Election Committee Minutes February 6, 1:00-3:00pm; Mezzanine, NWCH

Attendance:

- 1. Betty Rohrback
- 2. Karolyn Gander
- 3. Courtney Murrell
- 4. Megan Rodman (staff laision)
- 5. Lindsay Hogan, 1:00-2:00 (marketing staff)
- 6. Robb Etnyre 2:00-2:45 (general manager)

Minutes Approval: January meeting minutes approved, 3-0

Meeting Schedule:

- Committee agreed to meet the first Tuesday of each month instead of the second Tuesday to allow more lead time for TD News article/E-Mail blast preparation.
- Next meeting will be March 6; 1:00 3:00 PM in the Mezzanine Room

Elections Committee Mailbox activity and weekly assignments:

- Bette will set up weekly rotation. Order will be Bette, Karolyn, Courtney.
- Box will be monitored daily with response generated as necessary.

Elections Committee Membership:

- Update--Reached out to Mary Stevens, but she has not followed up
- Alternate member nominees—E-blast call for new members will run February 13 and 20. See what kind of response we get and re-evaluate after that. In the meantime, members asked to be thinking about possible nominees, since now is the time to learn the process!

Marketing:

- Lindsay from Marketing joined from 1:00-2:00pm
- Board approved Election Procedures can now be loaded to website.
- Fair Campaign Guidelines will load to website if/when approved by Board
- Looking at past TD News articles, we discussed what was done before and what should be highlighted each month going forward

- Bette created a monthly marketing and communications calendar that detailed topics for TD News articles and eBlasts, and what important info members/candidates need to know and by when.
 - March TD News will focus on Election Procedures just approved by the Board. "Important Dates' section will be included monthly identifying upcoming critical dates in the Election cycle. (These will also be added to Association calendar). Weekly E-Mail blasts will also highlight upcoming important dates/milestones. Announcement of candidate packets available will run every week from February 27 - March 27.
- A monthly Communication/Marketing calendar is being developed to plan for and track activity April July.
- Marketing will post important dates/ information on Ammenity TV monitors and on the TD feed to Nextdoor.
- FlashVote Update: Bette has communicated with Christina re: the planned FlashVote survey re: member engagement with candidates during the campaign. Plan is to run survey between March 30 and April 30 (window between candidate packets available and packets due to be returned).
- The draft of the 2018 Communication & Task Calendar was reviewed. It was decided to break the calendar into two pieces one dealing strictly with Marketing/Communication activities; the other with EC Tasks as detailed in the Election Procedures. Bette will update document in this format and distribute.

Review/Discuss Fair Campaign Guidelines edited document, version 4

- Robb Etnyre joined this discussion
- Karolyn met with Director Jennings and detailed which sections Director Jennings objected to. Section #6 seems to have the most issues for her. Proposed solutions to this stalemate included a Feedback Loop to the Elections Committee for members and/or candidates who have complaints during the campaign.
- Director Brooks also made suggestions to Section #6 in the past and the committee talked about how to balance the two opinions.
- Courtney voiced concerns about deleting language that pertained mostly to membership and candidate complaints during the last election. After discussion and with staff input, the EC drafted version 5. We will plan to present it at the February board meeting and ask the board as a whole to strike whatever provisions they cannot agree with. The approved portions will then constitute the

Fair Campaign Guidelines which will be included in the candidate packets and shared with the membership in March on the website and in the TD News in April.

• As was discussed at the last board meeting, Robb Etnyre is researching the new law SB407 and working with counsel to determine how it defines Common Area and Common Facility, solicitation, and its implications for our TD property *in general, not specfiic to elections.* The Committee looks forward to further clarification

Board Presentation:

- A section of Board Prep will be included in each future agenda
- February presentation will be the Fair Campaign Guidelines. Agenda topic for approval.

Candidate Packet update:

- Bette to review for discussion at March EC meeting
- Candidate Packets ready for pickup March 30

Get out the Vote:

• Robb has engaged in discussion with the board re: developing a charter for this new task force. It is our understanding it will remain separate from the Elections Committee.



