



General Manager's Report

- Item 1 – Upcoming Training/Conferences
- Item 2 – Ad Hoc Committee Updates
- Item 3 – PI-206 Board Meeting Agenda Management
- Item 4 – Use of Broadcasting Equipment
- Item 5 – Strategic Marketing Proposal
- Item 6 – Review of February 2015 Retreat
- Item 7 – AAAE Conference in Hawaii

Item 1 – Upcoming Training Opportunities

- CSDA Annual Convention, Sept. 29 – Oct. 2, 2014 – Palm Springs, CA
- AAAE Airport Noise Symposium - Oct. 5-6, 2014 – Fort Lauderdale, FL
- NBAA Annual Convention, Oct. 21-23, 2014 – Orlando, FL
- CSDA Leadership Academy, Nov. 16-19, 2014 – Anaheim, CA
- Annual Aviation Issues Conference, Jan. 11-15, 2015, Kohala Coast (Kona), HI

Item 2 – Ad Hoc Committee Meetings Update

Master Plan Ad Hoc Committee (Directors Hetherington and Morrison)

- The full draft document is available for public review on the Master Plan website. www.ttadmasterplan.org.
- Board accepted final draft of Master Plan on August 27, 2014.
- CEQA Scope and Fee were approved August 27, 2014. Work is underway.

Land Leasing Ad Hoc Committee (Directors Jones and Van Berkem)

- The Ad Hoc Committee met on Sept. 15th to review various options and review Deal Points prepared by GM in preparation for meeting with the Town, JMA and Clear Capital.
- Weekly staff working group meetings continue consisting of staff from the Town, JMA, Clear Capital, and Airport.
- Substantial progress has been made on agreeable language between the Town and District regarding future sphere updates, annexation, and future use of non-aeronautical property. Final language will be available for public review on or before the Oct. 29, 2014 Board meeting.

Hangar 3 Ad Hoc Committee (Directors Hetherington and Morrison)

- Board approved scope and fee proposal with modification to Project Understanding section.
- Phase I contract is being finalized with Project Team.
- Project site visit is scheduled for Sept. 23, 2014 to begin work.

Item 3 – Policy Review, PI 206 – Board Meeting Agenda and Agenda Management

Please find the attached PI-206. Due to questions raised at the August Board Meeting, staff feels a brief review of the policy is in order.

Current policy (1.a.) requires Directors or the Public (2.a.) to provide 10 days' notice to place items on the agenda. The policy is silent on when Directors are to provide their own presentations, written summaries, or position statements on items already on the agenda. If the Board feels such a policy is in

order, staff can amend the policy to provide a standard. This is also a good time to review the policy in its entirety to ascertain if other provisions are in need of updates.

Item 4 – Use of Meeting Room and Broadcast Equipment by other Public Agencies

The District has been approached by local special districts to use TTAD broadcast equipment to televise their Board Meetings. Staff sees no conflict with this request and would propose that staff work with other agencies to permit their use of the equipment. As part of a formal agreement, users would be required to pay all associated costs to Truckee Tahoe TV to broadcast their meetings. Staff requests Board input and direction on whether any equipment cost recovery should be included in equipment broadcasting agreements.

Item 5 – Strategic Marketing Proposal/Place Based Marketing Co-Op.

The District has been solicited by Truckee Tomorrow and the Chamber of Commerce to participate in Truckee Tomorrow Strategic Marketing program and Co-op. The District has been involved with Truckee Tomorrow for the past 4 years. We have been asked to partner and pledge funds to meet a \$75,000 grant provided by the Town of Truckee. Truckee Tomorrow and the Chamber are seeking matching funds plus additional funds to commit to the program for 3 years. Other public agencies and private industry have committed over \$66,000 to the project to date. Staff would like the District to partner with the group and participate in the program. Other groups currently pledging funding include Holiday Development, Tahoe Donner, Northstar, Hospital District, Nevada County, Town of Truckee, Down Town Merchants association, and others. Staff feels the program is consistent with PI 310 – Marketing the District.

I have attached a few documents to this report to outline some of the program highlights and merits. The best way to become acquainted with this program is to review the attached Place Based Marketing Presentation attached to this staff report.

The intent of this item is to discuss the idea. Staff has included \$15,000 in the budget for this program. The item is flagged. Before funds are released by the Board, the partnership will present a focused plan and program. We can then make a final decision to provide the funding.

