



TBID ZONE 1 COMMITTEE

DATE: Tuesday, April 18, 2023
TIME: 12:30 p.m. - 2:00 p.m.
LOCATION: Granlibakken Resort
725 Granlibakken Rd, Tahoe City, CA

COMMITTEE MEMBERS

CHAIR JIM PHELAN, At-Large Seat
VICE CHAIR DJ EWAN, Assessed Zone 1 Lodging Business
JILL SCHOTT, Assessed Zone 1 Lodging Business
HALEY PACKARD, Assessed Zone 1 Lodging Business

ALEX MOURELATOS, Assessed Zone 1 Lodging Business
MELISSA SIIG, At-Large Seat
CONNOR MCCARTHY, At-Large Seat

INSTRUCTION FOR PUBLIC PARTICIPATION:

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<https://us02web.zoom.us/j/87015897413?pwd=SCtoaGZJSTk5ZmtDVkRNUHVvYis2UT09>

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.

- 12:30 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.
- 3. Agenda Amendments and Approval [ACTION]
- 4. Approval of Meeting Minutes from March 15, 2023 [ACTION] Page 1
- 12:40 p.m.** 5. Informational Updates/Verbal Reports: Page 3
 - A. Presentation seeking feedback on potential grant framework investment percentage ranges for each of the framework categories (sponsorship, annual grant cycle, opportunistic, and reserve)
 - B. Presentation of revised Economic Health and Community Vitality Investment Program criteria, scoring and letter of interest.
- 6. CEO/Staff Updates
- 2:00 p.m.** 7. Adjournment



TBID Zone 1 Committee – Draft Meeting Minutes – March 15, 2023

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

1. Call to Order – Establish Quorum at 12:33 PM

Committee members present: Jim Phelan, DJ Ewan, Connor McCarthy, Jill Schott, Haley Packard, Melissa Siig A quorum was established. Alex Mourelatos arrived at 12:46 PM. There were no Committee members absent.

Staff Members in attendance: Tony Karwowski, Anna Atwood, Francois Cazalot, and Kimberly Brown

Others in attendance: Erin Casey and Katie Biggers

2. Public Forum

Biggers announced the upcoming job fair at the high school. Also, Tahoe Inc. is hosting an entrepreneur’s roundtable on March 28 at Za’s.

3. Agenda Amendments and Approval

It was moved by McCarthy and seconded by Packard to allow Jim Phelan to join today’s meeting remotely under Clause 7.2 of AB 2449 for “just cause.” Motion carried unanimously.

It was moved by Siig and seconded by Schott to approve today’s agenda as presented. Motion carried unanimously.

4. Approval of Meeting Minutes from January 18, 2023

It was moved by McCarthy and seconded by Siig to approve the minutes of the January meeting. Motion carried with Schott abstaining.

5. Action Item

a. Discussion and possible action to move recurring meeting to Tuesday

It was moved by Phelan and seconded by Packard to change the recurring TBID Zone 1 meeting date and time to the third Tuesday of each month beginning at 12:30 PM. Motion carried unanimously.

b. Review and approve request from Tahoe City Downtown Association to fund \$11,270 for Upgraded Flower Baskets

Biggers presented the request for \$11,270 of the \$22,748 budget, which does not include TCDA staff time or insurance. It does include the subcontractor who will water the baskets. New pots are being used this year that have a built-in water reservoir and eliminate the need to water daily.

Discussion followed as the request and budget were clarified. Mourelatos suggested the contribution be given in the name of Ray Elam, the man killed while watering the baskets last summer.

It was moved by Phelan and seconded by Siig to recommend allocating up to \$11,270 of TBID Zone 1 funds to the TCDA Flower Basket program with the understanding that NTCA staff will monitor the program to ensure the dollars

are being spent appropriately and that Ray Elam's commitment to the program be acknowledged. Motion carried unanimously.

6. Informational Updates/Verbal Reports:

A. NTCA Community Vitality and Economic Health program

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

Casey reviewed details of the Community Vitality and Economic Health Program and explained how it will guide the Committee to make recommendations appropriate for Zone 1 dollars. She discussed the survey results, noting preferred investments included workforce housing, transit, pilot programs, sustainability and mitigation of tourism, trails, and perhaps maintenance. Casey suggested maintenance considerations be very specific and differentiate between ongoing annual maintenance and capital replacement projects.

Casey noted challenges with the broad category of workforce housing. Rather than building projects, a priority may be to get people into rentals. Discussion followed as the survey priorities and possible allocations were clarified.

Casey reviewed scoring criteria, noting "minimum requirements."

