

TRUCKEE TAHOE AIRPORT DISTRICT  
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic **Q2 2014 Communications Report**

Purpose	Information: <b>X</b> Guidance:      Decision:
Objective	Review District Outreach and Communication Activity from Q2, 2014.
Last Action	The Q1 Communication Report included 5 events, and 1 Birthday party in the playground. The District sent 5 e-blast's to 412 recipients with an average of 163 (40%) opened. The Community Rooms were used 100 times by 26 non-profit organizations.

Discussion **Events:**

- Big Brothers Big Sisters Fundraiser
- Boys and Girls Club Fundraiser
- C.A.P. Mission to Mars
- Elementary School Airport Tour
- Girls on the Run – Truckee Running Festival
- Tahoe Community Nursery School Airport Tour

**E-blasts: 420 recipients**

Date	Information	Opens
<b>5/13/14</b>	Pilot E-News	<b>144</b>
<b>5/27/14</b>	Master Plan Update	<b>230</b>
<b>6/23/14</b>	Master Plan Reminder	<b>197</b>

**Publications:**

- Scientist for a Day – Sierra Sun
- Connected Newsletter

**Electronic Media:**

- Truckee Tahoe Airport District Website Goes Live
- Master Plan Website
- Airshow Website
- New Truckee Tahoe Airport Master Plan Anticipates Less Growth - NPR

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**Planning/Community Outreach:**

Master Plan Workshops (8)

Previous Commenters Telephone Survey

“Boots on the Ground” Door to Door, B1 Zone, Olympic Heights Flip Book and Outreach

**Radio/Television/ Video:**

Truckee Tahoe Airport District Promotional Video Series Part 1

New Truckee Tahoe Airport Master Plan Anticipates Less Growth - NPR

**Sponsorships:**

Truckee Downtown Merchants Association – Truckee Thursdays

Truckee High School – Project Graduation

Truckee Tahoe Swim Team

Truckee Little League

Truckee Donner Recreation and Park District

Civil Air Patrol

Truckee Day Fund

Disabled Sports USA – Far West

**Use of Airport And Community Rooms:**

ACAT

Airshow Committee

Arts Collaborative of Nevada County

Barcelona NorCal Soccer

Boys and Girls Club

California Highway Patrol

Careflight

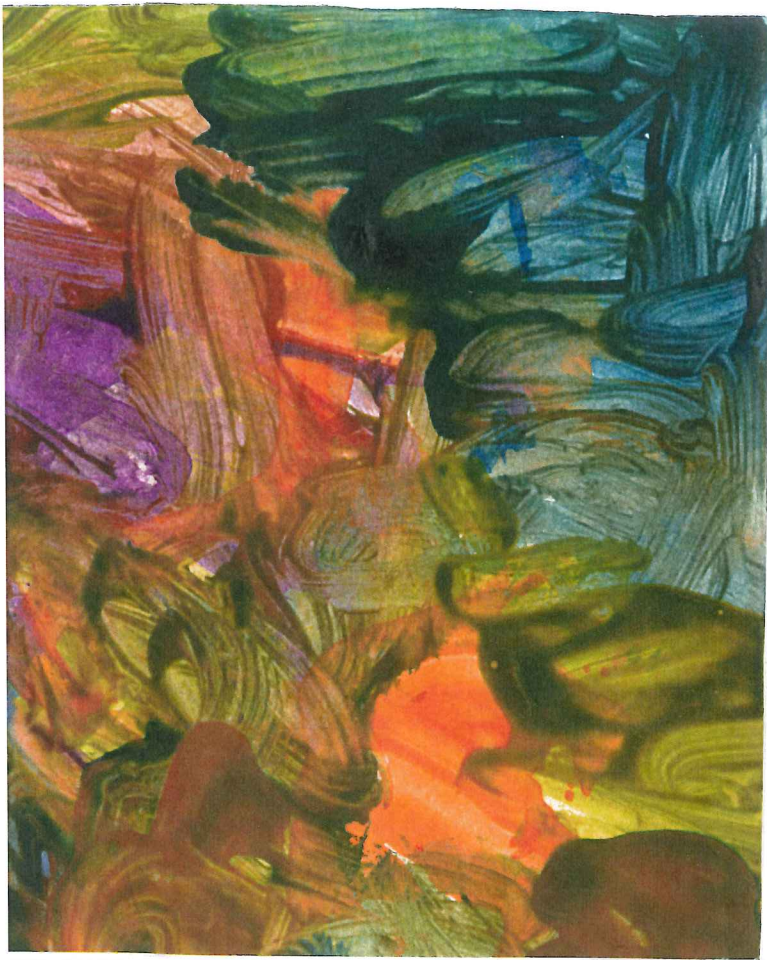
Civil Air Patrol

First Aid Training – Gerald

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Flying Club  
Good Morning Truckee  
Lacrosse Club  
Los Medicos Voladores  
Mountain Bells  
Palisades Truckee HOA  
Ponderosa HOA  
Red Cross  
Sierra Seniors  
Simple Power  
Stonewood HOA  
Tahoe Backcountry Ski Patrol  
Tahoe Forest Hospital  
Tahoe Trampers Hiking Club  
TD Chamber – Knowledge Bites  
TD Land Trust  
Toastmasters  
Truckee Donner Chamber of Commerce  
Truckee Donner Park and Recreation  
Truckee Little League  
Truckee North Tahoe Transportation Management Association  
Truckee One Stop Career Training  
Truckee Police Officers Association  
Truckee Pop Warner  
Truckee River Watershed Council  
Truckee Rotary  
Truckee Tahoe Airport Land Use Commission  
Truckee Young Life  
TT Swim Team  
TTBA Continuing Education  
Wellness Institute  
Wolfe Estates HOA



Dear Truckee Airport,  
Thank you so much  
for letting TONS  
have a field trip  
at the Airport.  
The kids loved it.

Thank you.

Tahoe Community  
Nursery School