FINANCE COMMITTEE MEETING REPORT: February 15, 2018, NWCH

ATTENDANCE:

Members present: King, Stang, Ravano (by phone), Dundas, Hunter, Anderson Members absent: Leibow, Eyton-Lloyd, Johns, Disbrow Staff Present: Etnyre, GM; Salmon, DFA ; Rodman, Exec Asst; Murtagh, Golf; Peters, Lodge; Sloane, Operations; Huisman TD Board member: Bonzon GPC Liaison: Koenes TD Member: None

AGENDA ITEMS:

A. Call to order; 3:33pm, quorum present.

B. Member Comment: Comments from Bonzon and Stang

C. 2/15/18 Agenda and 1/11/18 minutes approved 5-0, Anderson not present yet (Dundas 1st, Stang 2nd).

D. Update on Event Tent Business Plan – Mike Peters presented the Business Plan that will be presented to the TD Board at it's February Board meeting. The plan presents a complete analysis of the Event Tent operation detailing the planned growth in revenue and NOR; purchasing a new tent; adding a sound wall; etc.

After the presentation and discussion, the Finance Committee voted 6-0 (Stang 1st; Hunter 2nd) to recommend that the Tahoe Donner Board of Directors approve this plan immediately and accept the four Board actions required, which include:

- a. Replacement of the tent from the Replacement Reserve Fund (\$65,000)
- b. Approve a new sound buffer wall from the New Equipment Fund (\$30,000)
- c. Allowing bookings of 2019 events
- d. Direct GPC to add permanent structure replacement to tent to long-range projects

E. Golf discussion regarding improving NOR and preliminary 2018 proposed rates

- Salmon provided us with a draft Decision Paper regarding golf rates for 2018. The paper took into account the TD Board goal of reducing the golf's loss without materially reducing service levels. The primary discussion points and/or proposed changes discussed in the paper were as follows:

- Operating costs would be held static. Management would continue to look for opportunities to gain efficiencies. The FC asked if we had any good operating cost comparisons to other high-altitude courses so we could compare our costs to industry averages. We don't seem to have these. The FC suggested we continue to look for information to help us determine how our operating costs compare.

- The paper suggested that golf rates go up in the following areas:

- increase Member peak period rate from \$60 to \$65. This is an 8% increase.

- increase Member pre/post period rate from \$50 to \$55. This is a 10% increase.

- increase Guest peak period rate from \$75 to \$80. This is a 7% increase.

- increase the Member Unlimited passes by \$160 to \$1600. This is an 11% increase.

- increase the Member Midweek Plus pass by \$120 to \$1200. This is an 11% increase.

The FC was very concerned about the proposed pass price increases because:

- pass sales have decreased over the past three years. The FC believes increasing the prices will only make sales continue to fall.

- There is no component to this plan to improve the playing conditions of the course. Based on input from the Men's and Ladies Golf Clubs, as well as other players, the condition of the course has deteriorated over the past few years. The FC strongly believes that this trend, if not fixed, will continue to result in fewer players and increased loss.

In addition, we had a discussion about how to sell the empty tee times. Currently there is a big gap between capacity and actual rounds sold. We understand that these are not prime time spots, as they run in the off season or afternoons. We like to see Managements plan address how they will actively sell more of these tee times. Historically, the Finance Committee hasn't involved itself in the marketing of tournaments or off-tee times. However since increasing prices in the past has had minimal effect on the financial results, we believe marketing should receive a higher priority. The advantage of this is that we increase revenue without increasing prices. These tee times might have to be sold at deep discounts.

The FC believes that the Board and staff must address this issue before it can talk about increases in golf rates. The golf course is Tahoe Donner's largest and most valuable amenity. As such, it needs reinvestment to maintain its condition. Etnrye said that he will review the proposed plan to possibly include a 2-year plan to improve the course to its earlier quality condition, followed by a big marketing program to "Rediscover Tahoe Donner". At that time, rate increases would be appropriate. He will have the updated plan in time for the March FC meeting. Representatives of the Men's and Ladies Golf Club will be invited to that meeting.

F. January preliminary financials and discussion regarding Members Equity -

Since Salmon is in the process of wrapping up the 2017 audit, he did not have preliminary January financials for us to review. However, he did report that January NOR is expected to be \$400,000 below budget and February NOR is expected to be \$600,000 below budget. This is due to the lack of snow. It's important to note that without snowmaking, the ski hill would be closed and results would be worse. As a

result of these expected results, the \$1 million in extra NOR (and resulting increase in Members Equity) from 2017 will be used up by March 1st. It is expected that TD's excess Members Equity over the policy Forecast will only be \$73,000 over the 10% policy amount of \$1,246,000. It's possible that we will dip below the 10% level in March.

