



# **MOUNTAIN HOUSING COUNCIL QUARTERLY MEETING**

**OCTOBER 28, 2022**



# OUR MISSION

To connect people and opportunities, generating resources to build a more caring, creative, and effective community

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Community  
Scholarships



Grant-Making  
To Nonprofits



Emergency Response  
Fund



Family Strengthening  
through CCTT



Market-based Solutions  
for Forest Health



Expand Housing  
for Local Workforce



# BOARD OF DIRECTORS



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EDELSTEIN**  
Board Chair



**HANNAH  
SULLIVAN**  
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**EMILY  
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**JERUSHA  
HALL**



**KRISTIN  
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**MIKE  
RAYFIELD**



**LYNN  
MADONNA**



**ROB  
DARBY**



**CHERYL  
SCHRADY**





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Chief Executive Officer



**KATE FRANKFURT**  
Chief Philanthropy Officer



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**DEB RYAN**  
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**KATHY WHITLOW**  
Foundation Services Director



**ALISON SCHWEDNER**  
Community Collaborative Director



**NICOLE LUTKEMULLER**  
Forest Futures Director



**SACHE CANTU**  
Director of Impact Investing



**PARISA NODEHI**  
Director of Operations



**KRISTINA KIND**  
CCTT & MHC Coordinator



**CAROLINE CRAFFEY**  
Communications Manager



**TIMEA GRISET**  
Executive Asst. & Project Manager



**TERESE WALSH**  
Development Associate



**ANNE GRAHAM**  
Forest Futures Coordinator



# MOUNTAIN HOUSING COUNCIL PARTNERS

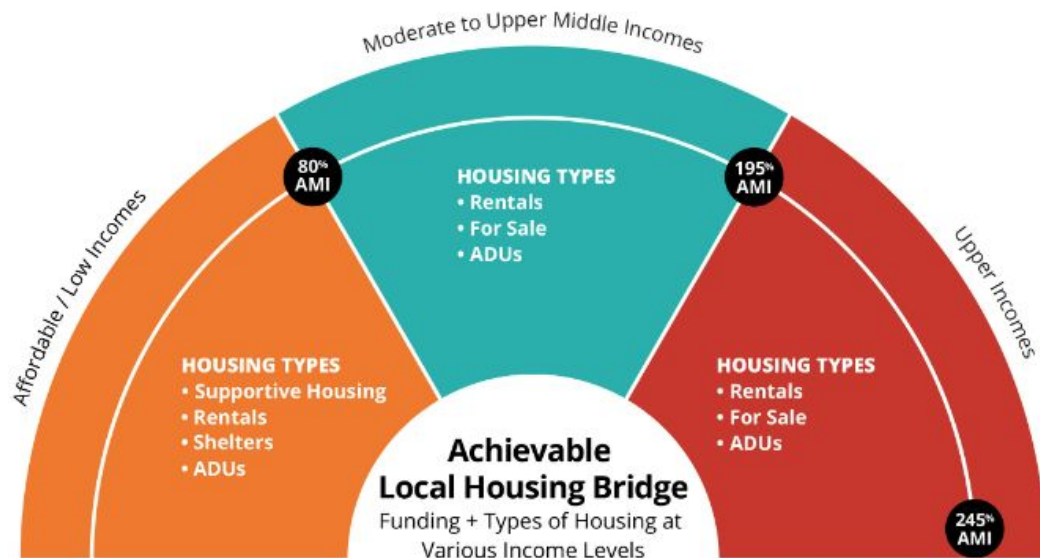
Community Collaborative of Tahoe  
Truckee  
Contractors Association of Truckee  
Tahoe  
Donner Summit Association  
Landing Locals  
Martis Fund  
Mountain Area Preservation  
Nevada County  
North Lake Tahoe Resort Association  
North Tahoe Public Utility District  
Olympic Valley Public Service District  
Palisades Tahoe  
Placer County  
Sierra Business Council  
Sierra Community House

