



north lake tahoe

Chamber | CVB | Resort Association



**CAPITAL PROJECTS ADVISORY COMMITTEE
FOR EASTERN PLACER COUNTY
775 N. Lake Blvd, Tahoe City, CA 96145
County Contact, Erin Casey, 530-546-1944**

**REGULAR MEETING MINUTES
Thursday, April 29, 2021**

1. Call to Order

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

Committee members in attendance

Seat #1 Business Association - Dave Wilderotter, North Lake Tahoe
Seat #2 Business Association – Nancy Oudegeest, Serene Lakes
Seat #4 Special District – Kevin Smith, Squaw/ Northstar Valley
Seat #5 County General – Danielle Grindle, Olympic Valley
Seat #7 NLTRA – Jim Phelan, Tahoe City
Seat #8 NLTRA – Ron Parson, West Shore
Seat #9 Transportation – Gordon Shaw, Eastern Placer County
Seat #11 Ski Resorts – Jerusha Hall
Seat #13 At-Large – Rick Stephens, Martis Valley, North Lake Tahoe

Absent

Seat #3 Special District – Dan Wilkins, Kings Beach/Tahoe City
Seat #6 County General – vacant
Seat #10 Lodging – vacant
Seat #12 At-Large – vacant

Staff in attendance: Erin Casey, Katelynn Hopkins, Nick Martin, and Lindsay Romack, Placer County Executive Office, Jeff Hentz, North Lake Tahoe Resort Association, and Judy Friedman, Recording Secretary.

Other attendees included Lisa Carnahan, Brad Johnson, Don Heapes, Lauren Holt, Sean Barclay, Keith Vogt, Valli Murname, and Caleb Dardick

**2. Approval of April 29, 2021 meeting agenda
GRINDLE/WILDEROTTER/UNANIMOUS**

3. Approval of March 25, 2021 meeting minutes

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.



WILDEROTTER/SHAW/Carried with abstentions from Hall, Smith, and Stephens

4. Public Comment

Don Heapes from the Tahoe Cross Country Ski Education Foundation reported the TCPUD Board approved the final EIR for the Shilling Lodge and designated the site next to the high school as the preferred alternative. A neighbor has filed suite to reverse the TCPUD action, but TCCSEA will continue public outreach for the project and has contracted with a consultant to begin a capital campaign this summer.

5. Welcome new CAP Committee members (Nancy Oudegeest - Business Association Seat and Jerusha Hall – Ski Resort Seat)

The new CAP Committee members introduced themselves.

6. Information Items

a. Capital Project Updates – Receive a status update on Transient Occupancy Tax funded projects in eastern Placer County

i. Placer County Parks – Memorial Overland Emigrant Trail

Lisa Carnahan provided an update on the Trail, including the preferred alignment and details on the status. Phase 1 of the four phased project was completed in October 2019. Phase 2 is scheduled for construction in fall 2023, subject to negotiations with Sugar Bowl regarding the alignment and environmental review. Both phases have received TOT funding. Phase 2 includes studies for Phase 3, which is in Donner State Park.

Wilderotter asked if Phase 4 is in eastern Placer County and if not, whether or not this Committee should recommend additional funding. Discussion followed. Casey will confirm the alignment is within the collection area. Carnahan said funding has come from many agencies and organizations including Placer County Park Dedication Fees and the Truckee Donner Land Trust. Casey asked for a high-level report on funding sources.

Parson appreciated seeing the entire project, not just the phases. He asked that County and TOT boundary lines be shown. He also suggested that this and other trail requests include plans for improvements at trail heads, such as trash receptacles and porta-potties.

ii. North Tahoe Public Utility District Projects

Brad Johnson updated the group on TOT funded NTPUD projects, including the Regional Park Trail and Signage, Field and Pathway Improvements, and Phase II of the Joint Active Recreation Assessment, which is being done in partnership with TCPUD.

b. Receive an update on the Tourism Business Improvement District (TBID) and the Tourism Master Plan Revision

Hentz reported NLTRA is getting ready for the TBID launch on July 1. Webinars are scheduled for various business sectors.

i. NLTRA Reorganization process and consultant scope of work update

Hentz described the work being done with Corragio Group to reorganize NLTRA in anticipation of TBID. Meetings are being scheduled with a number of key stakeholder group representatives and six focus groups to ensure a cross section of the business community is part of the reorganization.

Casey said one of NLTRA’s role is recommending allocation of the approximately \$4 million in “freed up TOT” funds that were previously allocated to NLTRA’s operations. Discussion is ongoing regarding the CAP Committee’s role in recommending how the funds should be spent.

Casey reported the 2% additional TOT collected on the east side of the County expires in September 2022. Lindsay Romack is researching options for bringing the item to voters to reinstate it. A polling company will be hired to gauge the appropriate timing for this to go on the ballot. Also being considered is whether or not to keep this as a sunseting initiative that needs to go back to voters or making the additional TOT permanent.

Updates to the Tourism Master Plan have traditionally be done after the 2% renewal, but Casey recommends doing the updates first so voters have a clear understanding of the priorities for the funds.

Casey will report back to this group when more information is known about the ballot measure and timing of the Plan update.

c. Update on Your TOT & TBID Dollars at Work Campaign

Casey reported the Placer County PIO’s office is working on a “your dollars at work” campaign that includes signage, uniforms, and decals on infrastructure and transit projects. The idea is to help the public connect the dollars with the project, similar to the Caltrans SB1 campaign. This will also support the 2% renewal campaign. Casey showed the proposed image.

Discussion followed and there was favorable response to the proposed campaign. Brad Johnson suggested the logo be required on all TOT funded projects. It is important for the public to understand where the money goes.

7. Action Items

- a. Review and approve FY 2021-22 Tourism Master Plan Grant Cycle Schedule (see below)**

Motion to approve the FY 2021-22 grant cycle schedule as proposed, including distributing grant applications in August. PARSON/STEPHENS/UNANIMOUS

8. Committee and Staff Comments

Casey welcomed the new Committee members.

Hentz thanked everyone for their participation in the Corragio study.

9. Future Agenda Items

No items were brought forward.

10. Adjournment

There being no further business to come before the Committee, the meeting was adjourned at 5:57 PM.

Respectfully submitted,
Judy Friedman
Recording Secretary

October 14, 2021 at 5pm	Complete project proposals due
October 19, 2021	Chair and Vice-Chair application review
October 28, 2021	CAP Committee grant application review
November 9, 2021	Applicant interviews
November 18, 2021	Committee Deliberation/Recommendation
December 16, 2021	CAP Committee recommendations to Placer County Board of Supervisors
January-February 2022	Placer County staff prepares grant agreements for approved projects