



TBID ADVISORY COMMITTEE

DATE: Wednesday, March 15, 2023
TIME: 2:30 p.m. - 4:00 p.m.
LOCATION: Tahoe City Visitors Center
100 North Lake Blvd., Tahoe City, CA

COMMITTEE MEMBERS

CHAIR JIM PHELAN, Zone 1 seat
VICE CHAIR JON MELROSE, At-Large seat
TOM FEITEN, Palisades Tahoe seat
JERUSHA HALL, Northstar California Resort seat

DANIEL SCOTT, Assessed Business seat.
JOHNNY ROSCHER, Assessed Business seat.
CONNOR MCCARTHY, At-Large Seat
KATHERINE HILL, At-Large Seat

DAVE WILDEROTTER, Assessed Business seat.

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:

<https://us02web.zoom.us/j/84754245640?pwd=cytweUhzVHErUEVBOVpuQmFPeWovdz09>

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.

2:30 a.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.

2:32 p.m. 3. Agenda Amendments and Approval [ACTION]

2:35 p.m. 4. Approval of Meeting Minutes from January 18, 2023 [ACTION]

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2:37 p.m. 5. Action Item:
A. Discussion and possible action to move recurring meeting to Tuesday.

Page:3 B. Review and recommend to NTCA BOD Housing Hub incubation request for up to \$150,000 cash contribution, and \$34,000 of in kind support for year one budget support. - Tony Karwowski/Erin Casey

3:15 p.m.

6. Informational Updates/Verbal Reports:

A. NTCA Community Vitality and Economic Health program - Karwowski/Casey

1. Update on community survey results
2. Review and provide feedback on Sponsorship criteria
3. Review and provide feedback on Sponsorship investment priorities

4:00 p.m.

7. Adjournment



north lake tahoe

Chamber | CVB | Resort Association

TBID Advisory Committee

Date: Wed, January 18, 2023

Time 2:30 pm

Location: Zoom

Draft Minutes

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

1. Call to Order – Establish Quorum

Jonn Melrose called the meeting to order via Zoom at 2:37 PM. A quorum was established.

Committee members in attendance

Danny Scott, Jonn Melrose, Katherine Hill, Jonny Roscher, Jerusha Hall, and Dave Wilderotter. Jim Phelan joined the call at 3:00 PM.

Committee members absent

Laurie Munos and Tom Feiten

Staff members in attendance

Tony Karwowski, Anna Atwood, Francois Cazalot, and Kirstin Guinn

2. Public Forum

There were no comments on items not on today's agenda.

3. Agenda Amendments and Approval (Action)

Karwowski noted the amount requested in Item 5 should read \$125,000.

Motion to approve today's agenda as corrected. WILDEROTTER/SCOTT/UNANIMOUS

4. Approval of meeting minutes from November 16, 2022

Motion to approve the November 16, 2022 meeting minutes as presented. HILL/HALL/UNANIMOUS

5. Presentation and request for recommendation of funding to the NLTRA BOD in the amount of \$225,000 for Full Design and Permitting of Tahoe City Downtown Access Improvements. Placer County Staff Ryan Decker and Andy Deinken (Action)

Deinken presented details of the proposed Tahoe City Downtown Access Improvement project, which will expand the Grove Street parking lot to improve mobility, access, and safety by increasing parking and reducing traffic congestion on SR 28. The project includes a multi-use path and restrooms. It will extend from Grove Street to the Cobblestone. Three property owners have agreed to easements that will allow ingress from SR 28, although the only egress will be onto Grove Street.

Deinken showed a map with existing conditions and the proposed project. The environmental reviews have been completed. Today's request is to complete the design and permitting, leading to construction in 2024. Deinken explained the balance of the funding for the project and how this coordinates with Caltrans plans for a signal at Grove Street.

Discussion followed clarifying details of the project and funding.

Motion to recommend allocation of \$125,000 from TBID Advisory funds for the design and permitting of the Tahoe City Downtown Access Improvements. PHELAN/HILL/UNANIMOUS

6. NTCA Rebrand - Information Update Guinn/Karwowski

Guinn presented the new name, North Tahoe Community Alliance (NTCA). This represents the evolution of the organization from marketing to a Destination Management Organization, given the change in funding sources. The name and branding will roll out February 1. Guinn described the components that comprise the new logo.

The organization will now focus on responsible travel, stewardship education, and regional collaboration. Chamber services will still be provided.

7. CA Brown Act Requirements & Future Meetings, Information Update - Karwowski

Karwowski reported AB 361, the emergency bill that allows for virtual meetings, expires at the end of February. Because this Committee falls under the Brown Act, as of March 1, 2023 meetings must be held in person. There are some allowances for those wanting to join remotely, but with strict requirements that include posting the agenda and allowing public access to that location. An information sheet will be distributed.

Karwowski reminded the group of the commitment to attend 10 out of 12 meetings per year.

