



MEMORANDUM
BOARD OF SUPERVISORS
County of Placer

TO: Board of Supervisors

DATE: July 6, 2021

FROM: Leah Rosasco, Senior Administrative Aide

SUBJECT: COMMITTEES AND COMMISSIONS – Nominate one applicant to serve as Placer County Board of Supervisors’ representative on the Tourism Business Improvement District (TBID) Board of Directors in eastern Placer County

ACTION REQUESTED

Nominate one applicant to serve as Placer County Board of Supervisors’ representative on the Tourism Business Improvement District (TBID) Board of Directors in eastern Placer County. Applications from the following individuals have been received for consideration:

1. Sue Rae Ireland
2. Sarah Coolidge

BACKGROUND

The newly created Tourism Business Improvement District Board of Directors in eastern Placer County will be the governing body to guide the recently formed Tourism Business Improvement District.

The 16-member TBID Board of Directors will be comprised of six seats representing the following organizations: Squaw Valley Alpine Meadows, Northstar California Resort, Homewood Mountain Resort, Resort at Squaw Creek, The Ritz-Carlton Lake Tahoe, and the Placer County Board of Supervisors.

The other 10 seats are designated to be filled by community members representing business associations, property management companies and the community at large in the North Lake Tahoe region.

Your Board is requested to nominate one of the two identified candidates to represent the Board on the TBID Board of Directors.

FISCAL IMPACT

None

ATTACHMENTS

- Application – Sue Rae Ireland
- Application – Sarah Coolidge



PLACER COUNTY
BOARD OF SUPERVISORS

APPLICATION FOR MEMBERSHIP ON
ADVISORY BOARD OR COMMISSION

THE FOLLOWING IS PUBLIC INFORMATION

APPLICATION FOR MEMBERSHIP ON: TBID Board of Directors
(NAME OF BOARD, COMMISSION, OR COMMITTEE)

IF THIS BOARD/COMMISSION/COMMITTEE CALLS FOR A SPECIFIC TYPE MEMBER, PLEASE INDICATE THE
POSITION FOR WHICH YOU ARE APPLYING: Placer County Applicant for TBID BOD seat

NAME: Sarah Coolidge

SUPERVISORIAL DISTRICT IN WHICH YOU RESIDE: District 5

TIMES YOU ARE AVAILABLE FOR MEETINGS: DAYS: M-F TIMES 8a-7p

EMPLOYMENT EXPERIENCE/PROFESSION (A RESUME MAY BE ATTACHED): I am a retired PCHHS employee and
owner of a business coaching and consulting service. I have prior experience running an AirBnB rental and
working in local hospitality and tourism (Hyatt Regency and Northstar). Resume available on request.

ORGANIZATION/COMMUNITY EXPERIENCE: As a PCHHS employee I ran the WIC program in Kings Beach. I was
Program Manager/Asst. Executive Director for the Kings Beach Family Resource Center, and I am currently serving as the
President of the NTPUD Board of Directors. I raised my family in NS Tahoe & been involved in the region for 50+ years.

EDUCATIONAL EXPERIENCE: BA and MA, University of Wisconsin, Madison.
Post-Graduate study in Training and Development for Business and Industry
Numerous certifications.

APPLICATIONS WILL BE RETAINED FOR TWO YEARS

APPLICATION MUST BE FILED WITH THE CLERK OF THE BOARD OF SUPERVISORS
175 FULWEILER AVENUE, ROOM 101, AUBURN, CALIFORNIA 95603

DATE: 6/15 2021 SIGNATURE *Sarah Coolidge*

THE FOLLOWING IS CONSIDERED CONFIDENTIAL INFORMATION FOR PLACER COUNTY STAFF USE
ONLY

RESIDENCE ADDRESS: ~~878 Grassie Ave, Tahoe Vista, CA 96148~~

MAILING ADDRESS: ~~P.O. Box 2272, Kings Beach, CA 96148~~

PHONE NUMBERS: HOME: ~~530-274-0028~~ BUSINESS: _____

FAX: _____ E-MAIL: ~~sarah@sarahcoolidge.com~~



PLACER COUNTY
BOARD OF SUPERVISORS

APPLICATION FOR MEMBERSHIP ON
ADVISORY BOARD OR COMMISSION

THE FOLLOWING IS PUBLIC INFORMATION

APPLICATION FOR MEMBERSHIP ON: Tahoe Business Improvement District Board
(NAME OF BOARD, COMMISSION, OR COMMITTEE)

