



General Manager's Report

- Item 1 – Upcoming Training/Conferences
 - Item 2 – Ad Hoc Committee Updates
 - Item 3 – Executive Hangar Study Update
 - Item 4 – PC-3 Land Transfer Update
 - Item 5 – Air Service Update
 - Item 6 – Tranquility Campaign Update
 - Item 7 – August Budget Workshop
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Item 1 – Upcoming Training Opportunities

- AAAE Annual Conference and Exposition - June 7-10, 2015 – Philadelphia, PA
- SWAAE Annual Conference – July 26-29, 2015 – San Jose, CA
- General Aviation Issues Conference – July 19-21, 2015 – Portland, OR
- CSDA Annual Convention – Sept. 21-24, 2015 – Palm Springs, CA
- ACI-NA National Airports Conference – Oct. 4-7, 2015 – Long Beach, CA
- AAAE Annual Airport Noise Mitigation Symposium – Oct. 7-9, 2015 – Los Angeles, CA
- AAAE/CDA Airports Going Green Conference – Oct. 26-28, 2015 – Chicago, IL
- Airports and the Rental Car Industry Workshop – Oct. 28-30, 2015 – Austin TX
- NBAA Annual Convention – Nov. 17-19, 2015 – Las Vegas, NV
- 30th Annual Aviation Issues Conference - Jan. 10-14, 2016 – Maui, HI

Item 2 – Ad Hoc Committee Meetings Update

Master Plan Ad Hoc Committee (Directors Hetherington and Morrison)

- The full draft document is available for public review on the Master Plan website. www.ttadmasterplan.org.
- Work continues on CEQA. The draft traffic study to the District will be submitted to the District on June 15th.
- Staff anticipates consideration and potential approval of MND and adoption of Master Plan at the August 26th Board Meeting.

Warehouse/Office Building (WOB) Ad Hoc Committee (Directors Jones and Van Berkem – previously the Land Leasing Ad Hoc Committee)

- Development Permit has been submitted to Nevada County.
- Staff and Consultants are working through CEQA compliance.
- Development Review Committee Meeting is on June 3rd.

Hangar 3 Ad Hoc Committee (Directors Hetherington and Morrison)

- Outreach campaign has begun. Staff anticipates bringing full report with outreach results to Board at the July 22nd Board Meeting.

Demand Drivers Ad Hoc Committee (Directors Hetherington and Morrison)

- Scope has been completed. Staff and Ad Hoc Committee are working with consultant to begin work and analysis.

Sponsorship Policy Revision Ad Hoc Committee (Directors Van Berkem and Wallace)

- Policy revision is underway. Staff and ad hoc committee will be meeting first or second week of June to review updates. Staff anticipates presenting some draft language at the June meeting with final adoption of the revised Policy at the July 22nd Board Meeting.

Item 3 – Update on Executive Hangar Study Progress

The consulting team led by Mead & Hunt has begun work on the study. Staff anticipates a late summer delivery of the final report. The start date of the report was delayed to potentially leverage work underway on the Demand Drivers Study. Due to the longer than anticipated timeline on the Demand Drivers Study, the Executive Hangar Study will need to move forward independently. Staff has a very good handle on the first 8 to 10 possible tenants on the executive hangar waitlist, their aircraft, and they're flying habits. All of those aircraft are currently operating at the Airport and Staff can use that information to make a detailed operations impact analysis on six executive hangers. While data and review from the Demand Driver consulting team will be used on the Executive Hangers Study, staff does not recommend waiting until the Demand Driver Study is complete to consider the merits and associated impacts of constructing six new executive hangers.

Item 4 – PC-3 Land Transfer Update

Staff has met with the Joerger Family representatives and developers to consider various purchase/land transfer options for parcels in PC-3. They did express interest in the potential of a land transfer and have indicated that they would be interested in looking at a proposal. They acknowledged that appraised values would be used to set pricing. Staff is currently reviewing options, analyzing FAA regulations on the disposition of surplus property, and working on a specific proposal to present to the Board at a future meeting. The Airport District will not be able to move forward with this proposal until the new airport layout plan is approved. Staff anticipates this approval within the next to 2½ months.

Item 5 – Reno Tahoe Air Service Development Committee Meeting Report

I was able to attend our quarterly air service development meeting. I will present a few highlights of discussion regarding regional air service to and from Reno Tahoe International Airport, along with some regional Reno based marketing campaigns underway.

Item 6 – Tranquility Campaign Update

Hardy Bullock will briefly discuss the new Tranquility Campaign underway. This campaign is targeted at passengers of transient business aircraft, Jets, and turboprop aircraft using our airport. Staff is using local resources, HOA newsletters, e-blasts, and other marketing materials to reach passengers of these aircraft to inform them of our voluntary curfew and our noise and annoyance mitigation programs. Mr. Bullock will provide more information at the meeting.

Item 7 – August Budget Workshop

We have confirmed the next budget workshop for August 26, 2015. Meeting will begin at 2 PM to 4 PM, followed by our regular Board Meeting at 4:30 PM.

Attachments to GM Report

Tranquility Campaign Materials

Tranquility Campaign Rollout Plan May-August, 2015

1) Magazine Display Ad Strategy

- Submit ad to Northstar Living for summer edition
- Submit to Tahoe Donner News for June, July and August editions
- Audience: Visitors, general public and second homeowners

2) E-Blast Distribution Strategy

- Submit ad to Martis Camp and Lahontan
- Audience: plane owners and users other than pilots (Subject Line: Tell your pilot to not fly between 10 p.m. and 7 a.m., contact the Airport with questions about noise abatement procedures)
- Truckee Tahoe Airport District List
- Audience: general community and pilots
- Chamber of Commerce
- NLTRA

3) Print + Distribute Posters: (7)

- 18x22 inch foam
- 3 for terminal, 1 at Soar Truckee, 1 at Truckee Thursdays

4) Other

Facebook, website, Connected, etc.

TRANQUILITY

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It's why we fly here.

It's why we live here.

Let's work together to keep it this way.

FLY
Quiet



Learn what pilots are doing to
reduce impacts on local neighbors.

Go to www.TruckeeTahoeAirport.com
to learn more about your local airport
including the Fly Quiet Program.