8. Adjournment

There being no further business to come before the Committee, the meeting adjourned at 3:51 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



MEMORANDUM

Date: March 15, 2023
TO: TBID Advisory Committee
FROM: Tony Karwowski, CEO
RE: Housing Hub incubation and funding request

Action Requested:

Request to recommend the allocation of up to \$150,000 in TBID assessment funds and up to \$34,000 in in-kind support to the NTCA BOD to support the incubation of the “Housing Hub” for a 12-month period.

Background:

In September 2022, the NTCA hired a consultant to assist with the development of a new nonprofit organization focused on developing and implementing workforce housing solutions. Erin Casey, NTCA board member Samir Tuma and Tony Karwowski began working with the Tahoe Truckee Community Foundation (TTCF), Mountain Housing Council (MHC) and the Tahoe Truckee Workforce Housing Agency (TTWHA) to understand the workforce housing landscape and identify gaps in service that a new organization could support.

Through that discovery period, several gaps were identified including the following:

1. Pre-entitlement support for project applicants, small to medium size developers and property owners interested in building accessory dwelling units (ADUs)
2. Workforce housing policy support and education
3. Workforce housing project specific support and education
4. Regional collaboration w/ emphasis on alignment with land use agencies, project applicants and other workforce housing initiatives

The Housing Hub was developed to address these gaps while working in partnership with MHC, TTCF, TTWHA and land use agencies in the Tahoe-Truckee region. To describe the relationship between existing housing-focused organizations and the proposed Housing Hub, a Venn diagram is included for reference in ATTACHMENT 1.

Funding Request:

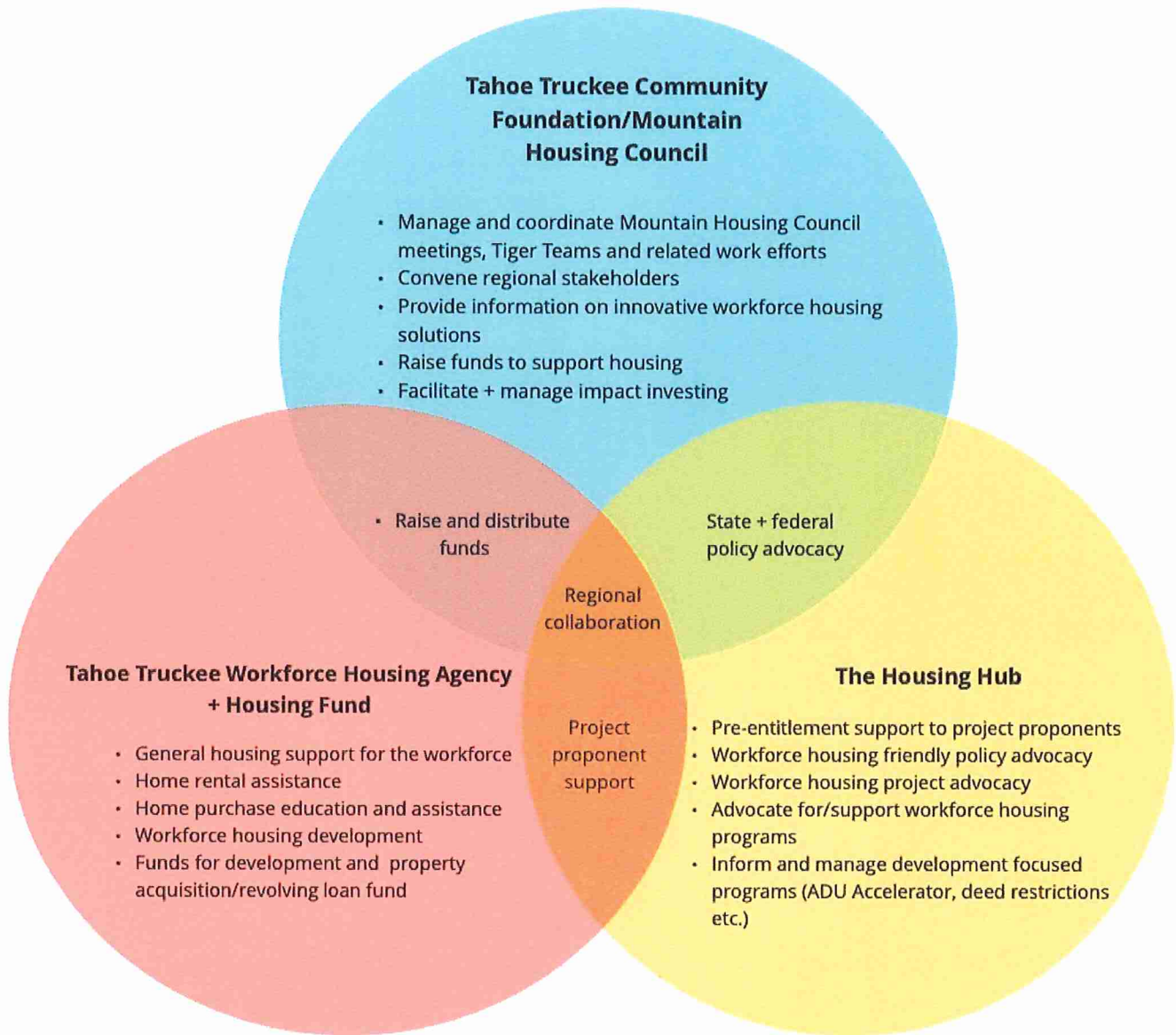
To advance this effort, staff is seeking a recommendation to fund up to \$150,000 in TBID assessment revenue over a 12-month period to support the Housing Hub. Additional funding sources have been committed by TTCF and the Martis Fund. A draft 3-year budget has been included and outlines other funding sources and funding partners to the Housing Hub. Staff will request funding support from the

NTCA in year 2 and could continue in future years depending on funding availability, funding need and service delivery.

