

MEMORANDUM OF UNDERSTANDING

This MEMORANDUM OF UNDERSTANDING, ("MOU") is made and entered into at Tahoe City, Placer County, California, on the ____ day of March, 2012, by and between the TAHOE CITY PUBLIC UTILITY DISTRICT, a body politic, and governmental entity ("TCPUD"), COUNTY OF PLACER, a political subdivision of the State of California ("COUNTY"), TRUCKEE TAHOE AIRPORT DISTRICT, a body politic, and governmental entity ("TTAD"), and the NORTH LAKE TAHOE RESORT ASSOCIATION, a California nonprofit public benefit corporation ("NLTRA"). TCPUD, COUNTY, TTAD and NLTRA may be referred to herein individually as "PARTY" or jointly as "PARTIES" as the context requires. This MOU is intended to set forth each PARTY's expectations and goals but is not intended to be, nor is it, a legally binding document.

RECITALS

- A. WHEREAS, the owners of the real property commonly known as Tahoe City Golf Course, and more specifically described as: Placer County APNs: 094-050-03, 094-540-11, 094-540-12, 094-020-06 and 094-060-016, desire to sell such property, certain personal property used in conjunction with the operation of the real property as a golf course, clubhouse and restaurant facilities and the liquor license currently used at the restaurant on the real property ("PROPERTY").
- B. WHEREAS, TCPUD invests funds to acquire recreation facilities for the benefit of the public and for the acquisition of assets that strengthen its utilities.
- C. WHEREAS, Placer County invests funds to provide infrastructure and to promote the economic vitality, redevelopment, and environmental improvements of the area.
- D. WHEREAS, TTAD invests funds to provide and maintain public airports and landing places for aerial traffic.
- E. WHEREAS, NLTRA invests fund to provide infrastructure and to promote the economic vitality and redevelopment of the area.
- F. TCPUD, COUNTY, TTAD, AND NLTRA have cooperatively considered the merits of acquiring the PROPERTY and believe that there are numerous public benefits to the public acquisition and ownership of the PROPERTY, including, but not limited to, the ability to:

1. TCPUD:

- Provide for public recreation and open space to help maintain the Lake Tahoe region's high quality of life and promote economic vitality.
- Provide opportunity for a potential site for a domestic water treatment facility.
- Provide the community with additional publicly-held water rights.

2. COUNTY and NLTRA:

- Improve parking and traffic circulation in the downtown Tahoe City area, which will benefit the public generally and promote the economic vitality and redevelopment of the area.
- Provide a potential site for the construction of a lodging property or other visitor amenity within walking distance of the downtown Tahoe City businesses, services and recreational amenities.
- Address water quality in the urbanized core to improve environmental quality, enhance economic vitality, and provide an opportunity to meet regulatory requirements so that individual commercial core buildings and parking areas can be reconfigured.
- Address air quality in the urbanized core to improve environmental quality, enhance economic vitality, and provide an opportunity to meet regulatory requirements so that individual commercial core buildings and parking areas can be reconfigured.

3. TTAD:

- Provide an opportunity for a permanent easement for an emergency- services helipad available 24 hours a day, seven days a week, year-round for public health and safety including: medical, fire, law enforcement, search and rescue and other emergency service provider operations.
- Provide an opportunity for an emergency landing area for aircraft.

4. OTHER BENEFITS:

- Maintain the largest contiguous parcels of real property in the Tahoe City area by providing public ownership for the benefit of the community and allow the community to have a voice in planning for the future use of the PROPERTY.
- Consolidate landholdings with other adjacent public parcels to more efficiently provide for above public services as well as increasing fire suppression and emergency access to commercial properties and structures in the downtown core.

G. Based on the numerous public benefits to the public acquisition and ownership of the PROPERTY and indication from each of the PARTIES of their desire to participate in the funding of the acquisition, use, operation, planning for the future use and operation of the PROPERTY, on or about September 14, 2011 TCPUD entered into an agreement to purchase the PROPERTY.

H. Based on the numerous public benefits to the public acquisition and ownership of the PROPERTY and that fact that TCPUD had entered into an agreement to purchase the PROPERTY, on or about [September – October 2011] the Parties executed a Letter of Intent to fund the due diligence activities to be undertaken by TCPUD in conjunction with the acquisition of the PROPERTY.

- I. TCPUD has proceeded with its due diligence activities and the PARTIES now desire to enter into this MOU to provide for the funding of the acquisition, use and operation and planning for the future use and operation of the PROPERTY.

NOW THEREFORE, the PARTIES agree as follows:

Article I. Purpose

The purpose of this MOU is for the PARTIES to agree upon the terms and conditions upon which they would jointly fund acquisition of the PROPERTY, hold title to the PROPERTY, provide for use and operation of the PROPERTY and plan for the future use and operation of the PROPERTY.

Article II. Funding the Acquisition of the Property

- A. The PARTIES agree that they would share in the cost of the acquisition of the PROPERTY based upon their proportionate value for the public uses that meet their purpose and mission. The terms and amounts will be set forth in ATTACHMENT A to this MOU. The PARTIES agree that TCPUD would acquire the PROPERTY and hold title to it in its name.
- B. Each of the PARTIES agree that as future planning, investment, sale of all or a portion of the PROPERTY, or physical improvements may change the proportionate value of the PROPERTY to each PARTY, the acquisition participation (ATTACHMENT A) may be amended through mutual written consent of the PARTIES and/or some or all of the amount contributed by a PARTY towards the purchase of the PROPERTY may be converted to a loan or repaid to the PARTY through mutual written consent of the PARTIES.

Article III. Use and Operation of the Property

- A. The PARTIES agree that TCPUD shall operate and maintain the PROPERTY until the PARTIES agree otherwise in writing. The duty to operate and maintain the PROPERTY carries with it a multitude of financial, operational and regulatory risks. TCPUD's willingness to undertake this duty is based on its ability to use the PROPERTY to offset its costs and minimize its risks. Therefore, TCPUD shall be entitled to engage in any lawful activity in conjunction with its use and operation of the PROPERTY, including but not limited to the following:
 1. Operation of a public golf course, clubhouse and restaurant, either through its own employees, a management services contract(s), lease, or a combination of these.
 2. Provision of winter recreation activities and other summer recreational activities, either through its own employees, a management services contract(s), a lease, or a combination of these.
 3. Charging user fees, providing fees for services, selling merchandise and operating

- a restaurant with a liquor license.
4. TCPUD shall be solely responsible for and benefit from all profits and losses from operation of the golf course and related facilities.

B. At least one (1) year prior to the end of the first five (5) years of use and operation as set forth in Article III.A., above, or longer period as agreed to in writing by the PARTIES, the PARTIES shall meet and confer and negotiate in good faith for the uses and operation of the PROPERTY beyond such five (5) year, or longer, period.

Article IV. Planning for the Future Use of the PROPERTY

A. The PARTIES agree to work together to conduct a public planning process for the future use and operation of the PROPERTY, including participating in the current TRPA Regional Plan Update process, and Placer County Community Plan Update processes, to ensure the maximum beneficial uses for the PROPERTY. The PARTIES agree to establish an Oversight Committee (OC) with representation from the following: 3 people from NLTRA Board or Staff, 2 persons from TCPUD Board or Staff, 1 person from TTAD Board or Staff and 1 person from Placer County BOS or Staff, to be responsible for execution and communication with respective boards. To the extent necessary, NLTRA agrees to provide staff support to the OC.

B. The PARTIES agree that within three (3) months of acquisition of the PROPERTY, they will create a public planning and visioning process for the PROPERTY that includes participation of members of each of the PARTIES' Boards and, except as otherwise provided for in this MOU, in which each PARTY takes the lead with respect to any potential future uses within its jurisdiction.

C. The PARTIES agree that for the purposes of wetlands mitigation and open space protection, the planning for future use of the PROPERTY will include planning for a portion of the PROPERTY, at least to the extent commensurate with funds allocated toward the PROPERTY purchase by PLACER COUNTY, to be set aside and improved as necessary for those purposes. Additionally, the PARTIES agree that planning for future use of the PROPERTY will include planning for a contiguous area on the southern portion of the PROPERTY and abutting adjacent commercial properties be dedicated to parking, traffic and circulation improvements and that golf course layout or other uses and parcel boundary line adjustments required to ensure implementation of those improvements shall be accommodated.

D. The PARTIES agree that within one (1) year of acquisition of the PROPERTY the OC will develop a mutually agreed upon set of objectives with a timeline and trackable measurements for progress.

