

TRUCKEE TAHOE AIRPORT DISTRICT  
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic: Final Selection - Master Plan Outreach Committee

Purpose	Information:	Guidance:	Decision: <b>X</b>
Recommendation	Approve recommended organization and participants for the Master Plan Outreach Committee.		
Last Action	<p>The Board of Directors last reviewed the concept of the Master Plan Outreach Committee at their Nov. 29<sup>th</sup> Board Meeting. Master Plan Consultant Seana Doherty of Freshtracks Communications assisted the Board and Staff to define the process and further clarify the methodology for an effective Outreach Committee. There was consensus among the Board, Staff, and the public in attendance to expand the number of participants to be more inclusive of stakeholder groups and to change the name from the Master Plan Outreach Steering Committee to the Master Plan Outreach Committee (MPOC). The Board directed staff and consultants, with assistance from the Ad Hoc Committee, to select a committee with broad community and airport user participation and make a final proposal for Board approval at the Jan. 24, 2013 Board Meeting.</p>		
Discussion	<p>Airport District General Manager Kevin Smith and Master Plan Consultant Seana Doherty met with the Ad Hoc Committee (Mary Hetherington, Jim Morrison) on January 7<sup>th</sup> to review names submitted by the Board of Directors and staff to participate on the MPOC. The Ad Hoc Committee also reviewed goals for the committee (see attached invitation letter) and upcoming dates for the meetings. MPOC participants will be asked to commit to 2 meetings proposed for February 12<sup>th</sup> and March 12<sup>th</sup>. These dates may change based on committee input. It is anticipated that the Master Plan Community Workshops will take place the second and third weeks of April.</p> <p>The Board objective for the January 24<sup>th</sup> Board Meeting is to approve the organization and participant composition of the MPOC permitting staff to organize and prepare for the first meeting on February 12<sup>th</sup>. All stakeholders listed have received a formal invitation letter and either have or will receive a follow-up phone call before the Board Meeting. Many of the participants listed are aware of the process and have previously been contacted. Staff expects a high level of acceptance of our invitation to participate.</p>		
Fiscal Impact	All associated costs for the Master Plan and the MPOC are included in the Mead & Hunt Master Plan contract and included in the FY2012-2013 District Budget.		
Communication Strategy	The MPOC is the first step in launching our outreach effort for the Master Plan. It is expected that this Committee will assist in		

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formulating an effective outreach campaign that meets the goals and objectives contained in the Strategic Plan and meets Board and Staffs expectations for an effective overall outreach program.

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Attachments

Invitation Letter  
MPOC Participant List