



**TRUCKEE TAHOE AIRPORT DISTRICT  
BOARD OF DIRECTORS STAFF REPORT**

**AGENDA TITLE: 2023 Updates to Policy Instruction #311  
Community Sponsorships & Agency Partnerships**

**MEETING DATE: Wednesday, February 22, 2023**

**PREPARED BY: Marc R. Lamb, AVCOM Manager**

**PRESENTED BY: Robb Etnyre, General Manager**

**REPRESENTATIVE: Phyllis McConn, TTCF Community Impact Officer**

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**RECOMMENDED ACTION:** Staff is requesting Truckee Tahoe Airport District (TTAD) Board approval to adopt TTAD staff, TTAD Legal, and Tahoe Truckee Community Foundation (TTCF) recommended edits and format updates to Policy Instruction 311 – Community Sponsorships and Agency Partnerships. Adoption of recommended edits to the policy instruction, along with format updates, will facilitate better community understanding, as well as improved District management of both programs.

**DISCUSSION:** The TTAD Board first adopted an official community giving policy, Policy Instruction 311 to help guide the operation of its Community Sponsorship and Agency Partnership programs in December of 2015.

Suggested edits to PI 311 include stating a definition and importance of programs connected to an Airport Purpose along with better clarification, guidelines, and definitions of certain existing verbiage. The addition of an annual assignment of priority areas during the annual budget process. These priority areas identified during the annual TTAD budget process would list topics of Board priority for that year, such as: transportation, environmental sustainability, aviation, and Science, Technology, Engineering, Arts, and Mathematics (STEAM) education, etc.

TTAD engaged the Tahoe Truckee Community Foundation in April of 2021 as a consultant to manage the administrative and application side of the District's annual Agency Partnership program for a period of three annual funding cycles (2021-2023). The upcoming 2023 Agency Partnership cycle will be the last under the current contract agreement.

With each annual cycle TTAD and TTCF have gained more experience managing the Agency Partnership program and have suggested Board adopted PI 311 improvements. During the first 2021 Agency Partnership funding cycle, TTCF operated administratively under the guidance of the March 27, 2019, Board approved version of PI 311. In 2022, under the latest Board approved March 23, 2022, version.

Adoption of the suggested PI 311 updates will not only give our community a better understanding of the programs, but it will also help the District in the administration and management of both its Community Sponsorship and Agency Partnership programs moving forward.

**WHAT'S NEXT:** If an updated PI 311 is approved at the February 22, 2023, board meeting, TTAD staff and TTCF will make the policy publicly available, and TTCF will issue invitations for initial 2023 Agency Partnership program cycle informational webinars in late March 2023.

**FISCAL IMPACT:** Adoption of PI 311 edits and format updates will not have a direct District financial impact but will guide the Board and staff in the financial management of both programs. The Board has approved 2023 budgets of \$120,000 for Community Sponsorships (includes \$20,000 in a proposed aviation/STEAM scholarship program) and \$500,000 for Agency Partnerships.

**PUBLIC COMMUNICATIONS:** If an updated PI 311 is approved, TTAD staff and TTCF will also market the opening of the Agency Partnership application cycle for March 29, 2023. The program opportunity will be communicated when and where appropriate through TTAD and the TTCF's community outreach tools.

**SAMPLE MOTION(S):** I move to (approve, deny, or continue) the edited changes and format updates to Policy Instruction 311 – Community Sponsorships and Agency Partnerships as recommended by Truckee Tahoe Airport Staff, TTAD Legal, and the Tahoe Truckee Community Foundation presented in this report.

**ATTACHMENT(S):**

- Policy Instruction 311 – Community Sponsorships & Agency Partnerships w/ edits