



**TOT Committee**  
Date: Monday April 24, 2023 (rescheduled from  
April 17, 2023)  
Time: 2:00 PM – 4:00 PM.  
Location: Tahoe City PUD  
221 Fairway Dr., Tahoe City, CA  
**ADDITIONAL MEETING LOCATION: 827 Chimalus Dr.**  
Palo Alto, CA 94306

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**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 DAVE'S  
KRISTINA KIND, MOUNTAIN HOUSING COUNCIL  
SCOTT ZUMWALT, Bridgetender/West Shore Market

**PLACER COUNTY APPOINTED ADVISORY SEATS:**  
STEPHANIE HOLLOWAY  
SHAWNA PURVINES

**1. Call to Order – Establish Quorum**

The meeting was called to order at 2:04 PM. Committee members attending were Samir Tuma, Kim Boyd, Sara Van Siclen, Dave Wilderotter, Pat Fraser, Scott Zumwalt, Alyssa Reilly, Kristina Kind, Teresa Crimmens, and Kane Schaller. A quorum was established. Committee members not in attendance were Sarah Coolidge, Alyssa Bettinger, and Linda Meckel.

Staff in attendance were Tony Karwowski and Anna Atwood. Also present was Erin Casey.

**2. Public Forum**

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

**3. Agenda Amendments and Approval [ACTION]**

It was moved by Crimmens and seconded by Zumwalt to approve today's agenda as presented. Motion carried unanimously.

**4. Approval of Meeting Minutes from March 20, 2023 [ACTION]**

It was moved by Fraser and seconded by Wilderotter to approve the minutes of the March meeting as presented. Motion carried unanimously.

**5. Informational Updates/Verbal Reports:**

**A. Presentation seeking feedback on potential grant framework investment percentage ranges for each of the framework categories (sponsorship, annual grant cycle, opportunistic, and reserve)**

Casey proposed three options to consider what percentage of funds should be allocated to which of the four buckets previously agreed to. The goal is to assure applicants that funds are available in all buckets, develop the Reserve, assist Committee members in making appropriate recommendations as well as those bodies approving the recommendations. Also, the Reserve fund should be more clearly defined to ensure it does not include a majority of available funds as there is an expectation that all dollars collected will be utilized.

The options were:

- Option 1 is a balanced approach with 40% going to sponsorship and 40% going to the annual grant program, 15% for out of cycle requests and 5% in Reserves

- Option 2 is staff's recommendation to prioritize the sponsorship and grant programs with 50% to sponsorship, 40% to grant, 7% for out of cycle and 3% to Reserve
- Option 3 is more flexible with 35% going to sponsorship, 35% to grants, 20% for out of cycle, and 10% to Reserves

Karwowski showed a spreadsheet indicating the FY 23/24 dollar amounts that correspond with the various options. Casey noted the Zone 1 and TBID Committees chose Option 2 with some modifications. They recommended calling the "Reserve" bucket "Flexible Funding" to clarify its purpose. There will be approximately \$5.2 million in the FY 2023/24 TOT fund to be allocated.

Discussion followed as the total dollars anticipated for all four TBID and TOT Committees was clarified. Only three years of funds can be committed but even that depends on future revenues and getting the TBID renewed. There was agreement to make allocation parameters flexible noting each Committee's decisions impact the whole. Discussion continued as various scenarios were considered.

A question was asked about soliciting appropriate projects versus waiting to see what applications come in. Karwowski and Casey will be doing workshops for organizations and potential applicants, which offers an opportunity to stress what is important to each Committee.

It is hoped today's proposed framework will be approved by the NTCA Board at its May 3 meeting. After that, letters of interest will be accepted and then applications. The Board of Supervisors meets in Tahoe in October and it is anticipated the TOT recommendations can be approved at that time.

The group continued to discuss the framework options. There was consensus to recommend Option 1 with 45% going to sponsorship, 35% going to the annual grant program, 10% for out of cycle requests and 10% to Flex Funding (Reserves).

#### **B. Presentation of revised Economic Health and Community Vitality Investment Program criteria, scoring and letter of interest.**

Casey shared the changes to the Program, based on input from the other Committees. The goal is to present it to the NTCA Board for adoption at its May 3 meeting.

Casey reviewed the preferred investments in the areas of Workforce Housing, Economic Development, Transportation, Sustainability and Mitigation of Tourism/Maintenance, and Trails. She described components of each, noting this will dictate the kinds proposals submitted by educating the community on aligning the applications with the priorities.

Discussion followed about some of the larger projects that may need funding, strategies to leverage private sector dollars, and how maintenance fits in.

Casey described changes to the minimum requirements for applications, including specifying the TOT collection area in which the services or program will be provided, demonstrating the public benefits, and that these dollars enhance an existing program, but do not replace existing funds. There is a sliding scale for the match for those applicants receiving property tax.

