

TRUCKEE TAHOE AIRPORT DISTRICT
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic: Airport Master Plan Update - Steering Committee Discussion

Purpose	Information:	Guidance:	X	Decision:
Objective	Discuss framework and constitution of the Master Plan Steering Committee. Staff will present a proposed organizational membership structure of the Steering Committee. Staff and Board will then discuss specific candidates to invite to sit on the Steering Committee. Final composition of the Steering Committee will be approved at the January 24, 2013 Board Meeting with steering committee meetings beginning in early February.			
Last Action	The Board approved the Scope and Fee for the Master Plan at the Oct. 25 th Board Meeting. The Board authorized the Board President and General Manager to negotiate and sign a Contract with Mead & Hunt.			
Discussion	The purpose of the Steering Committee is to advise and recommend strategies for achieving maximum dissemination of information and to assist in identifying the most productive outreach methods to reach District constituents. In addition, throughout the Master Plan process, the Steering Committee will advise and comment on items such as product branding, message development, design of mailers, use of electronic media, questionnaires and survey support and other related items. <u>Steering Committee Composition:</u> The Steering Committee is proposed to consist of the following 12 representatives not counting Airport staff or consultants: <ul style="list-style-type: none">▪ 2 Chambers of Commerce. One from Truckee Donner and one from NLTRA.▪ 2 Airport District Board Members▪ 1 ACAT Member▪ 1 Town of Truckee▪ 1 Airport Business Tenant▪ 2 Pilots▪ 3 Community at Large:<ul style="list-style-type: none">• One from basin• One from Truckee• One from the region (Squaw, Alpine, or Donner Summit)			

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The group will elect a chair and vice chair and work closely with consultants and airport staff. Meetings of the Steering Committee will be facilitated by Mead & Hunt and members of their consulting team along with Airport staff.

Steering Committee Participants:

The District has many options regarding Steering Committee participants. If the proposed structure is used to create the committee, the General Manager would reach out to each organization listed and individuals identified and solicit their support to participate in the process. The following lists each group with suggestions for potential participants.

- **2 Chambers of Commerce.** One from Truckee Donner and one from NLTRA.
Participants: The General Manager would ask each Chamber Board to appoint a representative.
 - **2 Airport District Board Members**
Participants: The Airport Board would appoint two of its members to represent them.
 - **1 ACAT Member**
Participant: ACAT would select one of its members at their next meeting.
 - **1 Town of Truckee**
Participants: The General Manager will work with Town Manager, Tony Lashbrook to find a participant from the Town.
 - **1 Airport Business Tenant**
Participant: Staff suggests approaching Care Flight or Sierra Aero.
 - **2 Pilots**
Participants: Staff suggests working with our Local EAA Chapter and hangar tenants to find two active pilots to participate.
 - **3 Community at Large:**
One from the Tahoe basin
One from Truckee
One from the region (Squaw, Alpine, or Donner Summit)
Participants: Board of Directors and Staff can discuss this
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group. A few people have approached the General Manager with interest in participating.

Also included in the staff report is the list of stakeholders used to solicit comments on the Request for Qualifications and Scope of Work. This lists the many local stakeholders, organizations, service group, government agencies, and individuals that may have interests in participating in the process.

This is a proposed Steering Committee composition. Staff and consultants are open to Board comments and suggestions regarding constituent and organization participation in the Committee. We would like to finalize the Steering Committee membership no later than January 24, 2013.

Fiscal Impact	The FY 2012-2013 includes \$265,000 for the Master Plan plus an additional allocation of \$45,698 to complete programmed work per the Mead & Hunt proposal as approved at the October 2012 Board Meeting. This includes a contingency fund of \$20,000. In addition to CEQA costs, the Board will budget an additional \$29,085 in funding for FY2014 to complete the Mead & Hunt contract.
Communication Strategy	The full communication strategy for the Master Plan will be implemented per the Scope of Work. This process will be carefully guided by the District General Manager and the Steering Committee. Selecting and organizing the steering committee is the first step in the communications and outreach process for the Master Plan. The Communication strategy outline is detailed in Element 3 (page 5) of the Scope of Work.
Attachments	Public Outreach Stakeholder Mailing List.
