



JOINT CAP/TOT Committee

County Contact: Lindsay Romack, lromack@placer.ca.gov
NTCA Contact: Tony Karwowski, tony@northtahoecommunityalliance.com

Thursday, July 27th, 2023
4:00 – 6:00pm

In person: North Tahoe Event Center
8318 North Lake Blvd, Kings Beach, CA 96143

Additional Meeting Locations:

91 Mitchell Place, Greensboro, VT 05841

Each teleconference location is open to the public and any member of the public has an opportunity to address the CAP Committee from a teleconference location in the same manner as if that person attended the meeting location at 221 Fairway Dr., Tahoe City, CA 96145

Join Zoom Meeting

<https://us02web.zoom.us/j/82493262713?pwd=dXN6aUNNZm1LMkIrSkFadjNoQkROUT09>

Meeting ID: 824 9326 2713

Passcode: 344078

• +1 669 900 9128 US (San Jose)

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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. Teleconference participation via Zoom is not guaranteed and can be disrupted by technical difficulties. If members of the public wish to be guaranteed the ability to observe/make public comments, they should attend in-person.

1. Call to Order

2. **Public Comment** – Please share your comments on items not already on the agenda. We welcome your input and ask that your comments be limited to three minutes or fewer (or as determined by the Chair).



CAPITAL PROJECTS ADVISORY COMMITTEE
County Contact: Lindsay Romack, lromack@placer.ca.gov
NLTRA Contact: Tony Karwowski, tony@gotahoenorth.com

Regular Meeting Minutes
Thursday March 30, 2023
Tahoe City Public Utility District
221 Fairway Drive, Tahoe City, CA 96145

1. Call to Order

Phelan called the meeting to order at 4:33 PM. A quorum was established.

Committee members in attendance

Seat #3 Special District – Dan Wilkins, Kings Beach/Tahoe City
Seat #4 Special District – Eric Martin, Olympic / Northstar Valley
Seat #5 County General – Danielle Mueller, Olympic Valley
Seat #6 County General – Sarah Coolidge
Seat #7 NLTRA – Jim Phelan, Tahoe City
Seat #8 NLTRA – Ron Parson, West Shore
Seat #11 Ski Resorts – Jerusha Hall
Seat #13 At-Large – Rick Stephens, Martis Valley, North Lake Tahoe

Absent

Seat #1 Business Association – Andrew Ryan
Seat #2 Business Association – Nancy Oudegeest, Serene Lakes
Seat #9 Transportation – Gordon Shaw, Eastern Placer County
Seat #10 Lodging – Vinton Hawkins
Seat #12 Vacant, At-Large

Others in attendance: Stephanie Holloway and Lindsay Romack, Placer County Executive Office, Tony Karwowski, NTCA, and Judy Friedman, Recording Secretary.

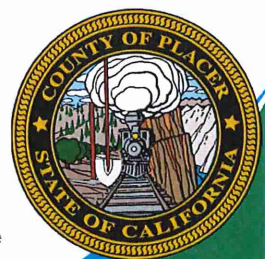
2. Approval of March 30, 2023 meeting agenda
PARSON/STEPHENS/UNANIMOUS

3. Approval of November 17, 2022 meeting minutes
PARSON/MUELLER/UNANIMOUS

4. Public Comment

Parson noted that CAP recommended alternative funding be considered for the TCPUD request for a multi-hog to clear bike trails in the winter. He commended

The CAP Committee is composed of appointed community members whose purpose is to advise the Board of Supervisors on Tourism Master Plan priorities including capital projects consistent with the Plan. Placer County is committed to ensuring that persons with disabilities are provided the resources to participate fully in public meeting. If you require disability-related modifications or accommodations, including auxiliary aid or services, to attend or participate in this meeting, please contact the County Executive Office in Tahoe.



TCPUD for keeping the trails clear and safe during this heavy winter. Phelan agreed.

Romack announced Andrew Ryan was appointed to replace Dave Wilderotter in CAP Seat 1. Vincent Hawkins was appointed to Seat 10. She will ask for bios from new Committee members.

Mueller thanked Karwowski, and Romack for the informative presentation to the OVPSD Board regarding the various TBID and TOT committees.

5. Action Item

a. Selection of chair and vice-chair for the CAP Committee

Motion to appoint Sarah Coolidge as Chair and Ron Parson as Vice-Chair.

STEPHENS/MARTIN/UNANIMOUS

Phelan was thanked for his leadership as Chair during this transitional time. Coolidge ran the meeting from this point forward.

6. Discussion Items

a. Debrief from February 15 Joint Workshop

Karwowski reiterated the goal of the Workshop was to give each Committee an understanding of the overall picture and the funds they are responsible to allocate.

Holloway said there was a lot of information presented that day and perhaps there should have been more time for discussion. However it was important to provide that education and background. It helped clarify who does what and give context.

b. Community Survey Results

Holloway provided background on the Tourism Master Plan, which was first created in 1995 and updated in 2004 and 2015. It has evolved over the years to include workforce housing, traffic congestion, and tourism mitigation, but is still the guiding document for CAP Committee recommendations.

Holloway reviewed the TOT Investment Policy adopted by the Board of Supervisors that dedicates dollars collected on the east side of the County to this area. She explained how TOT dollars are split between the Tahoe Tourism & Promotions Budget and Tahoe services that include TART and related transit services, the Sheriff's Office Tahoe Substation, Animal Control, trash services, and traffic and pedestrian safety.

Romack presented results of the two community surveys. The 917 responses were collected both online and in a phone survey and are a good snapshot of the community's priorities.

c. NTCA Sponsorship program priorities and criteria

Erin Casey reviewed the Community Vitality and Economic Health program that identifies the four funding buckets. She asked the group to focus on Bucket 1, NTCA Multi-Year Investment Sponsorship. Priorities are based on the TMP, survey results, and community feedback. Dollars can be set aside for workforce housing, transportation, trails, and sustainability and mitigation of tourism. Holloway noted CAP's place in the framework is a bit different than the clearly defined roles of TBID and TOT Committees. She reviewed a table showing what dollars each group addresses.

Discussion followed as the differences between funding buckets were clarified, where day visitor impacts can be considered, and the overall TOT allocations. There was a request to explain how some of the services charged to TOT for the east side of the County are addressed on the west side.

Stephens said funding trails has resulted in some great successes and should remain a priority. Parson noted some of the on-going allocations were meant to be seed funds or pilot programs, such as the \$10,000 for Resort Arterial Snow Removal, and should be reviewed annually. Martin suggested the numbers shown for Tahoe Services in the presentation include inflators to be more realistic. It was noted that the Chair and Vice-Chair of each Committee will meet with staff to determine the best use of funds and which Committee should consider what requests.

d. Remaining available funding from the 2022-23

Holloway reported there is approximately \$2.7 million left from the FY 2022/23 CAP granting cycle. She asked the group to consider if those dollars should be incorporated onto the NTCA Multi-Year Sponsorship bucket for future use, held as a Reserve, or rolled into the FY 2023/24 grant cycle.

The group considered the pros and cons of each option. There was agreement that putting the dollars into the Sponsorship bucket gives CAP a seat at the table with other Committees as allocations are considered by the Chair and Vice-Chair of each Committee meeting together.

7. NTCA Committees and Placer County Updates

Karwowski announced the NTCA for Community Awards Dinner scheduled for June 1.

8. Future Agenda Items

- Plan (timeframe) for allocations

9. Adjournment at 6:25 PM to next meeting: Thursday, April 27, 2023 at 4:30 PM

Respectfully submitted,
Judy Friedman
Recording Secretary