Sugar Bowl Resort  
Tahoe City Public Utility District  
Tahoe Donner Association  
Tahoe Prosperity Center  
Tahoe Regional Planning Agency  
Tahoe Sierra Board of Realtors  
Tahoe Truckee Community Foundation  
Town of Truckee  
Truckee Chamber of Commerce  
Truckee Downtown Merchants Association  
Truckee North Tahoe Transportation  
Management Association  
Truckee Tahoe Airport District  
Truckee Tahoe Workforce Housing Agency  
Vail Resorts/Northstar California  
Visit Truckee-Tahoe

# MHC MEETING PURPOSE

The Purpose of quarterly meetings:

- Council reports on how we are addressing the full spectrum of needs in our region
- Council engages in brainstorming sessions on various housing-related topics
- Partners share results of their housing initiatives, sub-collaboration actions, and more







# MHC MEETING AGREEMENTS

- Show up and bring your best ideas.
- Be prepared.
- Treat others with respect.
- Voice opinions and concerns.
- Advocate for our collaborative goals.
- Work collaboratively and strive for consensus.
- Share your expertise.
- Serve as an ambassador.

## ***Virtual Agreements***

- Be patient
- Politely mute
- Please "Chat"





# AGENDA

- I. Welcome
- II. Community Storytelling
- III. Council Work: Tiger Team and Working Group Report Outs
- IV. Council Breakout
- V. Break
- VI. Partner Updates
- VII. Public Comments & Close



# STORIES FROM THE COMMUNITY

## STATE OF THE MARKET



**Chase Janvrin**  
Housing Manager,  
Tahoe Landing Locals



**Chelsy Delia**  
Originating Production Manager,  
The Rice Team at Guild Mortgage





# MHC SUPPORTS REGIONAL HOUSING THROUGH:



Regional Collaboration



Sub-collaboration Actions



Community Education



Local Policy Research



State Advocacy



Attracting Capital



# COUNCIL WORK TIGER TEAM AND WORKING GROUP

**The Housing Hub Tiger Team**  
**State and Federal Policy Working Group**  
**Supportive Housing and Homelessness**  
**Working Group**  
**Workforce Housing Pilot**



# THE HOUSING HUB

**Stacy Caldwell,**  
Tahoe Truckee Community Foundation





# HOUSING HUB WORKING GROUP

## **Members:**

Kristi Thompson and Patrick Flora, Contractors Association of Tahoe Truckee

Amy Kelley and Tom Murphy, Martis Fund

Shawna Purvines and Ben Mills, Placer County

Steve Frisch and Jill Sanford, Sierra Business Council

John Falk, Tahoe Sierra Board of Realtors

John Hester, Tahoe Regional Planning Agency

Stacy Caldwell and Sache Cantu, Tahoe Truckee Community Foundation

Emily Vitas and Jackelin McCoy, Tahoe Truckee Workforce Housing Agency

Lynn Baumgartner, Town of Truckee

Tony Krawowski, Erin Casey, and Samir Tuma, North Lake Tahoe Resort Association

Heather Rankow, Nancy Costello, and Seana Doherty, Community Members



# THE HOUSING HUB





# THE HOUSING HUB WORK TO DATE

## **Housing Hub Tiger Team Purpose**

Provide feedback and shape the direction of a housing Hub pilot to launch within the next 6 months to a year.

## **Housing Hub Concept:**

We're All in Agreement

- Accelerate Housing Development by providing pre-entitlement services to mid-to-small-sized developers to create housing for the workforce (80% AMI and higher) by working with jurisdictional agencies on opportunities, incentives, and community engagement.
- Access to Capital

To Be Worked Out:

- Policy, Program, and Project advocacy
- External Program Management
- Intermediary
- Structure





# THE HOUSING HUB NEXT STEPS

## Next Steps:

- Update gap analysis comparing needs against existing housing-focused efforts
- JPA, NLTRA, TTCF and SBC meet in the next two weeks to align and braid together capacity and funding to confirm a proposed structure of the HUB
- Full meeting of the Tiger Team, November 29th



