



TBID ADVISORY COMMITTEE

DATE: Tuesday, September 19, 2023
TIME: 2:30 p.m. - 4:00 p.m.
LOCATION: Tahoe City Visitors Information Center
100 North Lake Blvd, Tahoe City, CA

COMMITTEE MEMBERS

CHAIR JIM PHELAN, Zone 1 seat
VICE CHAIR JONN MELROSE, At-Large seat
TOM FEITEN, Palisades Tahoe seat
JERUSHA HALL, Northstar California Resort seat
DAVE WILDEROTTER, Assessed Business seat.

DANIEL SCOTT, Assessed Business seat.
JOHNNY ROSCHER, Assessed Business seat.
KATHERINE HILL, At-Large Seat

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/88280861468?pwd=eVBTZWpVcDcwK3RlSnhucjk0cXlmdz09>

Meeting ID: 882 8086 1468, Passcode: 489595, Dial by your location • +1 669 900 9128 US (San Jose)

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.

- 2:30 p.m.** 1. Call to Order – Establish Quorum
- 2.Public Forum – Any person wishing to address the TBID Advisory Committee on items of interest to the committee 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 TBID Advisory committee on items addressed under Public Forum.
- 3. Agenda Amendments and Approval [ACTION]
- 4. Approval of Joint Committee Meeting Minutes TBID Advisory Committee & Zone 1 Committee Meeting Minutes from Aug 23, 2023 [ACTION] **Page 1**
- 5. Approval of Joint Committee Meeting Minutes (CAP, TOT, Zone 1 & TBID Advisory) from Aug 29, 2023 [ACTION] **Page 5**
- 6. a). The TBID Advisory Committee approves recommendation of expenditure of TBID funds in the amount of up to \$344,442 as presented for the Placer Washoe Van Pool Pilot program to the North Tahoe Community Alliance Board of Directors. **Page 9**

b). The TBID Advisory Committee approves recommendation of expenditure of TBID funds in the amount of up to \$344,442 as presented for the Workforce Transit Pilot program to the North Tahoe Community Alliance Board of Directors

7.CEO/Staff Updates

4:00 p.m.

8.Adjournment



JOINT TBID ADVISORY & ZONE 1 COMMITTEE

DATE: Wednesday, Aug 23, 2023
TIME: 8:00 a.m. - 12:00 p.m.
LOCATION: Granlibakken Resort
725 Granlibakken Rd., Tahoe City, CA

ZONE 1 COMMITTEE MEMBERS

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

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

TBID ADVISORY COMMITTEE MEMBERS

CHAIR JIM PHELAN, Zone 1 seat
VICE CHAIR JONN MELROSE, At-Large seat
TOM FEITEN, Palisades Tahoe seat
JERUSHA HALL, Northstar California Resort seat

DANIEL SCOTT, Assessed Business seat.
JOHNNY ROSCHER, Assessed Business seat.
KATHERINE HILL, At-Large Seat
DAVE WILDEROTTER, Assessed Business seat.

1. Call to Order – Establish Quorum

Jim Phelan called the meeting to order at 8:05 AM.

TBID Advisory Committee members in attendance: Jonn Melrose, Jim Phelan, Dave Wilderotter, Katherine Hill, Tom Feiten, Danny Scott. Jonny Roscher Jerusha Hall.

Committee members absent: Laurie Munos

A quorum was established.

Zone 1 Committee members in attendance

Jim Phelan, Alex Mourelatos, DJ Ewan, Melissa Siig, Jill Schott, and Connor McCarthy.

Committee members absent: Haley Packard.

A quorum was established.

Staff members in attendance

Tony Karwowski, Adam Wilson, Derrick Vaughan, Francois Cazalot, and Erin Casey.

2.Public Forum

3. Agenda Amendments and Approval [ACTION]

Today’s agenda was approved by affirmation by both Committees.

4. Approval of TBID Advisory and Zone 1 Meeting Minutes from July 18, 2023 [ACTION]

It was moved by Hill and seconded by Melrose to approve the July 18, 2023 TBID Advisory meeting minutes. Motion carried unanimously.

It was moved by Ewan and seconded by Schott to approve the July 18, 2023 Zone 1 meeting minutes. Motion carried with Siig abstaining.

