

AGENDA

TBID Advisory Committee Members:

Chair: Jim Phelan, Tahoe City Marina | **Vice Chair: Jonn Melrose**, Tahoe House
Tom Feiten, Palisades Tahoe | **Jerusha Hall**, Northstar California Resort
Danny Scott, Tahoe Restaurant Group | **Laurie Munos**, Ritz-Carlton, Lake Tahoe
Dave Wilderotter, Tahoe Daves | **Johnny Roscher**, Za's Restaurant
Katherine Hill, Tahoe Weekly

Zone 1 Committee Members:

Chair: Jim Phelan, Tahoe City Marina | **Vice Chair: DJ Ewan**, Granlibakken
Jill Schott, Tahoe Moon Properties | **Haley Packard**, Packard Realty
Alex Mourelatos, Mourelatos Lakeshore Resort | **Connor McCarthy**, Homewood Mountain Resort
Melissa Siig, TCDA/Tahoe Art Haus

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link:

Join Zoom Meeting

<https://us02web.zoom.us/j/85024995647?pwd=bzNKWDFzNm40YmNyaFBZYkkybzN3dz09>

as authorized by AB 361

Meeting ID: 850 2499 5647

Passcode: 389996

Dial by your location

+1 669 900 9128 US (San Jose)

- 1:00 p.m.** 1. Call to Order – Establish Quorum
2. Public Forum – Any person wishing to address the TBID Advisory Committee on items of interest to the Committee 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 TBID Advisory on items addressed under Public Forum.
- 1:05 p.m.** **3. Agenda Amendments and Approval (Action)**
- 1:10 p.m.** 4. Grant project intake, review, award, and tracking process development
- a. Project recap to date
 - b. Erin Casey SOW
 - c. Timeline and process to get to Nov. 3rd BOD for approval
 - d. Role of TBID Advisory and Zone 1 Committees in grant development process
 - e. Role of AdHoc committee
 - f. Initial areas of feedback from the committee
 - g. Next steps
- 2:30 p.m.** **Adjournment**