# POLICY WORKING GROUP

**Kristina Kind,**  
Mountain Housing Council



# POLICY WORKING GROUP MEMBERS



## **Facilitation:**

**Steve Frisch, Sierra Business Council**

## **Members:**

Peter Greenberger, Contractors Association of Tahoe Truckee

Danielle Hughes, North Tahoe Public Utility District

Fred Ilfeld, Olympic Valley Public Service District

Ben Mills and Shawna Purvines, Placer County

John Falk, Tahoe Sierra Board of Realtors

Karen Fink, Tahoe Regional Planning Agency

Stacy Caldwell, Tahoe Truckee Community Foundation

Hilary Hobbs, Lynn Baumgartner, Yumie Dahn, Town of Truckee

Patrick Flora, Community Member



# BILL TRACKING FROM 2022 SESSION



## Bills Approved by the Governor and MHC's Action

- AB 2011 Wicks – Affordable Housing and High Road Act of 2022. **Support. Sign floor alert**
- AB 2295- Bloom- Local educational agencies: housing development projects. **Support. Sign floor alert.**
- SB 886 Wiener – California Environmental Quality Act: exemption: public universities: university housing development projects. **Support. Sign floor alert.**
- AB 2097 Friedman: Residential, commercial, or other development types; parking requirements. **MHC did not sign floor alert.**
- SB 6 Caballero – Local planning: housing: commercial zones. **MHC did not sign floor alert. Seen in conflict with AB2011**



# KEY TAKEAWAYS FROM 2022 SESSION



- Statewide Housing Agenda is Affordable Housing Focused
- Increasing Focus on Below 60% AMI
- Financing Policy and Guidelines are Addressing Affordable
- No “Regional” Specific Strategies
- Trend Toward Authorizing Regional Housing Agencies in Urban Areas
- No Legislative “Champions” for Mountain or Resort Communities
- No Legislative Champions For Middle or Achievable Housing





# KEY STRATEGIC QUESTIONS FOR 2023



- Focus on Tax and Incentive Policies for Missing Middle/Achievable?
- “Champions” Process
- Partnership Strategy
- Increased Agency Outreach
- Is This a Housing Play or a Climate Play?
- Coordination with Lobbyists
- Local Control versus Prescriptive Policies



# ADVOCACY WORKING GROUP POLICY PLATFORM



## Process

- Principles + Platform
- Collaboration
- Opt-Out Strategy

## Objectives Include:

- Building Identity & Influence
- Solution to the Eviction Crisis
- Increased Funding for Housing
- Removing Policy Barriers

## Key Principles Include:

- Affordability
- Equity & Access
- Variety
- Services
- Retention
- Rational Permitting

