

1 The following is a condensed version of the TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTORS special
2 meeting held Wednesday, January 29, 2014 at the Truckee Tahoe Airport District Community Room, 10356
3 Truckee Airport Road, Truckee, California at 10:00 am.

4 **CALL MEETING TO ORDER:** 10:04 a.m.

5 **DIRECTORS PRESENT:** President John B. Jones Jr.
6 Vice President James W. Morrison
7 Director J. Thomas Van Berkem
8 Director Lisa Wallace
9 Director Mary Hetherington

10
11 **STAFF PRESENT:** Mr. Kevin Smith, General Manager
12 Mr. Phred Stoner, Director of Operations
13 Mr. Hardy Bullock, Director of Aviation and Community Services
14 Ms. Jane Dykstra, Director of Finance and Administration
15 Mr. Brent Collinson, District Legal Counsel
16 Ms. Maria Martinez, District Clerk
17 Ms. Denae Granger, Administrative Clerk
18

19 **VISITORS PRESENT:** 0

20
21 **SPECIAL ORDERS OF BUSINESS:** None

22 **PUBLIC COMMENT:** None

23 **RETREAT GOALS**

24 A summary of this meeting from Freshtracks Communications has been attached to these minutes.

25 Ms. Seana Doherty, with Freshtracks Communications went over the goals of the Retreat. There were several
26 activities done to show Board and staff that everyone works together as a team.

27 **PUBLIC COMMENT:** None

28 **IMPLICATIONS OF THE NEW “WHY” STATEMENT**

29 There was a video shown, entitled “How Great Leaders Inspire Action”, by Simon Sinek, followed by a discussion
30 about what stood out in the film. There was an activity done to create a “Why” statement for the Airport,
31 focusing on why the Airport does what it does, instead of only focusing on what the Airport does.

32 Discussion followed regarding why each participant works with and/or for the Airport.

33 **BREAK:** At 12:03 p.m. the Board recessed for a lunch. At 12:45 p.m. President Jones reconvened the meeting.

34 **FAST PITCH SESSION**

35 Ms. Doherty stated that the “Why” of the Airport is that Board and staff are passionate about the community and
36 the Airport’s impact on it.

37 The next exercise was for the Board and staff to do a two minute pitch on projects, initiatives, ideas and concepts
38 they are most excited about. After all pitches were given, there was a vote, and the resulting list was discussed.
39 The top three included: trails, a multi-use hangar, and a five-way tie between composting, flight tracking, aviation

40 customer support, safety culture, and an insulation program. There was discussion about the tie, and it was
41 decided that safety culture should be on the priority list with trails and a multi-use hangar.

42 **SUMMARIZE RETREAT AND NEXT STEPS**

43 Ms. Doherty gave a summary of the morning's activities and some of the next steps to take in moving forward.
44 These include putting a criteria in place for decision making, and working on the priority list.

45 **BREAK:** At 2:45 p.m. the Board recessed for a short break. At 3:04 p.m. President Jones reconvened the meeting
46 to include the Truckee Town Council.

47 Introductions took place between the Airport District Board of Directors and staff, and the Truckee Town Council.

48 Mr. Tony Lashbrook, Town Manager, gave a presentation on the history of the Town of Truckee. He also pointed
49 out the instances where the Town of Truckee and the Truckee Tahoe Airport have partnered, stating that he
50 hopes for partnerships in the future.

51 Mr. Smith gave an update on the Airport Master Plan along with a timeline. He compared the current Master Plan
52 with the 1998 Master Plan, pointing out the differences in primary focus. In 1998, the primary focus was
53 maximum growth, whereas currently, the primary focus is annoyance mitigation. Mr. Smith gave a background on
54 how the Board arrived at the current alternatives being considered in the Master Plan revision, and what was
55 removed and why.

56 Mr. Smith gave an update and explanation on the CLUP process. Because the Master Plan is being updated, the
57 CLUP also needs to be updated. The Airport is currently a B2 airport, and Mr. Smith stated that going any larger
58 would be a difficult fit for the Airport and the community around it.

59 The next step in the CLUP update is to begin discussions with Cal Aeronautics on the funding for the update. This
60 update will likely begin in early 2016.