G. Update on 2017 Financial Results– Salmon reviewed the adjustments that were made to our 2017 financial results since our last FC meeting. The amounts were minimal,

and none were unexpected. He expects the audit will result in no proposed adjustments.

H. Update on Equestrian Sub-Committee project – Stang reported that there have been no meetings of the Equestrian Sub-Committee since our last FC meeting.

J. Agenda Items for February meeting

- a. Golf Review of final proposed golf plan for 2018
- b. 2017 Audit Report Review
- c. Update on FC Sub-Committees work
- d. Capital Funds projection update
- e. Possible update from the GPC

NEXT MEETING DATE: March 15th, 2018, 3:30 pm, NWCH

K. ADJOURNMENT: 5:27 pm; (Hunter 1st; Anderson 2nd) Approved 6-0

Prepared and Submitted by: Art King, FC Chair

Time and Location

3 PM in the NWCH Mezzanine

Call to order:

The meeting was called to order by the Chair at 3:05 PM

Roll Call:

GPC Committee:		Liaisons:	Tahoe Donner Association
Nan Meek	Michael Sullivan	Jeffry Conners, Board	Robb Etnyre
Jim Beckmeyer	Don Koenes	John Dundas, Fin. Com.	Forest Huisman
Michael Fajans	Rob McCray		Mike Salmon
John McGregor	ALTERNATES:		Megan Rodman
George Rohrback	Steve Miller		Miguel Sloane
John Stubbs	Courtney Murrell		Lee Ann Gray

Guests: Jim Stark, Michael Bledsoe, Tom Gray, Benjamin Levine, Pat Gemma, Tom Pellegrini, Brian Gauney, Denise Rebar, Jim Stang, Corey Leibow, John Maciejewski,

I guess it takes a discussion about the golf course to get record turnout.

Approval of Minutes

Nan Meek moved to approve the minutes of the January 8 meeting. The motion was seconded by Jim Beckmeyer and passed unanimously.

Member Input – none was presented.

New Business:

- GPC Goals for 2018 had been circulated previously. After discussion, these were approved by the GPC members
- The New Project Information Papers that have been received since the last meeting are attached to this report. All were discussed and the GPC voted to form task forces as follows
 - 1. Improvements and Long-Term Planning for the Golf Course. The task force includes: John McGregor (leader), Forrest Huisman (do-leader), Jim Stang, Jim Beckmeyer, Corey Leibow, Brian Gauney, Pat Gemma, Kevin Kuehne, James Murtagh
 - 2. Snowmaking at Cross-Country and SnowPlay. The task force for these feasibility studies includes: Steve Miller (leader), Forrest Huisman, Michael Fajans, Sally Jones.
 - 3. A PIP was requested to analyze and recommend a plan for responding to the CASP report on conformance to ADA requirements
- Update on the Snowbird chairlift Forrest

The Decision Paper will be presented at the Feb 8 Special Board meeting. The replacement motor has arrived and is expected to get the lift up and running within the next few days.

• The March Project Priority meeting is currently being planned. Communications will be circulated this week. The desired date is the last week in March.

Updated list of Potential Capital Projects:

A list of potential future projects can be found at <u>http://www.tahoedonner.com/member-area/capital-projects/future-potential-projects/.</u>

New projects since last meeting include:

Project Task Force updates:

The following projects are active. Task Forces typically meet prior to the GPC meeting and report on progress at that time. The following is a list of active GPC projects and their task force leaders (leader names are underlined):

