



OLYMPIC VALLEY PUBLIC SERVICE DISTRICT



EXHIBIT F-7
2 Pages

NORTH TAHOE COMMUNITY ALLIANCE (NTCA) TRANSIENT OCCUPANCY TAX (TOT) ADVISORY COMMITTEE

DATE: April 30, 2024

TO: District Board Members

FROM: Jessica Asher, Program Manager; Dave Hunt, Interim General Manager;
Danielle Mueller, Finance and Administration Manager

SUBJECT: Representation on NTCA TOT Advisory Committee

BACKGROUND: The Placer County Board of Supervisors approved the formation of the Capital Projects Advisory (CAP) Committee on December 12, 2017. Since the formation, there have been two seats on the CAP representing Special Districts (Olympic Valley Public Service District (OVPSD), Northstar Community Services District (NCSD), North Tahoe Public Utility District (NTPUD), Tahoe City Public Utility District (TCPUD), and Truckee Tahoe Airport District (TTAD)). The CAP Committee served in an advisory role to the Board of Supervisors. It provided recommendations on which capital projects best achieve the goals and objectives of the 2015 Tourism Master Plan and deserve grant funding from revenue generated from the TOT collected in eastern Placer County.

In 2021, the Tourism Business Improvement District (TBID) was approved by a membership vote of the North Lake Tahoe Resort Association (NLTRA), and it came with a shift in the role of the NLTRA and the role of the various committees approving the distribution of TOT funding. Over the past few years, the NTCA has been an evolution from the North Lake Tahoe Resort Association. At the same time, TBID funds “freed up” TOT funds to invest in workforce housing and transportation initiatives, and the NTCA formed three new committees to recommend the allocation of TBID and TOT funds, resulting in four committees to manage the TBID and TOT funds.

By June 2024, the NTCA will merge the TOT and CAP committees into the new TOT Advisory Committee. This new committee, replacing the current TOT and CAP committees, will provide valuable input and help guide the NTCA's work.

The TOT Advisory Committee will recommend projects/programs to the NTCA board and Placer County Board of Supervisors, that support North Lake Tahoe's

community priorities regarding economic health, community vitality, and environmental stewardship, to be funded by Transient Occupancy Tax generated by overnight visitors.

The committee will consist of 13 members and three advisory members. One member will represent North Lake Tahoe Special Districts (OVPSD, NTPUD, TCPUD, and NCSD will collaboratively nominate a representative), and one of the advisory seats will be filled by staff nominated by these four special districts. Committee positions require a two-year commitment, with typical committee meetings taking place monthly and lasting 1-3 hours per meeting.

Applications for seats on this committee will be accepted until May 12th.

More information about NTCA and the TOT committee is available online: <https://www.northtahoecommunityalliance.com/who-we-are/tot-advisory-committee/>

DISCUSSION: The current Special District representatives of the CAP Committee are Dan Wilkins (TCPUD Director) and Eric Martin (NCSD District Engineer). To maintain some continuity, the special district general managers have collectively decided to nominate Dan Wilkins for the TOT Advisory Committee seat representing Special Districts. They will recommend Brad Johnson (NTPUD GM) for the Special District Advisory seat. Eric Martin plans to apply for an at-large seat.

The General Managers want to encourage our Board and community members to apply for the at-large positions if they are interested.

ALTERNATIVES: 1. Appoint Dan Wilkins, Board Member, Tahoe City Public Utility District; to fill the Special District seat on the TOT Advisory Committee and Brad Johnson, North Tahoe Public Utility District General Manager to the Advisory seat for the TOT Advisory Committee.

2. Recommend alternative representatives.

FISCAL/RESOURCE IMPACTS: No direct fiscal impacts are expected from participating in the appointment process or if the recommended appointments are confirmed.

RECOMMENDATION: Appoint Dan Wilkins, Board Member, Tahoe City Public Utility District; and Brad Johnson, North Tahoe Public Utility District General Manager, to fill the Special District seats on the TOT Advisory Committee.

ATTACHMENTS: None.

DATE PREPARED: April 23, 2024