E. The PARTIES through the OC agree to meet at least annually to review the objectives, timelines and measurements.

F. The PARTIES agree that if in five (5) years they haven't made measurable progress on the objectives, timelines and measurements, through the OC and upon County's request they will pay back County for its contribution to fund acquisition of the PROPERTY or convert such contribution to a loan. Should funding for such pay back be unavailable and should the PARTIES decline to agree to conversion to a loan, PARTIES agree that PROPERTY will be sold and that proceeds from sale will be distributed proportionately to all PARTIES based upon their original funding contribution. PARTIES also agree that should Airport District wish to retain ownership of a helipad site, that PARTIES agree that said site will be reserved from sale, and that Airport District will forfeit proportionate disbursement of funds from proceeds of the remainder of the property sale.

Article V. Future Improvements, Changes in Uses, Leases or Sale of All or Portion of the PROPERTY

A. The PARTIES agree to meet and confer on an as needed basis to implement the plan adopted as a result of Article IV. The PARTIES shall identify the appropriate lead agency, funding, and process for implementation.

B. TCPUD agrees to conduct the necessary environmental review, make all applications for permits and approvals for the development of the emergency helipad. TTAD agrees to fund the costs associated with such permits, environmental review and approvals, including TCPUD's direct engineering time and costs (not to include general and administrative overhead). The PARTIES will select the location for helipad and will take into consideration TTAD's preferred location and will make every effort to avoid impact to the current golf course layout and design. An additional planning goal of the PARTIES will be to keep fairway #1 or #3 open and available for use by distressed aircraft as long as golf course is in operation.

C. In the event that TTAD does not approve of the location selected by the PARTIES for the helipad or TRPA and/or Placer County deny permits or restricts TTAD from construction of a helipad, or if the proposed site cannot meet the certifications or standards of Caltrans Division of Aeronautics, or the FAA, the PARTIES agree to negotiate reasonable terms for TTAD to be reimbursed for its financial contribution to the acquisition of the PROPERTY.

D. The PARTIES acknowledge and agree that they will plan for the potential construction of an aeronautical facility on golf course property. As such, future development of property in immediate vicinity of helipad may be subject to height and use restrictions as well as the granting of an avigation or overflight easement and other architectural design restrictions.

TAHOE CITY PUBLIC UTILITY DISTRICT,

Date

COUNTY OF PLACER,

Date

DRAFT

TRUCKEE TAHOE AIRPORT DISTRICT,

Date

NORTH LAKE TAHOE RESORT ASSOCIATION,

Date

DRAFT

ATTACHMENT A

ACQUISITION PARTICIPATION

Placer County/North Lake Tahoe Resort Association - TOT - \$2,495,000
TCPUD \$1,405,000
Placer County - Mitigation Fees \$300,000
Tahoe Truckee Airport District \$500,000

DRAFT



north lake tahoe

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March 7, 2012

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Status of Integrated Work Plan Preparation

Background

The first step in the annual IWP update process has been to reconfirm that the purpose of the plan is to identify and evaluate infrastructure projects and transportation services that strive to attain the organizations Tourist Development Master Plans and 5-year Strategic Goals. In addition to each being attributable to the Strategic Goals and Master Plan goals, other NLTRA criteria are also used to further determine appropriateness and priority of proposals. These criteria include but are not limited to:

- Placing more "heads in beds"
- Strengthening the tourism economy
- Providing a better visitor experience
- Supporting overall core function areas of North Lake Tahoe-downhill skiing, boating, culinary arts, music, hiking, biking, non-motor water sports, and Nordic skiing
- Integration of capital investment projects, programs, events, and marketing

The Joint Committee agreed with these criteria and suggested added one more that refers to the importance of environmental stewardship.

From these Goals, infrastructure/transportation core project groupings have been developed to help organize projects that relate to one another. The current project groupings include:

- Wayfinding Signage
- Trail Systems
- Visitor Centers
- Museums/Cultural Centers
- Parklands
- Recreation Amenities
- Redevelopment

- Transportation Infrastructure
- Services to Reduce Traffic Congestion
- Transit and Transportation Services

While the Integrated Work Plan will contain much of the same information in a similar format as previous years, staff is suggesting some modifications that will make the IWP a better tool for project planning and budgeting purposes. These improvements would include:

- Listing, grouping, and identification (numbering) of projects in infrastructure/transportation core project groups
- Each project description to be more concise while stating criteria and goals used to determine appropriateness
- Increase IWP to a 10-year view of on-going and proposed capital and transportation project needs, including estimates of costs compared to probable revenue

Staff has attached demo sheets of how the improvements will be presented in the IWP. Included are samples of the project description section and of the funding matrix. The dollar figures are not correct, but used only to provide a visual. After receiving concurrence from the Joint Committee members in attendance, staff is preparing a complete draft for review and recommendation at the Committee's March meeting and the Board's April meeting.

DRAFT

**North Lake Tahoe Resort Association
Infrastructure and Transportation Development
Integrated Work Plan
2012-2022**

March 2012

CAPITAL INVESTMENT PROJECTS - INFRASTRUCTURE

Projects Sorted by Strategic Goal Project Groupings

A. Wayfinding Signage (Hwy, Class 1 Trails, Facility and Area Entrance)

A-1. Regional Wayfinding Signage Design Manual

Lead Agency: NLTRA/Others to be determined

After many months of delay as staff worked out the method of progressing toward completion of the Wayfinding Signage Manual, the project is back on track through the sub-consultant's and Placer County's efforts which will allow development of the missing permitting section.....

NLTRA funds committed to date: \$183,255

Funds expended to date: \$179,165

A-2. Area-wide Signage Site Plan

Lead Agency: NLTRA

Project Status: Solicit and compile

A-3. Pilot Sign Program Production and Installation

Lead Agency: NLTRA/TMA/TTD

A proposal is being ...

A-4. Installation of Wayfinding Signage throughout Resort Triangle

A-5. Signage - Roadside Mile Markers

A-6. Transit Center Signage

A-7. Gateway Lighting and Landscaping

B. Trail Systems (Pedestrian, Biking, Nordic, Multi-use)

B-1. Lakeside Multi-purpose Trail

Lead Agency: Tahoe City Public Utility District

Project Status: With the completion of project phase 4 in 2007, this lakefront trail is now open from the Truckee River Outlet, across the dam, through the Commons Beach ending at Grove Street. The planning for phases 5, 6, and 7, along the commercial lake frontage east of Commons Beach, continues. According to current schedules, the entire project, with the exception of the Tahoe Marina Lodge, is scheduled for completion in

2012. The NLTRA remains a major funding partner for this project and has recently approved an additional \$1,000,000 toward the completion of this project.

NLTRA funds committed to date: \$1,384,663 Funds expended to date: \$309,160

B-2. Dollar Hill/Tahoe Vista Class 1 Bicycle Trail

Lead Agency: Placer County Department of Public Works

Project Status: Completion of the planning, environmental review and construction of this project

B-3. Northstar Community Multi-Purpose Trail

B-4. Squaw Valley-Truckee Bike Trail/Truckee River Corridor Access Plan

B-5. Homewood Class 1 Bicycle Trail

B-6. Tahoe Vista Recreation Area Access and Bike Trail

B-7. Tahoe Vista to Northstar Multi-Use Trail

B-8. Bike Trail Restrooms (West Shore, Truckee River Access Park, Truckee River)

B-9. Bike Trail Coordinated Signage

B-10. Nordic Trail Signage

B-11. North Tahoe Regional Park Nature Trail

B-12. Lakeside Multi-Purpose Trail 2-C/Tahoe Marina Lodge

C. Visitor Centers

C-1. Tahoe City Visitor Information Center

C-2. Kings Beach Visitor Information Center

C-3. Truckee Welcome Center

C-4. Auburn Welcome Center

C-5. Squaw Valley Information Center

D. Museums/Cultural Centers

D-1. Olympic Museum

D-2. American Black Bear Exhibit

D-3. Historic Walking Tour

D-4. Performing Arts Center

E. Parks

E-1. Truckee River Outlet Winter Plaza Maintenance

E-2. Commons Beach Sand Improvements

E-3. Tahoe "Y" Entrance/SR 89 Realignment

E-4. Burton Creek State Park Parking

E-5. Skylandia Park Enhancement & Improvements

E-6. North Tahoe Regional Park Improvements

E-7. Kings Beach State Recreation Area and Parking Lot

F. Recreation Amenities

F-1. Ice Skating Facility

G. Redevelopment

G-1. Tahoe City/TC Golf Course Vision Process

G-2. Tahoe City Golf Course Plan Development

G-3. West Commons Beach Fire Station Redev

G-4. Kings Beach Commercial Core Improvement Project

G-5. Kings Beach Pier Redev

H. Transportation Infrastructure

H-1. NLT Water Shuttle Pilot Program

H-2. Water Shuttle Landside Improvements

H-3. Tahoe City Transit Center

H-4. Area-wide Bus Shelter Plan

H-5. North Tahoe Transit Center

H-6. Public Transit Vision Plan Preparation

CAPITAL INVESTMENT PROJECTS – TRANSPORTATION SERVICES

S. Services to Reduce Traffic Congestion

S-1. Winter Traffic Management

S-2. Summer Traffic Management

S-3. Regional Traffic Management and Coordination

T. Transit and Transportation Services

T-1. Enhanced Winter Skier Transit-TART HWY 89 and North Shore Runs

T-2. Winter, Summer Daytime Half-hour Transit, Squaw Valley to Tahoe City Service

