



TOT COMMITTEE

DATE: Monday, March 20, 2023
TIME: 2:00 – 4:00 p.m.
LOCATION: North Tahoe Event Center
8318 North Lake Blvd., Kings Beach, CA

COMMITTEE MEMBERS

CHAIR SAMIR TUMA, Kila Properties
VICE CHAIR SARAH COOLIDGE, Coolidge Consulting
ALYSSA BETTINGER, TRPA
KIM BOYD, TAHOE CITY PUD
TERESA CRIMMENS, SIERRA COMMUNITY HOUSE
PAT FRASER, PALISADES TAHOE

ALYSSA REILLY, NTBA
KANE SCHALLER, Dickson Realty/KJM Team
SARA VAN SICLEN, TNT/TMA
DAVE WILDEROTTER, TAHOE DAVE’S
KRISTINA KIND, MOUNTAIN HOUSING COUNCIL
SCOTT ZUMWALT, Bridgetender/West Shore Market
LINDA MECKEL, WSP

PLACER COUNTY APPOINTED ADVISORY SEATS:

STEPHANIE HOLLOWAY
SHAWNA PURVINES

INSTRUCTION FOR PUBLIC PARTICIPATION:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link: <http://bit.ly/3YHPvmd>

If you wish to make a public comment, use the “Raise Hand” feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

The meeting will be conducted in-person and the room is open to the public. As a courtesy, the public may participate via video conference or telephone. Online and telephonic access does not guarantee the public the ability to observe the meeting or to make public comment in the event there is a disruption that prevents the NTCA from broadcasting the meeting or the public from being able to offer public comment. Members of the public who want to be assured that they have the ability to observe the meeting and offer comment during the meeting should attend the meeting in-person.

- 2:00 p.m.** 1. Call to Order – Establish Quorum
- 2. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
- 3. Agenda Amendments and Approval [ACTION]
- 2:05 p.m.** 4. Approval of Meeting Minutes from January 23, 2023 [ACTION] **Page 1**
- 2:10 p.m.** 5. Informational Updates/Verbal Reports:
 - A. NTCA Community Vitality and Economic Health program **Page 3**
 - 1. Update on community survey results
 - 2. Review and provide feedback on Sponsorship criteria **Page 13**
 - 3. Review and provide feedback on Sponsorship investment priorities
- 7. CEO/Staff Updates
- 4:00 p.m.** 8. Adjournment

Committee Members:

Chair: Samir Tuma, Kila Properties | **Vice Chair:** Sarah Coolidge, Coolidge Consulting
Alyssa Bettinger, TRPA | Kim Boyd, Tahoe City PUD
Teresa Crimmens, Sierra Community House | Pat Fraser, Palisades Tahoe | Linda Meckel, WSP | Alyssa Reilly, NTBA
Kane Schaller, Dickson Realty/KJM Team | Sara Van Siclen, TNT/TMA | Dave Wilderotter, Tahoe Daves
Kristina Kind, Mountain Housing Council | Scott Zumwalt, Bridgetender/West Shore Market
Placer County Appointed Advisory Seats: Stephanie Holloway and Shawna Purvines

Draft Meeting Minutes, January 23, 2023

1. Call to Order – Establish Quorum

Chair Samir Tuma called the meeting to order via Zoom at 2:03 PM.

Committee members attending were Samir Tuma, Sara Van Siclen, Teresa Crimmens, Sarah Coolidge, Scott Zumwalt, Kim Boyd, Alyssa Bettinger, Dave Wilderotter. Alyssa Reilly and Kane Schaller joined at 2:12 pm. A quorum was established.

Committee members not present were Linda Meckel, Pat Fraser, Kristina Kind, Stephanie Holloway and Shawna Purvines

Staff in attendance were Tony Karwowski and Anna Atwood

2. Public Forum

No public forum.

3. Agenda Amendments and Approval

Motion to approve today's agenda as presented.
COOLIDGE/WILDEROTTER/UNANIMOUS

4. Approval of TOT Committee meeting minutes from Nov 21, 2022

Motion to approve the November 21, 2022 minutes with the amendment of correcting Stephanie Holloway present at the last meeting.
WILDEROTTER/ZUMWALT/UNANIMOUS

5. NTCA Rebrand

Karwowski presented details of rebranding the organization from the North Lake Tahoe Resort Association (NLTRA) to the North Tahoe Community Alliance (NTCA). He shared the various iterations of the new logo and how it will be used.