Incubation Request:

To further support the organization's development, staff is requesting in-kind support for up to \$34,000 to incubate the Housing Hub. This approach facilitates a shorter timeline to service delivery, partnership building, collaboration and fundraising while staff files required nonprofit paperwork with state and federal agencies. Staff has already received requests for Housing Hub services and would like to expedite the availability of services to support workforce housing policy and projects by May 2023.

Staff anticipates incubating the Housing Hub for up to a two-year period; however, requests for funding support and incubation in year two will be included as part of NTCA's budgeting process in the next fiscal year.



Housing Hub Budget Proposal Submitted 03/10/23

Housing Hub Budget Assumptions + Detail

1. CEO is hired as an employee in year one
2. A land use planner is hired as a contractor in years one, two and three.
3. Admin support is managed by the director position in year two. Costs for admin support are at zero in year three as a result.
4. The Hub will be incubated by the North Tahoe Community Alliance (NTCA) in years one and two.
4. Yellow highlighted cells include costs that could be absorbed by the NTCA during the incubation period.
5. Office space includes renting a desk or sharing office space in one location in year three. Work can be conducted remotely by the CEO, director and land use planner.

	Housing Hub Year 1 Budget	Housing Hub Year 2 Budget	Housing Hub Year 3 Budget
Projected Income			
Tahoe Truckee Community Foundation/Martis Fund	\$150,000	\$175,000	\$200,000
Proposed North Tahoe Community Alliance Contribution (TBID funds)	\$150,000	\$175,000	\$150,000
Grants (Martis Fund and other)	\$25,000	\$100,000	\$200,000
Donations (Individuals, project applicants, business, other)	\$10,000	\$35,000	\$50,000
Fee for Service (ADU program, Deed Restrictions, other.)	\$0	\$10,000	\$15,000.00
TOTAL REVENUE	\$335,000	\$495,000	\$615,000
EXPENSES			
	Cost (NTCA Incubation)	Cost (NTCA Incubation)	Cost (No Incubation)
<i>Personnel</i>			
CEO/Director (Policy, Board, etc.)	\$150,000.00	\$155,000.00	\$160,000.00
Land Use Planner (\$180/hr)	\$100,000.00	\$125,000.00	\$150,000.00
Administrative Support	\$5,000.00	\$2,500.00	\$0.00
Additional Dir. Position	\$0.00	\$120,000.00	\$130,000.00
Payroll Taxes (6.2%)	\$9,300.00	\$17,360.00	\$18,600.00
Benefits (18%)	\$27,000.00	\$50,400.00	\$54,000.00
<i>Administrative</i>			
501 c Incorporation	\$5,000.00	\$0.00	\$0.00
Computer and Phone	\$2,500.00	\$3,000.00	\$2,500.00
Insurance (D+O, Liability)	\$5,500.00	\$5,500.00	\$5,500.00
Postage and Printing	\$2,500.00	\$2,000.00	\$3,000.00
Office Supplies	\$500.00	\$500.00	\$1,500.00
<i>Technology + Website</i>			
Website development	\$8,000.00	\$1,000.00	\$2,000.00
Branding	\$5,000.00	\$0.00	\$0.00
Licenses + subscriptions (Accounting, HR, Microsoft)	\$3,000.00	\$3,000.00	\$4,000.00
Email management	\$250.00	\$250.00	\$300.00
Tech support	\$1,000.00	\$1,000.00	\$5,000.00
<i>Professional Services (other)</i>			
Legal	\$5,000.00	\$5,000.00	\$8,000.00
Marketing + PR	\$5,000.00	\$5,000.00	\$7,000.00
Bookkeeping/Finance	\$10,000.00	\$10,000.00	\$25,000.00
<i>Office Space/Rent</i>			
Rent	\$0.00	\$0.00	\$1,500.00
Utilities	\$0.00	\$0.00	\$0.00
Desk, other.	\$0.00	\$0.00	\$0.00
<i>Other</i>			
Mileage + travel	\$1,500.00	\$1,500.00	\$1,500.00
Contingency (5%)	\$10,000.00	\$15,000.00	\$20,000.00
Board meetings, board support	\$2,000.00	\$3,000.00	\$3,000.00
TOTAL	\$358,050.00	\$526,010.00	\$602,400.00
NTCA Incubation In-Kind Contribution (Sum of highlighted cells)	\$34,000.00	\$31,500.00	\$0
TOTAL Cost w/ NTCA Incubation	\$324,050.00	\$494,510.00	\$608,100.00
Surplus/(Deficit)	\$10,950.00	\$490.00	\$6,900.00