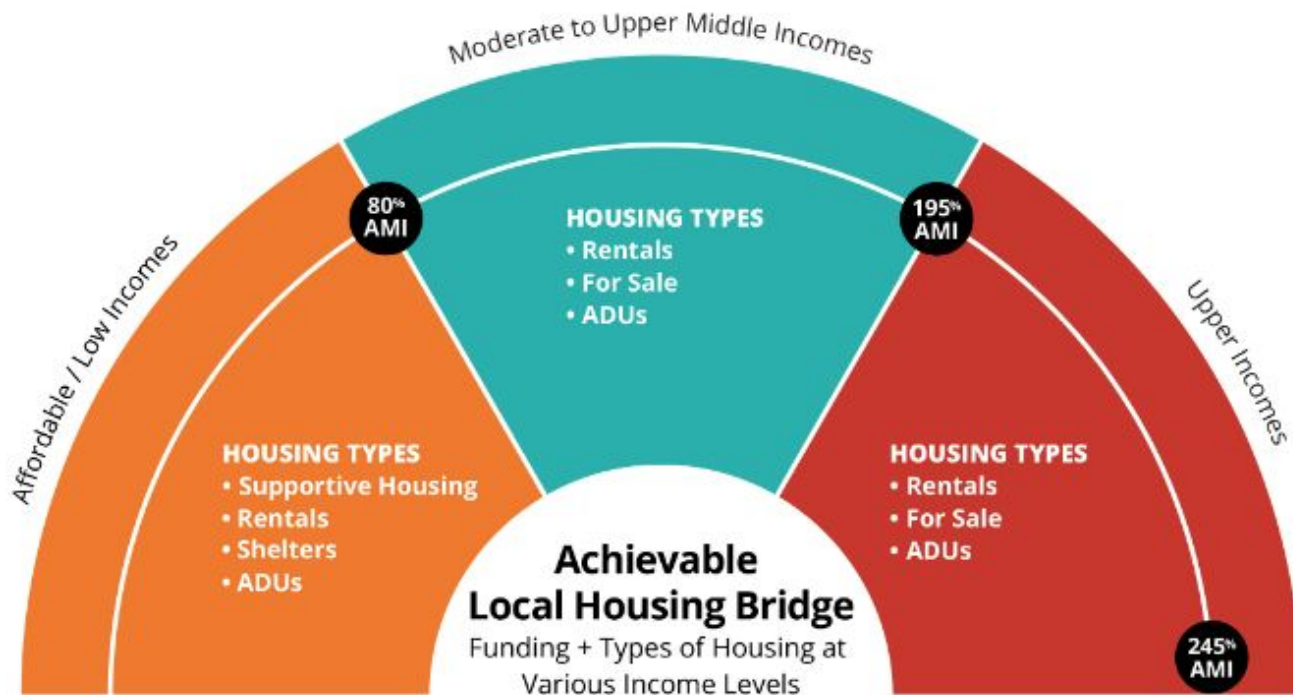
## Key Partnerships



# NEXT STEPS



- Meeting with Jurisdictions Lobbyist
- Approve Policy Platform Late November
- Set Two IN PERSON Capital Dates
  - Week of Jan 31-Feb 2
  - Week of OF March 14-16
- Expand Outreach To Potential External Partners





# SUPPORTIVE HOUSING & HOMELESSNESS WORKING GROUP

**Cathie Foley,**  
North Tahoe-Truckee Homeless Services





# SUPPORTIVE HOUSING & HOMELESSNESS WORKING GROUP

## **Members:**

Alison Schwedner, Community Collaborative of Tahoe Truckee

Tammy Gregerson, Connecting Point

Brendan Phillips, Nevada County

Cathie Foley and Danielle Segal, North Tahoe-Truckee Homeless Services

Suzanne Lagrandeur, Ted Owens, Tahoe Forest Health Systems

Jazmin Breaux, Tahoe Truckee Health and Human Services

Cassie Hebel, Truckee Downtown Merchants Association

Laura Brown, Truckee Fire Department,

Lisa Madden, Truckee Police Department

Clare Novak, United for Action



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# NORTH TAHOE TRUCKEE HOMELESS SERVICES

## MISSION AND SERVICES:

**The Mission of North Tahoe Truckee Homeless Services (NTTHS)** is to provide vital safety-net services and end homelessness in the North Tahoe-Truckee region, one person at a time.

### **Services at the Church of the Mountains, Truckee**

NTTHS operates using a low barrier, person-centered, trauma-informed and housing-first approach

- Emergency Warming Center (weather triggered)
- Day Respite Center (community, meals, laundry, & showers)
- Street Outreach
- Case Management (In programs and after housed)
- Helping people into housing (process, rapid rehousing)



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# CURRENT PICTURE

## Services at the Church of the Mountains, Truckee

- Location Challenges:
  - Increased demand for services which exceeds the current capacity and use for location
  - Neighborhood complaints
  - Code violation to 2016 Minor Use Permit
- Sustained Funding Challenges:
  - Volatile local, state, and federal funding sources
  - Gaps in services because funding COVID-funding is no longer available



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# WHAT WE LOSE IF SERVICES AREN'T SUSTAINED

- Vital safety-nets for our most vulnerable neighbors (bathroom, shower, meals, community...)
- Greater ER and Law Enforcement Calls
- Support to needed services
- Support into housing
- Support with connections to remain housed



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# NEXT STEPS

- Address the code violation and minor use permit
- Greater collaboration with Placer and Nevada County Behavioral Health Departments
- Fill the funding gaps through new grants, fundraising
- Working towards a regional approach for NTTHS vision for sustainability
  - Sustained funding for core services and on-going housing supports
  - Permanent location for Day Center and EWC operations
    - Expanded hours of service at the Day Center
    - Expanded parameters for EWC services



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# HOBART MILLS WORKFORCE HOUSING PILOT

**Ariel Lovett,**  
Nevada County





# HOBART MILLS WORKFORCE HOUSING PILOT

- ❖ Pilot Short-Term Workforce Housing Exploration
- ❖ Mid- and Long-Term Workforce Housing Solutions