T-3. Enhanced Winter Transit Service- TART Hwy 267

T-4. Summer Enhanced Transit Service/Includes Night Service

T-5. Summer West Shore Hourly Night Service

T-6. Year Round Hwy 89 Hourly Transit Service (Fall and Spring)

T-7. Summer Hourly Hwy 267 (Northstar to Crystal Bay Evening)

T-8. Year Round Highway 267/Hourly Transit Service (All Season)

T-9. Winter Nighttime Transit Service

T-10. Enhanced Winter Skier Transit Service- Sugar Bowl/Truckee Depot

T-11. Reno/North Lake Tahoe Airport Shuttle Service

T-12. Winter, Summer Half-Hour Nighttime Squaw Valley to North Shore Stateline

T-13. Year Round Daytime Half-Hourly Transit Service to Tahoe City to Stateline

T-14. Neighborhood Shuttle Programs

North Lake Tahoe Resort Association Integrated Infrastructure and Transportation Work Plan
2012-2022 Project Funding Needs

NLTRA Role	Project	Lead Agency	Total Project Estimate	NLTRA Funds Allocated	NLTRA Funds Expended	NLTRA Allocated Funds Remaining	2012-2013 Proposed Budget Not Allocated	2013-2022 Additional NLTRA New Funding Anticipated				Total Additional New Funding	
								2013-2014	2014-2015	2015-2016	2016-2017		2017-2022
CAPITAL INVESTMENT PROJECTS - INFRASTRUCTURE													
A. Wayfinding Signage													
A-1	L	Regional Wayfinding Signage Design Manual	\$350,000	\$183,255	\$179,165	\$4,090	\$150,000	\$100,000	\$175,000	\$100,000	\$150,000	\$100,000	\$525,000
A-2	L	Area-wide Signage Site Plan	\$50,000	\$40,000		\$40,000	\$55,000	\$75,000				\$50,000	\$75,000
A-3	L	Pilot Sign Program Prod. & Install	\$175,000				\$175,000	\$100,000	\$50,000				\$150,000
A-4	L	Installation of Wayfinding Signage Throughout Resort Triangle						\$125,000	\$125,000				\$250,000
A-5	L	Signage - Mile Markers	\$65,000	\$65,000	\$48,588	\$16,412							\$0
A-6	L	Transit Center Signage	\$407,000	\$17,000	\$16,936	\$64	\$90,000	\$350,000	\$100,000	\$100,000		\$100,000	\$450,000
A-7	L/FP	Gateway Lighting & Landscaping	\$6,200,000	\$212,000	\$212,000		\$150,000	\$200,000	\$200,000				\$400,000
B. Trail Systems													
B-1	L/FP	Lakeside Multi-Purpose Trail					\$300,000	\$400,000	\$500,000			\$50,000	\$900,000
B-2	L/FP	Dollar Hill/Tahoe Vista Bike Trail					\$90,000						\$0
B-3	FP	Northstar Community Multi-Purpose Trail	\$45,000,000	\$4,250,000	\$2,280,560	\$1,969,440							\$0
B-4	FP	Squaw Valley-Truckee Bike Trails (Tr. River Corridor Access Plan)	\$10,550,000	\$1,394,963	\$309,160	\$1,075,503							\$0
B-5	FP	Homeswood Class 1 Bike Trail	\$13,000,000	\$200,000		\$200,000		\$250,000	\$750,000				\$1,000,000
B-6	FP	Tahoe Vista Recreation Area Access & Bike Trail	\$11,000,000	\$1,000,000	\$500,000			\$250,000	\$250,000				\$500,000
B-7	FP	Tahoe Vista to Northstar Multi-use Trail	\$360,000	\$265,000		\$265,000		\$150,000	\$500,000	\$500,000			\$1,500,000
B-8	FP	Bike Trail Restrooms (West Shore, Truckee River, 64 Acres)	\$3,300,000	\$309,500	\$165,000	\$144,500			\$400,000				\$600,000
B-9	FP	Bike Trail Coordinated Signage	\$4,000,000	\$500,000		\$500,000							\$0
B-10	FP	Nordic Trail Signage							\$1,000,000				\$1,000,000
B-11	FP	North Tahoe Regional Park Nature Trail Renovation/Expansion						\$300,000	\$200,000	\$300,000			\$1,100,000
B-12	L/FP	Lakeside Multi-Purpose Trail 2-C /Tahoe Marina Lodge										\$500,000	
C. Visitor Center													
C-1	L	TC Visitor Information Center					\$150,000	\$300,000	\$200,000				\$500,000
C-2	L	Kings Beach Visitor Information Center											
C-3	FP	Auburn Welcome Center											
C-4	L/FP	Squaw Valley Information Center					\$50,000	\$250,000	\$150,000				\$400,000
D. Museums/Cultural Centers													
D-1	FP	Olympic Ski Museum	\$125,000	\$8,000	\$8,000		\$32,000	\$55,000					\$55,000
D-2	FP	American Black Bear Exhibit					\$10,000	\$10,000	\$10,000				\$30,000
D-3	FP	Historic Walking Tour	\$6,900,000	\$500,000	\$54,350	\$435,350							\$0
D-4	FP	Performing Arts Center	\$68,000	\$68,000	\$11,000	\$57,000							\$0
E. Parks													
E-1	FP	Truckee River Outlet Winter Plaza Maintenance					\$60,000						\$60,000
E-2	FP	Commons Beach Sand Replenishment											\$0

L = Project Leadership
FP = Project Funding Partner
A = Project Advocate/No anticipated funding at this time

North Lake Tahoe Resort Association Integrated Infrastructure and Transportation Work Plan
2012-2022 Project Funding Needs

NLTRA Role	Project	Lead Agency	Total Project Estimate	NLTRA Funds Allocated	NLTRA Funds Expended	NLTRA Allocated Funds Remaining	2012-2013 Proposed Budget Not Allocated	2013-2022 Additional NLTRA New Funding Anticipated				Total Additional New Funding
								2013-2014	2014-2015	2015-2016	2016-2017	
E-3	FP	Tahoe "Y" Entrance (SR 89) Realignment	TBD				\$300,000	\$300,000				\$300,000
E-4	FP	Burton Creek State Park/Tahoe City East Parking	CDPR									
E-5	FP	Skylandia Park Enhancement and Improvements	TCRPUD									
E-6	FP	North Tahoe Regional Park Improvements	NTPUD									
E-7	FP	Kings Beach State Recreation Area and Parking Lot	CTC/NTPUD									
F. Recreation Amenities												
F-1	FP	Ice Skating Facility	TBD									
G. Redevelopment												
G-1	LFP	Tahoe City/TCG Golf Course Vision Process	Partner/public					\$40,000				\$40,000
G-2	LFP	Tahoe City Golf Course Plan Development	Partner/public					\$75,000				\$75,000
G-3	FP	West Commons Fire Station Redev	PC/TCPUUD				\$80,000	\$80,000	\$100,000			\$320,000
G-4	FP	Kings Beach Commercial Core Improvement Project	PCDPW									
G-5	FPIA	Kings Beach Pier Redev	CTC									Possibly
H. Transportation Infrastructure												
H-1	LFP	NLT Water Shuttle Pilot Program	TTD									Possibly
H-2	L	Water Shuttle Landside Improvements	NLTRA									Possibly
H-3	FP	Tahoe City Transit Center	PCDPW									Possibly
H-4	A	Area-wide Bus Shelter Plan	PCDPW									Possibly
H-5	A	North Tahoe Transit Center	PCDPW									Possibly
H-6	LFP	Public Transit Vision Plan Prep	TART									Possibly
Total				\$101,650,000	\$9,002,418	\$4,707,359	\$1,602,000	\$3,195,000	\$3,330,000	\$1,795,000	\$1,110,000	\$10,290,000

L = Project Leadership
FP = Project Funding Partner
A = Project Advocate/No anticipated funding at this time

