

TRUCKEE TAHOE AIRPORT DISTRICT  
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic: Ad Hoc Committee - Airport District Community Survey

Purpose	Information:	Guidance:	Decision: <b>X</b>
Recommendation	Appoint two Directors to participate on an Airport District Community Survey Ad Hoc Committee. (Godbe Survey)		
Last Action	The Airport District has conducted two previous Godbe Surveys, one in 2005 and a second in 2009. The Board of Directors approved 35,000 in the FY2013 Budget to conduct a 2013 Community Survey and update of 2005 and 2009 studies.		
Discussion	<p>Staff has received a proposal from Godbe Research and tentatively scheduled the survey for Memorial Day Weekend 2013 (see attached). While most of the questions will remain unchanged, the survey includes provisions for the addition of questions related to the Master Plan. The ad hoc committee will work with Godbe Research and airport staff to refine the questions and guide the process.</p> <p>Time Commitment for this ad hoc committee is 2 to 3 meetings between March and July of 2013. The primary task involved in this committee is to refine questions for the survey. The ad hoc committee will review the results with the consultants in June in preparation for presentation to the Board and the public.</p> <p><b><u>Current and Upcoming Ad Hoc Committees</u></b></p> <p>Master Plan Ad Hoc Committee – Directors Morrison and Hetherington</p> <p>Community Survey Ad Hoc Committee – To be determined</p> <p>General Manager Contract Ad Hoc Committee – To be appointed March 2013.</p>		
Fiscal Impact	The FY2013 Budget includes \$35000 for a community survey.		
Communication Strategy	<p>Staff and the ad hoc committee will present findings to the Board and public at a future Board Meeting.</p> <p>The Godbe Survey may be the best tool to ascertain District progress on achieving goals in communication strategy and objectives of the Strategic Plan.</p>		
Attachments	Godbe Research Proposal		