## **Partners:**

US Forest Service

Nevada County

AMI Housing

Mountain Housing Council

Elected Officials

Truckee Tahoe Workforce Housing Agency



# MHC BUSINESS

**Kristina Kind,**  
Mountain Housing Council



# COUNCIL BREAKOUTS



# BREAKOUT SESSION

**Purpose:** To Dive Deeper Into The Work of MHC's Working Group and Tiger Teams

**Guiding Questions:**

1. What stood out to you in the presentations?
2. How could you see this work informing your own agency's work and vice versa?
3. What are your questions?

**ROOM 1:** The Housing Hub Tiger Team

**ROOM 2:** Workforce Housing Pilot

**ROOM 3:** Supportive Housing and Homelessness Working Group

**ROOM 4:** State and Federal Policy Working Group



**BREAK**  
**RETURN BACK IN 10 MINUTES**

A stylized graphic of a mountain range composed of multiple overlapping peaks. The peaks are filled with a dense pattern of fine, parallel lines in various colors including blue, green, and yellow. A large, solid teal rectangular box is positioned in the center-right of the image, partially obscuring the mountain graphic.

# PARTNER UPDATES



# **Partner Updates**

Town of Truckee: General Plan

NLTRA: TOT Committee UPdate

Partner Agency Updates

Truckee- THAP

Placer County- Basin Amendments and Dollar Creek

Nevada County

JPA- Strategic Plan

Chamber- Jessica

# North Lake Tahoe Resort Association

Mountain Housing Council Update  
10/28/22



north lake tahoe

Chamber | CVB | Resort Association

# NLTRA Transformational Change

Destination Marketing Organization



Destination Stewardship Organization

Tourism & Marketing First



Elevate the Experience of Lake Tahoe for All

Reliant on Placer County



Minimal County Funding/ TBID Funding Source

Supporting Role in Critical  
Community Strategies and  
Solutions



A Community Force: Convener, Coordinator,  
Driver, Influencer and Manager

Enhance the Regions Vibrancy



Leader and Innovator of Destination Strategies  
and Solutions



The background of the slide is a vibrant photograph of a lake. The water is a deep turquoise color, with some areas appearing lighter where the bottom is visible. In the upper left, a person in a red kayak is visible, paddling across the water. On the right side, there are dense evergreen trees, their green needles contrasting with the blue water. In the lower left, there are large, smooth, light-colored rocks. The overall scene is peaceful and natural.