**North Lake Tahoe Resort Association Integrated Infrastructure and Transportation Work Plan
2012-2022 Project Funding Needs**

NLTRA Role	Project	Lead Agency	Total Project Estimate	NLTRA Funds Allocated	NLTRA Funds Expended	NLTRA Allocated Funds Remaining	2012-2013 Proposed Budget Not Allocated	2013-2022 Additional NLTRA New Funding Anticipated				Total Additional New Funding
								2013-2014	2014-2015	2015-2016	2016-2017	
CAPITAL INVESTMENT PROJECTS - TRANSPORTATION												
S. Services to Reduce Traffic Congestion												
S-1	L	Winter Traffic Management	\$20,000	\$20,000	\$20,000	\$0	\$22,000	\$22,000	\$24,000	\$24,000	\$24,000	\$92,000
S-2	L	Summer Traffic Management	\$19,000	\$19,000	\$4,435	\$14,565	\$19,000	\$22,000	\$15,000	\$15,000	\$15,000	\$74,000
S-3	L	Regional Traffic Management Programs and Coordination										Possibly
T. Transit and Transportation Services												
T-1	FP	Enhanced Winter Skier Transit Service-TART-Hwy 89+NS Runs	\$45,000	\$45,000			\$45,000	\$46,000	\$47,500	\$47,500	\$47,500	\$188,000
T-2	FP	Winter Summer Daytime Half-Hour Transit Squaw to Tahoe City						\$72,000	\$145,000	\$155,000	\$155,000	\$517,000
T-3	FP	Enhanced Winter Transit Service-TART-Hwy 267	\$80,000	\$80,000			\$80,000	\$82,000	\$85,000	\$85,000	\$85,000	\$335,000
T-4	FP	Summer Enhanced Transit Service- Includes Night Service (TART)	\$185,000	\$185,000			\$199,100	\$240,000	\$250,000	\$250,000	\$250,000	\$880,000
T-5	FP	Summer West Shore Hourly Night Service	\$349,000									
T-6	FP	Year Round Hwy 89 Hourly Transit Service (Fall & Spring)	\$125,000	\$125,000	\$125,000	\$130,000	\$130,000	\$130,000	\$135,000	\$85,000	\$85,000	\$480,000
T-7	FP	Summer Hwy 267 Hourly - Nstar to Crystal Bay Evening	\$58,000	\$58,000	\$58,000	\$40,000						\$0
T-8	FP	Year Round Highway 267/Hourly Transit Service (All Season)										
T-9	FP	Winter Nighttime Transit Service	\$185,000	\$185,000	\$107,679	\$185,000	\$185,000	\$300,000	\$320,000	\$320,000	\$320,000	\$1,250,000
T-10	FP	Enhanced Winter Skier Shuttle & Employee Transit Service-Truckee/Sugar Bowl	\$65,000	\$19,000	\$9,535	\$9,455	\$19,000	\$20,000	\$24,000	\$24,000	\$24,000	\$90,000
T-11	FP	Reno/North Lake Tahoe Airport Shuttle Service	\$98,000	\$98,000			\$115,000	\$115,000	\$125,000	\$85,000	\$85,000	\$440,000
T-12	FP	Winter, Summer Nighttime Half-Hour Transit Squaw to Stateline						\$250,000	\$250,000	\$265,000	\$265,000	\$765,000
T-13	FP	Year Round Daytime Half-Hour Transit Tahoe City to Stateline						\$250,000	\$265,000	\$265,000	\$265,000	\$1,030,000
T-14	FP	Neighborhood Shuttle Programs										Possibly
		Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

L = Project Leadership
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 A = Project Advocate/No anticipated funding at this time



north lake tahoe

Chamber | CVB | Resort Association

March 7, 2012

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Status Report: North Lake Tahoe Water Shuttle Pilot Project

Background

The pilot project to get the north and west shore water shuttle service operating this coming summer is remaining on schedule, albeit a very tight schedule that may require some adjustment. Staff is working closely with the Tahoe Transportation District, which will be the contract manager, similar to the way the TTD is in the operation of the North Lake Tahoe Express. The consultants advanced planning that was approved at the Oct.-Nov. meetings is progressing well. Staff will give an update at the Board meeting on the status of the Request for Proposals for service providers and the TTD approval and selection process, contacts with landside facilities owners, permit discussions with TRPA, and the marketing, ticketing, and data analysis programs.

Simultaneously, staff and the consultants are developing the estimated costs for all elements of the program so that the infrastructure funding request for this three year pilot program can be brought to the March Joint Committee meeting. The costs that will be provided at the February 27th meeting are, by not means complete, nor do they reflect any potential outside funding and off-setting revenue from passenger ticket sales. Attached to this report are the schedule of project tasks, and the rough operating and vessel costs now being developed for funding request preparation. I have not attached the RFP now being reviewed for approval and release by the TTD. I will provide a copy to anyone so desiring of one.



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NORTH LAKE TAHOE WATER SHUTTLE SERVICE

REVISED SCHEDULE OF PROJECT TASKS

(All Dates Subject to Minor Adjustment)

<u>Task</u>	<u>Completion Date</u>
• TTD Concept Design and Feasibility Study.....	Completed 11/2010
• Determine Necessary Landside Facilities.....	March 9/2012
• Determine Necessary Use Agreements and Letters of Intent.....	March 9/2012
• Determine Necessary Permits.....	March 12/2012
• Determine Funding Needs for Completing Above.....	March 12/2012
• Develop Draft Request for Proposal for Shuttle Providers.....	Completed 2/2012
• Review and Approval of RFP by TTD.....	March 9/2012
• TTD Release of RFP for Solicitation of Proposals.....	March 12/2012
• Complete Letters of Intent for Landside Facilities.....	March 16/2012
• Determine Up-to Cost for Potential Shuttle Operating Costs.....	March 23/2012
• Prepare and Submit Permit Applications.....	Mid-March 2012
• Prepare and Submit Categorical Exemption to CEQA Office.....	Mid-March 2012
• Define Ticketing, Marketing, and Monitoring Programs.....	Mid-March 2012
• Determine Funding Needed to Set-Up above Programs.....	March 23/2012
• Design Ticketing System/Program.....	March 26/2012
• Design Marketing Program/Materials.....	March 26/2012
• Draft Access and Use Agreements with Pier Owners.....	March 26/2012
• Prepare and Submit Request for TOT Funding for Start-Up Funds Listed Above, Including Operational Costs for 3-Year Pilot Program.....	March 26/2012
• Shuttle Operator RFP's Submittal Deadline.....	March 30/2012
• Review and Recommend Operator to TTD for Selection.....	April 2/2012

- TTD Final Decision to Approve Operator and Implement Water Shuttle Program.....April 13 /2012
- TTD Determination of Water Shuttle Program Manager (TMA).... April 13/2012
- Approval of TOT Funding by Placer Board of Supervisors.....Mid-April 2012
- Approval of Necessary Permits.....Mid-April 2012
- CEQA Exemption Filing Period Closes.....Mid-April 2012
- TTD Approval of Finalized Shuttle Operator Contract..... Late April 2012
- Finalization of Access and Use Agreements.....Late April 2012
- Any Necessary Signage and Landing Site Improvements Installed.....April/May 2012
- Shuttle Schedule is finalized.....April/May 2012
- All Agreements/Permits in Place.....April/May 2012
- Ticketing System is Operable..... May 2012
- Marketing Program Initiated..... May 2012
- Operation of Water Shuttle Service Commences..... June 15 or asap
- Water Shuttle Program Manager Monitoring Commences..... June 15--Sept 30

Annual Water Shuttle Operating and Vessel Costs

	1 Boat			2 Boats		
	Unit	Quantity	Unit Cost	Unit Cost	Quantity	Extension
Captain	Hours	1457.5	\$ 40	\$ 40	2803	\$ 112,100
Fuel	Nautical Miles per Year	14987.316	\$ 1.90	\$ 28,500	28262.192	\$ 36,700
	Boat Cleaning/Maintenance	1	\$ 5,000	\$ 6,000	2	\$ 6,000
	Insurance	2	\$ 1,000	\$ 2,000	2	\$ 3,600
	Marketing/Website	Ea	\$ -	\$ -	Ea	\$ -
	Storage Docking Fees					
	Overnight	1	\$ 1,000	\$ 1,000	2	\$ 2,000
	Over Winter	1	\$ 2,000	\$ 2,000	2	\$ 4,000
	Uniforms	3	\$ 250	\$ 750	6	\$ 1,500
	Service Monitoring (Surveys, Analysis, Report)	Ea	\$ 10,000	\$ 10,000	Ea	\$ 10,000
	Stop Cleaning/Maintenance	Ea	\$ 1,000	\$ 1,000	Ea	\$ 1,000
	TTD Project Manager	Ea	\$ 20,000	\$ 20,000	Ea	\$ 20,000
	TTD Administration and Overhead	Ea	\$ 9,000	\$ 9,000	Ea	\$ 9,000
Vessel "Lease" Cost (Rough Estimate Only)			\$ 30,000	\$ 30,000		\$ 60,000
Stop Improvements/Mitigation			\$ 10,000	\$ 10,000		\$ 10,000
TOTAL			\$ 178,550	\$ 178,550		\$ 275,900

Note: Fuel cost per mile calculated at \$4.75/gal and 2.5 nm per gal.