<u>Equestrian Relocation</u> – <u>Meek</u>
 Report is suspended until the Spring

- <u>Employee Housing</u> <u>Fajans</u>, The task force continues to monitor regional activities to provide affordable housing while collection data on Tahoe Donner's housing of its seasonal workers.
- Trout Creek Space Reallocation Stubbs, Bledsoe, Murrell, Levine, Ferguson, Winther, Huisman The immediate goal of the TCRC task force is to submit the Response document to the Board inquiries in regard to the Space Reallocation and Expansion Proposal at Trout Creek for Board discussion at the Feb 24 Board meeting. The document will be completed by Friday, Feb 10, and will be submitted to the GPC members at that time. If there is no objection, the task force requests that the GPC submit the Response report by the Feb 13 deadline for inclusion in the Board Book and placement on the Board agenda for discussion at the Feb 24 Board meeting.
- <u>Cluster Mailbox Consolidation Rohrback</u>, Fajans, McGregor
 To date we have still not received a response from the Truckee postmaster to our letter
 requesting USPS cooperation in replacing mailboxes. Forrest has emailed her again
 requesting a response. It was the Task Force consensus that we cannot install new
 mailboxes without USPS cooperation and that we need BOD commitment before requesting
 Representative McClintock to intervene with the USPS. We plan to discuss the project with
 the full GPC at the March meeting followed by the BOD at their March meeting
- <u>Association Master Plan</u>/Capital Projects Process <u>Sullivan, Meek</u>, Further modification of the CPP awaits finalization of Communication plans.
- <u>Communications Task Force</u> <u>Meek</u>, Don Koenes, Courtney Murrell, Benjamin Levine, Michael Sullivan
 The Communications Task Force met on Feb. 5, focusing on the following three topics:

Tahoe Donner News and Blog Proposal: Discussion about TD communication channels included the challenge of timeliness in GPC communications reaching the members, and the optimal use of Tahoe Donner News, eblasts and website, which resulted in consensus on several points. Nan Meek proposed a new GPC outbound communications process that includes posting GPC news and updates on the TD website, and informing members of new posts with a notice in the weekly eblasts. The website posts may be in a blog or other format, to be determined as the concept is further defined. The Capital Projects Eblast, for which approximately 500 members have signed up so far, will begin publication in the near future.

FlashVote Survey Update: Christina Schwartz reviewed the work done to date with FlashVote, which included six options for monthly survey topics and proposed questions, which task force members will review for wordsmithing and prioritization of topics. She and Robb noted that this will not be the only survey used, and that other survey options will be presented at the next board meeting.

GPC Response to Member Concerns: Michael Sullivan reviewed the results from recent proactive personal responses to member concerns, including phone calls, personal conversations and small group meetings. Members expressed appreciation that their concerns were given a personal response, and in most instances questions were answered, misconceptions were cleared up and concerns were acknowledged. Jim Beckmeyer reported that the discussions in small group meetings were so helpful that this concept will be expanded into an open house format to enable the Downhill Ski Resort Task Force to communicate more individually with members than in the previous town hall format.

<u>Downhill Ski Resort Task Force</u>- Beckmeyer, Aldridge, McClendon, McGregor, Meek, Miller, Murrell, O'Neil, Rohrback, Huisman, Salmon, Sloan, McCray, Etnyre, Sullivan
 The Downhill Ski Resort Task Force met Monday February 5th. Final review of components for ECOsign's report were completed and all members agreed we are good to go. With input

to ECOsign taking place over the next week, we can plan on the final report being due end of March. Two Discussion Group sessions were held on Saturday February 3rd. Members from the Ski Bowl Condo Association and the TD Senior Ski Group met with Task Force representatives in these successful interactive small group settings. Results yielded well educated and informed members, feedback and confirmation of Task Force direction, and a commitment from our guests to go back to their larger groups to communicate their experience and knowledge.

A sub group has been formed to investigate the option of taking the DSR private. A financial analysis is in the works, and a pro:con session will meet to brainstorm on Feb. 8 at 2:30 in the Mezzanine conference room. The group includes: McGregor, Rohrback, McCray, Miller, Sloane, McClendon and Etnyre.

Another group was formed to study the feasibility of snowmaking on Eagle Rock chair. This group will meet on Friday Feb 10 at 3 PM at the Downhill ski lodge and coordinate their activities with the snowmaking study at Cross-country and SnowPlay. The group includes: George Rohrback, Kevin O'Neil, Michael Sullivan. Recent articles circulated by Rob McCray indicate that one effect of global climate change is to exaggerate the variability of weather in the future. While temperature is not forecasted to be a problem for 30 to 50 years, precipitation is expected to be very unpredictable. Because of this, winter sports facilities are investing in snowmaking to preserve these activities.

 <u>Demographics Task Force</u> – <u>McCray</u>, Koenes, Beckmeyer, Maciejewski, Sullivan See Attached Report

Adjournment:

The meeting was adjourned at 4:38 PM <u>Next Meeting:</u> March 5, 2018 at 3PM at NWCH Mezzanine.