5. Presentation of TBID Advisory and Zone 1 committee review and scoring of sponsorship projects and programs for further deliberation and funding consideration.

Karwowski said the objective of today’s meeting is to clarify the project submittals. No action is being requested, but the discussions will be used by staff to determine priorities and which pot of money is the best source of funding.

Casey noted the scores for each project have been sent to Committee members. She asked everyone to consider if the rankings reflect the relevance and priority of projects.

Discussion followed regarding the overall scoring and rankings and clarification on how the dollars will be allocated. Some of the issues raised were put in the “parking lot” for further discussion at a later time. It will be critical to clearly communicate the allocations to the community as the results could impact renewal of the TBID. During the conversation, Casey clarified that although today’s discussion relates to three-year sponsorship funds, the applicant will need to show results annually and each year the funding will be reaffirmed.

The applicants for each project have an opportunity to answer questions today. The group discussed questions for each project.

Placer-Washoe Vanpool Pilot Program -TBID

This proposal is for TNT TMA to work with the Washoe Vanpool program to provide employee transfer to the area except for Olympic Valley and Alpine Meadows, which will be serviced by Mountaineer (Workforce Transit Pilot below).

While there was support in general for the proposal, there was a desire to see these two projects combined.

Chalet Blanc Mixed Use Achievable Housing Project – TBID

Robb Olson answered questions about this project. He still has not heard whether or not he will be required to use prevailing wage. Although he is requesting funds over a three-year period, he still has due diligence to do and will not be starting the engineering and permitting until at least later this fall or in the winter. It was noted that this is a mixed use project, but given the housing component, should it be considered for TOT dollars.

Workforce Transit Pilot – TBID

Mike Martin was asked about combining this with the Placer-Washoe Vanpool Program. He said that may be considered in year three because the programs are both pilots and have some differences. This proposal is specific to Olympic Valley and Alpine Meadows employees.

Nordsense Waste Sensor Pilot Program – North Lake Tahoe – BOTH

JT Chevallier and JB Harris answered questions about the three Eco Clean Solutions projects.

There are currently no agreements with the agencies that are expected to respond to the sensors. This may be considered as a 1-year pilot program but the agreements must be in place.

BEBOT Beach Cleaning Robot 3-year Deployment & Youth Adult Education, Outreach – BOTH

This program has more of a demonstrated use. The League to Save Lake Tahoe does think this is a worthwhile project. This is a good environmental project, but the contract needs to include other potential funders, a plan for more regular clean up days, and how more of the public and private beaches will benefit.

Pisie Drone, CollecTHOR and Bubble Curtain 3-Year Deployment in North Lake Tahoe Marina – BOTH

The group asked for the applicant to have agreements from the marinas to use the Bubble Curtain and CollecTHOR. With those agreements, the applicant could submit an annual grant proposal for all three programs until they are more established. The Pixie Drone request is premature.

Secline Beach Enhancement Project – BOTH

Brad Johnson was available to answer questions about the NTPUD component, which is part of a larger Placer County and possible CTC project. He explained the plan being done with the other agencies for physical improvements, ultimately leading to a Land Management Agreement. NTPUD has the bandwidth to take the lead, but needs funding to move forward with the agreements.

There was consensus this provides needed parking, is a good public visibility project, and has had community support through NTBA.

Sierra Community House's Workforce Housing Advocacy and Direct Assistance Program - BOTH
Paul Bancroft explained how Sierra Community House has helped both landlords and tenants by offering mediation if both parties are willing.

There was agreement to fund this request understanding it is important to assist both sides.

RTTP Project Component 1B: TART Connect Expanded Service Hours

Jamie Olson described the proposal to expand TART Connect service hours. There was consensus to fund this program.

Lease to Locals Program - BOTH

During the meeting, Lindsay Romack heard from Emily Setzer that homeowners are recruited to participate in this program through letters and emails.

There was support for the program and a request that the owner be required to confirm if all tenants being claimed actually live in the home.

Resort Triangle Transportation Plan Project Component 1C: NLT Parking Management - BOTH
Rebecca Taber described the technology being used to implement this program and what each year's funding would be allocated to. In response to a question, Taber said the County is working with a parking consultant to identify employee parking. There was discussion about enforcement and ongoing costs to maintain the program. Phase 1 will be in Kings Beach.