Several committee members commented on the great work on the logo and questioned when the launch date of the rebrand is happening. Karwowski stated it is scheduled for February 1, 2023.

During the rebrand presentation, Karwowski did mention the February 15th joint workshop with the different committees.

6. CA Brown Act Requirements & Future Meetings, Information Update - Karwowki

Karwowski shared AB 361, the emergency order allowing for virtual meetings will be lifted February 28, 2023. To comply with California Brown Act requirements, this meeting will be going back to in-person. He shared the posting and public access requirements for those wanting to participate remotely. A handout explaining how to attend future meetings will be sent out outlining the details.

7. Adjournment

There being no further business to come before the Committee, the meeting adjourned at 2:38 p.m.

Respectfully submitted,

Anna Atwood
Office Manager
North Lake Tahoe Resort Association

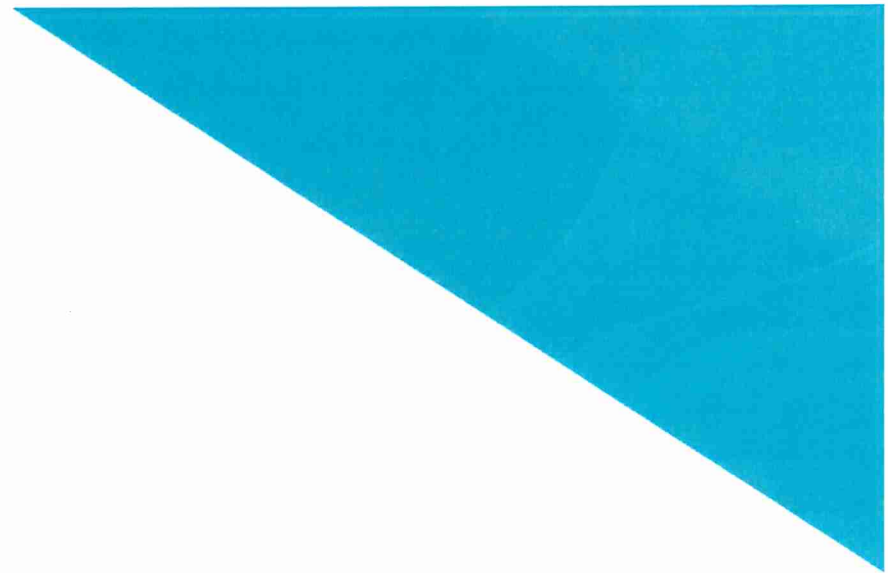
March 15, 2023

NTCA Community Vitality and Economic Health Program



Presentation Overview

- Community Vitality and Economic Health (“Program”) Summary – Four Bucket Approach
- Program Rollout and Sequence
- Priorities and criteria for Bucket #1 – Sponsorship
- Committee discussion and feedback
- Next steps



Economic Sustainability and Community Vitality Investment Program

Bucket 1

NTCA Multi-Year Investment “Sponsorship”

Bucket 2

NTCA Annual Grant Program

Bucket 3

“Out of Cycle” Investment Program

Bucket 4

Reserve Funds

Guiding Documents and Community Input

All programs will refer to the following for guidance and criteria around each program element:

- Community feedback from a regional survey on community priorities (Conducted by survey consultant)
- Additional community input from focus group sessions or virtual Town Halls
- NLTTBID Management District Plan priorities
- Measure A ballot language
- Placer County's Housing Work Plan/Housing Element
- Tourism Master Plan
- Placer County's Resort Triangle Transportation Plan (RTTP)
- The Tahoe Regional Planning Agency's Regional Transportation Plan

Economic Sustainability and Community Vitality Investment Program

+

•

○

Bucket 1

NTCA Multi-Year Investment "Sponsorship"

Bucket 2

NTCA Annual Grant Program

Bucket 3

"Out of Cycle" Investment Program

Bucket 4

Reserve Funds



North Tahoe Community Alliance
 Economic Health and Community Vitality Investment Program
 Submitted March 10, 2023

Investment in programs, projects, services, and maintenance activities to achieve economic health, community vitality, and environmental sustainability that benefits residents, businesses and visitors.

