



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, September 26, 2019 – 4:30 p.m.
Northstar Community Services District
900 Northstar Drive, Northstar, CA 96161**

1. 1. Call to Order

Wright called the meeting to order at 4:46 PM. A quorum was established.

Committee members in attendance

Seat #1 Business Association - Dave Wilderotter, North Lake Tahoe
Seat #2 Business Association – Krista Voosen, Donner Summit
Seat #3 Special District – Sarah Coolidge, Kings Beach/Tahoe
Seat #4 Special District – John Wilcox, Squaw Valley arrived at 4:44 PM
Seat #5 County General – Danielle Grindle, Squaw Valley
Seat #7 NLTRA – Jim Phelan, Tahoe City
Seat #9 Transportation – Jaime Wright, Eastern Placer County
Seat #11 Ski Resorts – Greg Dallas, Donner Summit
Seat #12 At-Large – David Hansen, Tahoe City/West Shore Seat
Seat #13 At-Large – Rick Stephens, Martis Valley, North Lake Tahoe

Absent

Seat #6 County General – Mike Staudenmayer, Northstar
Seat #8 NLTRA – Ron Parson, West Shore
Seat #10 Lodging – Drew Conly, Squaw Valley

Staff in attendance: Erin Casey, Placer County Executive Office, Bonnie Bavetta, North Lake Tahoe Resort Association, and Judy Friedman, Recording Secretary.

2. Pledge of Allegiance

**3. Approval of September 26, 2019 Meeting Agenda
HANSEN/DALLAS/UNANIMOUS**

**4. Approval of July 25, 2019 Meeting Minutes
Motion to approve the July 25, 2019 Meeting Minutes as corrected.
HANSEN/GRINDLE/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.



5. Public Comment

Wright reminded Committee members to let staff know if they cannot attend a meeting or there are changes to their schedule so a quorum is guaranteed.

6. Information Items

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

i. Review quarterly status report

Casey presented the Quarterly Report with status of funded projects. Included are pictures and descriptions taken from the required Progress Reports, which are designed to keep Staff and the Committee apprised of the status of projects and any challenges the applicant may be facing. Discussion followed as the information was clarified.

ii. Tahoe City Public Utilities District Projects

Kim Boyd presented updates on the following projects. She described each and showed photos:

- 1) Eight Bike Repair Stations were funded. TCPUD installed six on its trails. The two additional stations were given to the North Tahoe Public Utility District to be installed on trails in their jurisdiction.
- 2) Twenty way-finding signs have been installed in various locations including the new Dollar Creek and Meeks Bay trails.
- 3) Power upgrades to Commons Beach were completed in June.
- 4) The Skylandia stair and retaining wall replacement project is in process. The bids were higher than anticipated and the owner of the property, California State Parks, has indicated they may have crews able to help next summer.

b. Receive a presentation on the Tourism Business Improvement District (TBID)

Bavetta updated the group on the status of the proposed TBID. She provided some history of TOT collections and allocations through the years, noting the spike in collections when Host Compliance was hired. That said, additional marketing funds are needed for NLTRA to insure this area remains competitive as a resort destination. TBID funds would be allocated to transit and housing, freeing up other funding sources for marketing. A Steering Committee, comprised of those being assessed, will be formed to oversee allocation of TBID funds. The Management District Plan (MDP) is being developed, which will define details of the structure and management of the TBID. Ultimately, the Board of Supervisors need to approve the District and 50%+1 of assessed businesses must also approve via a petition drive. If passed, the District would be formed in January and collections would begin April 1, 2020.

Discussion followed as details of the proposed TBID, potential revenues, and oversight were clarified. The Committee asked for a draft of the MDP. The pros and cons of the TBID and allocation of those funds, as well as current TOT and sales tax, were considered. Wilderotter feels additional marketing of the area is not needed because of oversaturation already.

Wright pointed out the MDP will answer many questions. Casey added that NLTRA is facilitating this process, not Placer County. A contract is being negotiated between the County and NLTRA to make sure the funds stay on the eastern side of the County, how they will be allocated, and who is at the table making recommendations. Casey noted there will be many opportunities for the public to weigh in. Discussion continued regarding NLTRA's representation and role.

The topic was open to public comment. David Stepner is on the Board of the Squaw Alpine Transportation TBID and explained the MDP will really drive the project.

Erin Holland from North Tahoe Fire Protection District noted the increase in tourism and correlating TOT collections, which have doubled in the past 10 years. She asked that language be included in the MDP for allocations to NTFPD to mitigate the increased demands given more people in the area. Holland also asked that the Tourism Master Plan be updated to acknowledge community impacts of increased tourism.

Judy Friedman asked that before the allocation of the 2% TOT earmarked for this area is expanded beyond what the voters approved in 2012, other "buckets" of funding be considered.

Public comment was closed. The Committee asked that the ballot language regarding the additional 2% be provided.

c. Receive a presentation from staff on the Tahoe Tourism and Promotions budget

Casey described the budgeting process, noting the County budget was approved by the Board of Supervisors last week. Part of that is the TTP budget, which comes from 60% of TOT generated in eastern Placer County. Line items include expanded transit service, traffic management, the NLTRA contract, and Main Street programs overseen by the Tahoe City Downtown Association (TCDA) and North Tahoe Business Association (NTBA). The proposed 2019/20 budget has increased by \$2.7 million, given the fund balance from 2018/19. The CAP Committee will allocate approximately \$4.7 million. Details of the budget were included in today's meeting packet. Discussion followed as line items were clarified.

7. Action Items

a. Donner Summit Association Visitors Center Stage 2 Project Scope of Work Revision

Bill..... reported Stage 1 of the Visitor's Center project was for Sierra Business Council to conduct the feasibility study, which has been completed. Placer County TOT and Nevada County funded the study, which concluded a Visitor's Center would provide benefit to residents and visitors. Although a location was identified, an existing structure has come on the market and would serve the needs better. Stage 2 funding is for design work to rehabilitate the building. A request to change the Scope of Work for Stage 2 is being requested today.

Motion to approve the requested amendment in the Scope of Work.

b. Tahoe Regional Arts Foundation Stages at Northstar Budget Revision

Keith Vogt showed pictures of the new site for the Stages and provided some history and timeline information. Because of the new site and budget, there have been some changes, including a reduction in the number of theaters. Vogt described the mobility hubs TRAF is considering to mitigate traffic concerns. He asked to adjust the expenditure categories of the \$118,120 TOT dollars allocated, although the actual changes are unknown at this time. For example, the Environmental Review was originally included, but has now been delayed.

Discussion followed regarding the request, work done to date on the project, and how previous TOT investments have been used, given the project is now almost 10 years old. There was consensus that a draft budget showing the changes be submitted.

Motion to approve budget revisions subject to Vogt working with County Staff to line item re-allocations, which will be presented to the CAP Committee.
STEPHENS/HANSEN/UNANIMOUS

8. Future Agenda Items

- When completed, the draft MDP for the TBID will be provided to Committee members
- The 2% ballot language will be provided to Committee members
- The revised Stages at Northstar budget will be provided to Committee members

Dates of upcoming meetings were reviewed. Casey reminded the group of the all day meeting on December 10, 2019 at Northstar to review grant applications.

9. Adjournment

There being no further business to come before the Committee, the meeting was adjourned at 5:45 PM. The next CAP Committee meeting is scheduled for October 24, 2019 at 4:30 PM at the Resort at Squaw Creek.

Respectfully submitted,
Judy Friedman
Recording Secretary