March 7, 2012

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Request for Pedestrian Safety Device Annual Maintenance Budget

Request

Staff requests that the NLTRA Board of Directors approve the attached Placer County Department of Public Works request for annual maintenance funds and budget for NLTRA provided pedestrian safety devices. These funds would be up to \$16,400 per year to maintain radar feedback speed signs and cross walk markers at select locations along Highways 28 and 89. The total amount for this 3-year funding program will not exceed \$49,200.

Background

During 2008 and 2009, NLTRA funded and worked closely with DPW and the Business Associations to install pylon markers in crosswalks and radar speed signs in key places to better protect pedestrians. Positive safety results were immediately recorded by crosswalks being more visible to motorists and the adjustment of auto speeds as motorists approached the radar signs. Both the CHP and Placer Sheriff have reported the safety improvement. During the first two years of this program, DPW has become aware of the funding need to periodically repair and upgrade the radar signs. The crosswalk markers are installed and removed seasonally requiring labor costs, storage, and required repairs to the equipment. This request is coming to you now as there are 2 signs needing repair for proper operation.

Recommendation of Joint Committee

There was no official action of the part of the Committee because of a lack of a quorum. The members in attendance did have some questions that the DPW representative was not able to answer for lack of total familiarity with the equipment and maintenance needs. These included inquiries on the need for software upgrade, the extent that recorded data was being collected, and the rates DPW was showing for maintenance

and repair. I did contact Peter Kratz for additional clarification and have attached his email. DPW will have a representative at the meeting.

Funding Capabilities

This funding request of up to \$49,200 over 3 years is consistent with the funding capabilities of the 2011/12 NLTRA Infrastructure Maintenance Reserve Account. This maintenance reserve has been established to provide one time or a special maintenance need that can be approved by the NLTRA Board with concurrence of the PLACER County CEO. The reserve is currently funded in the amount of \$150,000 each year and is held by the NLTRA. The current balance is approximately \$225,000.



PLACER COUNTY
DEPARTMENT OF PUBLIC WORKS

Ken Grehm, Director
Peter Kraatz, Deputy Director

January 31, 2012

Mr. Ron Treabess
North Lake Tahoe Resort Association
P.O. Box 5459
Tahoe City, CA 96145

Regarding: NORTH LAKE TAHOE PEDESTRIAN SAFETY PROGRAM

Placer County DPW is requesting \$49,200 to maintain the North Lake Tahoe Pedestrian Safety Program devices. These funds would support the program over 3 years. An annual budget supporting this request is attached.

In August 2008 and July 2009, the Placer County Board of Supervisors approved funds to implement the North Lake Tahoe Pedestrian Safety Program. The program consisted of the installation of cross walk markers and radar feedback signs along Highways 28 and 89.

The North Lake Tahoe Resort Association (NLTRA) worked with Placer County DPW to install cross walk markers at select pedestrian crosswalks along North Lake Blvd (SR28) from Kings Beach to Tahoe City. The markers aided drivers by clearly identifying pedestrian cross walks.

In addition to the cross walk markers, the NLTRA secured funding to install 6 radar feedback signs along the highways. Later a request for two additional radar signs was received and funded to support locations on Highway 89 near Sequoia Ave. Preliminary observations show that motorists are adjusting their speeds with the information provided by these radar sign displays.

The maintenance funds requested will be used to repair and upgrade the radar signs as needed. In addition, the crosswalk markers are installed and removed seasonally. This funding will support this effort as well as any required repairs to equipment.

Placer County appreciates your assistance with this project. If you have any questions concerning this matter, please contact me at (530) 581-6216.

Sincerely,

BRIAN STEWART P.E.
Senior Civil Engineer
Tahoe Design Division

REQUEST FOR PEDESTRIAN SAFETY DEVICE ANNUAL MAINTENANCE BUDGET

RADAR SPEED SIGNS: Currently own eight signs with six of the eight installed. Two remaining signs intended for Highway 89 at the Sequoia crossing.

Maintenance:

Electrical Contractor
 Assumes: 4 hours per sign per year at a rate of \$100/hour

<u>Hours</u>	<u># of signs</u>	<u>rate</u>	<u>subtotal</u>
4	8	\$ 100	\$ 3,200

County Staff
 Assumes: 2 hours per sign per year at a rate of \$100/hour

2	8	\$ 125	\$ 2,000
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Miscellaneous Parts/Supplies
 Assumes: \$1500 per year

Total =	\$	6,700
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Upgrades/Repairs (Average over 3 year period):
 Blue Tooth Upgrade (cost includes shipping) 3 \$ 400 \$ 1,200
 Repairs (cost includes shipping) 1 \$ 1,500 \$ 1,500
 Total = \$ 2,700

CROSSWALK MARKERS:

Install (rate includes 2 staff members)	8	\$ 250	\$ 2,000
Removal (rate includes 2 staff members - includes cleaning & storage)	8	\$ 250	\$ 2,000
Replacement	4	\$ 250	\$ 1,000
Annual Permit	8	\$ 125	\$ 1,000
Parts (sticky pads, lock pins, etc.)			\$ 1,000
Total =			\$ 7,000

TOTAL ANNUAL MAINTENANCE BUDGET = \$ 16,400

3-YEAR TOTAL AMOUNT REQUESTED = \$ 49,200

Budget Assumptions and Notes:

- 1 Placer County Public Works will manage installation and maintenance of these devices in accordance with the tasks outlined above.
- 2 Public Works requests that NLTRA pay for the electrical contractor directly. Invoices will be reviewed and approved by County staff prior to submittal to NLTRA.
- 3 County has prepared this budget to address safety measures in the Caltrans Right-of-Way.
- 4 Should additional requests for safety measure implementation or maintenance occur, Public Works will prepare a proposal for consideration

Ron Treabess

From: Peter Kraatz [PKraatz@placer.ca.gov]
Sent: Friday, March 02, 2012 8:56 AM
To: Ron Treabess
Subject: FW: Traffic Calming Maintenance funds request
Attachments: NLTRA Maintenance Fund Request.pdf

Hi Ron – in reviewing the attached proposal, I don't see any areas where we can reduce costs, and want to emphasize that it is primarily an effort in the realm of "operations." As you probably recall, the markers and signs have all been community driven and to deploy and keep the signs functioning requires the labor and services as articulated in the attached proposal. I can't justify using DPW funds (General, Road or Traffic Mitigation Fees) for features in the Caltrans ROW unless they were part of one of our capital projects.

Let me know if there's any additional information I can provide at this time. Thanks,

Peter Kraatz - Deputy Director
Placer County Public Works Dept.
PO Box 336
7717 North Lake Blvd
Kings Beach, CA 96143
Ph: (530) 581-6230

From: Brad Haglund
Sent: Thursday, March 01, 2012 3:15 PM
To: Peter Kraatz
Cc: Brian Stewart
Subject: Traffic Calming Maintenance funds request

Per Brian's request is attached the letter submitted to NLTRA including the itemized cost break down. With an hour notice, Ron Treabess requested that I attend the Transportation meeting held at the TCPUD. I think only board members were Wally and Will as they did not have a quorum.

Brad Haglund
Engineering Technician II
Tahoe Engineering Division
P.O. Box 336
7717 North Lake Blvd. (SR28)
Kings Beach, CA 96143
Office (530) 581-6235
Fax (530) 581-6239

Life expectancy would grow by leaps and bounds
if green vegetables smelled as good as bacon - Doug Larson



Please consider the environment before printing this email.