There was consensus to approve the proposal.

Tahoe Wildfire Preparedness Guide – BOTH

Hill recused herself from this deliberation.

Hill explained the components of the guide, how it differs from other publications, and how it will be distributed. Sponsorships and advertising will help fund the piece.

The group supported the request but asked for an accounting of the distribution.

Tahoe City Park & Ride Winter Operation – USFS 64 Acre Parking Lot Snow Removal – BOTH
Julia Tohlen reviewed the request to clear snow from 64 Acres to use the area as a Park & Ride location this winter. A brief discussion followed regarding how this ties into Palisades Tahoe parking management strategies. Even if snow removal is not needed, there will still be a cost for trash containers and porta-potties.

There was agreement to support the project, but suggested the vans also service Sherwood Forest.

6. CEO/Staff Updates

Karwowski said staff will review the information discussed today in preparation for the meeting on August 29 when actual allocations will be recommended.

7. Adjournment

There being no further business presented, the meeting was adjourned at 12:12 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



Joint TBID Advisory, Zone 1, TOT, & CAP Committee Special Meeting

DATE: Tuesday Aug 29, 2023
TIME: 2:00 PM – 4:00 PM
LOCATION: Granlibakken Resort
725 Granlibakken Rd., Tahoe City, CA

ADDITIONAL LOCATIONS:
827 Chimalus Dr. Palo Alto, CA 94306 (Tuma)
2 Portola Plaza. Monterey, CA 93940 (Boyd & Coolidge)

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 725 Granlibakken Rd., Tahoe City, CA 96145

1. Call to Order – Establish Quorum

Jim Phelan called the meeting to order at 2:13 PM. A quorum was established for each Committee.

TBID Advisory Committee members in attendance

Jonn Melrose, Jim Phelan, Dave Wilderotter, Katherine Hill, Jonny Roscher, and Jerusha Hall

Committee members absent

Tom Feiten and Danny Scott

A quorum was established.

Zone 1 Committee members in attendance

Jim Phelan, Alex Mourelatos, DJ Ewan, and Jill Schott

Committee members absent

Melissa Siig and Connor McCarthy

A quorum was established

CAP Committee members in attendance

Seat #1 Business Association – Andrew Ryan

Seat #2 Business Association – Nancy Oudegeest

Seat #4 Special District – Eric Martin

Seat #5 County General – Danielle Mueller

Seat #6 County General – Sarah Coolidge

Seat #7 NTCA – Jim Phelan

Seat #8 NTCA – Ron Parson

Seat #10 Lodging – Mitchell Murray

Seat #12 At-Large – Vinton Hawkins

Seat #11 Ski Resorts – Jerusha Hall

Lindsay Romack as Advisor

Committee members absent

Seat #3 Special District – Dan Wilkins

Seat #9 Transportation – Gordon Shaw

Seat #13 At-Large – Rick Stephens (Present but cannot vote because location not identified)

A quorum was established

TOT Committee members in attendance

Samir Tuma, Kim Boyd, Linda Meckel, Kane Schaller, Pat Fraser Alyssa Bettinger Teresa Crimmens, Sarah Coolidge, Kristina Kind, Sara Van Siclen, Dave Wilderotter, and Scott Zumwalt (arrived at 2:34 PM)

Committee members absent

Absent: Allyssa Reilley (Present but cannot vote because location not identified)

A quorum was established.

Also present were Tony Karwowski, Adam Wilson, Anna Atwood, Francois Cazalot, Derrick Vaughan, and Erin Casey

2. Public Forum

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

3. Agenda Amendments and Approval [ACTION]

Each Committee approved today's agenda by affirmation.

4. Presentation and Discussion

A. Review and discussion of funding options for Community Vitality and Economic Health Investment Program 2023 Sponsorship Program projects and programs.

Karwowski discussed the process and hoped-for outcomes today. He explained the final approval process, noting the NTCA Board will approve recommendations for TBID Advisory and Zone 1 allocations. That Board will make recommendations to the Placer County Board of Supervisors for approval of TOT and CAP Committee allocations.