61 Ms. Denyelle Nishimori, Senior Planner for the Town of Truckee, gave a presentation on development projects in
62 relationship to the CLUP, and overall in the community. The specific plans for the future include PC1 and PC3,
63 while the master plans include Truckee Springs and Hilltop development. The only subdivision left to complete
64 development on is Canyon Springs. The compatibility zone policies were discussed.

65 There was a lengthy discussion regarding Clear Capital and future development in that area. The Town and the
66 Airport District will explore the possibility of having both agencies work together to ~~have help~~ Clear Capital remain
67 in Truckee. There was discussion about a possible annexation of the land Clear Capital is considering leasing into
68 the Town of Truckee. Mr. Smith and Mr. Lashbrook will work on various options, including meeting with Placer
69 County, Nevada County Planning, Nevada County LAFCO and Clear Capital. They will then report back to the Town
70 Council and Airport Board.

71 **PUBLIC COMMENT:** None

72 **BOARD MEMBER ANNOUNCEMENTS**

73 **PUBLIC COMMENT:** None

74 **ADJOURN**

75 At 5:21 p.m. the January 29, 2014 special meeting of the Truckee Tahoe Airport Board of Directors adjourned.



TRUCKEE TAHOE AIRPORT DISTRICT BOARD RETREAT

Summary Notes
January 29, 2014

*fresh*tracks
communications

Agenda

- Welcome / Overview of Day | 10-10:30
- It All Starts With WHY | 10:30-Noon
 - Video
 - Group Work to define “Why” for TTAD
- Lunch | Noon-12:45
- Board Feedback on Future Programming | 12:45-2:30
 - Check Plans + Feedback To-date
 - Pitches
 - Voting
 - Discuss + decide
- Close & Next Steps | 2:30-2:45
- *Workshop based off of TedTalk by: Simon Sinek

Purpose/Goals of Retreat

- Reflect

- Why
- Implications

- Review/Check

- Input
- Strategic Plan
- Godbe

- Input

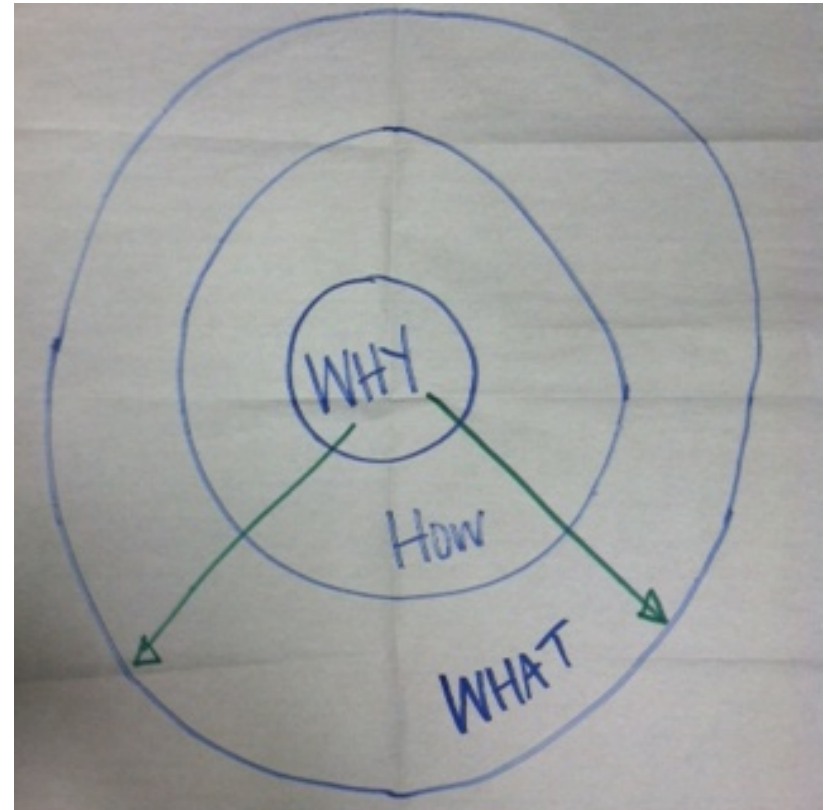
- Future programs, initiatives, ideas

What else do you want to get out of today?

