



TRUCKEE TAHOE AIRPORT DISTRICT ACAT AD HOC MEETING NOTES

AD HOC TITLE: Airport Neighborhood Network Program

MEETING DATE: 9:00 am Thursday, July 23, 2020

ATTENDEES: David Diamond, Marc Lamb, (Kat Rohlf, absent)

PREPARED BY: Marc R. Lamb, Aviation & Community Services Manager

PROGRAM CONCEPT: In brief, David Diamond has presented the idea to ACAT of having two social media community representatives in each Airport District noise and annoyance affected neighborhood, that would act as liaisons between their neighborhood social media sites and the airport. The thinking was that these representatives would not speak for the airport, but would contact an airport designated representative to get accurate and viable information for them to relay a response to a social media question or dialog.

DISCUSSION and QUESTIONS: The following topics and questions came up in the ad hoc meeting:

What is the ideal benefit of this type of program? To get accurate information and responses to District constituents who participate in social media, but that might not voice their opinions, concerns, or questions at an Airport Board of Director's or ACAT meeting.

What would constitute social media in this program? Facebook & NextDoor

How would the neighborhoods be designated? Maybe along the line of NextDoor neighborhood maps?

Would all District neighborhoods be included? It may initially just be regularly affected noise and annoyance impacted neighborhoods. If a neighborhood in say Homewood, on the west shore requested representation they would be invited into the program.

Would the representatives be able to speak for the airport? No, they would just be relaters of information.

Does staff have the bandwidth to manage this type of program? This is a big question. It remains to be seen how labor intensive the program would be, the amount of support needed and the challenges of managing a host of “volunteers”. Other considerations would be the amount of, and time involved, with hosting “volunteer representatives” with regular digital meetings, onboarding new volunteers and delivering summary reports on a monthly or quarterly basis to the Airport Board of Directors and ACAT.

How would recruitment be handled? Staff alone could not be responsible for recruiting neighborhood volunteers. The Board of Directors and ACAT members would need to do be heavily involved with recruiting.

Do airport Policy Instructions allow for and cover this type of program? TTAD’s Policy Instruction #118 covers “Use of Social Media by the District”. The policy may need to be reviewed and updated by the Board of Directors.

Would the Airport District use the representatives to proactively post District information? Yes, when appropriate.

Would neighborhood representatives ultimately want to be associated as an unbiased voice of the Airport District? Only time will tell.

What will staff use as the guiding media in response to questions? Questions would be funneled through to the website which hosts all public outreach information.

How would tit for tat and/or fictitious, or anti-airport discussions be addressed? Guidelines would need to be established in the PI 118 document.

WHAT’S NEXT: An ad hoc team member will present the program ideas to ACAT. If ACAT votes to approve the project, it will be presented to the TTAD Board of Directors for approval.

FISCAL IMPACT: Staff time, to be determined

PUBLIC COMMUNICATIONS: If approved, staff would make outreach efforts informing and updating local neighbor communities about ongoing District social media outreach efforts and volunteer opportunities.

ATTACHMENTS:

- PI Number 118 – Use of Social Media by the District
- Airport Advocacy Network