. The estimated schedule of the Program EIR, as described in the scope of work above, would be between **14 and 20 months**.

6. **How will project cost overruns or operating cost shortfalls be funded?** The project includes a 10% contingency which is adequate for a project of this complexity.

QUALIFICATIONS OF PROJECT SPONSOR

1. **Name/address.** Placer County Planning Division, 3091 County Center Drive, Auburn CA 95603

2. **Financial Capability.** Placer County had nearly a \$800 million operating budget in FY 2009/2010 and annually manages numerous projects of this scope or greater.

3. **Experience with projects of similar nature.** The Placer County Planning Division was responsible for developing the Dry Creek Greenway Plan and the corresponding EIR.

4. **Objectives of project sponsor.**

The objectives of Placer County are as follows:

- Coordinate the multiple jurisdictions with authority in the corridor through a single management strategy to address trails and public access, habitat conservation and restoration, and water quality.
- Identify restoration projects that will improve wildlife and aquatic, meadow and wetland habitat, restore a contiguous riparian plant community along the river, and enhance water quality.
- Identify a recreation and transportation route and/or trail for walking, in-line skating, and bicycle use from Squaw Valley to the Town of Truckee.
- Identify access improvements for angling and boating from the SR 89 Bridge (Fanny Bridge) to the Town of Truckee.
- Identify local and regional connections to multiuse trails and recreation access points.
- Coordinate with the Placer Legacy Open Space Conservation Program, watershed planning efforts, and other municipal planning and development initiatives.
- Develop a base map and related spatial information appropriate for future project-planning efforts along the Truckee River from Tahoe City to the Placer County line.
- Respect and protect private-property rights.

ECONOMIC IMPACT OF PROJECT

Broadly, shared-use paths have the potential to improve the following economic factors:

- The majority of studies reviewed found that home prices near trails are higher than home prices farther away from trails.
- Bicycle-related tourism has been shown to bring in significant revenue to a region. Studies of bicycle tourism in Colorado, Maine and the Outer Banks Region of North Carolina estimate annual bicycle tourism revenues ranging from \$19.5 million to \$250.6 million.
- Bicycle and pedestrian facilities can lead to increased spending by consumers. A 1991 National Park Service study found that long rural trails generated more revenue per person than shorter urban trails. The study estimated average expenditures of rail-trail users at \$3.02 per person to \$23.63 per person.
- A high-quality bicycling environment can bring bicycle-related businesses to the region. Portland, Oregon's bicycle industry was worth approximately \$90 million in 2009, and a study of the economic impact of bicycling in Colorado found that manufacturing contributes \$990 million and retail sales and service contribute up to \$251 million.

TMDL and Water Quality Requirements

Placer County and other jurisdictions are required to meet water quality standards as defined in the Truckee River TMDL (May, 2008), NPDES Stormwater permits and Waste Discharge permits. Costs to meet these standards include [list costs such as public works maintenance, consultant fees, etc.].

Projects implemented under the program EIR will reduce costs associated with the water quality standards.

Safety

Each year, several accidents take place in the Truckee River Corridor which are directly caused by poor access and over-used access points. Costs are incurred by Placer County Sheriff and emergency services. With more distributed access, and better controlled access, public safety costs are reduced.

1. Estimated number of users.

2008 trail count survey results: daily peak bicycle/pedestrian summer users along the existing Truckee River Trail – 1,246

2. Time of year. See above

Weekends – Data not available

Weekdays – Data not available

3. Number of visitors to be attracted as a result of project/program. An additional 4,000 visitors per day during peak summer months (*Environmental, Economic and Public Health Impacts of Shared Use Paths in Lake Tahoe*, December 11, 2009. Prepared for: Lake Tahoe Regional Planning Agency)

% Local: 50%

% Out of area: 50%

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

Hotel – Standard North Tahoe visitation expenditures.

Restaurant – Standard North Tahoe visitation expenditures.

Other – Bicycle and sporting goods rental and retail sales.