# **NLTRA Mission 2021-23**

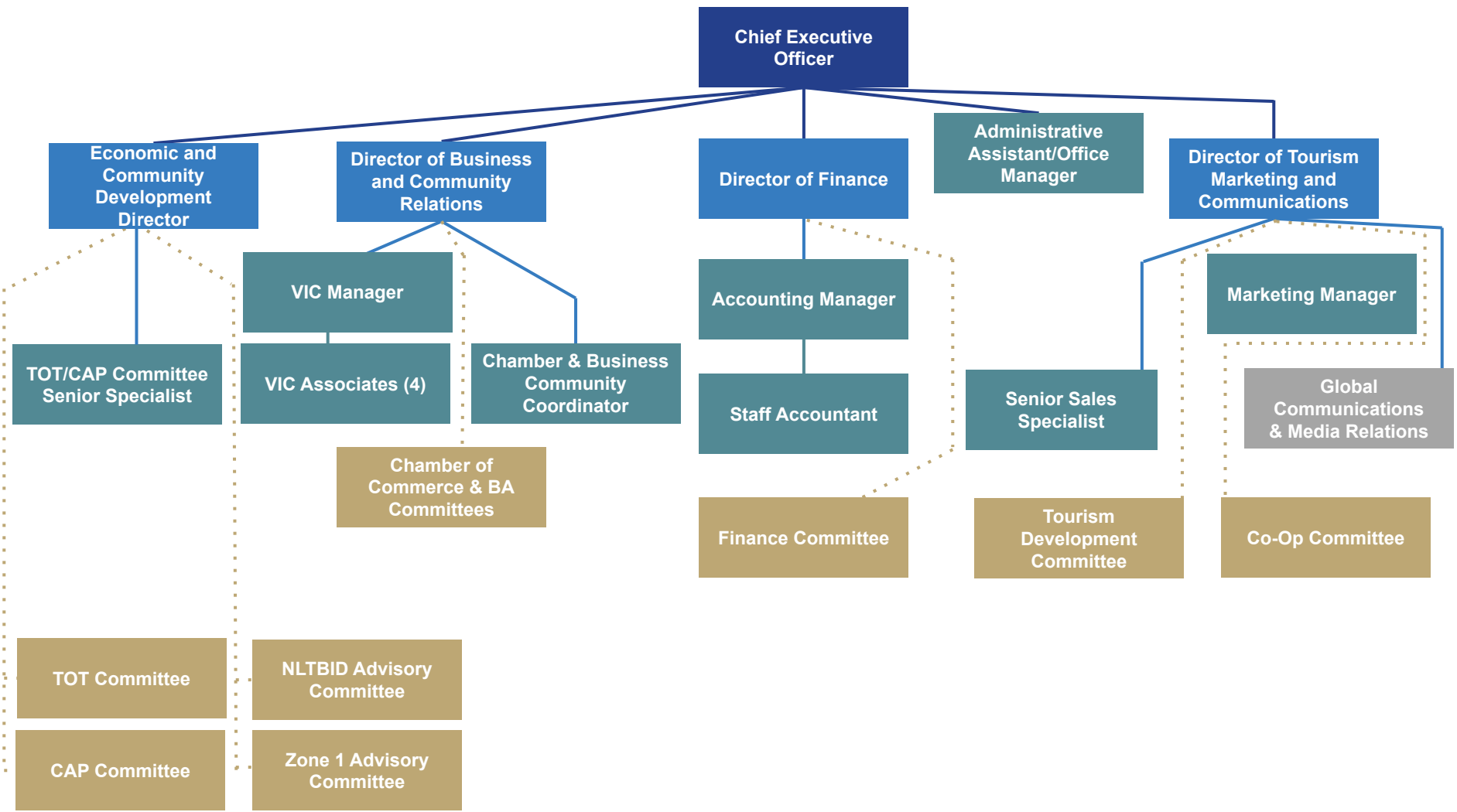
**North Lake Tahoe Resort Association promotes  
and manages visitation and collaborates to  
achieve economic health, community vitality,  
and environmental sustainability to benefit our  
residents, businesses, and visitors.**





# NLTRA Stewardship Strategies

- Elevate the experience of Lake Tahoe for all
- Honor our region's history and local culture
- Ensure that our natural resources are cared for by visitors and residents
- Create opportunities that support a balance for business owners, workers, and residents
- Engage our partners in collaborations toward common outcomes



# Welcome New NLTRA Staff



## WELCOME TO THE TEAM

**KIMBERLY BROWN**

DIRECTOR OF BUSINESS  
AND COMMUNITY  
RELATIONS



## WELCOME TO THE TEAM

**KIRSTIN GUINN**

DIRECTOR OF MARKETING  
AND PR



## WELCOME TO THE TEAM

**FRANCOIS CAZALOT**

DIRECTOR OF FINANCE





# NLT TBID information

- The Tourism Business Improvement District is a business assessment district that went into effect in June of 2021
- The TBID assess 1% on gross revenue for STRs, Retail, Rental, F&B, and Activities in the region, and is governed by the Management District Plan (MDP)
- Initial 5-year term, will need to go to membership vote for renewal in 2026
- TOT committee funds are contingent upon successful renewal of the TBID in 2026
- The NLTRA began operating from TBID funds in April of 2022



north lake tahoe

# TOT Funding prior to TBID

## Pre-TBID:

- TOT total approximately \$21 million - Northeastern Placer County
  - TOT -\$12.75 million Tahoe Tourism & Promotion:
    - \$4.25 million CAP funding
    - \$4.5 million NLTRA Marketing, Promo, & Visitor Services
    - \$4.0 million Tahoe Services
  - TOT -\$8.5 million General Fund