Demographics Task Force Report

Demographics Task Force

Information Needs (aka Wish List)

Purpose: The purpose of this task force is to (1) gather sufficient information and (2) recommend processes to support the long-term planning decisions of Tahoe Donner Association (TDA), including capital projects and policy decisions affecting utilization of TDA properties.

Period Covered: 2008 - Present

TDA Real Estate and Owner profile

- Total housing units (SFR and MFR) built
- Total possible units at 100% buildout
- Number of registered Owners, including ages, number of full-time residents and units, including ages, units available for (1) long and (2) short term rental
- Number of registered owner cards
 - Number of cards used (i.e., unique user count)
 - \circ $\,$ Number of units using cards
 - Average per-card frequency of use
- Number of registered guest cards
 - Number of cards used
 - $\circ~$ Number of units using cards
 - Average per-card frequency of use
- Owner and guest card usage policy
- Maximum number of owner and guest card users per unit

TDA Amenity specific utilization

- By owner and guest categories *, and comps
 - * Member-accompanied-guest, Unaccompanied guest
- By season
- Peak Utilization

Regional (Town of Truckee, Martis Valley and north Tahoe resort) data

- Seasonal vacation (short term) visitors
- Short term lodging units and utilization
- Total dwelling units (owner occupied and rental)

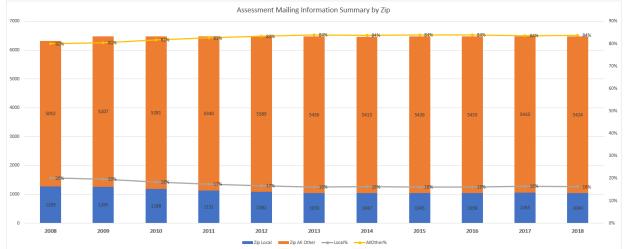
Key Data Sources - include historical data and projections

- TDA staff
- Town of Truckee
- TD PUD
- Affordable Housing Task Force (correct name?)
- Chamber of commerce or other regional sources
 - NORTH LAKE TAHOE VISITORS & CONVENTION BUREAU (<u>HTTPS://WWW.GOTAHOENORTH.COM/</u>)

Demographics Task Force Resources

Notes from reports and sources:

- Tahoe Donner Facts (marketing handout 2014)
 - 6,471 lots; 5,669 residences
 - $\circ~$ 83% part-time residents
 - 4,378 acres of common area and open space (Before Euer and Crabtree purchases?)
 - Resident age profile: 32% 65+; 14% 46-64; 21% 31-45; 13\$ 19-30; 24% - 0-18.
 - $\circ~$ 58% of full-time residences have 4 residents.
- Tahoe Donner 20 Year Plan Owner Research on Investment Priorities Conducted
 - for Tahoe Donner General Plan Committee September 2015
 - 1,447 interviewees 297 on hill owners, 1,150 off hill
 Executed by a consultant using online and personal interviews
 - Reported owner priorities:
 - Protect open space (trails ok)
 - Improve and enhance facilities rather than adding more
 - Environmental sensitivity in operations (water, power)
- 2016 2017 Nevada County California Demographic Report
 - Nevada County and Truckee are growing slowly (Truckee was high growth until 2008)
 - Population is older than neighboring counties
 - o K-12 enrollment declining since 2004
- TDA Mailing List
 - Decline from 20% to 16% of owners using a TDA mailing address for TDA assessments since 2008 (steady at 16% for several years)
- Final Report: The Economic Benefits of the North Lake Tahoe/Truckee Transit
 - Vision March 2015
 - North Tahoe population:
 - 2000 41,000
 - 2010 40,000 (but Truckee grew in this period)
 - Based on projected new construction in Truckee, Martis Valley, Squaw Valley and in the Tahoe Basin, there "could be an additional 12,000 within 30 years."
 - 60% of homes in area are not primary residences (50% in Truckee)
- Truckee Demographic and Economic Profile Prepared for Truckee Donner Chamber of Commerce August 2012
 - Truckee grew 16% 2001-2011
 - Annual income: Truckee \$65,000, Nevada Co. \$55,000, California \$55,000
- Excerpts from TDA Short Term Rental Task Force report Fall 2017
 - Estimate 1,100 STR residences in TDA August 2018
 - 2016-2017 growth rate 37%
 - 56% are managed professionally
 - Truckee Transient Occupancy Tax receipts:
 - 2013-14: \$1.8 million
 - 2014-15: \$2.1 million
 - 2015-16: \$2.8 million
 - 2016-17: \$3.4 million



The following is some further demographic information shared by Robb Etnyre

MEETING MINUTES- TDGF Committee Meeting – February 6, 2018

Members Present: Jeanette Fagerstog, Linda Slatterly, Pamela English, Suzanne Sullivan (by phone), Dick Gander, Lois Ermak, Tim Pellegrini, Cathy Pelligrini.