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

This project enhances the ability for users of the existing Truckee River Trail, which terminates at Squaw Valley, to continue onto the Town of Truckee urban core on a safe trail connection. Moreover, the plan recommends the development of trails, staging areas, and other potential low-intensity recreational facilities.

COMMUNITY IMPACT

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

Tahoe City, West Shore, North Shore, Town of Truckee, Squaw Valley, and Alpine Meadows

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

The 2004 North Lake Tahoe Tourism and Community Investment Master Plan stated a goal of environmental stewardship and building economic sustainability. It also identified that maintaining the 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. Completion of the CAP EIR will allow Placer County to seek addition funding to move forward with the construction of a multi-purpose trail linking Squaw Valley to the Town of Truckee that provides public access and recreation; improved storm water drainage; preservation of habitat; restoration of sensitive lands; and historical/environmental interpretation. Additionally, the TCIMP states that "investments should be made in projects that improve the functionality and appearance of our community and visitor amenities and services". The Truckee River CAP improves the functionality of the trail and road network by linking separate trail segments into one continuous system. The Truckee River CAP is an essential component of the effort to "promote pedestrian-oriented development patterns that reduce reliance on the automobile".

OTHER

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

From: Ron Treabess

Sent: Wednesday, January 23, 2013 4:55 PM

To: 'Edmund Sullivan'

Subject: RE: Request to change grant MOU

Thanks for this notification Ed. Per our contract this will serve as appropriate notice to adjust the completion date to June, 2014.

Ron

(530) 581-8735

(530) 448-3873(cell)

From: Edmund Sullivan [mailto:ESulliva@placer.ca.gov]

Sent: Wednesday, January 23, 2013 3:32 PM

To: Ron Treabess

Subject: Request to change grant MOU

Hey Ron,

Due to delays with the Truckee River CEQA/NEPA start date, Placer County will not be able to complete all project work by June of this year. We're requesting that the project completion date be changed to June 2014. Please advise. Thank you.

Regards,

Edmund P. Sullivan

Senior Planner

Planning Services Division

3091 County Center Drive

Auburn, CA 95603

530.745.3030

**Staff Report for Board**

Subject: Proposed Deed Restriction for Tahoe City Golf Course

From: Sandy Evans Hall – Mar 2, 2016

Decision Considerations:

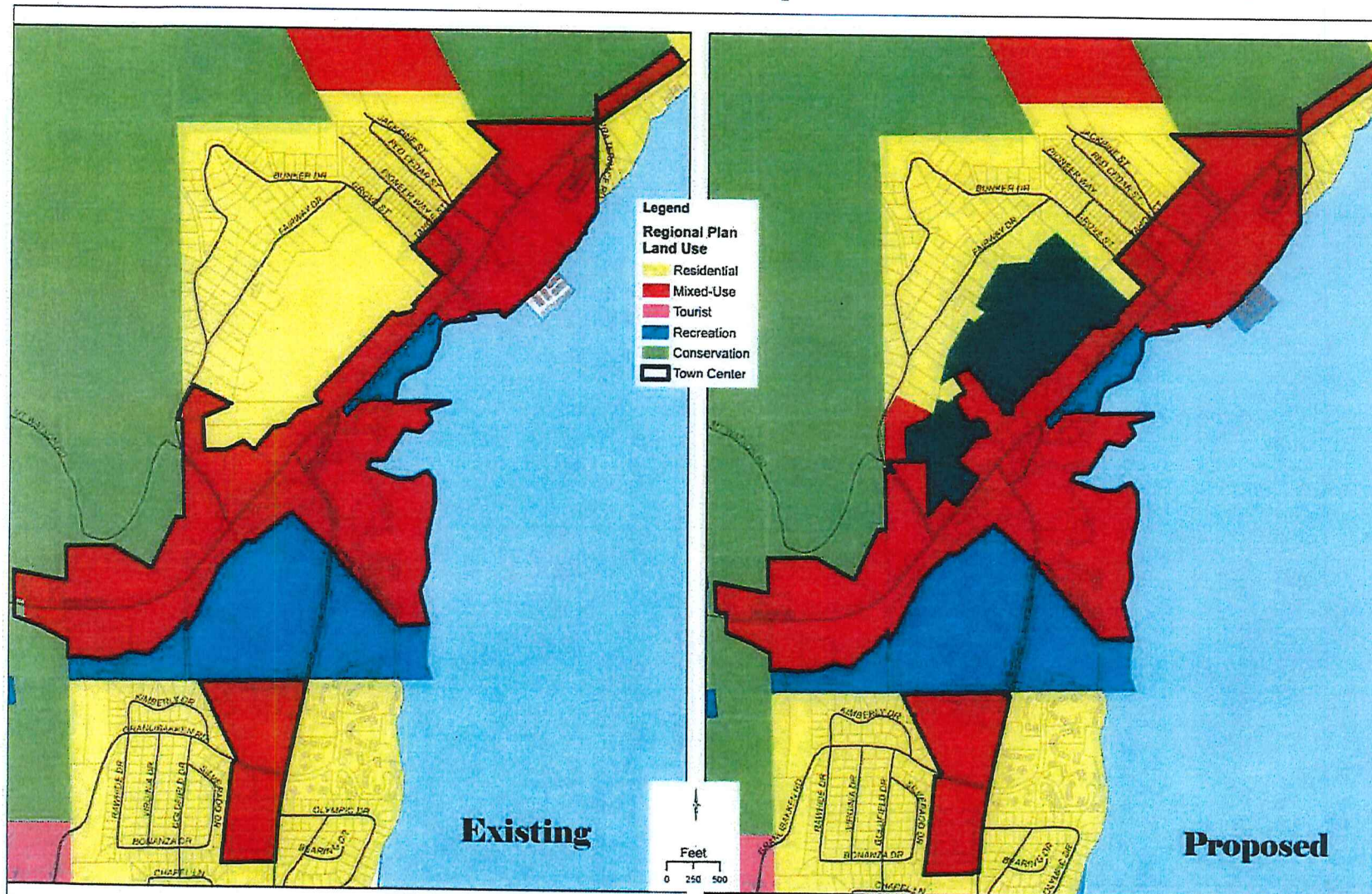
- A portion of the Tahoe City Golf Course high capability land (4.2 acres) is being proposed to be added to the Town Center in the revised Tahoe City Area Plan
- In exchange, 7.2 acres that is currently in the Town Center would be removed and the land use of the remaining golf course land would change from Residential and Mixed Use to Recreation, to be codified in a deed restriction
- The ownership partners in the Memorandum of Understanding have agreed to go through their respective boards and gauge their willingness to accept a deed restriction on this property
- The details of the deed restriction have not been fully determined at this time
- If the NLTRA board votes that a deed restriction is acceptable, then a final draft of the restriction would be drafted and brought back to this board for approval.

Staff Recommendation: Vote to allow a deed restriction on the Golf Course property in exchange for bringing the high capability land (4.2 acres) into the Town Center so that assets from that parcel can be used to improve the commercial areas in Tahoe City.

Special Planning Area: Tahoe City Golf Course

- Town Center and Land Use Adjustments
 - Compromise Arrangement
 - 7.2 acres removed from Center; 4.2 acres added (clubhouse area).
 - Golf Course and wetland basin changed from Residential & Mixed Use to Recreation
 - Also implement with deed restriction
 - Special Planning Area for Town Center Addition:
 - Matching SEZ Restoration
 - Sidewalk Extensions
- Shared Use Opportunities (PUD Owned)
 - Tahoe City Lodge; Possibly others in the Future