Item 6 – Review of February 2015 Board of Director/Staff Retreat

Through our Doodle meeting request, we have confirmed Thursday, February 12, 2015 for the Retreat. We are proposing to hold the meeting at Northstar in the Board Room from 9:00 AM to 3:00 PM. Some of the items we have considered for discussion at the retreat are:

1. Strategic Plan review and update
2. What is Managed Growth
3. District Non-Compete Policy
4. Trust/Endowment for Waddle Ranch

Staff will continue to work on the program. Additional discussion items from the Board along with ideas for the retreat are welcomed.

Item 7 – AAAE Conference in Kona Hawaii – January 11-16, 2015

The General Manager will review the purpose and intent of the District's attendance at the American Association of Airport Executives Annual Aviation Issues Conference in Kona Hawaii. General Manager Kevin Smith and Director Tom Van Berkem are scheduled to attend. The Meeting agenda is attached for Board and public review. Costs to attend this conference are comparable or less expensive than other recently attended conferences in the mid-west and east coast. The District has never attended the AAAE Aviation Issues Conference. More information will be provided at the meeting.

TRUCKEE TAHOE AIRPORT DISTRICT POLICY INSTRUCTION

PI NUMBER 206

Formerly 131.1

Effective: May 24, 1994

Revised: February 16, 2005

Approved: August 25, 2011

Revised: September 26, 2013

SUBJECT: BOARD MEETING AGENDA AND AGENDA MANAGEMENT

PURPOSE: To guide agenda setting and meeting flow

POLICY:

The General Manager, in cooperation with the Board President, shall prepare an agenda for each regular and special meeting of the Board of Directors. The President shall control the flow of the meeting.

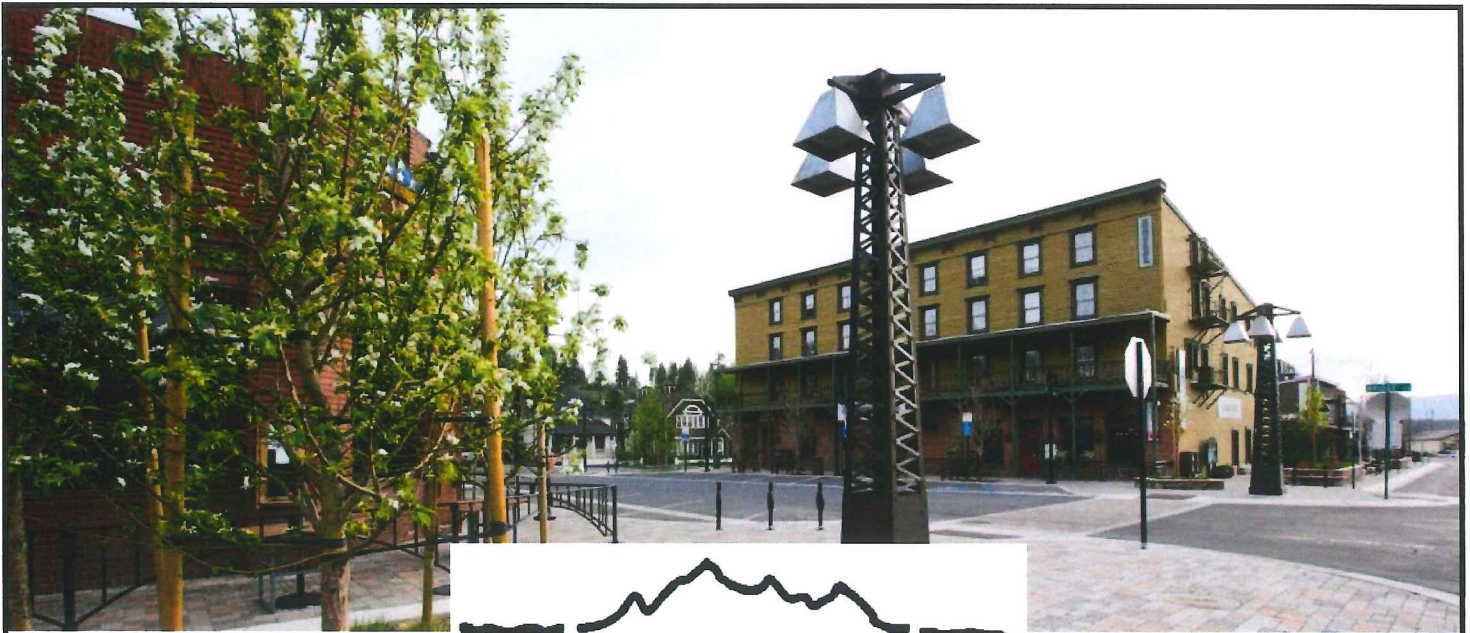
1. Director requests for agenda items:
 - a. Any Director may call the General Manager or President and request any item to be placed on the agenda, no later than 12:00 noon, ten (10) business days prior to the meeting date.
 - b. Any item requiring background research may be postponed at the discretion of the President or the General Manager.
2. Public requests for agenda items. Any member of the public may request that a matter directly related to District business be placed on the agenda of a regularly scheduled meeting of the Board of Directors, subject to the following conditions:
 - a. The request must be in writing and be submitted to the General Manager or the Board President, together with supporting documents and information, if any, at least ten (10) business days prior to the date of the meeting;
 - b. The President and General Manager shall determine whether the public request is or is not a "matter directly related to District business". Any item requiring background research may be postponed at the discretion of the President or the General Manager and any Board Member.
 - c. No matter which is legally a proper subject for consideration by the Board in closed session will be accepted under this policy;
 - d. The Board of Directors may place limitations on the total time to be devoted to a public request issue at any meeting, and may limit the time allowed for any one person to speak on the issue at the meeting;
 - e. The person requesting the Agenda Item shall immediately be notified of any postponement.