Guests Present: Barbara Ramsey, potential new member, and Phyllis McConn, Truckee Tahoe Community Foundation.

Location: CONFERENCE ROOM – NORTHWOODS CLUBHOUSE

- 1. The Meeting was called to order at 3:15PM by Dick.
- 2. Committee Membership: Barbara Ramsey was introduced. She is interested in becoming a member and will submit her name to the TD Board.
- 3. Minutes No additions or corrections were made to the minutes.
- 4. Scholarships:
 - a. Phyllis McConn attended the meeting to discuss with us how best to define our criteria for scholarship applications within the confines of their software and how to handle continuing grants for students needing scholarship money after the first year.
 - b. Thoughts discussed included filtering for first person in the family to attend college as a preference, leaving the criteria as is (3.0 GPA preferred, two \$2000 scholarships) and then being able to award the scholarships up to \$3000. Dick made the point we should award all scholarships at the same amount. For continuing scholarships, they are not guaranteed rather subject to available funding.
 - c. The \$20,000 anonymous donor for scholarships did not specify any requirements on criteria for awarding that money, but wants to make a difference in a student's life.
 - d. Dick will summarize our thoughts and send an email for our review as a committee. By April 1st all the scholarship applications must be submitted, so we need to finalize our criteria soon.
 - e. Suzanne and Barbara volunteered to be our representatives to the TTCF meeting for deciding scholarships in April. We will determine who will review the scholarship applications next month when the dates are determined.
 - f. We discussed asking the students we support to attend the summer donor gathering, both to get to know the students better and to have the donors see and hear from the students.
- 5. Treasurer's report:
 - a. Dick reported that we have \$70,397.68 that includes the \$10,000 reserve and the \$20,000 anonymous donation for scholarships.

- 6. Communications.
 - a. TD News: Schedule (Person who writes the article will send a copy of printed magazine to the group highlighted.)
 - i. January issue: Community Theater (Dick) and Church of the Mountains (Lois) is completed.
 - ii. February issue: Senior Services (Jeanette) is completed.
 - iii. March issue: North Tahoe Arts (Jeanette), Aim High and Choices (Lois) is completed.
 - iv. April issue: Thank you to our donors (Suzanne)
 - v. May issue: Sugar Pine and Truckee Trails (Linda)
 - vi. June issue: Annual Dinner (July 11th) and concert tickets
 - vii. July issue: Scholarships
 - viii. August issue: Open
 - ix. September issue: Annual Dinner results
 - x. October issue: Open
 - xi. November issue: 2018 grants and year-end appeal
 - xii. Year-end appeal
 - b. TD email blasts
 - i. Tim has started to manage our email blasts.
 - ii. As members complete articles, they will send draft to Tim for added information for email blasts.
 - c. TDGF Documents: Tim will review and update documents on our drive, including the strategy and calendar and send out to the team for review.
 - d. Website: Tim is exploring what changes we may want to make in the future.
- 7. Annual Dinner:
 - a. Suzanne reported that she is trying to get Tom Stienstra as our speaker. She will finalize a speaker soon.
 - b. Jeanette discussed the silent auction. She will try to have some smaller dollar items as well as the bigger ticket items. She presented a rough sketch of the tent layout.
 - c. Sponsors: We have one sponsor to date.
- 8. Donor Reception
 - a. Date: June 27th, Wednesday at Grotto at Lodge.
 - b. Dick will try to reach Mary Podesta regarding her involvement.
 - c. Should we have scholarship awardees or grant awardee's attend reception? Discuss at next meeting.
- 9. Elements Law Suit
 - a. There was nothing to discuss regarding this matter.

- 10. Other- We need to sign a new confidentiality statement when it is available.
- 11. The meeting was adjourned at 5:00pm.
- 12. The next meeting will be Tuesday, March 6th, 3-5pm in the Meadowood Room at Northwoods.