

TRUCKEE TAHOE AIRPORT DISTRICT  
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic: Approval of Tentative Strategic Plan

Purpose	Information:	Guidance:	Decision: <b>X</b>
Recommendation	<p>Approve Tentative Strategic Plan.</p> <p>Note: Staff is recommending use of the term “Tentative” in our reference to approval of the Strategic Plan to recognize the forthcoming active outreach as part of the Master Plan update. This outreach effort may affect the language in the final version of the Strategic Plan.</p>		
Last Action	<p>The Board of Directors completed the first draft of the Strategic Plan in November of 2010. At this November Board Meeting, the Board directed staff to solicit additional public input, specifically from ACAT, Staff, airport users, and the community at large. The Board considered staff and ACAT comments at the February 2011 Board Meeting, airport user comments at that April 2011 meeting, and community comments at the June 2011 Board Meeting. Staff and the Board of Directors previously viewed the amended and revised Strategic Plan language per comments received from these various groups at the April and June 2011 meetings.</p>		
Discussion	<p>Attached to this report is the final version of the Tentative Strategic Plan. At the June 23<sup>rd</sup> meeting the Board considered comments from various community organizations and community groups. While very few comments were received from this group, it was discussed that more input and feed back is highly likely as we move through the Master Plan process this winter coming and spring.</p> <p>The only change made to the version received by the Board in June was Strategic Directive 1.1, Obj. 2. Per Board discussion, we amended the language to read “Seek and Utilize State and Federal funding...” in lieu of the previous “If necessary, aggressively seek and utilize State and Federal funding...”</p> <p>There was some discussion regarding the inclusion of an objective related to periodic community economic impact studies. While it appeared that there was some merit to the discussion, the consensus was not to include a specific objective in the Strategic Plan at this time. It was discussed that the Master Plan will include an economic impact component as well as business planning research, goals, and objectives.</p>		

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Fiscal Impact	No immediate fiscal impact at this time.
Communication Strategy	Staff will publicize completion of the first phase of this project through a press release and eblast detailing approval of the Tentative Strategic Plan. It will be posted in a readily accessible location on the District website. The General Manager will inform local public and private agency managers that the Tentative Strategic Plan has been approved. It will also be important to let stakeholders know that this document will be an important part of the upcoming Master Plan effort and that the final version of the Strategic Plan will be completed as part of that process.
Attachments	Tentative Strategic Plan – July 2011 Version