Program Elements

1. Sponsorship and Multi-Year Investment Program
2. Annual Grant Program
3. Out of Cycle Investment Program
4. Reserve Fund

All programs will refer to the following for guidance and criteria around each program element:

- o Community feedback from a regional survey on community priorities
- o North Lake Tahoe Tourism Business Improvement District (NLTTBID) Management District Plan priorities
- o Measure A Ballot language
- o Placer County's Housing Work Plan
- o Placer County's Housing Element
- o Tourism Master Plan
- o Placer County's Resort Triangle Transportation Plan (RTTP)
- o The Tahoe Regional Planning Agency's Regional Transportation Plan

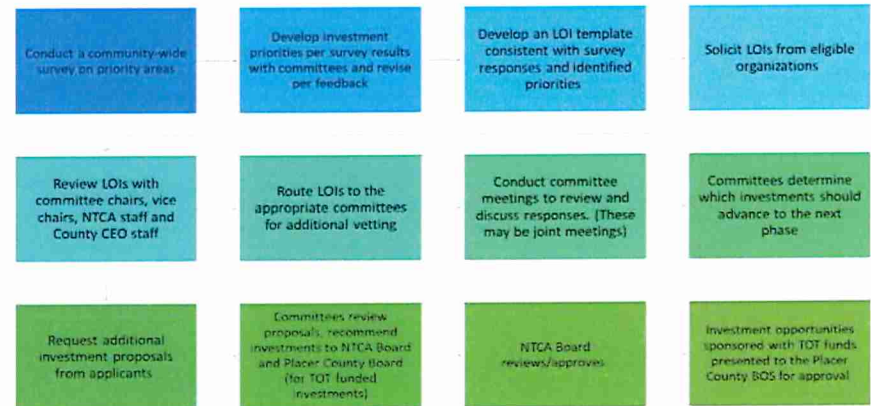
Program Element Overview

#1 - Sponsorship and Multi-Year Investment Program

Summary

The North Tahoe Community Alliance (NTCA) Sponsorship and Multi-Year Investment program supports priority projects, programs, services, or maintenance activities ("Investment Opportunities") that require annual financial support to achieve success and realize community goals over three years (July 1, 2023 – June 30, 2026). Available funding sources include Transient Occupancy Tax and assessments from the NLTTBID.

The **steps to identify investment opportunities** for Sponsorship include the following:



Detail

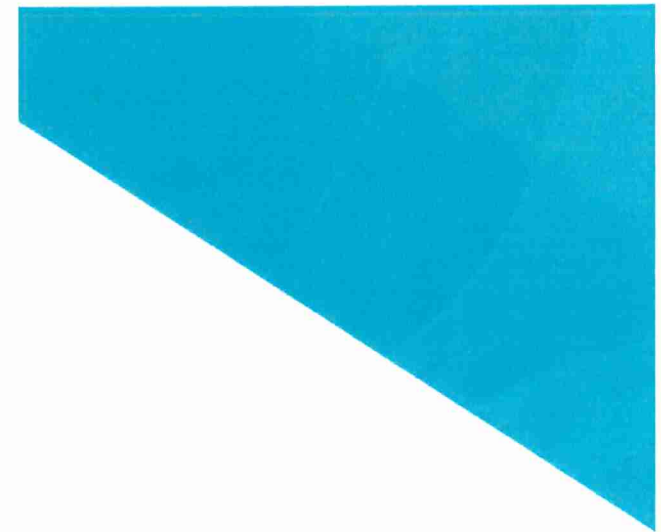
Community-Wide Surveys

The NTCA will conduct a community-wide survey to inform investment opportunity criteria and help assess priorities within the guiding documents referenced above.

Sponsorship Priorities

Please take note of the **preferred investments** outlined within each category.

- **Workforce Housing** – Preferred investments include new pilot programs, the expansion of existing and successful pilot programs, programs that unlock existing homes for long-term or seasonal rentals, and the construction of workforce housing units.
- **Economic Development, Transportation, and Other Priorities** – Preferred investments include expanded or enhanced public transportation service, micro-transit service, shuttle service, park and ride, and infrastructure planning/construction within the Resort Triangle, specifically along the SR 89 and SR 267 corridors.
- **Sustainability and Mitigation of Tourism** – Preferred investments include trash mitigation, traffic calming measures, crossing guards, and communication/outreach initiatives to visitors.
- **Trails** – Preferred investments include planning/constructing new trails that support the Resort Triangle as outlined in the Resort Triangle Transportation Plan, The TRPA's Regional Transportation Plan and the Placer County Parks and Trails Master Plan.
- **Maintenance** - ?