# Addition of TBID Funding

## Post-TBID:

- TOT \$12.75 million – Tahoe Tourism & Promotion
  - \$4.25 million CAP funding
  - \$4.0 million Tahoe Services
  - **\$4.5 million Housing, Transportation & Infrastructure (TOT committee)**
- TOT \$8.5 million – Placer County General Fund
- **TBID \$6.0 million – North Lake Tahoe TBID**

# NLTRA Committees Summary

Committee:	NLT TBID Advisory	NLT TBID Zone 1 Advisory	NLTRA TOT	CAP
Source of Funds:	<i>NLT TBID</i>	<i>NLT TBID</i>	<i>TOT (2.1%)</i>	<i>TOT (2%)</i>
Approx. Funding:	<i>\$6 million</i>	<i>\$880,000</i>	<i>\$4 million</i>	<i>\$4 million</i>
Governing Use of Funds:	<i>TBID Management District Plan</i>	<i>TBID Management District Plan Zone 1</i>	<i>Housing &amp; Transportation Initiatives</i>	<i>Tourism Master Plan Implementation</i>
Recommends to:	<i>NLTRA Board</i>	<i>NLTRA Board</i>	<i>NLTRA Board</i>	<i>NLTRA/County CEO</i>
Final Approval:	<i>NLTRA Board</i>	<i>NLTRA Board</i>	<i>County BOS</i>	<i>County BOS</i>

## NLTRA TOT Committee Funding

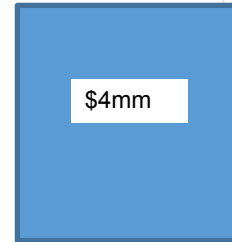
NLTRA was  
funded by TOT \$



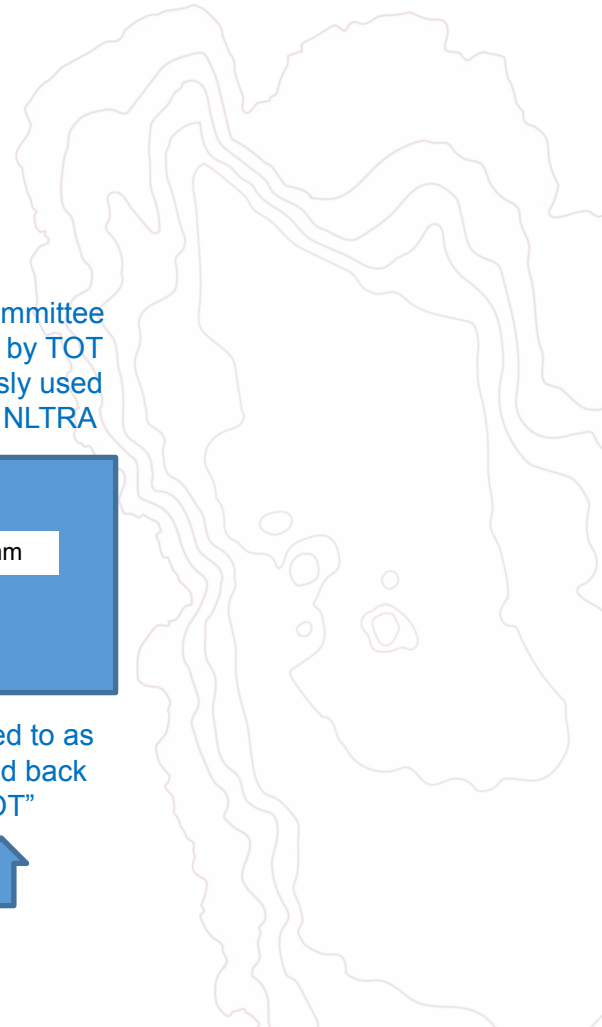
NLTRA now  
funded by TBID  
\$



TOT Committee  
Funded by TOT  
previously used  
to fund NLTRA



Referred to as  
"Turned back  
TOT"



# NLTRA TOT Committee

**Provides recommendations to the Placer County Board of Supervisors on uses and implementation of TOT funds for workforce housing and transportation projects (\$4mm)**

- **Members to include representation from workforce housing and transportation organizations or experienced individuals, 11-13 voting members**
- **Members appointed by NLTRA Board of Directors**
- **Up to 2 advisory members appointed by County CEO office, individuals with housing and transportation expertise**
- **Guiding document five-year agreement with County of Placer**



