



SPECIAL BOARD OF DIRECTORS MEETING/

DATE: Wednesday, Aug 2, 2023

TIME: 8:30 a.m. – 9:30 a.m.

LOCATION: Tahoe City PUD
221 Fairway Dr., Tahoe City, CA

ADDITIONAL LOCATIONS:

692 Jule, South Lake Tahoe, CA

827 Chimalus Dr., Palo Alto, CA

150 Alpine Meadows Rd, #1, Alpine Meadows, CA

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

BOARD OF DIRECTORS

CHAIR SUE RAE IRELAN, Placer County Appointee

VICE CHAIR JILL SCHOTT, North Shore Lodging/Property Management

TREASURER DAN TESTER, Squaw Valley Business Assoc.

SECRETARY RAY VILLAMAN, F&B At Large

PAST CHAIR SAMIR TUMA, At-Large Seat #1

MIKE DEGROFF, Palisades Tahoe

AMY OHRAN, Northstar California Resort

HARRY HIRSCH, Homewood Mountain Resort
, EVERLINE RESORT

COLIN PERRY, Ritz-Carlton, Lake Tahoe

DJ EWAN, West Shore Lodging/Property Management

JIM PHELAN, At-Large Activity Business Sector

DAVE WILDEROTTER, At-Large Seat #2

MELISSA SIIG, Tahoe City Downtown Association

ALYSSA REILLY, North Tahoe Business Association

DOUG BURNETT, Northstar Business Association

ADVISORY MEMBERS

STEPHANIE HOLLOWAY, Placer County Executive Office

JEFF COWEN, Tahoe Regional Planning Agency

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/87672803191?pwd=ZFlvZGpraUIGYlVwSkhxbitFYmFjdj09>

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.

- 8:30 am** 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.
- 8:40 am** 3. Agenda Amendments and Approval [ACTION]
4. The Board establish a Capital Projects Advisory Committee ("CAP Committee") for the purposes of supporting implementation of the Tourism Master Plan, Transient Occupancy Tax Investment Policy and Measure A passed by the voters on June 7, 2022 with membership and a scope of work as is set forth in the Amended and Restated Agreement between Placer County and the North Tahoe Community Alliance which was just approved and entered into ("New 5-Year TBID Agreement") and which shall make recommendations to the Board and prepare bylaws or similar organizational parameters to present to the Board for consideration and adoption, all as required by the New 5-Year TBID Agreement. [ACTION]

9:30 am 5. Adjournment



MEMORANDUM

To: NTCA Board of Directors
From: Adam Wilson
Date: July 31, 2023
Subject: Establishment of Capital Projects Advisory Committee and Organizational Parameters

RECOMMENDATION:

1. The Board of Directors establish a Capital Projects Advisory Committee ("CAP Committee") for the purposes of supporting implementation of the Tourism Master Plan, Transient Occupancy Tax Investment Policy and Measure A passed by the voters on June 7, 2022 with membership and a scope of work as is set forth in the Amended and Restated Agreement between Placer County and the North Tahoe Community Alliance which was just approved and entered into ("New 5-Year TBID Agreement") and which shall make recommendations to the NTCA Board, all as required by the New 5-Year TBID Agreement.
2. The NTCA Board of Directors adopt the NTCA Capital Projects Advisory Committee Establishment and Organizational Parameters that is attached hereto for the CAP Committee.

3. Appoint the following individuals to the CAP Committee:

Andrew Ryan - Seat 1 - Representing Business Association
Nancy Oudegeest - Seat 2 - Representing Business Association
Dan Wilkins - Seat 3 - Representing Special District
Eric Martin - Seat 4 - Representing Special District
Danielle Mueller - Seat 5 - Representing Placer County
Sarah Coolidge - Seat 6 - Representing Placer County
Ron Parson - Seat 7 - Representing North Tahoe Community Alliance
Jim Phelan - Seat 8 - Representing North Tahoe Community Alliance
Gordon Shaw - Seat 9 - Representing Transportation
Mitchell Murray - Seat - 10 Representing Lodging

Jerusha Hall - Seat - 11 Representing Ski Resorts
Vinton Hawkins - Seat - 12 Representing At-Large
Rick Stephens - Seat -13 Representing At-Large

BACKGROUND:

On January 23, 2018, Placer County formed the Capital Projects Advisory Committee, including a resolution of establishment, to recommend allocation of the two percent Transient Occupancy Tax (“TOT”) funds to capital projects consistent with the Tourism Master Plan (TMP). A new resolution for the establishment of Capital Projects Advisory (CAP) Committee was approved by the County’s Board of Supervisors (“Board”) on September 27, 2022, which expanded the scope of capital project advisement to include the June 2022 Measure A Ballot Language; most notably housing projects and program needs.