3. This policy does not prevent the Board from taking testimony at regular and special meetings of the Board on matters which are not on the agenda which a member of the public may wish to bring before the Board. However, the Board shall not discuss or take action on such matters at that meeting.
4. Posting of the agenda.
 - a. At least seventy-two (72) hours prior to the time of all regular meetings, an agenda, which includes, but is not limited to all matters on which there may be discussion and/or action by the Board, shall be posted conspicuously for public review within the District offices and on the world wide web at www.truckeeatahoeairport.com. Additionally, members of the public may, for a fee of \$12.00 per year register for having the agenda mailed, or register for free email.
 - b. The agenda for a special meeting shall be posted at least twenty-four (24) hours before the meeting in the same location.
5. Meeting Protocols.
 - a. Public Comment. Members of the public are invited to comment on any item relevant to District business that is not on the agenda for that meeting. Comments may be up to five (5) minutes.
 - b. Agenda item process.
 - i. The President may introduce the item with a short comment.
 - ii. The President may invite staff and/or the petitioner for the item to make any requested or necessary presentation.
 - iii. The Directors shall have the opportunity to question staff/petitioner and discuss the item.
 - iv. The public shall be invited to testify or comment on the item. Comments should be limited to five (5) minutes per member of the public unless otherwise adjusted by consensus of the Board.
 - v. Normally, the Directors will deliberate on the input and, when necessary, render a decision.
 - vi. Prior to entering closed session, the public will be invited to comment on closed session items with no more than five (5) minutes per speaker.
 - c. General rules.
 - i. Directors, staff, and the public are requested to perform appropriate research on agenda items to focus and streamline comments. Directors and the public are welcome to question staff on items before the meeting for mutual clarification.
 - ii. All meeting participants should make points concisely, avoiding repetition that does not add value. The President shall monitor speakers in this regard.
 - iii. Members of the public and staff shall not be permitted to enter into Board discussions and deliberations, unless by consensus of the Directors.

- iv. Sidebar conversations between members of the public and the Directors or staff are discouraged. All speakers shall be recognized by the President before speaking, consistent with the procedures outlined above.
- v. Derogatory racial, sexual, ethnic or similar slurs and inflammatory language that could lead to violence shall not be tolerated.