Tahoe City Land Use Map Amendments



Source: County of Placer 2015

X14010026 01 008



TAHOE CITY GOLF COURSE PROPERTY
AREA PLAN CHANGES FROM EXISTING ZONING

| ISSUE | CURRENT | PROPOSED |
|--------------|---------------------------|--|
| Zoning | Recreation/Public Service | Town Center (4.2 Acres) Remainder: Recreation/Public Service |
| Density | 1 residential unit/parcel | 25 residential units/acre or 40 tourist units/acre |
| Height | 2 stories | Up to 4 stories (56') |
| Coverage | per Bailey and per parcel | Alternative Comprehensive Coverage System |
| Parking | Per parcel and use | Alternative Parking Strategies (shared parking |

| Clubhouse Project Area | | | | | TRPA Allowable Area per Land Classification | | | |
|------------------------|-------------------|---------------------|---------------------|----------------------------------|---|---|-----------------------------------|---|
| Land Classification | Project Area (sf) | Easement No. 1 (sf) | Easement No. 2 (sf) | Project Area less Easements (sf) | Out of Town Center Allowable Coverage | Out of Town Center Allowable Coverage Area (sf) | In Town Center Allowable Coverage | In Town Center Allowable Coverage Area (sf) |
| Class 5 | 117,955 | 4,390 | 0 | 113,565 | 25% | 28,391 | 70% | 79,496 |
| Class 4 | 0 | 0 | 0 | 0 | 20% | 0 | 20% | 0 |
| Class 3 | 57,449 | 3,707 | 18,942 | 34,800 | 5% | 1,740 | 5% | 1,740 |
| Class 1b | 7,976 | 2,433 | 1,057 | 4,486 | 1% | 45 | 1% | 45 |
| Subtotal | 183,380 | 10,530 | 19,999 | 152,851 | | 30,176 | | 81,281 |

| Fairway Project Area | | | | | | TRPA Allowable Area per Land Classification | | | |
|----------------------|-----------------|-----------------|-----------------|-----------------|-------------------------|---|---|-----------------------------------|---|
| Land Classification | APN 094-540-012 | APN 094-540-001 | APN 094-540-002 | APN 094-060-012 | Total Project Area (sf) | Out of Town Center Allowable Coverage | Out of Town Center Allowable Coverage Area (sf) | In Town Center Allowable Coverage | In Town Center Allowable Coverage Area (sf) |
| Class 5 | 0 | 0 | 0 | 0 | 0 | 25% | 0 | 70% | 0 |
| Class 4 | 16,801 | 3,856 | 7,871 | 11,880 | 40,408 | 20% | 8,082 | 20% | 8,082 |
| Class 3 | 0 | 0 | 0 | 0 | 0 | 5% | 0 | 5% | 0 |
| Class 1b | 44,022 | 0 | 37,141 | 29,609 | 110,772 | 1% | 1,108 | 1% | 1,108 |
| Subtotal | 60,823 | 3,856 | 45,012 | 41,489 | 151,180 | | 9,189 | | 9,189 |

002 FAIRWAY TRACT

PLAN DESIGNATION:

| | |
|-------------------------|--|
| Land Use Classification | RESIDENTIAL |
| Management Strategy | MITIGATION |
| Special Designation | TDR RECEIVING AREA FOR: |
| | 1. Multi-Residential Units |
| | PREFERRED AFFORDABLE HOUSING AREA |
| | MULTI-RESIDENTIAL INCENTIVE PROGRAM AREA |

DESCRIPTION:

Location: This Plan Area is located north of the Tahoe City commercial area and is found on TRPA map C-7.

Existing Uses: This low density residential area includes a golf course and an elementary school. Older, lower-cost homes are located in the flat area near the school. The area is 80 percent built out.

Existing Environment: The land capability classification of this area is 40 percent low hazard, 15 percent moderate hazard, 40 percent SEZ and 5 percent high hazard. The disturbance risk is high in the vicinity of the school and moderate in the hilly areas behind it. The land coverage is 10 percent with an additional 10 percent disturbed.

PLANNING STATEMENT: This area should continue to serve as a residential neighborhood, maintaining the existing character.

PLANNING CONSIDERATIONS:

1. The golf course uses a large amount of fertilizer within the SEZ.
2. Subdivision improvements within the planning area are not adequate with respect to drainage, infiltration and slope stabilization.
3. West Fairway Drive is of inadequate width.

