



DSA Core Action Team

Tom Denzler, CFO
Elissa Hambrecht
Pat Malberg, President
Bill Oudegeest, V. Pres.
Chris Parker
Dick Simpson, Secy
Mike Spain
John Svahn
Beth Tanhoff

Others

Beth Tanhoff, Admin.

Core Action Team (Board) Meeting
Thursday, September 18, 2025 5-6 PM

Soda Springs Mountain Resort – Main Lodge¹

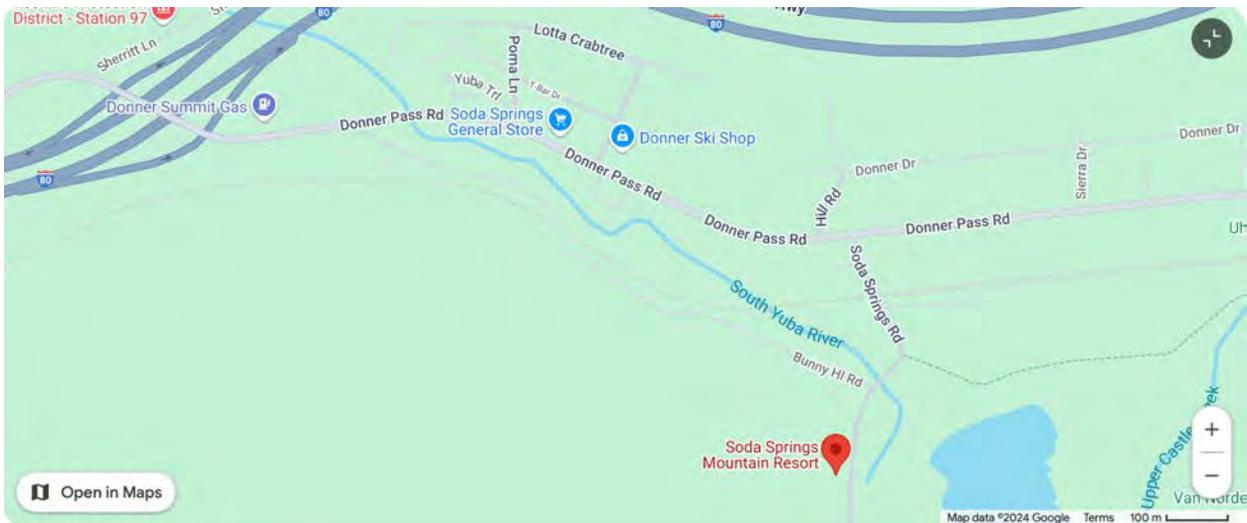
Agenda

1. Welcome
2. Approval of Agenda
3. Approval of August minutes (Attachment A)
4. Financial Report
 - a. Monthly report (Tom)
 - b. DSA Swag (Tom)
5. County/Other Reports
 - a. Nevada County (Shavati Karki-Pearl)
 - b. Truckee CCC (Pat)
 - c. Placer County (Audrey Vaughan)
6. New/Ongoing Projects
 - a. Tunnel/Camp Celebrations (Pat)
 - b. October Films at Tunnels (Dick)
 - c. Gould Park/Campground/Trail Day (Pat)
 - d. CSSL Visitor/Snow Center (Beth, Dick)
 - e. Logo (Dick) (Attachment B)
 - f. Flower brochure (Pat)
 - g. Summit Fest (Beth)
7. Internal Matters
 - a. Admin Support/Reorganization (Dick)
 - b. Calendar (future meetings)
 - i. Confirm October 16 at TBD
8. Computer/Web Site
 - a. Web page updates (Dick)
 - b. Long-term digital storage (Mike)
9. Announcements (Pat, others)
 - a. Forestry tour offer (Dick)
10. Adjournment

¹ See page 2 of this agenda



Venue: The meeting will be in-person in the dining area of the lodge at Soda Springs Mountain Resort. From the flashing light on Donner Pass Road, follow Soda Springs Road across the train tracks and bridge. Turn right into the resort parking lot and climb to the lodge. Doors on the ski-slope (south) side of the lodge should be open.



Remote Connection: If there is a remote connection, it will be via a personal mobile phone or tablet, set up in real time; quality will be marginal:

Join Zoom Meeting

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Meeting ID: 845 4470 6634

Passcode: 803956

One tap mobile

+16694449171,,84544706634#,,,,*803956# US

+16699009128,,84544706634#,,,,*803956# US (San Jose)

Dial by your location

- +1 669 444 9171 US
- +1 669 900 9128 US (San Jose)
- +1 346 248 7799 US (Houston)
- +1 719 359 4580 US
- +1 253 205 0468 US
- +1 253 215 8782 US (Tacoma)



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- +1 646 931 3860 US
- +1 689 278 1000 US
- +1 301 715 8592 US (Washington DC)
- +1 305 224 1968 US
- +1 309 205 3325 US
- +1 312 626 6799 US (Chicago)
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Donner Summit Association (DSA) Core Action Team Meeting
Thursday, August 21, 2025 5-6 PM
In-person meeting at Soda Springs Mountain Resort



Old Man Mountain, through a saddle in Sand Ridge, from the PCT (DSCN8380.JPG)

Motions and votes are given in *italics*; action items are in **red bold**. For various reasons, the minutes below do not reflect the strict chronological order of discussions during the meeting.

