

2020 TAHOE DONNER CANDIDATE STATEMENT  
ROB MCCRAY



Tahoe Donner faces its biggest crisis, with the loss of half its revenue stream. COVID-19 has also increased tensions between Truckee locals and owners of second homes. Experienced leadership is needed.

I have over 25 years of ownership and use of Tahoe Donner and 40 years of experience in business and social enterprises. I am committed. On that foundation I offer my service as a member of the Tahoe Donner board of directors to navigate through 18-24 months of recovery while protecting our community's core assets, values and membership.

Four of my top priorities will be:

- Bring TD successfully through the financial crisis by protecting our core assets, people and future without increasing the financial burden on owners.
- Professionalize the board and, in partnership with our new General Manager, create a board-management relationship that is collaborative and committed solely to serving the interests of the entire Tahoe Donner community rather than the personal goals of some owners. A key performance goal is to ensure the equitable and beneficial use of owners' capital.
- Increase owner input on major spending decisions and policies that may adversely affect the quality of living in TD.
- Envision a Tahoe Donner future that enhances its differentiation from urban living (beyond the open space, our core asset). This may include the application of zero emission design principles to community and project planning. Near term priorities may include any program that helps people stay out of their cars within the community (e.g. safer bike/walk paths, shuttle services).

My wife Janet's and my love affair with Tahoe Donner began in 1987 and it has been shared with three generations of my family (soon to be four). Except for 2016-2018 when Janet and I lived here, our TD house has always been a second home to Sacramento, Encinitas and now the Berkeley hills (Kensington). We have used all of the TD open space and facilities over the years. I can most often be found hiking, trail biking and cross/backcountry skiing, occasional golfing and using the ski hill for early season and post-storm fun.

I started volunteering at Tahoe Donner in 2016 and currently serve as Chair of the General Plan Committee. Stepping up to the board is a big commitment and one that I am willing to make because I believe I can make a difference:

- I bring my career skills as lawyer, CEO, investment banker and board member to nonprofits and businesses.

- I know the difference between governance and management and how to empower management and hold it accountable for performance. I currently serve in fiduciary and advisory board roles with both large and small organizations:
  - A \$75 million healthcare foundation focused on 1,000,000 needy people in San Diego and Imperial counties;
  - A \$100 million healthcare fintech enterprise;
  - An 80,000 member international professional society;
  - A digital health industry association and a women's health startup.
- I am committed to transparency, competence and the highest fiduciary standards as to the Association's and members' capital, assets, your assessments and spending.

My point of view is that Tahoe Donner is a relatively affordable residential community with attractive amenities located in a world class outdoor recreation setting for self-powered activities. I recognize and support the diversity of member interests. Some of our facilities are open to the public and that is authorized by TDA governance documents. I also recognize that too much commercialization of our amenities may increase the Association's and members' financial risk and harm the special character that distinguishes TD from other locations.

Having been involved in Tahoe Donner's governance for several years I have an established record on some issues and my approach to decision making. I am moderately active on Nextdoor (<https://nextdoor.com/profile/>). Other commentary is on my website: <https://robmccray.weebly.com>.

Some thoughts about a few matters of interest:

- I think we can get through the financial crisis without an assessment increase.
- For the long run, assessment increases should be moderate (around 2%) and predictable, absent well defined needs and/or a member vote.
- Replacement of the downhill ski lodge with an appropriately sized facility is justified for the homeowners but counting on long term profitability from the larger facility proposed by other candidates is financially risky.
- Owners have the right to STR their property under our CC&Rs. All owners and visitors should be respectful of neighbors and compliant with community obligations.
- I am skeptical of risky proposals to attempt to make a profit from public facing enterprises within the Association, as well as programs that would decrease member enjoyment or overburden our facilities or open space.
- Broadly, I support initiatives that improve the quality of living in Tahoe Donner.

As an off-hill owner for over 25 years it is always a thrill to arrive in TDA. Now that I have more time to devote to Tahoe Donner I am doing my best to continue to learn and to protect and enhance the unique characteristics of our community.

With your help and vote, I will diligently promote the best interests of Tahoe Donner.

I want to hear from you. Please share your thoughts with me at [robmccray@sbcglobal.net](mailto:robmccray@sbcglobal.net). My website is at <https://robmccray.weebly.com>. Biographical details are available on my website and on LinkedIn - <https://www.linkedin.com/in/robmccray>.

Be safe.