Mary Hetherington

Mary Hetherington, President



TRUCKEE TOMORROW

Creating economic prosperity

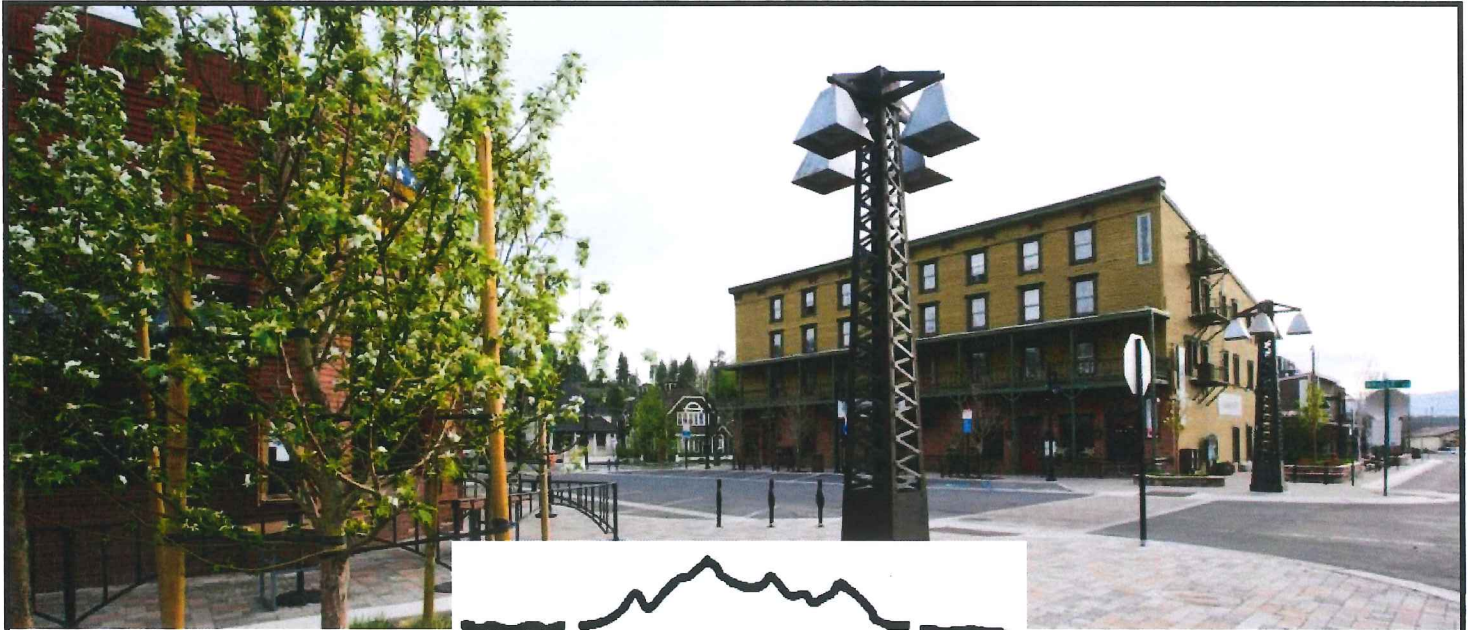
Place-based Marketing and Brand Campaign *Enhancing Truckee's quality of life as a desirable place to live, work, and play*

Background:

- November 2010: 37 community leaders brought together for a series of four facilitated meetings to identify economic opportunities and challenges
- July 2012: Contracted with Center for Strategic Economic Research (CSER) to develop an Economic Development Action Plan for Truckee Tomorrow initiative
- September 2012: Core Steering Committee worked with CSER to develop short list of four economic development strategies to present to large group of stakeholders
- February 2013: 40 community stakeholders brought together to discuss four presented strategies
- Group overwhelmingly chose to fund a new place-based marketing and branding campaign — spanning talent, tourism and business
- June 2013: Core Steering Committee holds small group meetings for feedback and commitment for funding initiative
- August 2014: Truckee Town Council approves to fund \$75,000 toward a \$150,000 three-year pilot program for the integrated tourism & economic development / place-based marketing and branding campaign grant application submitted by the Truckee Donner Chamber of Commerce — contingent upon acquiring \$75,000 matching funds for the project

Goal: Integrating an economic development focus into tourism marketing message:

- Brand Truckee
- Inform and educate
- Diversify the Truckee economy
- Attract talent & business
- Maximize marketing effectiveness



TRUCKEE TOMORROW

Creating economic prosperity

This Truckee Tomorrow effort will allow a private/public partnership to work together to leverage resources and enhance the community's quality of life while positioning Truckee as a desirable place to live, work, and play. By capturing all the innovative, forward-thinking programs and developments underway, it will present a much stronger, compelling and cohesive message about the excitement and vibrancy happening in Truckee.

Who needs this:

- Businesses and organizations looking to attract talent / recruit employees
- Businesses looking to attract investors
- Businesses looking to achieve sustainable year-round success
- A community reliant on tourism that desires a diversification of our economy

THE PLAN

- Secure base-level funding
- Hire a consultant to build the strategy for integration of tourism and business marketing efforts and develop brand
- Strategy to include web-based information and marketing campaign
- Hire a consultant to implement the technology changes for marketing strategy

THE PARTNERS

- Town of Truckee
- Truckee Donner Chamber of Commerce
- Truckee Downtown Merchants Association
- Holliday Development
- ***Your name here!***

Cooperative campaigns are developed by broadening horizons, and by discovering (and sharing) common ground with other partners. We invite you to re-commit to the Truckee Tomorrow vision to create economic prosperity for Truckee. Have a seat at the table and be part of the committee that will work together to make this vision a reality.

