



Meeting Summary

Advocacy Tiger Team

8.2.2018 | 8am-9:30pm

Meeting Participants

Alexis Ollar, Mountain Area Preservation
Shawna Purvines, Placer County
Liz Bowling, North Lake Tahoe Resort Association
Sean O'Toole, Property Radar
Ted Owens, Tahoe Forest Health District
Pat Davison, Contractor's Association of Tahoe Truckee
Cindy Gustafson, North Lake Tahoe Resort Association
Monica Pette, Sugar Bowl Resort
John Falk, Tahoe Sierra Board of Realtors

MHC Staff/Consultant Support

Seana Doherty, Mountain Housing Council
Jennaka Raihn, Freshtracks, Junior Associate
Chris Mertens, SBC Government Affairs Director
Steve Frisch, SBC President
Nikki Caravelli, SBC Government Affairs

Action Items

- All members to review policy tracking spreadsheet and send additions to Chris (cmertens@sierrabusiness.org)
- Emily fill in Attendee information and contact spreadsheet
- Chris work with Emily to schedule recurring meetings, every 4 weeks through fall
- SBC take lead on drafting policy positions for interim priority items; will send to Tiger Team for review.
- Cindy to contact Cheri in Asm. Dahle's office to find a time for members of the group to meet with Brian to begin educating on MHC, issues, etc. Stacy to be part of meeting.
- Chris and Shawna from Placer County will work together to contact CSAC about opportunity areas
- SBC to send invitations for Factory_OS tour on Sept. 28
- SBC to compile recommended actions for:
 - Affordable Housing Sustainable and Communities guideline updates - SGC is soliciting feedback from their Round 3 project awards through August 14, which will inform their Round 4 grant guidelines.



- i. Was anyone involved in the Truckee project proposals? Or know someone that was involved in those projects? If so, please provide any feedback on the application or program to Chris and Nikki (cmertens@sierrabusiness.org and ncaravelli@sierrabusiness.org)
 - ii. Provide input on [draft comment letter](#)
- Tax credits, opportunity areas. [Watch this video](#) about how low-income tax credits work. Proposed maps will be available for comment in September. SBC will advise on next steps at next meeting.

Summary Notes

Purpose of Advocacy Tiger Team

- The committee will work on tracking, reporting on legislation and funding in order to weigh in on opportunities. SBC is the facilitator, convening through MHC and will track, guide, and provide lobbying services on behalf of the group.

Draft Goal Statement Discussion

- The team approved the following Goal Statement: "The goal of the State Advocacy Tiger Team is to create and broaden relationships with state and federal decision makers and organizations outside the Tahoe-Truckee region in an effort to build influence, change policy, attract funding to our region, and ultimately result in the completion of achievable local housing projects."

Survey Results and Group Activity

- About 50% (4 of 8 survey respondents) of members have lobbyist in Sacramento
- Of those who do, very little time is spent lobbying on housing issues
- Most people can devote 4-10 hours per month to this group - FANTASTIC!
- Survey respondents identified the following priority funding programs: Real Estate Transfer Tax for affordable housing, mortgage interest deduction, flood insurance, financial assistance for developers seeking to build local housing, financial assistance to renters, financial assistance to buyers in achievable local housing categories
- Objectives for working with this group:
 - Housing (permanent and rental) for employees
 - Regulatory relief to help construct affordable housing projects
 - Prevailing wage exemption for local affordable housing projects
 - Financial assistance for local achievable housing
- Associations: Contractors Association of Tahoe-Truckee (CATT), CA assoc. Of Realtors
- Connections to other industries/orgs: CA Special District Association, CA State Association of Counties (CSAC), Rural County Representatives of California (RCRC), Apartment/property management groups



