



## CAP Committee

**DATE:** Thursday, Aug 3, 2023  
**TIME:** 2:00 p.m. – 4:00 p.m.  
**LOCATION:** Tahoe City PUD  
221 Fairway Dr., Tahoe City, CA

### CAP COMMITTEE

ANDREW RYAN – REPRESENTING BUSINESS ASSOC.  
NANCY OUDGEEST – REPRESENTING BUSINESS ASSOC.  
DAN WILKINS – REPRESENTING SPECIAL DISTRICT  
ERIC MARTIN - REPRESENTING Special District  
DANIELLE MUELLER – REPRESENTING Placer County  
SARAH COOLIDGE – REPRESENTING PLACER COUNTY  
RON PARSON – REPRESENTING NORTH TAHOE COMMUNITY ALLIANCE  
JIM PHELAN – REPRESENTING NORTH TAHOE COMMUNITY ALLIANCE

GORDON SHAW – REPRESENTING TRANSPORTATION  
MITCHELL MURRAY – REPRESENTING LODGING  
JERUSA HALL – REPRESENTING SKI RESORTS  
VINTON HAWKINS – REPRESENTING AT-LARGE  
RICK STEPHENS – REPRESENTING AT-LARGE

### 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/89377679738?pwd=Y0FCYzhVVWdxWWJ0RlFoTitVOWVTQT09>

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.

**2:00 pm.** 1. Call to Order – Establish Quorum

2. Public Forum – Any person wishing to address the CAP committee 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. Action Items:

- a) Agenda Amendments and Approval
- b) Approval of CAP Committee meeting minutes from March 30, 2023

**2:15 pm** 4. Informational Items:

a) Presentation seeking feedback on potential grant framework investment percentage ranges for each of the framework categories (Sponsorship Cycle, Annual Grant Cycle, Opportunistic Cycle, and Reserve/Flex Funding.)

5. Stakeholder Updates

**4:00 pm** 6. Adjourn Committee Meeting



**CAPITAL PROJECTS ADVISORY COMMITTEE**  
County Contact: Lindsay Romack, [lromack@placer.ca.gov](mailto:lromack@placer.ca.gov)  
NLTRA Contact: Tony Karwowski, [tony@gotahoenorth.com](mailto: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.

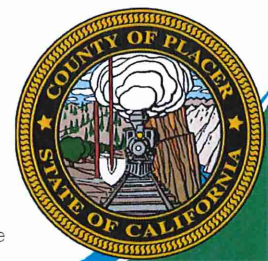
**2. Approval of March 30, 2023 meeting agenda**  
**PARSON/STEPHENS/UNANIMOUS**

**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**

Karowski 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

# CAP Committee Meeting

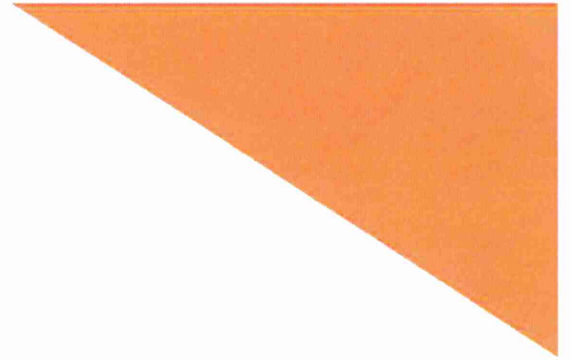
August 2023



# Presentation Overview

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- Brief Program Summary
- Percent Allocation Across Buckets
- Current Committee Allocations
- Next Steps



# Community Vitality and Economic Health Investment Program

# Program Elements



Program elements are divided into four key buckets, including:

- Bucket #1 - Sponsorship and Multi-Year Investment Program (“Sponsorship”)
- Bucket #2 - Annual Grant Program
- Bucket #3 – Out-of-Cycle Investments
- Bucket #4 – “Flex Funding” Reserve



# Percent Allocation Across Buckets

Issues raised include the following:

1. 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,
2. 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,
3. 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.

# Percent Allocation Across Buckets

## Option 1: Balanced Approach

- Bucket #1 - Sponsorship (40%):
- Bucket #2 - Annual Grant Program (40%):
- Bucket #3 - Out of Grant Cycle Funds (15%):
- Bucket #4 - Reserve (5%):

# Percent Allocation Across Buckets

## Option 2: Prioritize Sponsorship

- Bucket #1 - Sponsorship (50%):
- Bucket #2 - Grant Program (40%):
- Bucket #3 - Out of Grant Cycle Funds (7%):
- Bucket #4 - Reserve (3%):

# Percent Allocation Across Buckets

## Option 3: Flexible Funding

- Bucket #1 - Sponsorship (35%)
- Bucket #2 - Grant Program (35%)
- Bucket #3 - Out of Grant Cycle Funds (20%)
- Bucket #4 - Reserve (10%)



# Current Committee Allocations

- Majority of funds allocated to Bucket # 1 (Sponsorship) and Bucket #2 (Annual Grants)
- Sponsorship bucket to receive slightly more than annual grants
- Between 7-10 percent to Bucket #4 (Flex funding)
- Between 3-10 percent for Bucket #3 (Out of Cycle)

Buckets	TOT	TBID Zone 1 & TBID Advisory
1- Sponsorship	\$ 2,340,000	\$ 2,100,000
2- Grant Program	\$ 1,820,000	\$ 1,680,000
3- Out of Cycle	\$ 520,000	\$ 126,000
4- Reserve (Flex Fund)	\$ 520,000	\$ 364,000
<b>Total</b>	<b>\$ 5,200,000</b>	<b>\$ 4,270,000</b>
1- Sponsorship	45%	50%
2- Grant Program	35%	40%
3- Out of Cycle	10%	3%
4- Flex Funding	10%	7%
<b>Total</b>	<b>100%</b>	<b>100%</b>

# CAP Committee Considerations

- Committee has agreed to consider allocating up to \$2.7 million in unspent TOT from prior year grant cycle
- Currently, there is \$8.8 million over a three year period in sponsorship grant requests in front of the committee
- Year 1 - \$2.5 million, Year 2 - \$3.3 million, Year 3 - \$3.1 million
- While all may not receive funding, scoring results indicate a desire to support projects that will cost more than \$2.7 million
- Guidance on percent allocations across buckets does not lock the committee into spending funds
- They are simply guidelines to assist with decision-making



# CAP Committee Discussion



## Questions/Comments