9-5



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TOT RENEWAL TALKING POINTS

Draft #2 – February 22, 2012

1. Measure F, the North Lake Tahoe Transient Occupancy Tax, shall be put to a vote of North Lake Tahoe voters on the June 5, 2012 ballot
2. Measure F is not a tax increase, but a renewal of a measure that earmarks 2% of the TOT (transient occupancy tax) to maintain North Lake Tahoe public improvement projects and services, such as beaches, parks and bike trails
3. Measure F is not paid by local taxpayers, rather it is paid by lodging guests via TOT (a bed tax) when they spend the night in North Lake Tahoe
4. North Lake Tahoe residents would not be taxed under Measure F
5. Measure F revenue will maintain funding to be used only on North Lake Tahoe public improvement projects and services over the next 10 years – until 2022.
6. If Measure F is not renewed, North Lake Tahoe will lose \$2 million in revenue per year for public improvement projects and services
7. The renewal of Measure F requires a 50% + 1 affirmative vote by the voters of North Lake Tahoe
8. Measure F revenue will continue to promote economic development through infrastructure and transportation projects and services that ensure North Lake Tahoe remains an attractive destination to visit
9. Measure F revenue will continue to require publicly available, annual independent audits by a non-county, private CPA firm of all funds and expenditures
10. Since this 2% TOT inception in 1996, more than \$30 million in TOT dollars have been put directly back into the North Lake Tahoe region for public improvement projects and services

11. TOT dollars have been leveraged to secure state and federal funding, generating \$160 million to pay for projects and services the region could not otherwise afford
12. Since 1996, TOT dollars have paid for beach and park improvements to Squaw Valley Community Park, North Tahoe Regional Park, Commons Beach and Tahoe Vista Recreation Area, as well as bike trails in Tahoe City, Midway Bridge to Squaw Valley and along the West Shore
13. TOT dollars were used for the North Lake Tahoe Airport Express Shuttle, winter and summer free Night Rider Shuttles and seasonal traffic management, along with other services to reduce traffic congestion and improve residents' quality of life
14. Talking Point (to draft) – competitive comparison with other destinations

Anaheim – 15%
Palm Springs – 13.5%
Del Mar – 13%
Mammoth Lakes – 13%
Sun Valley - 12%
Park City, UT - 11.35%
Aspen, CO – 11.0%
Telluride, CO – 10.4%
North Lake Tahoe – 10%
Vail, CO – 9.8%



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TOT RENEWAL MEDIA OUTREACH

Draft #2 – February 22, 2012

Program Goals:

1. Educate Placer County (North Lake Tahoe voters) about the North Lake Tahoe Transient Occupancy Tax (Measure F) on the June 5, 2012 ballot
2. Generate local and regional media coverage of North Lake Tahoe public improvement projects and services benefitting/leveraged from TOT revenue
3. Establish the North Lake Tahoe Chamber/CVB/Resort Association as a key supporter of public improvement projects and services that a) maintain beaches, parks and bike trails, b) create pedestrian-friendly venues for visitors and local residents, c) increase the economic benefits of area businesses and d) exceed environmental standards, helping to preserve North Lake Tahoe's pristine and natural setting

Program Objectives:

1. Identify and develop Measure F educational opportunities, including drafting/editing talking points and other written materials to be used for marketing collateral, coordinating media interviews, as well as assisting with Measure F speaker's bureau and other public outreach opportunities as needed
2. Use Public Relations Dashboard Measurements to gauge the success of pr action steps, such as advertising equivalency of editorial coverage (using a 1-to-1 ratio)

Program Timeline:

- Because Placer County is the highest county in the state to vote by mail, we recommend strong media outreach in both April 2012 (as mail-in ballots go out May 7), as well as May 2012 in preparation for the June 5, 2012 in-person election

February 2012

- Draft/secure approval of TOT Renewal Talking Points
- Develop/secure approval of TOT Renewal Media Outreach Timeline
- Assist with drafting/editing appropriate materials, per client's request, for TOT Renewal, including:
 1. PowerPoint presentation (draft due March 1)
 2. Informational brochure (draft due March 13)
 3. E-blast, FAQ, website and/or social media efforts
- Identify top 10 TOT public improvement projects and services (that are finished), creating one-off stories that will generate weekly editorial in targeted media outlets
- Assist with identifying/booking speaker's bureau opportunities per client's request

March 2012

- Draft/secure approval of TOT Renewal Overview news release
- Meet with editors at North Lake Tahoe media outlets, including print, broadcast and online, to schedule editorial opportunities and on-air interviews
- Assist with drafting/editing appropriate materials, per client's request, for TOT Renewal, including:
 4. PowerPoint presentation (draft due March 1)
 5. Informational brochure (draft due March 13)
 6. E-blast, FAQ, website and/or social media efforts
- Assist with identifying/booking speaker's bureau opportunities per client's request
- Send TOT Renewal Overview news release to targeted media outlets the week of March 25, and follow up as appropriate with interviews and photography

April 2012

- Draft/send Public Improvement Project #1 news release to targeted media outlets the week of April 1, and follow up as appropriate with interviews and photography
- Assist with speaker bureau presentations per client's request
- Follow up with broadcast entities regarding on-air interviews

- Draft/send Public Improvement Project #2 news release to targeted media outlets the week of April 8, and follow up as appropriate with interviews and photography
- Draft/send Public Improvement Project #3 news release to targeted media outlets the week of April 15, and follow up as appropriate with interviews and photography
- Draft/send Public Improvement Project #4 news release to targeted media outlets the week of April 22, and follow up as appropriate with interviews and photography
- Draft/send Public Improvement Project #5 news release to targeted media outlets the week of April 29, and follow up as appropriate with interviews and photography

May 2012

- Assist with speaker bureau presentations per client's request
- Follow up with broadcast entities regarding on-air interviews
- Draft/send Public Improvement Project #6 news release to targeted media outlets the week of May 6, and follow up as appropriate with interviews and photography
- Draft/send Public Improvement Project #7 news release to targeted media outlets the week of May 13, and follow up as appropriate with interviews and photography
- Draft/send Public Improvement Project #8 news release to targeted media outlets the week of May 20, and follow up as appropriate with interviews and photography
- Draft/send Public Improvement Project #9 news release to targeted media outlets the week of May 27, and follow up as appropriate with interviews and photography

June 2012

- Draft/send Public Improvement Project #10 news release to targeted media outlets June 3, and follow up as appropriate with interviews and photography
- Draft/send TOT Renewal Election Results news release to targeted media outlets June 6, and follow up as appropriate with interviews and photography

- Draft/send TOT Renewal What's Next news release, detailing future public improvement projects and services for the North Lake Tahoe region



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TOT RENEWAL – TOP 10 PROJECTS

Draft #1 – February 22, 2012

April 2012

- Public Improvement Project #1 news release – send to media week of April 1
Tahoe City Beautification Project
- Public Improvement Project #2 news release – send to media the week of April 8
Midway Bridge to Squaw Valley Bike Trail
- Public Improvement Project #3 news release – send to media the week of April 15
Tahoe Vista Recreation Area Shoreline Improvement
- Public Improvement Project #4 news release – send to media the week of April 22
Olympic Trail Restoration
- Public Improvement Project #5 news release – send to media the week of April 29
Reno/Tahoe Airport Shuttles

May 2012

- Public Improvement Project #6 news release – send to media the week of May 6
Commons Beach
- Public Improvement Project #7 news release – send to media the week of May 13
Squaw Valley Park
- Public Improvement Project #8 news release – send to media the week of May 20
North Tahoe Regional Park Improvements
- Public Improvement Project #9 news release – send to media the week of May 27
Sequoia Avenue Bike Trail

June 2012

- Draft/send Public Improvement Project #10 news release – send to media June 3
Heritage Plaza

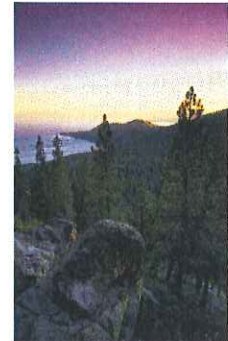


North Lake Tahoe's TOT Renewal Update

March 7, 2012

What is North Lake Tahoe's TOT?

- ▶ Placer County has an 8% transient occupancy tax, (TOT) paid by overnight lodging guests
- ▶ North Lake Tahoe has an additional 2% TOT that voters first approved in 1996



What Has the Additional 2% TOT Done for North Lake Tahoe?

- ▶ The 2% TOT has funded more than **\$30 million dollars** in North Lake Tahoe public improvement projects and services
- ▶ North Lake Tahoe's 2% TOT dollars have been leveraged to secure state and federal funding, generating **\$160 million** to pay for projects the region could not otherwise afford

What Types of Projects Has North Lake Tahoe's 2% TOT Funded?