Minimum Requirements

- The applicant is a nonprofit, government agency or business registered as an LLC, Corp, or B Corp, sole proprietor.
- The applicant provides services or conducts business in the North Lake Tahoe community, specifically the 10 percent TOT Collection Area in eastern Placer County.
- The applicant's proposal is consistent with the preferred investments outlined in the Letter of Interest solicitation.
- The investment is in alignment with the match criteria.
- The investment will require annual funding support including funds for planning, operations, construction and/or implementation.
- The investment demonstrates public benefit.
- The investment is not already funded by Placer County.

Sponsorship Criteria



Sections include the following:

- Community Vitality (up to 35 points, aligns w/ NTCA brand pillars)
- Economic Health (Up to 35 points, aligns w/ NTCA brand pillars)
- Environmental Stewardship (Up to 25 points, aligns w/ brand pillars)
- Budget (up to 20 points)
- Organizational Capacity (up to 15 points)
- Investment readiness (up to 20 points)
- Matching funds (up to 40 points)



Questions/Comments





North Tahoe Community Alliance
Economic Health and Community Vitality Investment Program
Submitted March 10, 2023

Investment in programs, projects, services, and maintenance activities to achieve economic health, community vitality, and environmental sustainability that benefits residents, businesses and visitors.

Program Elements

1. Sponsorship and Multi-Year Investment Program
2. Annual Grant Program
3. Out of Cycle Investment Program
4. Reserve Fund

All programs will refer to the following for guidance and criteria around each program element:

- Community feedback from a regional survey on community priorities
- North Lake Tahoe Tourism Business Improvement District (NLTTBID) Management District Plan priorities
- Measure A Ballot language
- Placer County's Housing Work Plan
- Placer County's Housing Element
- Tourism Master Plan
- Placer County's Resort Triangle Transportation Plan (RTTP)
- The Tahoe Regional Planning Agency's Regional Transportation Plan

