For your information – **August 2, 2011 City Council Meeting Work Session Item – Redevelopment Legislation AB X1 26 and AB X1 27**

A hard copy will also be available at your seat at the dais.

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**Susan Alessi, MMC**

City Clerk  
1901 Airport Road, Suite 206  
City of South Lake Tahoe  
South Lake Tahoe, CA 96150  
Ph: (530) 542-6004  
FAX: (530) 542-7411  
salessi@cityofslt.us  
www.cityofslt.us

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*Please note: City offices will be closed for mandatory furloughs on the 1st and 3rd Fridays of each month.*

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**From:** Elie [mailto:Alyesh@aol.com]  
**Sent:** Monday, August 01, 2011 3:41 PM  
**To:** Susan Alessi  
**Cc:** Tony O'Rourke  
**Subject:** Keeping the Redevelopment Department

Dear Susan,

Kindly forward my message to our Council members in support of keeping and strengthening the Redevelopment Department in the city of South Lake Tahoe.

The Redevelopment Department is the engine for keeping the city on the path of healthy growth and not decay. It is a fact in real estate that it is never in a constant state. If you are not on the way up, you are on the way down. I know this from 6 years of working as the volunteer chair of the Neighborhood Revitalization Program for my neighborhood of Steven Square/Loring Heights in the city of Minneapolis in the early 90's.

I regret that we do not have a more robust Redevelopment Division, but we must keep whatever we have at this point so that the germ of improvements is in place as the economy improves.
I would like to as well strongly support the plan for the Redevelopment of the southwest corner of Highway 50 and Ski Run Boulevard. The plan will help keep the neighborhood revitalized. It will be a significant addition to the plan being envisioned by a private group headed by Mitch Mize from Kahle to the Ski Run Blvd.

Mansoor (Elie) Alyeshmerni
9454 Wilshire Blvd., Penthouse
Beverly Hills, CA 90212
310 275-6132 office
310 275-7261 fax
310 922-7852 cell
For your information – August 2, 2011 City Council Meeting Work Session Item – Redevelopment Legislation AB X1 26 and AB X1 27

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From: Judi.McCallum@edcgov.us [mailto:Judi.McCallum@edcgov.us]
Sent: Monday, August 01, 2011 4:37 PM
To: Susan Alessi; Nancy Kerry
Subject: Redevelopment

Hello Susie and Nancy,

Can you deliver a copy to the council members for tomorrow’s meeting?

Thanks!

Judi

Judi McCallum
August 1, 2011

Honorable Mayor and Members of the City Council
City of South Lake Tahoe
1901 Airport Road
South Lake Tahoe, CA 96150

SUBJECT: Support for Continuation of the South Tahoe Redevelopment Agency

Dear Mayor and Council Members:

I appreciate this opportunity to offer my support for the continuation of the current South Tahoe Redevelopment Agency.

There is no reasonable benefit in discontinuing the agency and diluting the momentum that has contributed to capital improvement and community revitalization. This is a time for consistent and predictable conditions that inspire and nurture outside investment into the Tahoe Basin. To dissolve the agency would interrupt all of the achievements and create perceived structural instability.

Current redevelopment projects are perfectly aligned with the Lake Tahoe Prosperity Plan and the broader goals of environmental improvements that address lake clarity and economic health in our community and region.

I encourage you to continue on course with the South Tahoe Redevelopment Agency and see these projects to completion.

Thank you for your thoughtful consideration and please feel free to contact me if you would like further input.

Sincerely,

[Signature]
Norma Santiago
Supervisor, District V
Lake Tahoe, County of El Dorado
530.621.6577
Dear City Council Members,

I am writing to strongly support the retention of South Lake Tahoe's Redevelopment Agency as it is paramount to the future development of our physical and economic community. As the Project Manager for the creation of the Lake Tahoe Basin Prosperity Plan and the newly established Tahoe Prosperity Center I am keenly aware of the need to foster effective economic development strategies in our community. This includes providing a framework and policy environment that promotes environmental redevelopment in our urban cores that protects the lake while creating economic value (revenue, jobs). The Redevelopment agency has been an important catalyst for these improvement efforts. Please retain the Redevelopment agency.

Thank You!

Sincerely,

Michael Ward

Project Manager, Tahoe Prosperity Center

"We might be able to stimulate our way back to stability, but we can only invent our way back to prosperity. We need everyone at every level to get smarter."  Tom Friedman

Michael Ward
Senior Consultant, HighBar Consulting
Internationally Certified Professional Facilitator
(530) 573-0447 (voice/fax)
(530) 545-0164 (mobile)
mklward@pacbell.net
Skype ID: michael.ward08
To the Members of the City of South Lake Tahoe City Council,

I am writing this letter to express support for retaining the South Lake Tahoe Redevelopment Agency. This agency is vital to the economic and social health of the South Lake Tahoe community. In these tough economic times, without the incentive of redevelopment dollars and support, it is unrealistic to expect the private sector to tackle revitalizing the deteriorated and blighted areas in our City. Simply put, if we lose redevelopment, private investors will be reluctant to invest in our community, resulting in the lost potential of improving struggling business districts, creating new jobs and business opportunities, providing additional workforce housing and improving our outdated infrastructure.

The Redevelopment Agency is also a necessary component for implementing the “South Lake Tahoe Vision Plans”, the result of hard work and commitment of members of our community. Without the agency’s support the transformation of our town envisioned in those plans cannot be realized.

I urge you to please support the retention of this important agency to help us address the environmental, social, economic and cultural problems impacting the continued downward spiral of our community. We need this agency to help us realize our goals and rebuild our community.