# NLTRA TOT Committee

Sara	Monson	Truckee North Tahoe Transportation Management Association
Teresa	Crimmens	Sierra Community House
Kristina	Kind	Tahoe Truckee Community Foundation/Mountain Housing Council
Samir	Tuma	Business Owner
Dave	Wilderotter	Business Owner
Linda	Meckel	WSP
Sarah	Coolidge	Coolidge Consulting
Pat	Fraser	Palisades Tahoe
Scott	Zumwalt	Bridgetender/West Shore Market
Alyssa	Bettinger	Tahoe Regional Planning Agency
Alyssa	Reilly	North Tahoe Business Association
Kim	Boyd	Tahoe City Public Utility District
Kane	Schaller	Dickson Realty/KJM Team
Holloway	Stephanie	Placer County
Purvines	Shawna	Placer County



## Where we are today

- ✓ NLTRA hired new consultant to develop the grant process, application, criteria and other components of the process
- ✓ Completed four meetings w/ TOT, TBID Advisory and Zone 1 committees to discuss grant process and solicit input
- ✓ Compiled feedback + developed initial concept
- ✓ Met w/ county staff + Supervisor Gustafson for feedback
- ✓ Presented to CAP Committee
- ✓ Gained valuable input and considerations to the process while gaining stakeholder alignment.



# Fund Allocation Framework



# Next Steps

1. Build out framework with LOI template, bucket criteria and supporting documents
2. Present to NLTRA BOD for feedback
3. Present process for TOT/TBID committees for feedback and finalization
4. Present to NLTRA BOD for approval
5. Present to Placer County BOS for approval
6. Begin program implementation in winter 2023



**Rename/Rebrand Effort 2023**

# **North Tahoe Community Alliance**

**Community | Sustainability | Prosperity**

**[For More Info On Rename/Rebrand Click Here](#)**





**Thank You!**





# PUBLIC COMMENTS



# PUBLIC COMMENTS: ENGAGEMENT PROTOCOL

- **Please limit comment to two minutes** to ensure all those interested in speaking will have the opportunity to share their ideas
- **Please follow the rules of the “Speak your Peace” Campaign**, as adopted by Truckee Tahoe Community Foundation:

**Pay attention:** Be aware and attend to the people and the world around you

**Listen:** Genuinely focus on others as they speak so that you may better understand their perspectives

**Be inclusive:** Welcome all points of view, every individual, and all groups of citizens working for the greater good

**Don’t gossip:** And do not accept when others do

**Show respect:** Honor other people and their opinions

**Be agreeable:** Consider the possibility you might be wrong, admit the things you do not know

**Apologize:** Be sincere and repair damaged relationships.

**Give constructive criticism:** Be sure that your intention is to help.

**Take responsibility:** Don’t shift responsibility or blame others



# MOUNTAIN HOUSING COUNCIL SPEAKER SERIES:

## REGIONAL DEED RESTRICTION INCENTIVE PROGRAMS

### NOVEMBER 4 | 12-1 PM | ZOOM

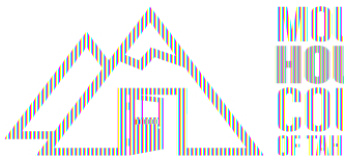
Preserving affordable housing through deed restriction programs has long been a tool used to allow people living and working in communities where the free market has driven up home prices the opportunity to become homeowners. Join us to learn how the Town of Truckee and Placer County are working to increase deed-restricted housing through new incentive programs, Truckee Home Access Program and Placer County's Workforce Housing Preservation Program. These programs could grant up to \$150,000 to qualified homebuyers.

#### **SPEAKERS**

Robyn van Ekelenburg, Housing Inc.

Lynn Baumgartner, Town of Truckee

**Register at** [mountainhousingcouncil.org/speakers-webinars](https://mountainhousingcouncil.org/speakers-webinars)





# THANK YOU!

**FUTURE QUARTERLY MEETINGS:  
4TH FRIDAY, 8-11AM**

- JANUARY 27, 2023
- APRIL 28, 2023