- Ways to tell our story better
- New thinking on why
- TEAM building
- Concept of priority
- Openness
- We represent 30,151 constituents
- Better reflect who we serve

It All Starts With WHY

- Create an inspired organization
- Purpose/Cause/Belief
- Why should people care?
- Build Loyalty
- People don't buy WHAT you do, they buy WHY you do it
- Some in our community may not be buying what we do
- What you do is proof of why you do what you do
- Leaders vs. those that lead
- What you do is proof of what you believe



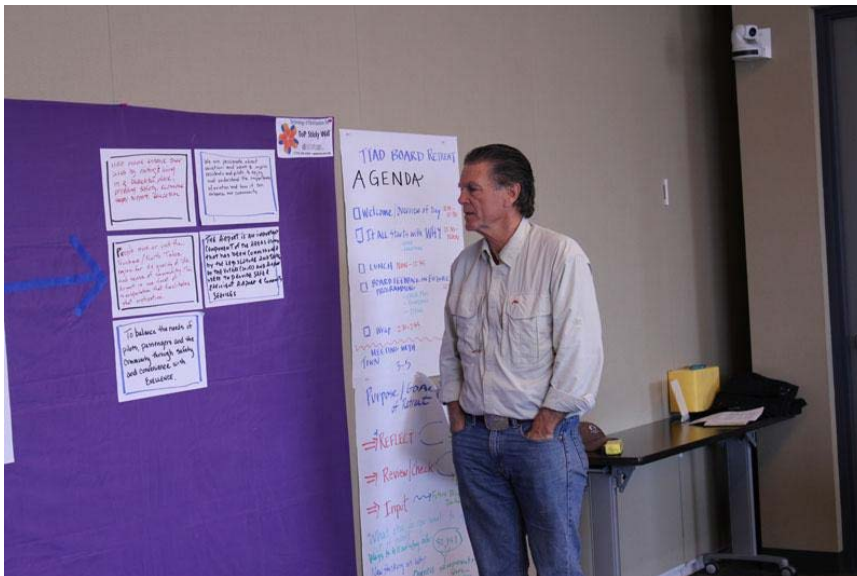
The “Why” Continued

- The “WHY” could simply be to serve people with whom we do business.
- Do business with people who believe what you believe
- Hire people that believe what you believe
- If the WHY isn’t clear on the inside, it will not be clear on the outside
- Success comes when you are clear in pursuit of WHY you want it.

It All Starts With WHY

Link to Brain:

- Passion organizes people and movements. Not social media.
- Do - Proof of beliefs.
- People buy benefits not features.



Group Exercise

- 1) Write down your personal “Why” statement for TTAD
- 2) Work in groups of 3 to combine your sentences
- 3) 4 Teams work to create 1 shared “Why” statement



Small Group Results: It All Starts With WHY

WHY does TTAD exist? What is the purpose of our organization?

- We are **passionate** about aviation and want to **inspire** residents and pilots to enjoy and understand the importance of aviation and how it can enhance our community.
- People move or visit the Truckee/North Tahoe region for its **quality of life** and sense of **community**. The Airport is one facet of transportation that facilitates that motivation.

Small Group Results: It All Starts With WHY

- To **balance** the needs of pilots, passengers and the community through safety and convenience with **excellence**.
- Help people enhance their lives by visiting & living in a beautiful place, providing safety, economic support, and education.
- The Airport is an important component of the area's economy that has been commissioned by the Legislature and tasked by the voters (30,151) and Airport users to provide safe and efficient Airport and Community Services.

It All Starts With WHY: Key Words



- Passion
- Safety
- Inspire
- Aviation
- Excellence
- Economic Driver
- Balance
- Education
- Community
- Quality of Life