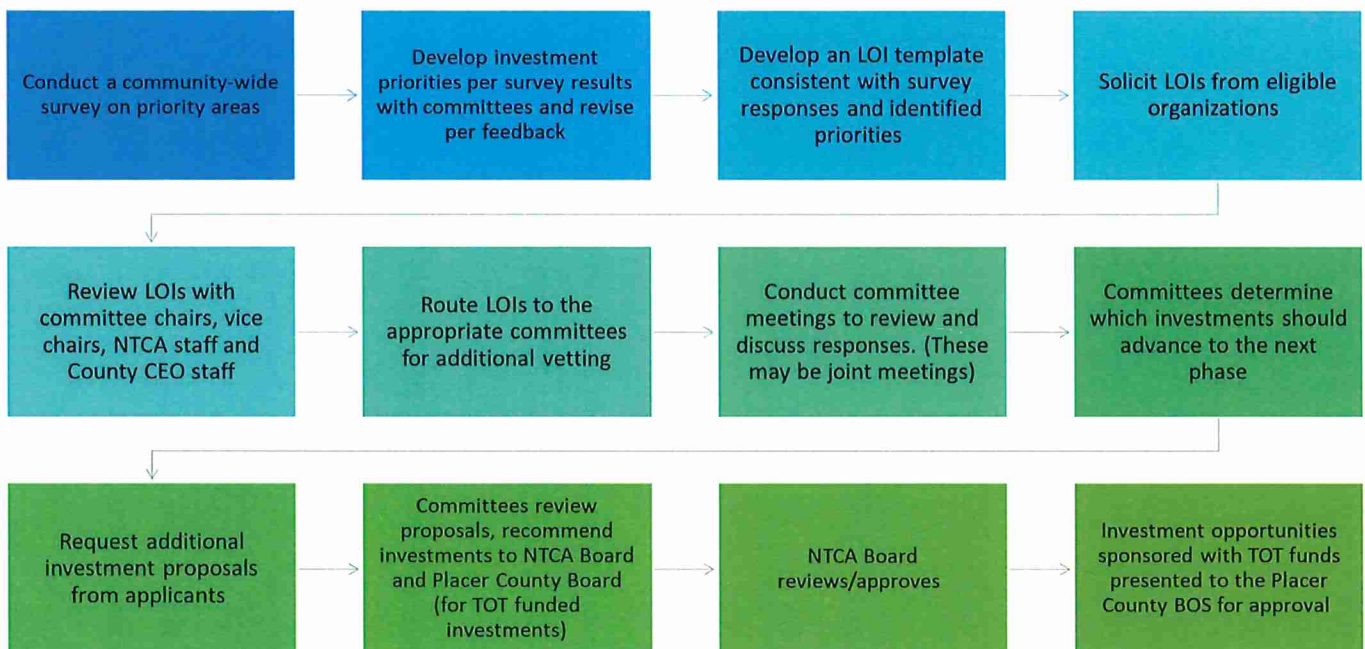
Program Element Overview

#1 - Sponsorship and Multi-Year Investment Program

Summary

The North Tahoe Community Alliance (NTCA) Sponsorship and Multi-Year Investment program supports priority projects, programs, services, or maintenance activities ("Investment Opportunities") that require annual financial support to achieve success and realize community goals over three years (July 1, 2023 – June 30, 2026). Available funding sources include Transient Occupancy Tax and assessments from the NLTTBID.

The **steps to identify investment opportunities** for Sponsorship include the following:



Detail

Community-Wide Surveys

The NTCA will conduct a community-wide survey to inform investment opportunity criteria and help assess priorities within the guiding documents referenced above.

Proposal Solicitation

After survey results are compiled, NTCA staff will confer with Placer County CEO staff to discuss alignment with county priorities. From there, a request for Letters of Interest (LOI) will be released. A sample LOI is included in **ATTACHMENT 1** of this document. Applicants must complete the LOI, including a summary, budget, matching funds, schedule, and measures of success as defined by the NTCA and implementing agency, i.e., ridership, number of units constructed, number of local workers placed in existing housing, miles of trail built/maintained, Etc. In addition, criteria for Sponsorship, including minimum requirements, ranking allocation by category, and opportunities for bonus points, are outlined in **ATTACHMENT 2** to this document.

Eligible investment opportunities must fit within one of several categories listed below:

- **Workforce Housing**
- **Economic Development, Transportation, and Other Priorities**
- **Sustainability and Mitigation of Tourism**

Vetting Letters of Interest

After applicants submit the LOI, NTCA staff will convene a meeting with the chair and vice chair of each participating committee to ensure the investment opportunities outlined in each LOI meet minimum standards, including response to community feedback, alignment w/ guiding documents, leveraged funds, and ability to demonstrate a measurable impact. Placer County Executive Office staff in Tahoe may also participate in these initial meetings. Finally, NTCA staff will route the LOI to the appropriate committee for review/consideration as detailed below:

Committee	Funding Source	Investment Priority
Transient Occupancy Tax (TOT) Committee	TOT	1. Workforce housing and transportation
Zone 1 Committee	Assessment Revenue	1. Investments primarily or exclusively in the Tahoe Basin 2. Investment categories outside of housing and transportation. (Tourism mitigation, maintenance). 3. All committees may consider housing and transportation investments; however, the TOT and CAP Committees should lead in funding within these categories.

TBID Advisory	Assessment Revenue	<ol style="list-style-type: none"> 1. Prioritize investment categories outside of housing and transportation (Tourism mitigation, maintenance, other.) 2. All committees may consider housing and transportation investments; however, the TOT and CAP Committees should lead in funding within these categories.
CAP Committee - TBD	TOT	Further discussion and coordination needed.

Each committee will review LOIs and determine which investment opportunity/opportunities to consider for Sponsorship. In addition, the NTCA may schedule joint committee meetings for housing and transportation-related investment opportunities due to the overlap identified above.

Investment opportunities that meet requirements will move to the second stage of vetting. Additional information may be requested from the applicant and reviewed before committee action. All committees may convene jointly to review the final list of recommended investment opportunities before submission to the NTCA board of directors.

The NTCA board of directors will consider the recommendations and may invite applicants to attend. Then, the board will take final action on TBID-funded investment opportunities and recommend TOT-funded Investment Opportunities to the Placer County Board of Supervisors.