- ▶ **Beaches/Parks**
- ▶ Commons Beach
- ▶ Squaw Valley Community Park
- ▶ North Tahoe Regional Park
- ▶ Tahoe Vista Recreation Area

More Projects Funded By North Lake Tahoe's 2% TOT

- ▶ **Bike Trails**
- ▶ Tahoe City Lakeside Trail
- ▶ Midway Bridge to Squaw Valley
- ▶ West Shore



Other Projects/Services Funded by North Lake Tahoe's 2% TOT

- ▶ **Transportation**
- ▶ North Lake Tahoe Airport Express Shuttle
- ▶ Free Night Rider Shuttles
- ▶ Bus Shelters
- ▶ Seasonal Traffic Management
- ▶ Airport Welcome Center



North Lake Tahoe's 2% TOT is Up for Renewal

- ▶ North Lake Tahoe voters will vote on whether or not to **renew** North Lake Tahoe's 2% TOT on the June 5, 2012 ballot
- ▶ The North Lake Tahoe Transient Occupancy Tax, called Measure F on the ballot, **is not a tax increase** but a renewal of a previous measure
- ▶ Measure F is **NOT** paid by local taxpayers, rather it is paid by overnight lodging guests

Measure F Details

- ▶ North Lake Tahoe residents will **NOT** be taxed under Measure F
- ▶ Measure F maintains funding to be used **ONLY** on North Lake Tahoe public improvement projects and services over the next 10 years – until 2022
- ▶ Approval of Measure F requires a 50% + 1 affirmative vote on the June 5, 2012 ballot

How Does North Lake Tahoe's TOT Compare to Other Destinations?

- ▶ NLT = 10%
- ▶ Mammoth Lakes = 13%
- ▶ Sun Valley = 12%
- ▶ Park City = 11.35%
- ▶ Aspen = 11%
- ▶ Telluride = 10.4%
- ▶ Vail = 9.8%



TOT Renewal Research Results

- ▶ We recently conducted a survey to determine whether North Lake Tahoe voters would consider supporting a Measure to continue funding and maintaining public improvement projects
- ▶ More than 80% of those surveyed were supportive

More TOT Research Results

North Lake Tahoe Voters' Priority Projects for Continued 2% TOT Funding:

- ▶ Public beaches/shoreline recreational areas
- ▶ Existing bike trails, beaches, parks and public facilities
- ▶ Projects that create local jobs, stimulate economic development and avoid impacts on natural habitats

What Happens if Measure F is Not Approved?

- ▶ North Lake Tahoe will **LOSE** approximately **\$2 MILLION** in revenue per year for public improvement projects and services



How Will Revenue From Measure F Be Monitored?

- ▶ If passed, Measure F revenue will continue to require publicly available, annual independent audits of all funds and expenditures by a non-county, private CPA firm



Summary of Measure F

- ▶ This is not a new tax, it's a renewal
- ▶ This tax is not paid by residents
- ▶ Revenue from Measure F maintains funding to be used **ONLY** on North Lake Tahoe public improvement projects and services
- ▶ If Measure F is not passed, NLT would lose approximately \$2 million annually that supports projects and services that keep our destination competitive



- ▶ *This presentation is intended for educational purposes only*

Questions?





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THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday February 2, 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, Allen Highfield, Eric Brandt, and Alex Mourelatos

NOT PRESENT: Julie Regan, Kali Kopley

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

OTHERS IN ATTENDANCE: Cindy Gustafson, Steve Hoch, Cathy Long, and Rob Weston

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:29 am by Chair Ron Parson and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions

Wally Auerbach requested that we take the agenda items out of order and asked that the Board move the closed session to the beginning of the meeting.

2. Approval of Agenda

M/S/C (Auerbach/Rock) (10-0-0) to approve the agenda and to move the items on the agenda as suggested.

C. PUBLIC FORUM

Ron Parson welcomed new Board member Eric Brandt appointed by the Placer County Board of Supervisors.

D. REPORTS & ACTION ITEMS

Visitor Information:

3. Visitor Information Update: Official Visitor Guide, Visitor Centers, Ski Area Updates, Lodging Liaison Report – Emily Detwiler

Emily Detwiler, Visitor Information Services Manager, reported on the Visitor Information Update and discussed the many ways we serve as a point of contact for visitors such as visitor centers, lodging and property managers, North Lake Tahoe Visitors Guide, the GoTahoeNorth.com website, TV, and video.

Emily gave an overview of all of the visitor information centers. During her time as lodging liaison, she has met with over 50 lodging properties, contacted over 78 lodging properties and has created a Lodging Reference Guide.

After interviewing the lodging properties, Emily found that they are using GoTahoeNorth.com to provide better service for the visitors. Fifty-two percent of lodging properties use the

calendar on the website, eighty percent are aware of their listing on GoTahoeNorth.com, and seventy-five percent use the activity information.

The NLT Chamber/CVB/Resort Assn. seeks to ask what the lodging properties need from us in order to thrive and provide helpful content for their visitors.

Sandy Evans Hall mentioned that the NLT Chamber/CVB/Resort Assn. is creating a Visitors Guide that the Tahoe Quarterly will be printing. There will be an agreement for three years with Tahoe Quarterly who will create both a summer and a winter guide annually. The Visitors Guide will be distributed through subscription, visitor information centers, and lodging distribution. There will also be an interactive clickable version of the guide online, a mobile app, and possibly interactive visitor information center kiosks.

Action: Eric Brandt suggested that the NLT Chamber/CVB/Resort Assn. look into free wi-fi as a benefit to visitors in North Lake Tahoe.

Marketing:

4. Conference Equity – Ron Parson

Ron Parson announced that Placer County had sent an email confirming that the process proposed has been accepted.

M/S/C (Highfield/Wirth) (10-0-0) to approve the conference equity proposal as written.

5. Autumn Food & Wine Update – Andy Chapman, Judy Laverty-Capach

Andy Chapman, Chief Marketing Officer, discussed that the NLT Chamber/CVB/Resort Assn. would prefer to work with local partners and not run the operations side of the Autumn Food and Wine Festival. The event has been held at Northstar previously, and Andy is confident that the Northstar management will understand how to run the event. The plan is to have a five-year franchise contract so that we would retain some ownership of the event. We would maintain the Community Fund of North Lake Tahoe and its non-profit status for the wine donation. Our efforts and resources would then be free to create satellite events related to the main event.

Judy Laverty-Capach, Special Projects Manager, thanked the Board for the suggestion regarding satellite events. There is a group of restaurants that is very interested in participating.

6. MTRiP Report for remainder of Ski Season – Andy Chapman

According to the MTRiP Report, December was down 19% over the prior year and January's performance forecast was up 5.4% over the prior year. The industry average is 6.7% in bookings and we are at 28%. Industry average for rev par is at 8.6% and we are currently at 24%. The industry average for December was down 21%; we are down only 4.1%. February and March are holding their occupancy for the year. We increased reservations on the books in February that booked in December. The four other destinations we compare North Lake Tahoe to are Central Summit, Park City, Telluride, and Mammoth. Park City is ahead of us by a few points, Telluride is usually a couple of points ahead or behind, and North Lake Tahoe is ahead of Mammoth and Central Summit.

7. Update on efforts related to Snow Conditions – Andy Chapman

Andy Chapman updated the Board on the ongoing snow marketing message regarding lack of natural snow. Marketing and public relations have come together with the ski resorts to talk about how to respond and communicate the snow message. Marketing has been sending out a ski report about what to do after skiing and what is available. The Marketing Cooperative has now committed additional funds for radio, 30 LED bus stations, Accuweather, and paid search advertisements. In the Bay Area, 4 weeks of radio messaging

is still running. The Regional Marketing Committee donated an additional \$60,000 for getting out the snow message. Visit California put their resources into this message also.

8. Presentation on North Lake Tahoe Advertising Tracking Report – Andy Chapman

An ad awareness tracking study was conducted in San Francisco and Los Angeles. There is testing data from 2008 in Los Angeles and 2010 in San Francisco. In Los Angeles we are seeing more people start to see the difference between North Lake Tahoe and South Lake Tahoe. The next step will be to conduct two rounds of focus groups one in Los Angeles and one in San Francisco. The last focus group questions were qualitative; the next round of focus group questions will be more quantitative.

ACTION: Ron Parson suggested that the answers of the focus group be shared with the Lodging Committee.

Transportation/Infrastructure:

9. Golf Course Funding Request for up to \$2,000,000 – Phil GilanFarr/Ron Treabess

Phil GilanFarr reported that the Joint Transportation/Infrastructure Committee's recommendation is to approve funding for up to \$2,000,000 dollars for the golf course purchase.

Cindy Gustafson, General Manager of the Tahoe City Public Utility District, elaborated on the purchase of the golf course. On February 28, 2012, the Board of Supervisors will be considering the purchase of the golf course. The TCPUD Board has done a RFP for the operation of the golf course, which will be privatized. This is the second largest property in on the North Shore that has commercial recreation use on it. The economy of our region is dependent on recreation. Public ownership is a legacy to leave for future generations.