TRUCKEE TOMORROW

Creating economic prosperity



*An collaborative economic development initiative in partnership with
Truckee Donner Chamber of Commerce, Town of Truckee,
Truckee Downtown Merchants Association, and Nevada County*

Place-Based Marketing & Brand Campaign

Background:

- November 2010: 37 community leaders brought together for series of four facilitated meetings
- July 2012: Contracted with Center for Strategic Economic Research (CSER) to develop an Economic Development Action Plan for Truckee Tomorrow
- September 2012: Core group met with CSER to develop short list of four economic development strategies
- February 2013: 40 community stakeholders brought together to discuss four presented strategies
- **Group overwhelmingly chose to fund a new place-based marketing + brand campaign**



Place-Based Marketing & Brand Campaign

Background:

- June 2013: Small group meetings for feedback to Action Plan and commitment to fund initiative
- August 2014: Truckee Town Council unanimously approves to fund \$75,000 toward a \$150,000 three-year pilot program for place-based marketing + brand campaign



Place-Based Marketing & Brand Campaign

Town of Truckee Economic Development Incentive Programs

- Two new programs with over \$2.5 million dollars in funds available
- Grow sustainable jobs – increase tax base – diversity local economy
- Support Program
- Development Fund
- August 2014: Truckee Town Council unanimously approves to fund \$75,000 toward a \$150,000 three-year pilot program for place-based marketing + brand campaign



Place-Based Marketing & Brand Campaign

Truckee Tomorrow Action Plan

“To identify a new set of actionable strategies for the community to focus on as next steps for enhancing economic prosperity”

Place-based Marketing & Brand Campaign:

“By developing a new marketing campaign with this new approach, Truckee can address the call for enhanced marketing in the original Truckee Tomorrow priorities while at the same time providing a tool for business attraction and beginning to deal with weaknesses in talent availability, recruitment, and retention as well as a lack of a Truckee vision, brand, and integrated communication strategy.”



Place-Based Marketing & Brand Campaign

Integrate an economic development focus into our tourism marketing message:

- Brand Truckee
- Inform and Educate
- Diversity the Truckee economy
- Attract talent & business
- Maximize marketing effectiveness



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- Tahoe Start-up Weekend
- Thrive Tahoe
- Tahoe Silicon Mountain Group
- Innovation Hub
- Co-working at The Lift
- Open Counter – new business start-up tool



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- The Legacy Trail
- Railyard Project
- Development projects
 - FiftyFifty Brewing Co., PC-1, Aquatics Center
- Streetscape Improvement Projects
 - Bridge Street
 - Depot
 - Brickelltown



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- Tahoe Forest Health System
- Gene Upshaw Memorial Tahoe Forest Cancer Center
- Abundant health and wellness options
- High Fives Non-Profit Foundation



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- Tahoe Truckee Unified School District – solid leadership and innovative initiatives
- Alternative educational opportunities
- Environmentally based non-profit / youth education



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- Truckee River Watershed Council
- Truckee Donner Land Trust
- Truckee Trails Foundation
- Arts For the Schools
- Trails & Vistas
- Historic Downtown Truckee
- Historical significance



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- Tahoe Food Hub
- Community Demonstration Garden
- Truckee Growing Dome
- Slow Food Lake Tahoe



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- Authentic community
- Community involvement and participation
- Opportunity to make a difference
- Safe community to raise family



Place-Based Marketing & Brand Campaign

Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- Within minutes of 8 world-class ski resorts
- Lake Tahoe in our backyard
- Donner Lake & Donner Summit
- Outstanding year-round recreational opportunities
- Most beautiful golf courses in the region
- Magnificent scenic beauty
- Full year-round event calendar