Posted online at nltra.org

Zone 1 and TBID Advisory Joint Special Meeting

Monday, October 10, 2022



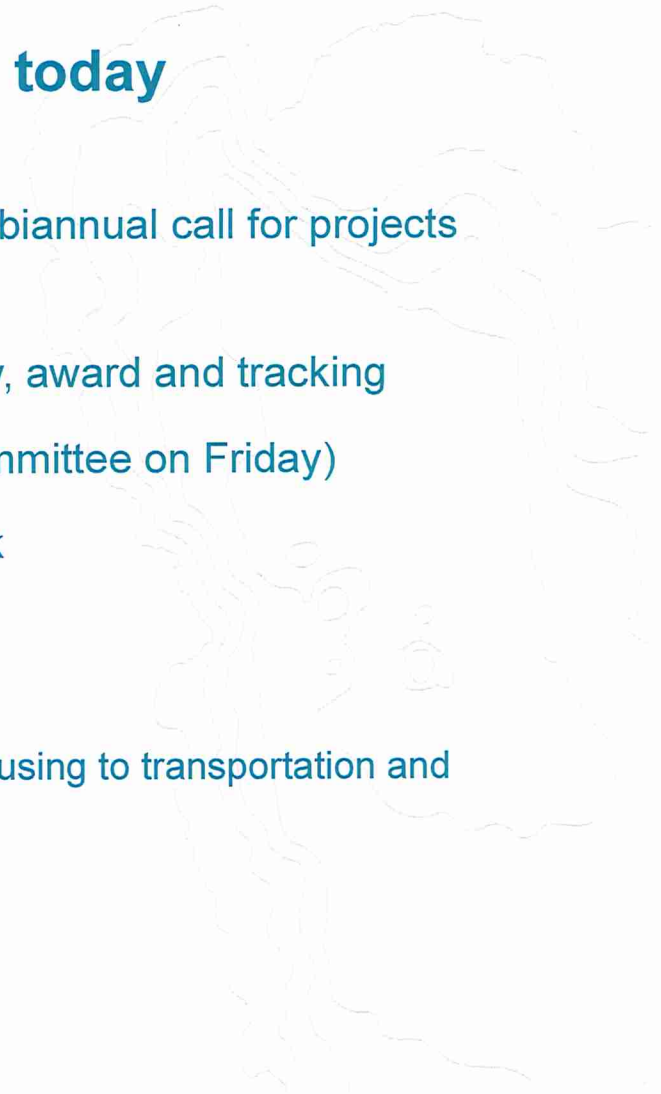
north lake tahoe

The background image shows a vibrant blue lake with a kayaker in a red kayak on the left. In the foreground, there are large, light-colored rocks. On the right side, there are lush green trees. The overall scene is bright and natural.

Grant project intake, review, award, and tracking process development

Grant Process Status – Where we are today

1. Created an ad hoc committee and hired consultant to develop biannual call for projects schedule
 2. Emphasis on streamlined process for grant submission, review, award and tracking
 3. Same process for TOT Committee (to be explored w/ TOT Committee on Friday)
 4. Presented initial concept to committees and received feedback
- Next steps included:
 - Develop intake form and portal for all grants
 - Further develop and define priority project areas from workforce housing to transportation and tourism mitigation activities



Erin Casey – Scope of Work

- Review biannual grant timeline process as it stands to date and develop final process for TBID and TOT grants
- Develop TBID/TOT grant project scoring criteria
- Engage key stakeholders such as Ad Hoc, TBID Advisory, Zone 1, TOT, and CAP committees for feedback and input on timing and proposed systems
- Integrate feedback into finalized grant timeline process, questionnaire, and scoring criteria documents for final approval by NLTRA Board of Directors
- Complete and present to the Board of Directors on **November 3, 2022**

Timeline and Role of Zone 1 and TBID Advisory Committees in Grant Development Process

- Provide initial feedback to be incorporated into grant process + deliverables
- Participate in two joint meetings in October with Zone 1 and TBID Advisory (Today is meeting #1)
- First meeting to collect feedback, second meeting to review process and seek additional input prior to NLTRA Board presentation on November 3, 2022
- Ad hoc will provide continued guidance and feedback in between committee meetings
- This approach streamlines process and avoids too many committee meetings within a short period of time

Committee Input Session Facilitated by Erin Casey

- Purpose of today's discussion includes:
 1. Understand committee goals + expectations to ensure program alignment
 2. Receive input on key programmatic areas and guidelines to inform deliverables
 3. Ensure alignment between committees with different roles per the MDP but similar priority areas to fund/support



Discussion Topics

- What are committee goals for TBID funds/and or a grant program?

For example – to fund programs that are shovel ready that will have an immediate impact etc.



Discussion Topics

- How do we build a resilient program that can evolve as priority areas change?
- What does that look like?



Discussion Topics

- What components of a program or project are important to you?

For example, shovel ready, long-term projects with impact, multiple partners etc.

- How do we balance investment in long-term projects with need to show results prior to TBID renewal date?



Discussion Topics

- Do you want to consider “out of cycle” projects?
- If so, what does that look like?



Discussion Topics

- Are matching funds important? If so, to what extent?
- What minimum standard do you expect to be included in the program?



Discussion Topics

- What other program/project criteria is important to you?



Discussion Topics

- How should we track success and/or monitor programs and projects funded with TBID dollars?



Discussion Topics

- Do you have additional thoughts, questions or concerns we have not covered today?



Next Steps

1. Compile feedback from Zone 1/TBID Advisory Committee joint meeting
2. Meet w/ TOT Committee to solicit input (Similar track as Zone 1/TBID process)
3. Develop initial draft, work with ad hoc as needed during this period
4. Meet w/ other stakeholders with draft program, seek input (County, nonprofit organizations, business leaders, other)
5. Follow up w/ TBID Advisory and Zone 1 with initial draft, seek input (Meeting date?)
6. Revise draft grant program per that input
7. Present final program to NLTRA Board on November 3, 2022, for approval



north lake tahoe

A scenic landscape featuring a rocky shore in the foreground, a forested hillside on the left, and a sunset over the ocean on the right. A semi-transparent white box is centered over the image, containing the text "Thank you!".

Thank you!