SPECIAL POLICIES:

1. The golf course area should be continued as a buffer/open space area to the commercial development of Tahoe City.

2. Special Area #1 is a multi-residential area that recognizes areas zoned for multiple residential use under pre-existing County and TRPA zoning. Development of housing for the workers of the Tahoe City area is encouraged for this area.
3. Special Area #2 is a recreation/public service area which is in the influence area of the Tahoe City Community Plan. All projects shall be subject to the policies and standards of this Plan Area and, where applicable, shall be consistent with the planning direction provided in Chapter I of the Tahoe City Community Plan.

PERMISSIBLE USES: Pursuant to Chapter 18 PERMISSIBLE USES and if applicable, Chapter 51 PERMISSIBLE USES AND ACCESSORY STRUCTURES IN THE SHOREZONE AND LAKEZONE, the following primary uses may be permitted within all or a portion of the Plan Area. The list indicates if the use is allowed (A) or must be considered under the provisions for a special use (S). Existing uses not listed shall be considered nonconforming uses within this Plan Area. The establishment of new uses not listed shall be prohibited within this Plan Area.

General List: The following list of permissible uses is applicable throughout the Plan Area, except as noted in Special Area #1:

| | |
|----------------------------|---|
| Residential | Single family dwelling (A). |
| Public Service | Cemeteries (A), churches (S), cultural facilities (S), day care centers/pre-schools (A), local post offices (S), local public health and safety facilities (S), membership organizations (A), publicly owned assembly and entertainment (S), public utility centers (A), schools - kindergarten through secondary (A), pipelines and power transmissions (S), transit stations and terminals (S), transportation routes (S), and transmission and receiving facilities (S). |
| Recreation | Day use areas (A), golf courses (A), participant sports facilities (S), cross country skiing courses (A), outdoor recreation concession (A), and snowmobile courses (S). |
| Resource Management | Reforestation (A), sanitation salvage cut (A), special cut (A), selection cut (S), thinning (A), early successional stage vegetation management (A), structural and nonstructural fish/wildlife habitat management (A), fire detection and suppression (A), fuels treatment/management (A), insect and disease suppression (A), sensitive and uncommon plant management (A), erosion control (A), SEZ restoration (A), and runoff control (A). |

Special Area #1: The following list of permissible uses is applicable in Special Area #1.

All the uses listed on the General List plus the following additions:

| | |
|--------------------|--|
| Residential | Multiple family dwelling (A), nursing and personal care (A), employee housing (A), and residential care (A). |
|--------------------|--|

Special Area #2 (Recreation/Public Service Area): The following list of permissible uses is applicable throughout the Special Area.

All the uses listed on the General List plus the following additions:

| | |
|------------------------------|--|
| Residential | Employee housing (S). |
| Tourist Accommodation | Bed and breakfast facilities (S), hotel, motel, and other transient dwelling units (S). |
| Commercial | A. <u>Retail</u> Eating and drinking places (A), nursery (S). |
| | B. <u>Entertainment</u> Amusements and recreation services (A), privately owned assembly and entertainment (S). |

MAXIMUM DENSITIES: Pursuant to Chapter 21 DENSITY, the following list establishes the maximum allowable densities that may be permitted for any parcel located within the Plan Area. The actual development permitted may be further limited by transfer of development rights limitations, residential density incentive program, special use determinations, allocation limitations and general site development standards.

| USE | MAXIMUM DENSITY |
|---|---------------------|
| Residential | |
| Single Family Dwelling | 1 unit per parcel |
| Multiple Family Dwellings | 8 units per acre |
| Nursing and Personal Care | 25 persons per acre |
| Residential Care | 25 persons per acre |
| Employee Housing | 15 units per acre |
| Tourist Accommodation | |
| Bed and Breakfast Facilities | 10 units per acre |
| Hotel, Motel and other Transient Units | |
| • with less than 10% of units with kitchens | 40 units per acre |
| • with 10% or more units with kitchens | 15 units per acre |

MAXIMUM COMMUNITY NOISE EQUIVALENT LEVEL: The maximum community noise equivalent level for this Plan Area is 55 CNEL.