IF THIS BOARD/COMMISSION/COMMITTEE CALLS FOR A SPECIFIC TYPE MEMBER, PLEASE INDICATE THE
POSITION FOR WHICH YOU ARE APPLYING: Seat-at-Large representing Placer County Board of Sups
NAME: Sue Rae Irelan

SUPERVISORIAL DISTRICT IN WHICH YOU RESIDE: 5

TIMES YOU ARE AVAILABLE FOR MEETINGS: DAYS: Any TIMES: _____

EMPLOYMENT EXPERIENCE/PROFESSION (A RESUME MAY BE ATTACHED): See attached

ORGANIZATION/COMMUNITY EXPERIENCE: See attached

EDUCATIONAL EXPERIENCE: BLA (Bachelor of Landscape Architecture), University of Washington, 1985

APPLICATIONS WILL BE RETAINED FOR TWO YEARS

APPLICATION MUST BE FILED WITH THE CLERK OF THE BOARD OF SUPERVISORS
175 FULWEILER AVENUE, ROOM 101, AUBURN, CALIFORNIA 95603

DATE: 6/16/2021 SIGNATURE: Sue Rae Irelan

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ONLY

RESIDENCE ADDRESS: ~~576 Woodside Drive, Hornbrook~~

MAILING ADDRESS: ~~1000 E. 1000, Hornbrook, CA 95326~~

PHONE NUMBERS: HOME: ~~530-838-1234~~ BUSINESS: NA

FAX: NA E-MAIL: ~~irielan@gmail.com~~

PROFESSIONAL EXPERIENCE

Executive Director, Lake Tahoe Music Festival

Principle staff for classical music summer music festival held in five venues in the Truckee, North Tahoe area. Duties included event planning, financial management and fundraising, marketing and hosting events. The organization was suspended during the pandemic, hoping for a future merger.

Length of Employment: 2018-2020

Reference: Bonnie Dyer, Board President (530) 906-1978

Associate Environmental Analyst, California Tahoe Conservancy

Project Manager for State agency including writing grant applications and monitoring grant compliance, environmental documents, work plans, budgets, community and public outreach, and project reporting

- Primary Projects: South Tahoe Greenway Shared Use Trail, Lake Tahoe Water Trail, Roadway BMP Inventory system, Kings Beach State Recreation Area General Plan Revision
- Skills: project management, environmental assessment, report and grant application writing, recordkeeping, budgeting, leading interdisciplinary teams, public presentation, and public input processes

Length of Employment: 2006 - 2017

Supervisor/Reference: Lisa O'Daly, 530-307-0124

Principal, Sue Rae Irelan Environmental Planning

Sole proprietor planning consulting business focusing on land use, scenic, and recreation planning and environmental impact analysis

- Example Projects: TRPA/Placer County Community Plans Environmental Impact Statements/Reports, Grant writer and design team member for initial erosion control grant program for El Dorado County DOT, Adjunct Professor Environmental Planning and Impact Analysis (Sierra Nevada College), K-12 Sustainability Curriculum Planner (for Tahoe Center for a Sustainable Future)
- Skills: project management, team development and leadership, analysis and writing, public outreach

Length of Employment: 1988 - 1999

Reference: Cindy Gustafson, Placer County Board of Supervisors District 5, (530) 448-1069

OTHER RELEVANT EXPERIENCE

Major volunteer leadership positions

- Board Member, Tahoe Cross Country Ski Education Association As a member of the Schilling Lodge Committee and Capital Campaign Committee, responsibilities include leadership for lodge replacement project, permitting, and fundraising. Reference: Jim Robins, Board Chair, (530) 412-2991
- Ride Director, Tahoe Sierra Century Director of the major fundraising event for the North Tahoe music programs involving 500+ bike riders and 150+ volunteers. 2012-2016. Reference: Dean Nordby, North Tahoe High Band Director, 581-1537
- Founding Board Member and CFO, Sierra Watershed Education Partnerships Principal responsibilities: securing/managing funding sources for non-profit environmental education program in the TTUSD,

