

TRUCKEE TAHOE AIRPORT DISTRICT
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic: Draft Strategic Plan Community Comments Review

Purpose	Information:	Guidance: X	Decision:
Recommendation	Consider results of local agency and community group outreach efforts. Prepare for approval of <i>Tentative Strategic Plan</i> at the July 28, 2011 Board Meeting. Staff is recommending to use the term “tentative” in our reference to approval of strategic plan to recognize the coming active outreach as part of the Master Plan update to engage the community in the Strategic Plan.		
Last Action	The Board of Directors has considered comments from various stakeholder and community groups regarding the draft Strategic Plan. To date, the Board has considered comments from staff, ACAT, and airport users and pilots. It was decided by the Board and Staff to provide hard copies of the draft Strategic Plan to various community groups, HOAs, and public agencies throughout the district and solicit their ideas and comments. Staff sent copies of the draft plan along with a cover letter to these groups in early May and to an additional group of stakeholders in early June.		
Discussion	<p>In initial correspondence with these groups, staff asked for their comments, ideas, and suggestions as to how they and their constituents or organizations view the content of the Plan. It was explained that the Airport District Board of Directors is very interested in comments from their agencies. We also explained that the Board would consider these comments at their May 28th and June 23rd Board meetings.</p> <p>In our initial contact with these groups they were very positive about the Plan and our efforts to reach out to them. In following up with some of them, the common theme voiced to us was that while they had not had a chance to review it in great detail, they had reviewed the material did not see any glaring deficiencies or items that would cause them concern. We also explained that there would be more opportunities in the future to comment on the strategy and direction the airport is heading. In these follow-up conversations, staff informed these key stakeholders regarding the Master Plan update and their potential to participate in that important effort.</p> <p>Attached to the staff report is a list of agencies, HOAs and community groups contacted. All of these groups were sent a hard copy of the Strategic Plan along with the attached cover letters.</p>		
Fiscal Impact	No immediate fiscal impact at this time.		

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Communication
Strategy

As the Board approves the *Tentative Strategic Plan* potentially at the July 28th meeting, it will be important to publicize completion of this first phase of the project. It will be important to and let interested parties know that Strategic Plan review will be an important part of Master Plan process. The *Tentative Strategic Plan* will also be a valuable tool to consultants as they respond to our Master Plan RFQ.

Attachments

Latest Draft of Strategic Plan
Draft Strategic Plan Mailing List
Cover Letters for May and June Mailing.