



TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTOR STAFF REPORT

AGENDA TITLE: Policy Instruction #311 Community Sponsorships & Agency Partnership - Ad Hoc Team Recommended Updates

MEETING DATE: Wednesday, February 23, 2022

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

PRESENTED BY: Kevin Smith, General Manager

OBJECTIVE: Discussion only. The ad hoc committee is requesting Board discussion on recommended updates to the Truckee Tahoe Airport District's (TTAD or District) Policy Instruction (PI) #311. This request is based on lessons learned after the 2021 Agency Partnership process. The PI provides program guidelines and instructions around managing the District's Community Sponsorship and Agency Partnership community-benefit programs.

DISCUSSION: TTAD hired the Tahoe Truckee Community Foundation (TTCF) in April of 2021 as a consultant to manage the administrative and application side of the District's Agency Partnership program for a period of three annual funding cycles (2021-2023). During the first 2021 Agency Partnership funding cycle TTCF operated under the guidance of the latest version of PI#311, which was Board approved on March 27, 2019. TTCF and the ad hoc committee are requesting Board approval of recommended PI#311 updates prior to the start of the 2022 Agency Partnership application cycle (which is scheduled to begin in April) to provide better clarification, guidance, and instruction on a number of topics.

The PI#311 ad hoc team consisting of TTAD Board members Kathryn Rohlf and Rick Stephens, airport staff Kevin Smith and Marc Lamb, along with TTCF staff Phyllis McConn and Sache Cantu met on February 10, 2022. The attached highlighted (yellow) PI#311 draft contains recommended updates to the policy document, along with the following requested Policy discussion and direction items:

- Is the Board in favor of increasing the Community Sponsorship request level to a maximum of \$5,000 from the current \$3,000 annual recipient limit?
- Does the Board want to allow "Multi-Year" Agency Partnership funding requests?
- Does the Board want to allow "Capital Campaign" Agency Partnership funding requests?

- Should there be a separate PI for “Contract for Services”?

In addition to specific PI#311 updates, TTCF and the ad hoc committee are requesting Board approved annual Agency Partnership pre-application cycle guidance including:

- Confirmation of a specified Agency Partnership budget amount: \$500,000 is suggested for 2022
- A breakdown of top annual Agency Partnership priorities (or base them off annual TTAD goals) i.e., Aviation, STEAM, GHG Reduction and Environment are suggested for 2022.

WHAT’S NEXT: TTAD staff will take Board discussion item guidance and update PI#311 and present a finalized policy document to the TTAD Board at their March 23, 2022, board meeting for approval. Once approved, TTCF and TTAD will make the updated PI#311 publicly available and the TTCF administered 2022 Agency Partnership application cycle will begin on April 15, 2022.

FISCAL IMPACT: Will be determined by the TTAD Board’s 2022 Agency Partnership budget decision, but the anticipated PI#311 budget is \$600,000 (\$100,000 Community Sponsorships and \$500,000 Agency Partnerships).

There is \$700,000 earmarked for housing, transit, and general agency partnerships in the approved 2022 budget (Line 106).

TTCF will be paid 5% of the annual Board approved distributed Agency Partnership funding amounts, (minimum of \$25,000 annually) as a program administration fee.

PUBLIC COMMUNICATIONS: If an updated PI#311 is approved at the March 23, 2022 board meeting, TTAD and TTCF staff will make the policy publicly available and TTCF will begin the Agency Partnership cycle in April 2022. TTCF and TTAD staff will also market the PI#311 programs when and where appropriate through TTCF and the TTAD’s typical community outreach methods, i.e., website, social media, and published media.

SAMPLE MOTION(S): None at today’s meeting

ATTACHMENTS:

- PI#311 redlined with suggested updates
- Tentative Agency Partnership 2022 Timeline