Place-Based Marketing & Brand Campaign

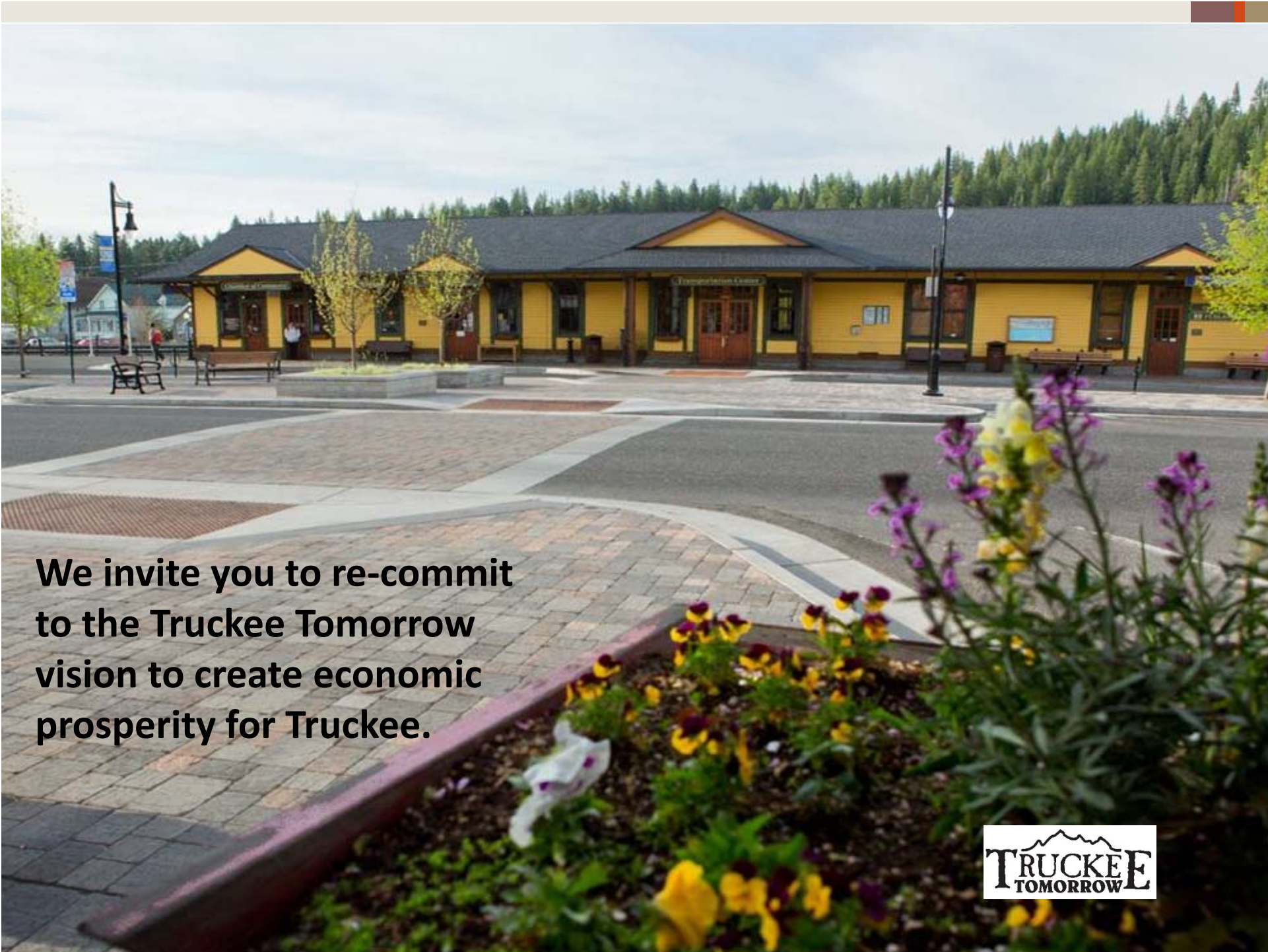
Take all the exciting things happening in Truckee and promote in a one place with a unified message:

- “Top Trail Running Town”
- “One of America’s Best Ski Towns”
- “Best Mountain Towns of America”
- “One of World’s Best Ski Towns”
- “One of America’s Best Lake Towns”
- “America’s Towns with Authentic Mountain Charm”