1. Welcome:

The meeting was called to order at 5:00 PM by Pat Malberg. Chris Parker opened a Zoom connection; Tom Denzler and Beth Tanhoff connected.

Core Action Team (DSA Board) Attendees: Tom Denzler (by Zoom), Pat Malberg, Chris Parker, Dick Simpson, Mike Spain, and Beth Tanhoff (by Zoom, then later in person).

Others: Steve Carle (Serene Lakes Property Owners Association) and Lee Schegg (E Clampus Vitus).

2. Approval of the Agenda:

Pat asked to add one item to the agenda under Internal Matters — the SLPOA flower brochure and its possible reproduction by DSA.

Tom moved and Dick seconded approval of the amended agenda. The motion was carried unanimously (MSC-U).

3. Approval of Minutes from the July Meeting:

MSC-U (Dick/Mike) to approve the July meeting minutes.

4. Confirm Approval of E-vote

By an e-vote on August 1, the Board approved an expenditure of up to \$2500 for paint and other materials to support the graffiti eradication activity on August 7. Six voted in favor, no one voted against, and three did not vote. There was no objection to affirming the out-of-meeting e-vote, so it is considered approved.

5. Financial Report (Tom):

General: Tom said there was low financial activity in July. There will be more in August including charges for tax return preparation (about \$450), the graffiti eradication supplies (\$1368), and a restocking of swag supplies. Mitzi Hodges arranged for submitting the swag order and covered a significant fraction of the associated expenses, including taxes.

Swag Sales: Tom said DSA does not have a proper resale permit; we need that to cover our reselling of souvenir items (T-shirts, caps, etc.). Tom outlined three ways to move forward: getting into compliance, rewarding donors with a swag premium (a gift rather than a sale), or eliminating swag operations altogether. Tom said there is no sales tax exemption because of DSA's IRS 501(c)(3) classification.

There was discussion about where in the sales stream the tax kicks in. Chris noted that, whether DSA pays sales tax or collects sales tax and then passes it on to the Franchise Tax Board, may depend on who FTB views as the final owner of the product. Pat wondered whether we could provide free swag to donors if we have already paid sales tax. Tom said that is possible if the items have value less than \$50. Beth said DSA has costs other than simply procuring the items — such as maintaining the “shopping” part of the web site and shipping. There is also the question of how to handle sale of DSA items at the Soda Springs Store — do we provide the items at cost and

the Store collects the tax? Mike noted that having DSA sell items to out-of-state addresses requires a potentially extraordinary tracking overhead.

Chris suggested the following three actions. (1) DSA suspend on-line sales; it's not a big revenue source anyway. (2) If the Store wants to sell DSA items, they could acquire the items, then possibly pass along a small fraction of the sales price to us. (3) We could give away items at our events in exchange for donations above a certain level. Dick suggested investigating the details, not selling anything in the meantime, and settling on a plan at a future meeting. **Dick and Tom will contact Mitzi to hammer out a plan for moving forward.**

6. County and Other Reports:

Nevada County: There was no representative from Nevada County, so there was no report.

Convene, Champion, and Catalyze Forum Report: Pat was not able to attend the most recent meeting (August 7 via Zoom); but 25 other people were there. She learned later that Colleen Dalton is retiring from Visit Truckee Tahoe; Jackie Calvert is the new CEO. Jackie presented a very thorough financial report, including a prediction of tariff effects on visitation. Hardy Bullock said Nevada County is working hard on affordable housing that can be available to local workers before snow flies. The Town of Truckee is planning a Community Block Party, similar to Truckee Thursday, for September 18 (4-7 PM) with barbecue and community booths.

Placer County: There was no representative from Placer County, so there was no report.

7. Ongoing Projects

Van Norden Tour: Alecia Weisman led a two-hour tour of Van Norden Meadow on July 26. She discussed the theory behind the restoration project, the accomplishments in Phase 1, and the plans for Phase 2 which will be mostly around the Lytton Creek fan. Phase 2 begins on August 25 and ends on October 18. The road along the north side of Van Norden Meadow will be closed September 8-26 while the Sheep Pens trailhead is relocated and new culverts are installed.

Railroad Tunnel/Chinese Camp Celebrations: Pat gave a short presentation on August 9 in Sacramento for the 1882 Foundation celebration of National Historic Landmark designation of Chinese Camp at Donner Summit. It was an all-day event focused on contributions made by Chinese laborers to completion of the Transcontinental Railroad in the late 1860s. The plaque design commemorating the NHL designation was unveiled, and there was a

hike on the following day, possibly to the camp site. The hoped-for installation of the plaque has been delayed because there is no agreement with the Forest Service on location.