Sincerely,

Susan Simon
Dear City Council Members,

I am writing to strongly support the retention of South Lake Tahoe's Redevelopment Agency as it is paramount to the future development of our physical and economic community. As the Project Manager for the creation of the Lake Tahoe Basin Prosperity Plan and the newly established Tahoe Prosperity Center I am keenly aware of the need to foster effective economic development strategies in our community. This includes providing a framework and policy environment that promotes environmental redevelopment in our urban cores that protects the lake while creating economic value (revenue, jobs). The Redevelopment agency has been an important catalyst for these improvement efforts. Please retain the Redevelopment agency.

Thank You!

Sincerely,
Michael Ward

Project Manager, Tahoe Prosperity Center

“We might be able to stimulate our way back to stability, but we can only invent our way back to prosperity. We need everyone at every level to get smarter.” — Tom Friedman

Michael Ward
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(530) 545-0164 (mobile)
mklward@pacbell.net
Skype ID: michael.ward08

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Dear Susan,

Kindly forward my message to our Council members in support of keeping and strengthening the Redevelopment Department in the city of South Lake Tahoe.

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I regret that we do not have a more robust Redevelopment Division, but we must keep whatever we have at this point so that the germ of improvements is in place as the economy improves.

I would like to as well strongly support the plan for the Redevelopment of the southwest corner of Highway 50 and Ski Run Boulevard. The plan will help keep the neighborhood revitalized. It will be a significant addition to the plan being envisioned by a private group headed by Mitch Mize from Kahle to the Ski Run Blvd.

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Owner of Ski Run Marina

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To our Esteemed City Council Members,

This letter is about the vote Tuesday August 2nd at 9am when City Council must address Gov Jerry Brown's efforts to dissolve Redevelopment in SLT. Without a positive vote from our City Council Members tomorrow, SLT will no longer have a redevelopment agency and all the land and assets will be given over to the State.

The community of SLT needs:

1. Capital Investment in the region
2. Viable development of new jobs and economic stimulation
3. Development of new tourist amenities that promote SLT as a world destination resort
4. Redevelopment of existing infrastructure
5. Upgrading of blight

Due to the restrictive nature of requirements to building in SLT, our Redevelopment agency is paramount to rebuilding our community.

The Community has identified its goals for the future development in 'The Prosperity Plan' - a vision for the future Economic Development of SLT.

Our project: Mountain Baths Nature Spa - embodies the heart and the goals identified by this community - without a RDA, our project will not be viable as the land asset on the corner of HWY 50 and Ski Run Blvd will be turned over to a successor agency to pay the State deficit and will not be used to promote the economic development of South Lake Tahoe.

If The Agency is eliminated, it will:

1. Discourage Capital Investment in South Lake Tahoe
2. It will create another barrier to entry - and eliminates any advantage developers may gain to building in a community riddled with risk, instability and pitfalls that make most turn their backs on projects in South Tahoe
3. Show that City Council is not investing in the Future of this town and does not want to put money into redeveloping this economy
4. Eliminate the development of the Nature Spa project - a perfect fit for the goals this community has established for itself.

We ask City Council to look at this decision as the turning point on which the future of this town is created. This issue is more than numbers in columns and balancing the General Fund in the City's coffers, this is about investing in South Tahoe and providing tools to build up this town. We ask the council for vision.

Please consider this: What is the opportunity cost of eliminating redevelopment? That is a huge part of the equation that is not line-item-ed in the staff report. How much will it cost this community if Capital Investment doesn't come to South Tahoe because developers cannot make projects pencil out and the risks associated with developing continue to outweigh the gains? Can we afford to lose tourist dollars as vacationers choose destination resort communities that have world-class entertainment and activities for their guests over SLT?

LUKA Holdings Inc has a viable project and we ask for your support in allowing us the chance to make our business a reality.

PLEASE SHOW SUPPORT AND VOTE TO RETAIN REDEVELOPMENT IN SOUTH LAKE TAHOE

Sincerely,

Kalia and Louis Knutson
LUKA Holdings Inc
415-992-2433
Subject: RE: [FWD: Keep Redevelopment in SLT! Action Required]
From: Robin Pels <ropels@hotmail.com>
Date: Mon, Aug 01, 2011 4:52 pm
To: <kalia.gibb@lukaholdings.com>

Dear City Council Members,

I am writing to strongly support the retention of South Lake Tahoe’s Redevelopment Agency as it is paramount to the future development of our physical and economic community.

Thank You!

Robin and Eric Eichenfield

Robin Pels-Eichenfield
1200 Ski Run Blvd.
South Lake Tahoe, Ca. 96150
1-888-757-DEER
1-888-757-3337
Tahoedeerfieldlodge.com
Subject: Pls provide leadership and support RDA
From: deb howard <debh@realtordeb.com>
Date: Mon, Aug 01, 2011 10:30 pm
To: <sales@cityofslt.us>
Cc: <kalia.gibb@lukaholdings.com>
Attach: 29BA148E--82A2-489E-A2CF-42DB371D0A19[448].png
0208DD76-D922-44E3-BB01-80D7F278FCBF[448].png

Dear City Council Members,

I am writing to strongly support the retention of South Lake Tahoe's Redevelopment Agency as it is paramount to the future development of our physical and economic community.

Thank You!

Best Wishes,
Deb Howard,
Deb Howard & Co.
Broker Owner CA/NV, RSPS, CRS,TRC
3599 LTB STE A
So. Lake Tahoe, CA 96150
866-542-2912 Ph.
530-542-8657 FAX
www.realtordeb.com
Deb@realtordeb.com
Proudly serving as NAR/CAR Director
2010 Chair of Resort & 2nd Home Committee
CA Brokers Lic.# 01302763