Today's discussion will focus on the three-year Sponsorship bucket, to which each Committee allocated the highest percentage of funds. Casey explained that each approved project will have a separate contract which will include contingencies requested by the funding committee. Funding for years 2 and 3 will be reaffirmed each year based on the project's progress and meeting the criteria in the contract.

Casey presented two scenarios for funding based on previous meetings. The Committees reviewed each project and deliberated variations of the funding proposed. In some cases, there was agreement that the project is best suited for a one-year Grant allocation, rather than three-year Sponsorship. Also, some projects may be more heavily funded in different years of the Sponsorship, depending on need.

As the groups continued to deliberate, Casey explained that if there is not total agreement on every project today, the Committees can meet separately for more consideration. Discussion continued as the options and impacts were clarified.

It was noted that the recommendation for Sierra Community House in both Scenario A and Scenario B should be \$900,000, although the request was for \$450,000.

5. Action Items

A. The TBID Zone 1 Committee approves recommendation of expenditure of TBID Zone 1 funds as presented for projects and programs associated with the Community Vitality and Economic Health Investment Program 2023 Sponsorship Program to the North Tahoe Community Alliance Board of Directors.

Mourelatos was not present for this vote.

It was moved by Phelan and seconded by Schott to recommend approving Zone 1 projects up to the amounts presented in Scenario A with the understanding that all projects recommended for zero funding be reconsidered at the Committee level. Motion carried unanimously.

B. The TBID Advisory Committee approves recommendation of expenditure of TBID funds as presented for projects and programs associated with the Community Vitality and Economic Health Investment Program 2023 Sponsorship Program to the North Tahoe Community Alliance Board of Directors.

It was moved by Phelan and seconded by Roscher to recommend approving TBID Advisory projects up to the amounts presented in Scenario A with the understanding that all projects recommended for zero funding be reconsidered at the Committee level. Motion carried unanimously.

C. The Capital Projects Advisory (CAP) Committee approves recommendation of expenditure of Transient Occupancy Tax (TOT) funds as presented for projects and programs associated with the Community Vitality and Economic Health Investment Program 2023 Sponsorship program to the North Tahoe Community Alliance Board of Directors.

It was moved by Parson and seconded by Martin to recommend funding Scenario B less 10% from all CAP recommended projects except the TCPUD request which has already been reduced.

AYE: Oudegeest, Parson, Murray, Hawkins

NAY: Phelan, Hall, Ryan, Mueller, Martin

RECUSAL: Coolidge from those projects related to NTPUD requests

4:5:1 Motion failed

It was moved by Phelan and seconded by Hall to recommend funding CAP projects up to the amounts presented in Scenario A with the understanding that all projects recommended for zero funding be reconsidered at the Committee level.

AYE: Mueller, Phelan, Murray, Hall

NAY: Oudegeest, Ryan, Martin, Parson, Hawkins

RECUSAL: Coolidge from those projects related to NTPUD requests

4:5:1 Motion failed

It was moved by Martin and seconded by Mueller to recommend funding CAP projects up to the amounts presented in Scenario A with the understanding that all projects recommended for zero funding be reconsidered at the Committee level. Further, to fund the TCPUD request at \$3,900,000 and reallocating \$1 million from Buckets 3 and 4 to support the increase.

AYE: Mueller, Phelan, Murray, Hall, Oudegeest, Martin, Hawkins

NAY: Parson and Ryan

RECUSAL: Coolidge from those projects related to NTPUD requests

7:2:1 Motion carried

D. The Transient Occupancy Tax (TOT) Committee approves recommendation of expenditure of Transient Occupancy Tax (TOT) funds as presented for projects and programs associated with the Community Vitality and Economic Health Investment Program 2023 Sponsorship Program to the North Tahoe Community Alliance Board of Directors.

It was moved by Phelan and seconded by Schaller to recommend approving TOT projects up to the amounts presented in Scenario A with the understanding that all projects recommended for zero funding be reconsidered at the Committee level. Motion carried with Coolidge recusing from those projects related to NTPUD requests

6. Informational Updates

A. Review and comment on updates to Annual Grant Cycle criteria based on community workshop feedback.

No additional reports were given.

7. Adjournment

There being no further business to come before the Board, the meeting adjourned at 4:53 PM.