Once approved, the applicant will contract directly with the NTCA and must provide regular updates on status, metrics, unanticipated challenges, schedule updates Etc. Should an Investment Opportunity not meet contract terms, it may be removed from the program and replaced at the discretion of the NTCA Board of Directors with concurrence from the Placer County Board of Supervisors for TOT-funded sponsorships.

#2 - NTCA Annual Grant Program

Summary

The NTCA Annual Grant Program supports priority projects, programs, services, or maintenance activities ("Investment Opportunities") that may not be eligible for Sponsorship or do not require multi-year funding support. Available funding sources include Transient Occupancy Tax and assessments from the NLTTBID.

The steps to identify investment opportunities for the annual grant program include the following:



Detail

The NTCA will develop grant guidelines that reflect community priorities identified in the annual community survey and feedback from County CEO staff. Then, the NTCA will distribute grant guidelines with a request for grant proposals from government agencies, nonprofits, and businesses.

Grant applications will include a request for proposal summary, budget, matching fund opportunities, schedule, and measures of success as defined by the NTCA and implementing agency, i.e., ridership, number of units constructed, number of local workers placed in existing housing, miles of trail built/maintained, Etc.

Eligible investment opportunities must fit within one of several categories outlined above. The review, routing, and vetting process will follow NTCA's Sponsorship program outlined above.

#3 – Out of Cycle Investment Program

Summary

The NTCA's Out of Cycle Investment program is for investment opportunities that are not eligible for Sponsorship or are not ready for sponsorship consideration and fall outside the regular grant cycle. A predetermined amount of funding will be set aside for this fund. In addition to that listed above, criteria for this program include a new investment opportunity with community/stakeholder support, matching funds, and community impact. Additionally, investment Opportunities must be consistent with the categories listed above, including community feedback and guiding documents.

Detail

The NTCA will develop and post an application for the program. NTCA staff, in coordination with Placer CEO staff, will vet and route applications to the appropriate committee/committees. If committees recommend the Investment Opportunity for support, the NTCA board will review the application for consideration. If the funding source is TOT, the Placer County Board of Supervisors must also approve funds that support the application.

#4 – Reserve Funds

Summary

The NTCA may set aside a percentage of TOT and TBID funds to support future Investment Opportunities. The NTCA Board will need to determine what portion of funding should be set aside for this purpose. If TOT funds are included, the Placer County Board of Supervisors should approve this program component.



ATTACHMENT 1 – LETTER OF INTEREST

Community Vitality and Economic Health Sponsorship Program

Program Introduction

Thank you for your interest in the NTCA's Sponsorship program ("Sponsorship"). We are excited to learn about your project, program or service that supports community vitality and economic sustainability in the North Lake Tahoe region.

Please provide the requested information and keep your responses to at most three pages, NOT including this cover letter. A summary of eligible program/project types is outlined below. Please review ATTACHMENT 2 for detail on sponsorship criteria.

Sponsorship Category Summary

The NTCA seeks to partner with community organizations to support projects, programs, and services in the following categories. Please take note of the preferred investments outlined within each category.

1. **Workforce Housing** – Preferred investments include new pilot programs, the expansion of existing and successful pilot programs, programs that unlock existing homes for long-term or seasonal rentals, and the construction of workforce housing units.
2. **Economic Development, Transportation, and Other Priorities** – Preferred investments include expanded or enhanced public transportation service, micro-transit service, shuttle service, park and ride, and infrastructure planning/construction within the Resort Triangle, specifically along the SR 89 and SR 267 corridors.
3. **Sustainability and Mitigation of Tourism** – Preferred investments include trash mitigation, traffic calming measures, crossing guards, and communication/outreach initiatives to visitors.
4. **Trails** – Preferred investments include planning/constructing new trails that support the Resort Triangle as outlined in the Resort Triangle Transportation Plan, The TRPA's Regional Transportation Plan and the Placer County Parks and Trails Master Plan.

Minimum Requirements

- The applicant is a nonprofit, government agency or business registered as an LLC, Corp, or B Corp, sole proprietor.
- The applicant provides services or conducts business in the North Lake Tahoe community, specifically the 10 percent TOT Collection Area in eastern Placer County.
- The applicant's proposal is consistent with the preferred investments outlined in the Letter of Interest solicitation.
- The investment is in alignment with the match criteria.
- The investment will require annual funding support including funds for planning, operations, construction and/or implementation.
- The investment demonstrates public benefit.
- The investment is not already funded by Placer County.