M/S/C (GilanFarr/Wirth) (7-0-3 Abstention by Jennifer Merchant, Wally Auerbach and Alex Mourelatos) to approve the Golf Course Funding Request for up to \$2,000,000.

10. Funding Request for Black Bear Exhibit – Ron Treabess

Ron Treabess expounded on the request which is a \$30,000 project and the recommendation of the Joint Infrastructure/Transportation Committee is that we fund \$10,000 of the project to bring the American Black Bear Exhibit to the North Lake Tahoe Basin. The exhibit will be at the Gatekeeper's Museum. The proposal is in partnership with the California Department of Fish and Game, California State Parks, and the Bear League.

M/S/C (Auerbach/ Mourelatos) (10-0-0) to approve the funding request of up to \$10,000 for the American Black Bear Exhibit.

11. Expenditure of Research and Planning funds to participate in development of a coordinated ski shuttle program – Ron Treabess

Ron Treabess discussed the funding request to participate in development of a coordinated ski shuttle program for North Lake Tahoe. The NLT Chamber/CVB/Resort Assn. would be contributing to the project by funding \$3,000 of the \$10,000. The Transportation Management Association's Board has approved and initiated a contract to put this program together.

M/S/C (Wirth/Rock) (9-0-0) to approve the Expenditure of Research and Planning funds up to \$3,000 to participate in development of a coordinated ski shuttle program.

12. TOT Renewal – Ron Treabess/Sandy Evans Hall

The Board of Supervisors has now passed the wording of the ballot question for renewal of the TOT tax. This week there was a kick-off meeting to discuss community education on the renewal of the TOT Tax. The next meeting will be February 15, 2012 at 3 pm. Some of the activities will include a communication piece, direct mail, speaker tour calendar, social media

opportunities, website, talking points and various types of media. Advocacy was briefly discussed as something to be addressed down the road.

13. Transportation Vision and recommended action – Wally Auerbach/Ron Treabess

Wally Auerbach reported that the Joint Transportation/Infrastructure Committee decided to come up with a long-term vision of North Lake Tahoe transportation. The recommendation of the committee was to set up a workshop to educate the committee on what the various transportation agencies are currently working on, their roles, and jurisdiction. Ron's initial steps are to make an effort to find out who we should partner with and gauge everyone's interest level. This is a long-term project, but Ron is beginning to discuss it with other groups to see if we can come together. The next step would be to have a workshop with the transportation partners. Ron is making contacts with the groups and gathering information on their plans. He noted that currently there are approximately 14 transportation agencies within the North Lake Tahoe Basin that have various scopes and reaches.

ACTION: Put together workshops over the next few months and come back to the Board with the over-arching vision and shortfalls.

E. CONSENT CALENDAR – MOTIONS

14. Board Meeting Minutes – January 4, 2012
15. Financial Statements – Approval of November Financials
16. Joint Infrastructure/Transportation Committee – January 23, 2012
17. Marketing Committee – January 24, 2012
18. Membership Advisory Committee – January 11, 2012
19. Group Sales Director Subcommittee – January
20. Lodging Committee – NO MEETING IN JANUARY
21. Finance Committee – January 18, 2012
22. Conference Sales Reports
23. Infrastructure/Transportation Activity Report – January
24. Membership Business Plan Progress Report – January

M/S/C (GilanFarr/Highfield) (8-0-0) to approve the consent calendar as presented.

F. MEMBERSHIP REPORTS

25. **Membership Activities and Events – Community Awards Dinner, February 16 at The Ritz-Carlton - Kym Fabel**
- Feb. 14th -Managers as Coaches. This is a training class for your managers on how to coach your employees. The class is three hours and will be held at the Cedar House Sports Hotel.
 - Feb. 16th -Community Awards Dinner 6:30 pm-9 pm. Kym reminded the Board that the nominations are due by 3 pm today. Reserve your table by February 10th.

G. DIRECTORS' COMMENTS –

Bill Rock commended Andy Chapman and the NLT Chamber/CVB/Resort Assn. marketing team for getting out the snow message.

Ron Parson referenced the Chair goals distributed to the Board members for review.

H. MEETING REVIEW AND STAFF DIRECTION

- Look into region wide wi-fi capabilities, and see what it will take to go forward.
- Be a major sponsor for Autumn Food and Wine Festival.
- Bring Fabulous Fall events into North Lake Tahoe in the fall.
- Develop a transportation vision integrating what we already have with internal and external workshops.
- Sandy Evans Hall will send out final draft of the MOU for the golf course purchase for the Board's approval.
- Share the answers of the focus group with the Lodging Committee.

I. CLOSED SESSION

Closed session was convened at 8:33 am.

J. RECONVENE TO OPEN SESSION

Open Session was reconvened at 9:06 am.

26. Lease for Association Offices/Visitor Center

The Chair reported that there was a passed motion to authorize staff to keep negotiating the lease for the NLT Chamber/CVB/Resort Assn. Offices/Visitor Information Center. Staff will provide details for final approval to the Executive Committee.

27. Golf Course Property Negotiations

The Chair reported that there was discussion on the golf course purchase, but no action was taken.

ADJOURNMENT

The meeting adjourned at 11:18 am.

Submitted by

Deanna Frumenti, Executive Assistant
NLT Chamber/CVB/Resort Association



THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Special Board Meeting
Wednesday, February 15, 2012 – 11:00 am
The Ritz-Carlton (Bristlecone Room)

Preliminary Minutes

ATTENDANCE: Ron Parson, Allen Highfield, Eric Brandt, Phil GilanFarr, Bill Rock, Ron McIntyre. Valli Murnane, Andy Wirth, Kali Kopely, Alex Mourelatos, and Jennifer Merchant by phone.

STAFF IN ATTENDANCE: Sandy Evans Hall, Lisa de Roulet, Ron Treabess, Andy Chapman, Kim Lambert

OTHERS IN ATTENDANCE: Dan Wilkins, Cindy Gustafson

1.0 CALL TO ORDER - ESTABLISH QUORUM

- 1.1 The meeting was called to order at 11:00 am by Chair Ron Parson and a quorum was established.

2.0 AGENDA AMENDMENTS AND APPROVAL

- 2.1 **M/S/C (GilanFarr/Rock) (6/0) to approve the agenda as presented.**

3.0 PUBLIC FORUM

- 3.1 Dan Wilkins, TCPUD Board member, and Cindy Gustafson, TCPUD General Manager, were present to comment on additional funding for the Tahoe City Golf Course acquisition. Dan thanked the NLTRA Board for funding already allocated. He reported that he has met with potential operating vendors. One option is for the TCPUD to lease out the property; however, capital improvements would be needed. Ron McIntyre asked the time-frame for redevelopment. Cindy noted that most any project would take 2-3 years for just the TRPA and Placer County planning procedures. Additionally, input from the community visioning process will be considered.

Cindy reported that a group of current TCGC owners have offered to be funding partners. A public-private partnership would be legally difficult, but not impossible.

The nature of the NLTRA funding was discussed. It was clarified that the NLTRA is being asked to grant the funds to the TCPUD, not to loan them. Dan cautioned that revenue from the golf course would not be sufficient to pay off the loan.

Alex Mourelatos asked about risk assessment. Dan explained that the TCPUD has reviewed all due diligence done to date. He further noted that the operations of the TCGC operations is the district's risk, not the NLTRA's.

Bill Rock asked how revenue from the TCGC will be distributed. Dan stated that the Memorandum of Understanding will address this, as it is not apparent yet what direction

redevelopment of the golf course will take. Ron Treabess clarified that future revenue will come back to the investing partners.

Eric Brandt questioned what the percentage of community use versus tourism use would be. This is an issue that will be addressed during the community visioning process.

4.0 CLOSED SESSION

4.1 Closed session was convened at 11:33 am.

5.0 RECONVENE TO OPEN SESSION

5.1 Open Session was reconvened at 12:38 pm. Members of the Board approved a motion to increase the amount of TOT for the purchase of the Tahoe City Golf Course with various conditions that will be provided to the Tahoe City PUD by the NLTRA CEO and incorporated into the Memorandum of Understanding to be signed by both parties. The vote was 7-1 with abstentions by Jennifer Merchant and Allen Highfield. (Auerbach absent)

6.0 ADJOURNMENT

6.1 The meeting adjourned at 12:39 pm.

Submitted by:
Kim Lambert, Accounting and HR Assistant
NLT Chamber/CVB/Resort Association