The next steps include this Committee approving the Program and it going before the NTCA Board in April for adoption. Casey's presentation and supporting documents will be in Google Docs for Committee members to review and offer feedback.

7. Review Housing Hub incubation request for up to \$150,000 cash contribution, and \$34,000 of in kind support for year one budget support.

Karowski reminded the group this was presented at the February meeting. There will be a request to the TBID Advisory Committee for \$150,000 in cash and \$34,000 in NTCA administrative support. Cazalot explained where the funds will come from, noting the ask is a conservative percentage of the anticipated \$6.7 million in revenues.

8. Adjournment

There being no further business to come before the Board, the meeting adjourned at 2:20 PM.

Respectfully submitted,
Judy Friedman
Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



MEMORANDUM

Date: April 18th, 2023

TO: NTCA TBID Zone 1 committee

FROM: Tony Karwowski, CEO/President

RE: Community Vitality and Economic Health Investment Program

Purpose

Provide input to NTCA staff on a percent allocation across the four investment "buckets" of the Community Vitality and Economic Health program for NTCA board consideration.

Background

Since bringing the Community Vitality and Economic Health framework to your committee, NTCA staff has received feedback on the omission of specific percentages or percentage ranges of investment across all four buckets. Currently, the program needs to include guidance on how much or what portion of available funds should be allocated across each bucket.

Issues raised include the following:

- Applicants may submit proposals for sponsorship rather than wait for the grant program out of concern all funds will be allocated to sponsorship proposals; and,
- There may be investment opportunities in the future; however, activating funds is vital, so the reserve should not include a majority of available funds; and,
- Without a clear allocation across buckets, funds may be distributed in an ad-hoc and uncoordinated manner which could lead to efficient use of resources.

In response to this feedback, staff have developed options for your committee's consideration to guide the NTCA board on decision-making across each bucket.

OPTIONS For Discussion

Option 1: Balanced Approach

In this option, we propose a balanced approach that addresses the region's different priorities adequately. The allocation of funds would be as follows:

Bucket #1 - Sponsorship (40%): A substantial portion of the funds would be allocated to multi-year investments in regional priorities. This would provide stable support for long-term projects and

partnerships, enabling the region to plan strategically for the future and cultivate meaningful relationships with key stakeholders.

Bucket #2 - Annual Grant Program (40%): Equal emphasis would be placed on the grant program, ensuring that a diverse range of initiatives receive funding. This would enable the region to respond to immediate needs and opportunities while fostering innovation and collaboration among different organizations and sectors.

Bucket #3 - Out of Grant Cycle Funds (15%): A smaller portion of the funds would be set aside to address emerging needs and opportunities outside the regular grant cycle. This flexible funding would allow the region to respond quickly to unforeseen circumstances and take advantage of unique opportunities.

Bucket #4 - Reserve (5%): A minimal reserve would be maintained to ensure financial stability in the event of unexpected budget shortfalls or unanticipated future opportunities.

Option 2: Prioritize Sponsorship and Grant Program (Staff Recommendation)

In this option, we propose to prioritize the sponsorship and grant programs, allocating a higher percentage of available funds to these areas:

Bucket #1 - Sponsorship (50%): Most funds would be dedicated to multi-year investments, providing the necessary resources to support long-term projects aligned with the region's strategic goals.

Bucket #2 - Grant Program (40%): A significant percentage of funds would still be allocated to annual grants, enabling the region to support various initiatives and projects.

Bucket#3 - Out of Grant Cycle Funds (7%): A smaller portion of the funds would be dedicated to addressing needs and opportunities that arise outside of the regular grant cycle.

Bucket #4 - Reserve (3%): A modest reserve would be maintained to ensure financial stability and provide a safety net in case of budget shortfalls or future investment opportunities.

Option 3: Flexible Funding Model

In this option, we propose a more flexible funding model that allows for greater adaptability to the region's evolving needs:

Bucket #1 - Sponsorship (35%): A smaller percentage of the funds would be allocated to multi-year investments, ensuring that the region remains nimble and adapt to changing circumstances.

Bucket #2 - Grant Program (35%): An equal emphasis would be placed on the one-time grant program, maintaining support for a diverse range of projects and initiatives.

Bucket #3 - Out of Grant Cycle Funds (20%): A more significant portion of the funds would be dedicated to addressing emerging needs and opportunities outside the regular grant cycle. This would enable the region to be more responsive and proactive in addressing challenges and seizing opportunities.

Bucket #4 - Reserve (10%): A more substantial reserve would be maintained, providing additional financial security and the ability to respond to unforeseen circumstances or future investment opportunities.