Submittal Deadline - Please complete the Sponsorship LOI by May 31, 2023.

THIS SECTION INTENTIONALLY LEFT BLANK

NTCA Sponsorship Letter of Interest Narrative (To be a PDF or online application)

Legal Name of Applicant: _____

Which best describes your organization:

Nonprofit Government Agency Business Other

Please describe your organization's mission statement, business purpose or public service provided:

Street Address: _____

City: _____ State: _____ Zip Code: _____

Name of Project, Program or Service: _____

Proposal Summary:

Budget Detail

Requested Amount:

Year 1 _____ Year 2 _____ Year 3 _____

Matching Funds: (Must be 25 percent of the total requested amount).

Year 1 _____ Year 2 _____ Year 3 _____

Please include a line-item budget in the table below. Projected expenses for future years are acceptable. You can submit changes as needed; however, the sponsorship funding amount will not change.

Line Items	Expenses Year 1	Expenses Year 2	Expenses Year 3
TOTAL EXPENSES			
TOTAL MATCH			
TOTAL REQUESTED			

Please provide detail on matching funds. Please also include detail on funds that may not be committed but may be secured if Sponsorship is successful.

Please describe how the proposed investment aligns with the preferred investments outlined in the cover sheet and the program criteria in Attachment 2.

Please describe how the public will benefit from the proposed investment.

Please provide details on how you will monitor the investment and what metrics you'll use to assess success, i.e., the number of rentals unlocked for the workforce, number of units constructed, miles of trail built, etc.

Please provide a summary of the investment schedule. This may include hours of operations, project phases, and other.



ATTACHMENT 2 – SPONSORSHIP CRITERIA

Committees will compare all proposals to the criteria outlined below.

All proposals must meet the minimum qualifications outlined below. Please check the box next to each that applies in Section 1. Submissions must meet minimum requirements to be considered for Sponsorship.

Section 1 – Community Vitality (Up to 35 points)

Investments that are focused on the community and the preservation and enhancement of its culture.

- The proposed investment is identified as a high priority per community survey results.
- For TOT funded investments, proposal aligns with Placer County's [Critical Success Factors](#).
- The proposed investment aligns with one or more guiding documents.
- The proposed investment has proven demand (community feedback, current metrics demonstrating need or growth).
- Investment monitoring and tracking metrics are sufficient to evaluate the success or adapt as needed.

Section 2 – Economic Health (Up to 35 points)

Investments that facilitate collaboration with local businesses and community stakeholders to positively impact the region's economic health, focusing efforts on fostering a continually thriving community.

- The proposal aligns with community priorities outlined in guiding documents.
- The proposal includes monitoring and tracking metrics sufficient to evaluate the success or adapt as needed.

- The proposal demonstrates that the investment will positively impact the region's economic health.

Section 3 - Environmental Stewardship (Up to 35 points)

Investments that provide resources and tools to educate stakeholders on sustainable efforts, and help people collaborate to preserve our region for generations to come.

- The proposed investment encourages or supports environmental stewardship by visitors and residents to the North Lake Tahoe region.
- The proposed investment provides tools to educate visitors and residents on the region's environmental sustainability activities and opportunities
- The proposed investment will positively impact the natural environment in North Lake Tahoe (Reduced GHG emissions, other)

Section 4 – Budget (Up to 20 points)

- The proposed budget has clearly defined expense categories and identified revenue streams.
- The budget admin/overhead expenses are limited to 10 percent.
- The proposed investment has projected funding identified and committed.

Section 5 – Organizational Capacity (Up to 15 points)

- The applicant has demonstrated the ability to implement the proposed project, program, or service.
- The applicant has demonstrated fiscal solvency to ensure its long-term ability to meet financial obligations.
- The organization has staff to support or plans to expand staff capacity to meet sponsorship goals.

Section 6 - Investment Readiness (20 points)

- Permits, right of ways, impact studies, or associated approvals have been completed, and investment is "shovel ready" or ready to launch.

- If the applicant is not the landowner of a project, the landowner has demonstrated support for the project (a letter of support, agreement, a reference has been provided).

Section 7 - Match Requirements (Sliding scale)

Please note that investments with less than a 25 percent match will not receive points and may not be considered for funding support.

Match Percentage	Points Assigned
>50%	40
50%	25
25%	10
<25%	0