

TRUCKEE TAHOE AIRPORT DISTRICT
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic: Strategic Plan Comment Review – Airport Users and Pilots

Purpose	Information:	Guidance: X	Decision:
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Recommendation	Review comments from airport users and pilots regarding the March 2011 Draft of the Strategic Plan. Have discussion with Staff regarding incorporation of comments and suggestions into final draft of Strategic Plan.
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Last Action	After reviewing comments from ACAT and Staff at the February 24, 2011 Board Meeting, it was decided to continue the public comment and review process by hosting a meeting with airport users and pilots. Staff held this meeting on April 20, 2011. Approximately 15 individuals attended including ACAT members, staff and one Director.
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Discussion	<p>AIRPORT USER AND PILOT COMMENTS:</p> <p>Staff had a very constructive and informative meeting with primarily local pilots and hangar tenants. An eblast was sent out along with notices to the local AOPA ASN Representative and EAA Membership. A second eblast was sent out a few days before the meeting. Attendees were asked to review the March draft of the Strategic Plan, which includes the changes made at the February 24, 2011 Board Meeting. This draft was available online and in hard copy form at the Administration Building. Participants were asked to review the draft and provide comments and input as to the content and direction of the document. Comments received are as follows: (Red – High Level of discussion, Orange – medium level of Discussion, and Blue – Low level of Discussion)</p>
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GM Observations

May be addressed to some degree in 1.1. It is also referenced in 3.1 objective 1.

2.3 begins to address this topic.

These comments may be a little too specific for the Strategic Plan but does deserve some discussion. We will be having a

Strategy Area 1: Site and Facilities

- There were comments related to an increased need to provide more airfield and pavement maintenance and to make sure we are balancing our open space preservation efforts with the need for airfield maintenance.

Strategy Area 2: Standards of Service

- Keeping light aircraft maintenance on the airfield for convenience and operational safety was very important to the user group. The District should work hard to attract and maintain light plane maintenance, flight training, and aircraft rentals in the now vacant Hangar 2.
- It was suggested that the Board consider discontinuing or modifying Truck Roll Fee.
- Consider dropping the transit use fee for light twins. It was

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discussion on these fees at the June 23rd Meeting.

felt that this fee is not common in the industry and may be discouraging some pilots from flying here and spending money in our community.

This item may be adequately addressed in 2.1 and 2.2 objective 2.

- There was a strong desire to include a strategy to make the airport more attractive to high quality piston and jet traffic, because of their propensity to infuse money into the local economy. We may want to look to other organizations that have been successful at this to see what works and what doesn't.

Strategy Area 3: Community Benefit

Not addressed in the Plan but may be appropriate in Strategy Area 3.

- There was some disappointment that the Air Show was not mentioned in the Strategic Plan. There was consensus that this should be included along with a strategy to move the concept forward. The group felt this is likely the very best strategy to introduce the airport with those not familiar and to provide positive experiences for District constituents.

Not specifically mentioned in the Plan. My be appropriate in 3.4 or possible as an element of Strategy Area 5.

- Much discussion centered on economic development and the economic impact of the airport. It was suggested that an Economic Development Strategic Directive may be appropriate. The group felt that the airport plays a substantial roll in the local economy and that this impact needs to be understood and nurtured. It was suggested that the airport perform an Economic Impact Study and look for ways to cultivate economic development within the community. Examples were business park development, marketing the airport with local hotels and businesses, looking outside the Bay Area for potential customers, working with the Chamber of Commerce more closely, and developing higher quality operations. The group felt this effort would trickle down economic benefit to the entire north Tahoe community.

This is covered in 1.3 objective 3. Staff intends to move forward with this program.

Strategy Area 4: Communications and Community Outreach

- The group liked the idea of regular quarterly pilot user group meetings with Airport Staff.

This may be addressed in 5.2 where operational capacity is number 1 priority.

Strategy Area 5: District Finances

- The group felt this strategy is in good order but the comment was made that the use of public funds needs to be balanced with the Airport's mission to provide high quality facilities.
- There was a comment that maybe we should define more specifically what "Indirect Community Investment" means.

Just an observation. It may be appropriate to include a definition.

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Strategy Area 6: Board Governance

- No comments on this section.
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To summarize, pilots and airport users commented that while not perfect, they liked the overall direction of the plan. As is evident from their comments, they feel the plan would be improved if an economic development directive was included with some specific objectives for the District to work towards to enhance the Airport as an economic engine for the community. Like ACAT, they also counseled that the Strategic Plan needs to be considered an active document and adjusts for changing airport and community needs and adapt to innovation.

THE NEXT STEP:

Senior Staff will work with the Board to review and consider the comments put forward by pilots and users. After the discussion, it is the General Manager's intention to incorporate the appropriate comments into a final version of the Strategic Plan in preparation of tentative adoption in June or July.

We are also collecting comments from local Special Districts, the Town of Truckee, Placer and Nevada County, local HOA's, both Chamber of Commerces and other groups. Hard copies of the Strategic Plan were mailed out in early May 2011. The General Manager will be making follow up calls over the next few weeks to gather comments. These will be presented at the June 23rd Board of Directors Meeting.

Fiscal Impact	None
Communication Strategy	We are currently working with local agencies and community groups to solicit comment and feedback regarding the Plan. We are making efforts to keep the pilot and airport users groups apprised as to progress on this plan and their respective comments and suggestions.
Attachments	<ul style="list-style-type: none">- <u>March 2011 Draft of Strategic Plan</u>. This draft incorporates red lined revisions and changes as per discussion at the February 24, 2011 Meeting. This is the version reviewed by local agencies and airport users.- List of local agencies and community groups contacted.- Additional comments received from Airport Users unable to

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attend the April 20th meeting.