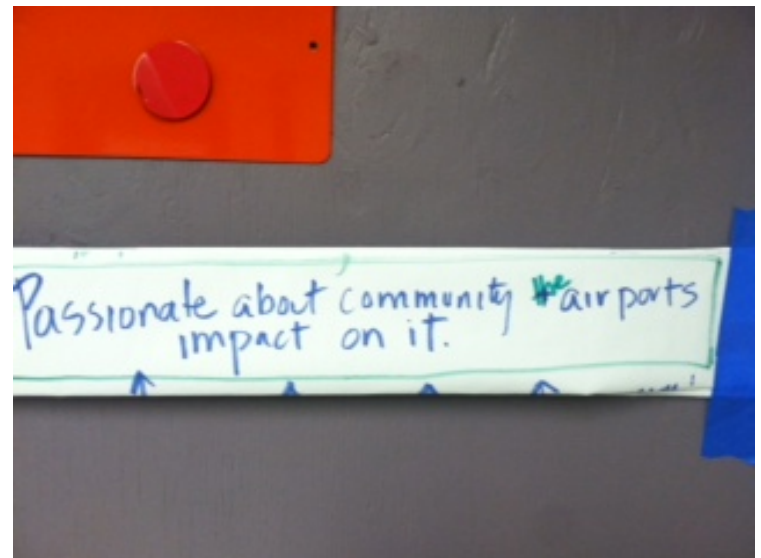
TTAD: What | How | Why

What: Run/operate Airport

How: excellence, noise mitigation, safety, economic engine, balance, community outreach, open space, financial strategy, non-direct user involvement

Why: inspire, passionate about
community, leadership,
balance, quality of life

“Why” Summarized: We are passionate about our community and the Airport’s impact on it.



Board Feedback on Future Programming

Pitch Directions:

- Identify your idea, program, or initiative
- Explain
- How is it unique?
- Ask questions
- Put it all together
- Practice
- One sentence closer

Note: Pitches are ideas we are excited about, not necessarily our individual or group priority for the Airport.



Summary of Pitches

- Big multi-use community business jet hangar
 - Serves/demonstrates our mission, improves safety, deicing
- Underwrite STEMS Teacher at ACMS or Truckee High / N. Tahoe High
 - Link to aviation, science, engineering in community, mitigates impacts
- Endowment to maintain open space - \$50k
- Insulation program
 - Hire contractor to manage program over 5-7 year cost, address local noise
- Community trails on our open space
 - Support upcoming trails bond with Town, interpretive opportunity
- Temporary summer tower – trial study
- Outreach to users (not just operators)

Summary of Pitches

- More events - measure economic impacts
- Build flight tracking
- Get approval - use of best flight path w/ least impact
- Enhance linkages to Oakland Center
- More outreach to younger generation
 - Concerts, movie night, bar, elementary
- Large scale composting
 - VT airport example, Town of Truckee / Placer Co. partnership, compliment open space
- Aviation customer support - improve services
- Outside consultant to assess safety
- Night curfew - study and research

Summary of Pitches

- Potable water
- GPU - constantly in use
- Creating whole culture of safety at TTAD
 - Rebrand, dedicated safety officer, corp. road show, mtn. flying video
- Create trail/crossfit around airport to tell our story
- Provide storage to local non-profits by way of containers
 - Free up revenue generating space
- Trails at lake to connect
 - Connects taxpayers to our benefits, helps forest service, signage to educate
- Create trailhead at airport

Pitches: Voting + Discussion

Top Pitches: (Each participant had 3 votes. Votes are a composite of both staff and Board results combined.)

1. Trails - 11 Votes.
2. Multi-use hangar - 7 votes
3. Flight Tracking, Safety Culture, Aviation Customer Support, Composting, Insulation Program - all tied for 3rd with 3 votes
4. Non-profit storage, outreach to younger generation, more events - measure economic impacts, night curfew research, outreach to users, temporary summer tower, open space endowment, underwrite STEM teachers

Remember: These are ideas the group is excited about based on individual experience, community outreach, Master Plan feedback, Godbe Survey and other sources. These are not priorities for the District as set by the Board of Directors. These are ideas and concepts to build on in future planning meetings, ACAT meetings, Board Meetings, Budget Workshops, and other forums to discuss and move noteworthy ideas forward.

Next Steps

1. Follow up and incorporate the “WHY” concept, proposed pitch ideas, and comments into future strategic plan meetings, budget workshops, regular Board Meetings for further discussion, definition, and priority.
2. Work towards incorporating ideas and comments into appropriate planning documents such as Strategic Plan, Master Plan, Capital Facilities Plans, and other District guiding documents.
3. Similar abbreviated WHY exercise with District Staff may be beneficial.

Close

Close - One word that describes how you're feeling:

Enlightened |

Guided | Team |

Energized |

Informed |

Disappointed...ran out of time.

Rushed |