Respectfully submitted,

Judy Friedman
Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



North Tahoe Community Alliance
Staff Report
September 19, 2023, TBID Advisory Committee Meeting

To: TBID Advisory Committee

Date: September 19, 2023

From: Tony Karwowski, Tara Hetz, Erin Casey, Francois Cazalot

Subject: Approval of the recommended allocation of TBID funds in the amount up to \$344,442 as presented for Placer Washoe Van Pool Pilot program and Workforce Transit Pilot program investments consistent with the Community Vitality and Economic Health Investment Program 2023 Sponsorship Program to the North Tahoe Community Alliance Board of Directors.

ACTION REQUESTED:

- A. The TBID Advisory Committee approves recommendation of expenditure of TBID funds in the amount of up to \$344,442 as presented for the Placer Washoe Vanpool Pilot program to the North Tahoe Community Alliance Board of Directors.
- B. The TBID Advisory Committee approves recommendation of expenditure of TBID funds in the amount of up to \$344,442 as presented for the Workforce Transit Pilot program to the North Tahoe Community Alliance Board of Directors

BACKGROUND: The Community Vitality and Economic Health Investment Program is designed to enhance economic health, community vitality, and environmental sustainability in the North Lake Tahoe region by investing in various programs, projects, services, and limited maintenance activities. This initiative seeks to strategically allocate Transient Occupancy Tax (TOT) and North Lake Tahoe Tourism Business Improvement District (NLTTBID) assessment funds to foster community well-being and economic growth.

On August 29th, a joint committee meeting involving the TOT Committee, CAP Committee, TBID Advisory Committee, and Zone 1 Committee resulted in the approval of funding for 17 projects, totaling up to \$20,027,558 in TBID and TOT funds.

However, during this meeting, two investments—Mountaineer Transit Company’s Workforce Transit Pilot and the TNT-TMA’s Placer-Washoe Vanpool Pilot—generated differing opinions among committee members. While some favored sponsoring one or both proposals, others

proposed an immediate merger or one-year funding. Consequently, these two projects were excluded from the list of recommended investments presented to the NTCA Board of Directors on September 6th, 2023. The TBID Advisory committee decided to reconvene to revisit potential funding of these two programs in this meeting on September 19th, 2023.

Summary of both projects:

Project Title: Placer-Washoe Vanpool Pilot Program

Project Applicant: Truckee North Tahoe Transportation Management Association

Project Request: \$602,754

- Provide commute alternative for workers commuting from Washoe County to Eastern Placer County.
- Offers subsidies for vanpools of 4-14 commuters.
- Increase vanpool subsidy for commuters.
- Utilizes the existing Regional Transportation Commission of Washoe County (Washoe RTC) Smart Trips program.
- Subsidy provided for up to 20 vanpools.

Project Title: Workforce Transit Pilot

Project Applicant: Mountaineer Transit Company

Project Request: \$900,000

- Mountaineer Transit Company (MTC) aims to expand and formalize van pool pilots.
- Target locations: Reno and other OV/AM employee population centers.
- Expansion details:
- Enhance collaboration with micro transit expert, Downtowner.
- Incorporate technology to:
 - Optimize, monitor, and report on ridership.
- Offer collective cost savings.
- Reduce liability and ensure scalability.
- Subsidizes and expands vanpools that Olympic Valley/Alpine Meadows employers piloted and utilizes Commute to Enterprise
- A regional program that leverages MTC's employer relationships and large workforces; these employers have asked MTC to facilitate and scale a program and they're ready to support it with matching funds
- All businesses associated with MTC and NTCA TBIDs will be solicited for interest, matching employer dollars will be secured, RTC program match will be pursued, and transactions will be brokered with interested employers
- User-Interface technology through Downtowner or another provider will be developed and deployed for efficient groupings of employees, tracking, and reporting

Fiscal Implications:

- Both programs were routed for primary consideration to the TOT committee, and secondarily to the TBID Advisory Committee
- The TOT committee will consider funding these programs prior to the TBID Advisory Committee meeting on September 18th. The TBID Advisory Committee may have the ability to recommend gap funding for both programs should the TOT committee not fully fund either or both projects.
- The TBID Advisory Committee has at least \$344,442 of unallocated funds available in the 2023 Sponsorship grant cycle.