The last point was clarified. The number of points allocated when scoring projects may be less for agencies that collect property tax, but the project can still be competitive by scoring higher in other areas. Boyd pointed out that using property tax for projects may pull dollars away from other projects that are not eligible for grants.

This document was included in today's meeting packets. Let Casey know of additional comments or questions. Karwowski clarified the timeframe moving forward.

**6. CEO/Staff Updates**

There were no additional updates.

**7. Adjournment**

There being no further business to come before the Board, the meeting adjourned at 4:07 PM

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

## JOINT CAP/TOT COMMITTEE

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

### Meeting Minutes

Monday June 19, 2023

North Tahoe Event Center, 8318 N Lake Blvd, Kings Beach, CA 96143

#### Additional Meeting Locations:

7 Sedgwick Lane, Rockville, MD 20852  
Samir Tuma

692 Jule Lane, South Lake Tahoe, CA 96150  
Alyssa Reilly

#### 1. Call to Order – Define Joint Committee Meeting Chair

Sarah Coolidge called the meeting to order at 2:08 PM. A quorum was established for each Committee.

#### CAP Committee members in attendance

Seat #1 Business Association – Andrew Ryan  
Seat #2 Business Association – Nancy Oudegeest, Serene Lakes  
Seat #6 County General – Sarah Coolidge  
Seat #7 NLTRA – Jim Phelan, Tahoe City  
Seat #8 NLTRA – Ron Parson, West Shore  
Seat #10 Lodging – Mitchell Murray  
Seat #11 Ski Resorts – Jerusha Hall  
Seat #12 At-Large – Vinton Hawkins

#### Absent

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 #9 Transportation – Gordon Shaw, Eastern Placer County  
Seat #13 At-Large – Rick Stephens, Martis Valley, North Lake Tahoe

**TOT Committee members in attendance:** Samir Tuma, Teresa Crimmens, Sarah Coolidge, Kim Boyd, Linda Meckel, Kristina Kind, Alyssa Reilly, Sara Van Siclen, Scott Zumwalt, and Kane Schaller

**Absent:** Alyssa Bettinger, Dave Wilderotter, and Pat Fraser

Also present were Tony Karwowski, Lindsay Romack, Stephanie Holloway, and Erin Casey. Gordon Shaw attended as public.

#### 2. Introduction of Committee Members

#### 3. Public Comment

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

#### 4. Action Items:

a. Approve Joint CAP/TOT Committee meeting minutes from May 25, 2023  
CRIMMENS/COOLIDGE/Carried w/Linda Meckel abstaining

PARSON/COOLIDGE/Carried with Oudegeest and Murphy abstaining

**b. Elect TOT Committee Vice Chair**

**Motion to appoint Crimmens as TOT Committee Vice Chair. COOLIDGE/TUMA/UNANIMOUS**

**5. Workshop Item:**

**a. Annual Grant Cycle criteria - NTCA and County staff will present revised annual grant cycle criteria, scoring, and priorities guiding document revisions for input and feedback.**

Karwowski reported about 40 Letters of Interest (LOIs) have been received for this cycle of the multi-year Sponsorship grants.

Holloway reported that at its July 25 meeting, the Board of Supervisors will be asked to dissolve the CAP Committee and approve an amendment to the five-year agreement with NTCA to reconstitute CAP as part of the TOT Committee. There are some nuances to be considered, but the goal is to move CAP from a County co-convened Committee to an NTCA Committee.

Erin Casey presented her analysis of the similarities and differences between the TOT and CAP Committees guiding documents, application review, and scoring processes. She gave examples of how the criteria can be merged to address priorities in both the TMP and the MDP. Her full report was included in today's meeting packet.

Casey asked the group to consider areas of alliance and divergence and if the merged criteria addresses the priorities of each Committee. Discussion followed as details of Casey's presentation were clarified, the expectation of how the Committee(s) will function, and how to prioritize applications, given CAP and TOT focuses.

Casey will update the document based on today's discussion and submit a final draft for review.

**6. NTCA and Placer County Updates**

Karwowski reviewed the timeframe for the current grant cycle. He proposed a Joint Committee meeting on July 17 from Noon – 4:00 PM to hear from applicants and review proposals. All TBID and TOT Committees will meet the week of August 21 to finalize recommended allocations.

Holloway announced a virtual Town Hall meeting on July 6 to update the community on road construction. Another Town Hall is being scheduled for August 17 regarding evacuation plans.

Coolidge asked for a discussion about the Committee's vision.

**7. Adjourn Joint Committee Meeting**

There being no further business to come before the Committees, the meeting adjourned at 4:10 PM.

Respectfully submitted,  
Judy Friedman  
Recording Secretary