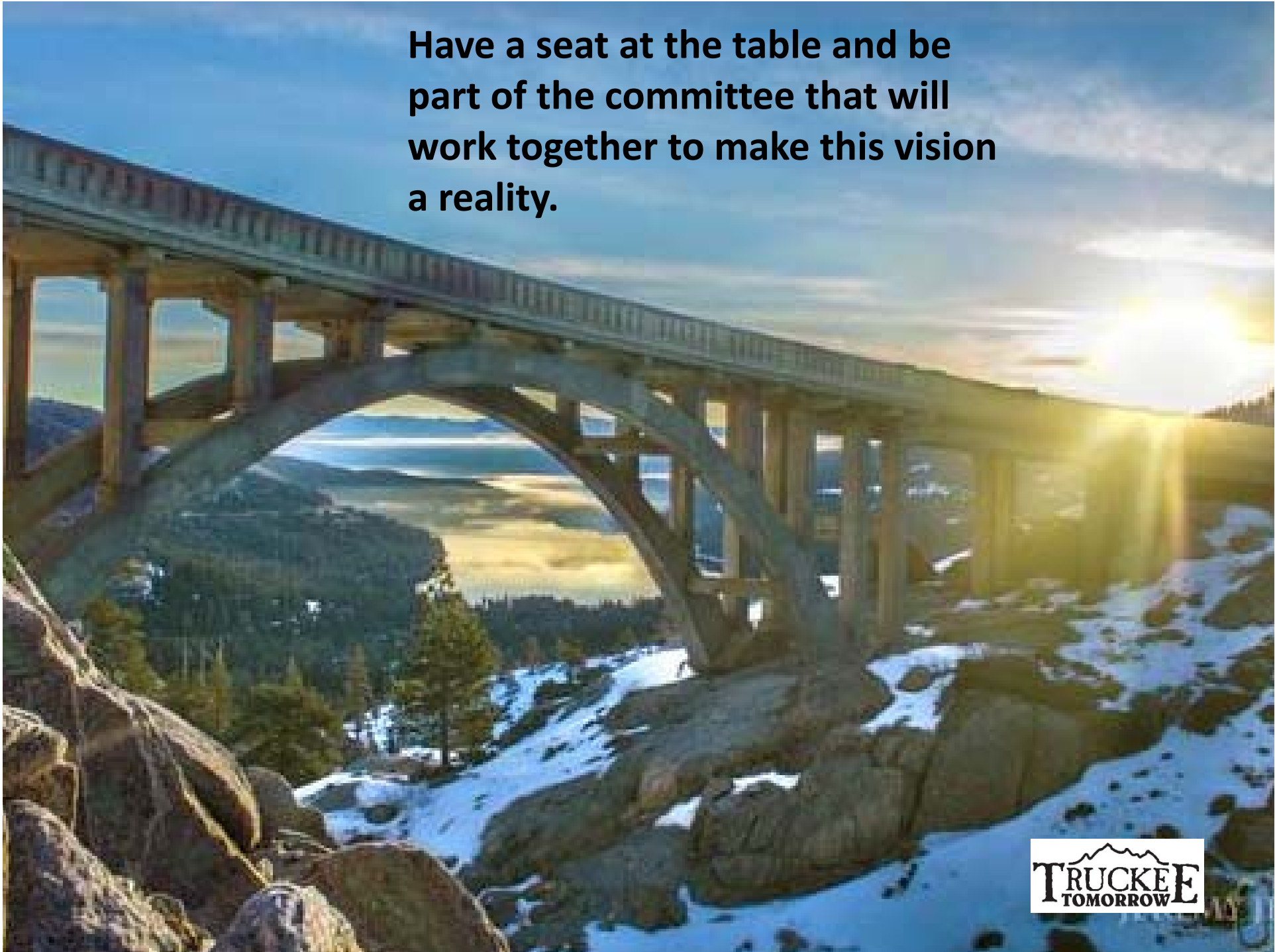
Cooperative campaigns are developed by broadening horizons, and by discovering (and sharing) common ground with other partners.



**We invite you to re-commit
to the Truckee Tomorrow
vision to create economic
prosperity for Truckee.**



Have a seat at the table and be part of the committee that will work together to make this vision a reality.



TRUCKEE
TOMORROW

TRUCKEE TAHOE AIRPORT DISTRICT

POLICY INSTRUCTION

PI NUMBER 310

Formerly PI 214

Effective: August 28, 2003

Revised: July 26, 2007

Approved: January 26, 2012

SUBJECT: MARKETING THE DISTRICT

PURPOSE: To establish a policy for how the District will use funds for communications and outreach.

POLICY:

The basic purpose of this program is to address the dilemma, identified by the Airport Community Advisory Team, posed by the fact that our constituents are not necessarily our customers and our customers are not necessarily our constituents. The District recognizes the need to accurately and proactively represent itself in order to sustain the long-term viability of the facility and fulfill the purpose for which the District was created. As an element of the local community, the District seeks to create an image that generates support for its activities by promoting: awareness, open two-way communications, participation, and understanding about decision-making processes. As an element of the National Program of Integrated Airports System (NPIAS), the District seeks to reach out to the public in general, and the flying public in particular, with the goal of creating awareness about the Airport as a gateway to the Lake Tahoe region, and educating people about the Airport's unique operating conditions. In implementing this policy, the District shall conform to all laws and requirements relating to the expenditure of public funds.

1. Locally, the District may support events and activities that reach out to the Airport's local neighbors in a manner that promotes awareness of the Airport as an integral member of the community. Support may be in the form of: use of facilities, membership in local organizations that promote the region, purchasing advertising at event venues and in publications, jointly advertising or promoting through publicity events and activities that could draw attendees through or to the Airport, and/or entering local events as a participant, to include buying and fabricating the necessary equipment and supplies to support participation. Additionally, should the District decide to host an event, either alone or in partnership with a non-profit entity, the District will allocate appropriate support, both physical and financial, to ensure an acceptable level of quality. The District shall not support for-profit entities beyond purchasing advertising or through publicity to educate the public about the activities and value of the Airport.
 - a. It is the responsibility of an event sponsor to coordinate support with the Manager. Organization of support such as advertising or public relations requires lead time of four weeks. Requests within four weeks would need to be considered on a case-by-case basis under the discretion of the Manager. The event sponsor is responsible for presenting proposed copy and design in the formats necessary for the suggested media. The manager may perform minor reformatting to ensure success, not to exceed \$100 in time and materials.