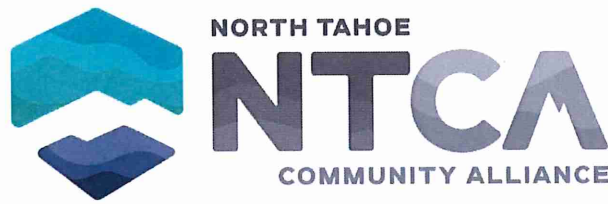
On March 9, 2021, the County, with the assistance of the NCTA, formed the North Lake Tahoe Tourism & Business Improvement District (“TBID”) which assesses all lodging, restaurant, retail and activities and attractions businesses located within the designed boundaries of the TBID for an initial term of 5 years. This action allowed for Transient Occupancy Tax funds historically allocated for destination marketing services provided by the North Lake Tahoe Resort Association, to be available for other regional priorities.

A 5-year TBID agreement was executed between the County and NTCA (“Original Agreement”), including establishment of a TOT Committee to advise the NTCA Board and then further the Placer County Board of Supervisors on expenditures of housing and transportation focused funds. The TOT Committee focuses on identifying affordable housing and transportation programs and projects in the eastern portion of the County. The County and NTCA just amended the Original Agreement to better align the administration and oversight of the TOT and CAP Committees under the NTCA by approving and entering into the Amended and Restated Agreement between the County of Placer and the North Lake Tahoe Resort Association, dba (NTCA) North Tahoe Community Alliance (“New 5-Year TBID Agreement”).

As a result of entering into the New 5-Year TBID Agreement, Placer County dissolved the Capital Advisory Committee that it had established on September 27, 2022 and pursuant to the New 5-Year TBID Agreement NCTA agreed to re-establish a Capital Projects Advisory Committee (“CAP Committee”) for the purposes of supporting implementation of the Tourism Master Plan, Transient Occupancy Tax Investment Policy and Measure A passed by the voters on June 7, 2022. This committee will annually, or more frequently, recommend capital projects to the NTCA Board of Directors for it to recommend for approval to the Board on community supported infrastructure projects in eastern Placer County to be funded by the additional two percent Transient Occupancy Tax collected in North Lake Tahoe. The NTCA shall notify the County in writing of the committee members.

Committee members shall represent a diverse range of North Tahoe business associations, special districts, ski resorts, and general community members with experience in capital project delivery. Members should reside in, hold a business license for a business based in, or be a delegate of an employer with a business license for a business based in eastern Placer County. The committee shall also include up to two advisory seats for County representatives appointed by the County Executive Officer. County representatives will be selected based on experience in capital project delivery and/or policy development in eastern Placer County. NTCA shall update the County in writing when committee members change.

The CAP Committee will focus on implementing the goals of the Tourism Master Plan and Measure A ballot language in compliance with the Transient Occupancy Tax Investment Policy and to identifying innovative projects in the eastern portion of the County. Said projects shall be consistent with policies and programs contained in the Housing Element, the Placer County Housing Work Plan, the TART Systems Plan, the Tourism Master Plan, Transportation Demand Management, the Placer County Transportation Planning Agency's Regional Transportation Plan and the Tahoe Regional Planning Agency's Regional Transportation Plan and the Resort Triangle Transportation Plan. By-laws or similar organizational parameters will be established to assist the CAP Committee in reviewing such programs and projects, rating the same and provide a process to recommend the same to the Board.



NORTH TAHOE COMMUNITY ALLIANCE
CAPITAL PROJECTS ADVISORY COMMITTEE
ESTABLISHMENT AND ORGANIZATIONAL PARAMETERS

A. ESTABLISHMENT OF COMMITTEE

The Board of Directors of the North Tahoe Community Alliance established its Capital Projects Advisory Committee (“CAP Committee”) on August 2, 2023 for the purposes of supporting implementation of the Tourism Master Plan and the Transient Occupancy Tax Investment Policy and recommend capital projects to the NTCA Board of Directors and to make recommendations to the NTCA Board of Directors on proposed infrastructure projects in eastern Placer County funded by revenues derived from transient occupancy taxes.