Group Processes Discussion

- Frequency of group meetings: Regular scheduled meetings every 4 weeks during Fall 2018 (meetings are easier to cancel than to schedule), w/ caveat for ad-hoc meetings w/ legislators and key partners. Housing will likely be a top priority for the 2019-2020 legislative session. The group should have a white paper stating what the region's needs are by December to take to legislators. The group will focus both on CA legislative and agency efforts.
- Contact person(s) - Chris Mertens is SBC lead; Stacy Caldwell is TTCF lead
 - cmertens@sierrabusiness.org 530-562-4943
 - stacy@ttcf.net
 - [Group Contact spreadsheet](#)
- Information sharing:
 - [Shared Google Drive folder](#)
 - [Policy tracking spreadsheet](#)
- Group decision making (discussion only, decisions at next meeting)
 - Approval authority for member organizations
 1. If individuals need authority from board to make decisions, one way to navigate this issue is to seek approval of policy platform and then authorize representative to make decisions consistent with approved policy platform.
 2. Group governance: 3 components (to be decided at next meeting):
 - a. Opt out = this is the quickest and most efficient way to organize support for an effort. SBC will send the position to the group; tiger team leads have 48 hours to opt out of signing on.
 - b. Opt in = The option for the rest of the Mountain Housing Council organizations. At the next MHC meeting, we can ask if additional groups would like to be listed on advocacy committee materials.
 - c. Less than 48 hours decision making, for times when even quicker action is needed: Executive Committee that commits to be available at all times.
 - a. NEXT MEETING: assign Executive Committee
 3. Letterhead - All the tiger team members should have their organizations listed by name on the letterhead.
 - NEXT MEETING: determine exactly what letterhead will include.



Policy Platform Development

- Goal: by mid-November establish policy platform and priority issues. This will be drafted by SBC, sent to the tiger team to amend and approve, and then sent to the wider entire MHC membership for approval.
- Proposed interim priorities:
 1. Support Props. 1 and 2: November ballot measures = \$6 billion in housing funding
 - a. November Ballot Housing Bond Fundraiser
Propositions 1 & 2 allocate a combined \$6 billion in affordable housing funding - an unprecedented dedication to this issue on the state's part. To support statewide efforts to ensure these measures' passage, the Mountain Housing Council's Advocacy Tiger Team will host a fundraising event in September in the North Tahoe/Truckee area. The goals of this event are to fundraise between \$10-15,000, build support in the Tahoe-Truckee region for the measure, and demonstrate our commitment and credibility as a region towards advancing statewide partnerships for affordable housing solutions. A sub-group of the Advocacy Tiger Team will convene to coordinate the event (Cindy Gustafson offered to help).
 - b. Need to also coordinate with statewide campaign/Housing California on media and GOTV efforts.
 2. Engage on guideline development for 2017 housing package programs.
 - a. Which programs are most important? SBC will pull out these efforts, the opportunities, and actions needed and send to the group.
 3. Affordable Housing and Sustainable Communities Program: SGC seeking feedback by August 14; Round 4 guidelines released later this fall. Discussion of group's interest in providing feedback.
 - a. The group needs to weigh in on the rural set aside.
 - b. It would be nice to have a set of standardized priorities for funding programs.
 4. Development of TCAC/HCD Opportunity Area Maps - do we want to weigh in and at what level? 4% & 9% tax credits
 - a. Regarding criteria for designating opportunity areas. High opportunity area folks score well for receiving a tax credit. Past engagement was moderately successful. Draft maps and criteria for 3 month public review begins in September. This is the primary mechanism for affordable housing in California right now. This will need to be weighed in on before the group's platform is approved.



- b. SBC will work with Shauna from Placer regarding CSAC. SBC can send more info for everyone to take a look at. Send video/infographic on understanding the credit.
5. SB 35 - Group should work with Town and Placer to develop this streamlining process. "How can we help." Need to figure out if there's a role for this group to take a position or provide recommendations on this.
 - a. Perhaps we make a statement on our support and why, and then offer to help local governments implement.
 - b. [Jurisdictions subject to streamlining requirements](#) - both Truckee and Placer did not meet RHNA threshold and are subject to 50% affordable housing streamlining. See [policy memo](#).
 - c. Guidelines for local governments are in development right now.
 - d. [This map](#) shows the jurisdictional requirements really well - good for comparing to other places.
 - e. This [web page](#) is very helpful for further information.
6. Legislators:
 - a. Senator Chiu - wants to work with the group to educate Assembly member Dahle. Group should meet with Dahle sometime in August to communicate the goals, successes, etc. of the group. Cindy & Stacy can coordinate.
 - b. Add Monning to the list for pushing on Senate side.
 - c. Do we get a contract lobbyist that is there all the time for us? Perhaps in the future we consider this.

Conclude / Next Steps

- SBC will compile proposed interim positions and actions and send to group.
 1. Announce Factory OS
 2. Housing conference
- On agenda for next meeting:
 1. How do we get to the root of the problem: make it less expensive to build. How do we get to policy about reducing the costs? [would it be helpful to get an analysis of this?]
 2. Finalize group decision-making process and letterhead.
 3. Dig more into 2017 Housing package Fall actions.