- b. Staff is prohibited from releasing address databases in any form to third parties. The manager may use the databases to send District-approved information supporting events and/or outreach activities.
2. Nationally, the District may provide sufficient resources to ensure the flying public is aware of the proximity of this facility to a variety of activities and the services provided in the community, as well as the local flying conditions. Actions to communicate about the District nationally, should generally be limited to supporting web page development, publication and dissemination of local procedures, and advertising related to events that could draw participants through or to the Airport. The District may join organizations that promote airports, promote programs consistent with Board goals, and support businesses in general.
3. The District may budget annually to cover the costs of discretionary marketing and outreach distinct from the funding of specific programs (e.g. Noise, web development). The District may approach other entities to provide sponsorship funds to support District-hosted events.
4. The Manager shall have authority to join organizations that promote the District, and to commit up to \$3,000 for any single discretionary communications element or outreach event, provided the expenditure does not exceed the amount included in the annual budget for such activities. The Manager shall inform the Board of discretionary marketing and outreach activities at the next regular meeting.
5. District materials related to communications and outreach shall have consistent look and feel, logo, and include the District tagline: "Connected, by more than a runway", where appropriate.
6. Assessing effectiveness of communications is difficult; methods vary with the objectives and media. No less than annually, the Manager shall report effectiveness of this program to the Board using appropriate metrics. Annually, the Manager may recommend and the Board shall consider the value of conducting formal survey analysis of stakeholder views about the District.

Kathleen Eagan, President

Agenda

AGENDA PREVIEW (Agenda and Topics Subject to Change)

Session Format: Panel Discussion with Audience Participation

Sunday, January 11

8 a.m. - 12 p.m. AAAE Board/Policy Review Committee Meeting
 3 - 7 p.m. Conference Registration
 5:30 - 7 p.m. Opening Reception

Monday, January 12

7 a.m. - 12:15 p.m. Conference Registration
 7 - 8:15 a.m. Breakfast
 7 - 8:30 a.m. AAAE Committee Meetings
 8:30 - 9:15 a.m. Welcome Remarks
 9:15 - 10:30 a.m. **Session 1: 2015 State of the Industry: A Discussion with Aviation Leaders**
 10:30 - 11 a.m. Break with Exhibitors
 11 a.m. - 12:15 p.m. **Session 2: Washington Update: Elections Have Consequences. What Will They Be for Aviation?**
 12 - 4 p.m. Issue Briefings
 1:30 - 3 p.m. FAA Leadership Focus - An Informal Discussion with FAA Leaders

Tuesday, January 13

7:30 a.m. - 12 p.m. Conference Registration
 7:30 - 8:30 a.m. Breakfast
 7:30 - 8:30 a.m. AAAE Committee Meetings
 8:30 - 10 a.m. **Session 3: FAA Reauthorization Preview: Industry Needs and Priorities**
 10 - 10:30 a.m. Break with Exhibitors
 10:30 a.m. - 12 p.m. **Session 4: FAA Reauthorization Preview: Aviation System Financing; Time for Change?**
 12 - 4 p.m. Issue Briefings
 12:30 - 6 p.m. [Golf Tournament](#) at the Mauna Lani Resort

Wednesday, January 14

7:30 a.m. - 12 p.m. Conference Registration
 7:30 - 8:30 a.m. Breakfast

7:30 - 8:30 a.m.

Airport Board Member & Commissioner
Roundtable

8:30 - 10 a.m.

**Session 5: FAA Reauthorization Preview:
ATC Modernization**

10 - 10:30 a.m.

Break with Exhibitors

10:30 a.m. - 12 p.m.

**Session 6: FAA Reauthorization Preview:
Small Community Air Service**

12 - 4 p.m.

Issue Briefings

1:30 - 3 p.m.

TSA Leadership Focus - An Informal
Discussion with FAA Leaders

5 - 6:30 p.m.

Reception

Thursday, January 15

7:30 a.m. - 12 p.m.

Conference Registration

7:30 - 8:30 a.m.

Breakfast

8:30 - 10 a.m.

**Session 7: International Aviation:
Facilitation, the Environment, and
Evolving Issues**

10 - 10:30 a.m.

Break with Exhibitors

10:30 a.m. - 12 p.m.

**Session 8: Aviation Security: Technology
and Policy Update**