



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 AGENDA  
Thursday, May 27, 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 #3 Special District – Dan Wilkins, Kings Beach/Tahoe City  
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 #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 Keith Vogt, Sean Barclay, and Jill Milne

**2. Approval of May 27, 2021 meeting agenda  
PARSON/GRINDLE/UNANIMOUS**

**3. Approval of April 29, 2021 meeting minutes  
PARSON/WILDEROTTER/UNANIMOUS**

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.



#### **4. Public Comment**

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

#### **5. Information Items**

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

##### **i. Tahoe City Public Utility District Projects**

TCPUD General Manager Sean Barclay updated the group on TOT funded projects, including the Bike Repair Stations and Trail maps funded in 2018, improvements at Skylandia Park and Commons Beach in 2019, and the current project, Phase II of the Active Recreation Facility Needs Assessment, which is being done in partnership with NTPUD. TCPUD is addressing improvements at the recently acquired property at 401 West Lake Blvd., which has been named the Tahoe City Community Center. Improvements at the Sequoia crossing on the west shore bike trail are also being done. New technologies are being installed to make the area safer.

Barclay answered questions regarding TCPUD projects.

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

##### **i. NLTRA Reorganization process and consultant scope of work update**

Hentz reminded the group that the TBID assessments begin July 1. In preparation, there was a membership meeting to approve revisions to the NLTRA Bylaws. Work continues with Coraggio Group on details of the transition and reorganizing NLTRA. The role of the CAP Committee is being determined. Coraggio's findings and recommendations will be presented at the June 9 NLTRA Board meeting.

Lindsay Romack reported the latest research indicates there is support from voters to renew the 2% TOT collected on the east side of the County. The 2% sunsets every 10 years. One question being considered is whether or not to include in the ballot measure that it be kept in place "until repealed by voters."

Erin Casey is recommending the Board of Supervisors approve aligning the update of the Tourism Master Plan with the TOT renewal, which should be on the June 2022 ballot. That allows time to hire a consultant and do some public outreach and polling. Much of the existing Plan is still relevant, so a complete overhaul should not be necessary.

Casey reported the "Your TOT Dollars at Work" campaign will be in place for summer initiatives as a way of demonstrating to the public the value of that extra 2%.

Discussion followed as the reports were clarified and the group considered strategies to engage and educate the community.

## **6. Action Items**

### **a. Receive a project update from the Tahoe Regional Arts Foundation and approve a budget revision for the Stages at Northstar**

Keith Vogt updated the group on the status of the Stages, noting past TOT allocated. The studies required for the EIR and fundraising were put on hold because of COVID. The group has hired a social media consultant and plans to launch a digital capital campaign. Vogt asked that \$20,000, which was allocated by this Committee to studies for the EIR, be directed to the consultant and fundraising efforts. In turn, those funds will be used for the EIR. Discussion followed. Vogt estimated the EIR to cost approximately \$380,000.

**Motion to reallocate \$20,000 for use in a digital campaign designed to raise funds for the EIR studies. STEPHENS/OUDEGEEST/Carried with Shaw abstaining.**

## **7. Committee and Staff Comments**

Casey announced this will be her last CAP Committee meeting. She is leaving the County as of June 25 and is working with Hopkins and Romack on a transition plan. Casey thanked the Committee members for their commitment to community in their role. She spoke to how rewarding and satisfying this project has been.

Committee members thanked Casey for leading the group so well. She was acknowledged as being an important component to its success.

A brief discussion followed about filling the vacant CAP Committee seats and Casey's successor.

Wilderotter has been working with Truckee Trails to develop a list of trailheads that are in need of repair. It was suggested he contact Peter Kraatz, who is working on a similar project for Placer County.

## **8. Future Agenda Items**

- A recommendation on the At-Large position and Erin's successor overseeing the Committee

## **9. Adjournment**

There being no further business to come before the Committee, the meeting was adjourned at 6:02 PM.

Respectfully submitted,  
Judy Friedman  
Recording Secretary