

TRUCKEE TAHOE AIRPORT DISTRICT
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic: 2012 Air Festival Committee Formation

Purpose	Information:	Guidance:	Decision: X
Recommendation	Formally recognize 2012 Truckee Air Fair/Festival Committee		
Last Action	<p>Staff and Board of Directors last discussed the formation of an air show planning committee at the July 2011 Board Meeting. A group has come forward consisting of a mix of airport nonprofit user groups and local service clubs. At the July 2011 meeting, the Board indicated that they would consider a model where sponsorship and event revenue could be captured by the service clubs and non profits for their efforts to organize and put on the event. The District would be responsible for funding event logistics, entertainment, and operations.</p>		
Discussion	<p>A group consisting of the Kid Zone Museum, Optimist Club, Civil Air Patrol, EAA Chapter 1073, and the Lake Tahoe 99s have combined efforts and submitted a formal request to be recognized as the Truckee Tahoe Airport 2012 Air Festival Planning Committee. They have held two meeting over the past 6 weeks and desire to put the time and effort into organizing a free event for the community on July 7, 2012.</p> <p>Airport staff have been an active participant in the exploratory stage of this event and fully support their request. Staff will fill a guidance and support role, assisting with organization and coordination of the Committee's requests as it pertains to use of the facility.</p> <p>If the Board chooses to recognize and support the planning committee, they will then come back to the Board with a specified event program, responsibilities, and a budget for Board approval. The Board is not committed to an event until procedures and a budget are approved. The planning committee will propose a budget at the January or possibly February 2012 Board meeting.</p> <p>Tim LoDolce from the local EAA Chapter is proposed to Chair the event with Carol Meagher, KidZone Director, as Vice Chair. They have submitted a formal letter outlining their request.</p>		
Fiscal Impact	<p>Fiscal impact to the District is estimated at between \$25,000 and \$50,000. The Planning Committee will make a formal proposal at either the January or February 2012 Board Meeting.</p>		
Communication Strategy	<p>The Planning Committee will form a Publicity Sub Committee to advertise the event extensively to the community. There will also be opportunities for other service clubs and non profits to benefit and fundraise on the day of the event.</p>		

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Attachments

Formal request letter from Carol Meagher, Air Fair Vice Chair