

# INTRO TO THE AMENITY ACCESS INITIATIVE | GM UPDATE

BOARD OF DIRECTORS MEETING JANUARY 22, 2021



**TAHOE DONNER** <sup>SM</sup>

# WHY ARE WE EMBARKING ON THIS INITIATIVE?

- Strategic Plan Initiative #2 - ***Homeowners and guests benefit from a variety of private and public amenities, leisure programs and natural recreation areas that make the Tahoe Donner community a great place to live and play.***

## **GOAL 2.3: ACCESS AND PRICING POLICIES ARE DEVELOPED FOR AMENITIES AND PROGRAMS**

### Objectives

- a) A cost-of-service and fee study is conducted and analyzed to determine the cost of operation and cost-effectiveness of each program and amenity operated.
  - b) Amenity access and pricing policies are developed and implemented to ensure equitable, appropriate and cost-effective utilization of Tahoe Donner amenities and programs through the combination of user fees and operational subsidies from annual homeowner assessments.
- Addressing the changing community and its needs and wants

# AMENITY ACCESS POLICY - HISTORY

- Pre 2000 –
  - Up to 4 member cards per property, "In Lieu" cards, punch cards. Additional 4 cards for immediate family
  - Golf course and Northwoods pools, tennis and the beach. Trout Creek and Recreation Fee in 1993
  - Both members and guests paid for access
- 2000 –
  - BOD asked staff to develop and equitable solution for members to use and pay for the amenities
  - Automated access verification system
  - Elimination of "In Lieu" cards and punch cards
- 2002 –
  - Begin charging a fee for the 4 additional cards
  - Finance committee begins "The Way We Pay" study to create the most equitable way for members to use and pay for the amenities
- 2003 – August
  - Member outreach and education for "The Way We Pay" begins
- 2004 – Summer
  - Study concludes with a final recommendation that is incorporated into the 2005 budget process
- 2005 –
  - Minor language revisions to policy relative to new case law around domestic partnerships

# MULTI-FACETED PROJECT

- **The Way We Pay** – How should the association pay for the cost of the amenity operations?
  - Proportionately spread the net operating and capital expenses among the entire membership – much higher assessment with no recreation fee or access fees
  - Place the burden of the cost of operating the amenities on the user through fees, while all capital type expenses are spread proportionately among the entire membership - lower assessment with much higher user and access fees
  - Cost sharing – moderate assessment, recreation fee and access and user fees
  - Some other methodology
- **Amenity Access Policy** – How, when and who gets access to the amenities
- **Access Fees** – how much does it cost to access the amenities

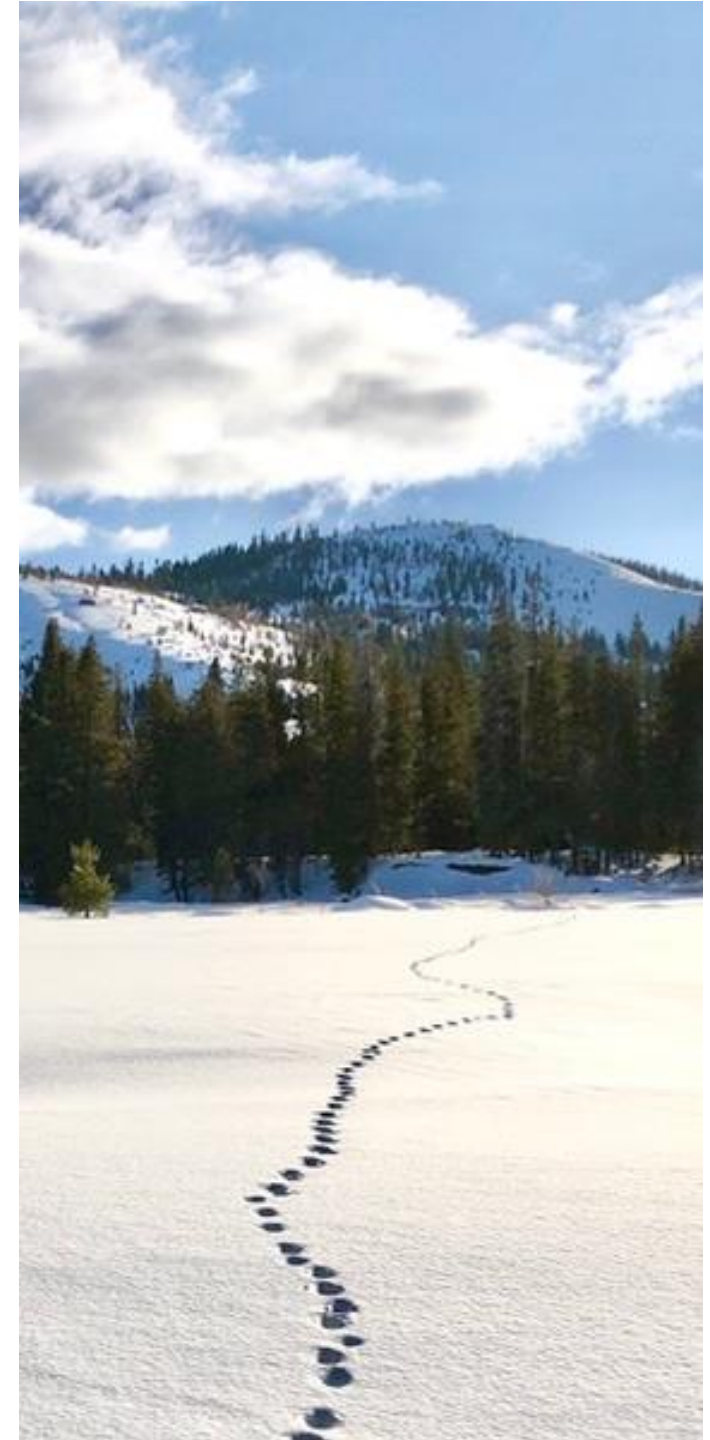


# THE WAY FORWARD

## MAJOR COMPONENTS OF THE PROJECT

- Initiate cost of services and fee study
- Plan community outreach + education campaign
- Member outreach campaign #1 - Understand attitudes, desires and usage
  - TD News + member emails
  - Website hub + resource center
  - Community forums/town halls
  - Survey #1 – Understanding attitude, desires and usage
- Analyze survey data, use patterns and costs to develop potential policies for further testing
- Deep financial analysis and modeling revenue impacts of potential policies

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# THE WAY FORWARD - CONTINUED

- Outreach campaign #2 to test potential policies
  - TD News + member emails
  - Website hub + resource center
  - Community forums/town halls
  - Survey #2 – feedback on potential policies
- Analyze survey/outreach response, develop policy for Board consideration of 45-day comment period
- 45-day member comment period
- Rule discussion and potential approval
- Education campaign
- Incorporate into the annual budget
- Implement



## NEXT STEPS

**FEBRUARY 26 BOARD MEETING** – Staff to present detailed project plan which includes robust member outreach and involvement to reach desired outcomes.







**QUESTIONS?  
FEEDBACK?**