ADDITIONAL DEVELOPED OUTDOOR RECREATION: The following are the targets and limits for additional developed outdoor recreation facilities specified in Chapter 13 to be located within this Plan Area. Specific projects and their timing are addressed in the TRPA Five-Year Recreation Program pursuant to Chapter 33 Allocation of Development. The following additional capacities allowed are measured in persons at one time:

SUMMER DAY USES 0 PAOT WINTER DAY USE 0 PAOT OVERNIGHT USES 0 PAOT

ENVIRONMENTAL IMPROVEMENT PROGRAMS: The capital improvement and other improvement programs required by the Regional Goals and Policies Plan and Environmental Improvement Plan (EIP) for this area shall be implemented. [§]

[§] Amended 5/22/02



Date: March 2, 2016

TO: Board of Directors

FROM: Al Priester, Director of Finance and Human Resources

RE: Discussion and Possible Approval of Resolution Naming Signers for \$100,000
Emergency Cash Flow Fund at Plumas Bank

As part of our agreement with Placer County that we may keep \$100,000 of Undesignated Net Assets for cash flow purposes, Placer County has requested that the \$100,000 be kept in a separate account at a bank other than Bank of the West. We have selected Plumas Bank for this purpose. This needs a board resolution, attached, and an affirmative statement from the Secretary of the Board to Plumas Bank, also attached.

Staff recommends that the board approve this resolution and that the Secretary affirm such to Plumas Bank.




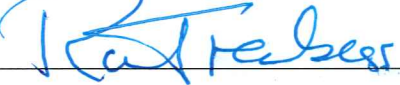
North Lake Tahoe Resort Association, Inc.

As the undersigned corporate secretary, I hereby certify the following:

The complete and correct name of the Corporation is North Lake Tahoe Resort Association, Inc. The Corporation is duly organized, validly existing and in good standing under the laws of the State of California.

Resolution Adopted. At a meeting of the Directors of the Corporation, duly called and held on March 2, 2016 at which a quorum was present and voting, or by other duly authorized action in lieu of a meeting, the resolutions set forth in the Resolution were adopted.

Officers. The following named person(s) are delegated authority by the board of North Lake Tahoe Resort Association, Inc.

| Name | Title | Authorization | Signature |
|------------------|-------------------------------------|---------------|---|
| Sandy Evans-Hall | CEO/Executive Director | Yes |  |
| Al Priester | Finance & HR Director | Yes |  |
| John Thompson | Tourism Director | Yes |  |
| Ron Treabess | Director of Planning & Partnerships | Yes |  |

Authorized Actions. Any two of the authorized persons listed above, with at least one being the CEO or the Finance & HR Director, may open or close any checking or savings account with Plumas Bank and sign any agreements necessary thereto and these agreements will bind the corporation.

On behalf of the Corporation, I certify that all statements and representations made herein are true and correct.

Walter Auerbach, Secretary

Date

WHEREAS, the Board of Directors has determined it to be in the best interest of the Corporation to increase the number of signers for checking and credit card accounts through a banking resolution with Plumas Bank, be it:

RESOLVED, that the Corporation execute and deliver to said bank a duly signed original of the completed banking resolution as is annexed thereto, and that the authority to transact business, including but not limited to the maintenance of savings, checking, credit card and other accounts of the Corporation, shall be as contained in said resolution with the named officers therein authorized to so act on behalf of the Corporation as specified hereto.

The undersigned hereby certifies that he/she is the duly elected and qualified Secretary and the custodian of the books and records and seal of North Lake Tahoe Resort Association, Inc., a corporation duly formed pursuant to the laws of the state of California and that the foregoing is a true record of a resolution duly adopted at a meeting of the Board of Directors of North Lake Tahoe Resort Association, Inc. and that said meeting was held in accordance with state law and the Bylaws of the above-named Corporation on March 2, 2016, and that said resolution is now in full force and effect without modification or rescission.

IN WITNESS WHEREOF, I have executed my name as Secretary and have hereunto affixed the corporate seal of the above-named Corporation this 2nd day of March, 2016.

Walter Auerbach, 2016 NLTRA Secretary