B. ORGANIZATIONAL PARAMETERS

1. COMPOSITION: The Committee shall consist of thirteen (13) members as follows:

- Seat 1 - Representing Business Association
- Seat 2 - Representing Business Association
- Seat 3 - Representing Special District
- Seat 4 - Representing Special District
- Seat 5 - Representing Placer County
- Seat 6 - Representing Placer County
- Seat 7 - Representing North Tahoe Community Alliance
- Seat 8 - Representing North Tahoe Community Alliance
- Seat 9 - Representing Transportation
- Seat - 10 Representing Lodging
- Seat - 11 Representing Ski Resorts
- Seat - 12 Representing At-Large
- Seat - 13 Representing At-Large

2. APPOINTING ORGANIZATIONS:

Appointing organizations must be incorporated for the purpose to provide services in

eastern Placer County.

- **Business Associations** Eligible Business Associations represent the business community and support implementation of the Tourism Master Plan through economic development, business development and marketing initiatives. The Associations must be incorporated, have a board of directors and meet minimum meeting requirements as defined by the organization's bylaws to be considered eligible for ongoing participation. The eligible Business Associations also represent areas within eastern Placer County that may not be represented by other designated Seats. These organizations include the following:
 - Donner Summit Association (Donner Summit)
 - North Tahoe Business Association (Kings Beach/Tahoe Vista)
 - Tahoe City Downtown Association (Tahoe City)
 - Squaw Valley Business Association (Squaw Valley)
- **Special Districts** Eligible Special Districts include those that implement projects and provide services consistent with the Tourism Master Plan such as trails, recreation and transportation. These organizations include the following:
 - Northstar Community Services District (Northstar)
 - North Tahoe Public Utility District (Kings Beach/Tahoe Vista)
 - Squaw Valley Public Services District (Squaw Valley)
 - Truckee Tahoe Airport District (Regional)
 - Tahoe City Public Utility District (Tahoe City)
- **Placer County:**
 - Board of Supervisor appointees to Seat 5 and Seat 6.
- **North Lake Community Alliance:**
 - North Lake Community Alliance appointees to Seat 7 and Seat 8
- **Transportation:**
 - Truckee North Tahoe Transportation Management Association appointee to Seat 9
- **Lodging:**
 - North Tahoe Community Alliance appointee to Seat 10
- **Ski Resorts** Appointed by the four major ski resorts in eastern Placer County including:
 - Homewood (Westshore/Homewood)
 - Northstar (Northstar)
 - Palisades Tahoe/Alpine (Squaw Valley/Alpine)
 - Sugar Bowl (Donner Summit)
- **At-Large** Preference for individuals with expertise in workforce housing, arts and culture and health and human services.
 - Placer County Board of Supervisors appointee to Seats 12 and 13

If eligible organizations recommend appointments that exceed available seats, the NTCA

CEO or designee will recommend a representative to the NTCA Board of Directors. The NTCA Board of Directors will confirm all committee appointments.

3. QUALIFICATION OF MEMBERSHIP: Committee members must reside or hold a business license based in eastern Placer County to be eligible for appointment to the CAP Committee. Members can be a Board member, staff, volunteer to the appointing organization or a community member representing the appointing organization.
4. TERM OF OFFICE: For the initial appointment and terms of the members of Seats 1, 2, 3, 4, 9 and 11 shall serve a two-year term commencing on August 2, 2023. Seats 5, 6, 7, 8, 10, 12, 13 will serve a three-year term commencing on August 2, 2023. Thereafter, terms shall be for two years, staggered as herein described.
5. REMOVAL FROM OFFICE: Members may be removed by their appointing agency if they miss three (3) consecutive meetings.
6. COMMITTEE PURPOSE: May advise the NTCA Board of Directors on the Tourism Master Plan priorities including Transient Occupancy Tax grant funds to visitor-serving capital projects to implement the Tourism Master Plan and Transient Occupancy Tax Policy in eastern Placer County.
7. PROCEDURAL RULES: The CAP Committee shall adopt rules, regulations and procedures as are reasonable and appropriate for its activities. In absence of procedures to the contrary, the CAP Committee shall be governed by Robert's Rules of Order.
8. RECORDS: The CAP Committee shall keep records of its actions.
9. COMPENSATION: All members of the CAP Committee shall serve without compensation.
10. MEETING LOCATION: The CAP Committee will rotate meeting locations to ensure broad community participation and engagement.