Lee Schegg, Chris, Pat, Dick, and Bill (and Chuck Spinks of the American Society of Civil Engineers by phone) met July 26 at The Hub to discuss location of ECV and ASCE plaques. A single monument with several plaques was judged acceptable, subject to final Sugar Bowl and DSA approval. It would be located where the existing ECV plaque is located. On August 9 about 20 members of ECV met in Prosser Campground then traveled to the Summit where they displayed and dedicated a near-final design of the new ECV plaque, which is three feet high and two feet wide. The ASCE plaque has the same width but is only half as high. Lee has not discussed design of the monument upon which the plaques will be mounted with ASCE; he suspects it will be concrete blocks on the inside with fascia of stones.

Gould Park/Campground: Casey Lyons said Marc Henry is busy. Pat tried unsuccessfully to reach Marc. So no news.

Graffiti Abatement: Pat got 30 gallons of paint from Ace Hardware at \$116 per 5-gallon bucket. On August 7 Sugar Bowl contributed four employees, a pressure washer, and a sprayer for half of the day. John Scott recruited five other climbers who removed graffiti from rocks using solvent and the pressure washer. Pat said the paint guy at Ace Hardware was very interested. Pat then said we could continue the work if we had a key and a sprayer. **She will contact Mike Upton of Union Pacific Railroad.**

Recreation Coalition: Nevada County would like to add our logo to their recreation web site; we would reciprocate by posting theirs. There was a meeting on Coalition goals on August 14 attended by about 25 people; but there was no conversation about the logo exchange. Instead they talked about establishing “recreational outposts”, which sounded like what DSA has done at The Hub (trail and environment information, signage, etc.). By consensus, DSA will not exchange logos until we have more information.

SummitFest: Beth has been lining up sponsors and has had good success, including with Loomis Basin Brewing. Production of the poster is waiting on FiftyFifty Brewing Company for their logo. Last year’s band has been locked in for 2025. SummitFest prices have been raised to \$25 for adults and \$10 for kids.

Scott White will help with ordering. Mike, Steve, and Dick will be in the area the week before and are willing to help with setup. Banners need to be placed, orders need to be received, and Soda’s refrigerator needs to be turned on. Supplies in The Shed have been attacked by rodents and need to



Top: East facing top of Tunnel 7 (before graffiti overpainting in the center and along the right edge). Middle: less than 24 hours later. Red tagging at the lower left of the center rising section was added overnight. Bottom: Same site two weeks after graffiti overpainting. Red tag after 24 hours had been removed using a can of brown spray paint.

be sorted for usability. Pat and Dick took a lot of damaged inventory to Sugar Bowl dumpsters after Graffiti Day. Tom and Chris will help with beer pouring during the event. **Pat will sign the contract with Soda Springs shortly; she also needs to get the liquor license.**

Catering has sometimes been under-planned; in some cases we have been able to get more supplies from the Soda Springs Store on the day of the event; but Pat thinks we should over-purchase and not rely on the Store. Receiving beer the morning of the event hasn't worked; Beth would like to get it the day before so that it can be chilled. Tom said he will bring kegs from Loomis on Friday morning, when they can be put on ice overnight.

8. Computers and Web Site

Long-Term Digital Storage: Mike prepared a demonstration of the Microsoft package. But, given the late hour and the fact that Bill, Tom, and Elissa were away, there was consensus to postpone the demonstration until after the September meeting.

Web Site: Dick said there is nothing new. At Beth's request, **he will ask NextPixels to add a banner for SummitFest** when people connect to the web site. He is now receiving copies of information and purchasing requests that usually go only to admin@donnersummitca.com. **He will look into adding a note to our Store page saying that merchandise sales have been suspended.**

9. Internal Matters

Flower Brochure: SLPOA's original flower brochure was created by George Lamson. Bill Oudegeest asked George whether DSA could print copies of the brochure with DSA's logo attached, and George agreed. However, Dick wondered whether that was sufficient; in some sense, the brochure belongs to SLPOA and not to George. He added that his wife (Ann Reisenauer) and Gail Rankin have been developing a new brochure with a better selection of Serene Lakes wildflowers based on some previous work Gail has done for the Truckee Donner Land Trust. **Pat will contact Ann to discuss options.**

Admin Support: When Beth joined the DSA Board she continued doing her Administrative Assistant tasks as a volunteer. But, now that her property management business is taking off, she is stretched thin. Dick wondered whether we could find a way to offload some of the more routine Admin duties to another person, and Beth is agreeable. Recently Mitzi Hodges suggested that Helen Lummis, newly appointed to the Admin position in SLPOA, might be looking for a second job with similar duties. Dick contacted Helen a couple days ago, and she sounded both enthusiastic and qualified. **Beth, Tom, and Dick will review the old Admin job description**

(agenda Attachment D) and decide how best to assign the duties — continue in Beth’s hands, hand off to another DSA person, or hand off to a newly hired Admin. Helen could be involved in this process. **They will return with a recommendation.** Tom noted that hiring staff adds to administrative duties across DSA; if the new Admin qualifies as a “contractor” (rather than employee), much of this overhead goes away.

Future Meetings: There was agreement to hold the September 18th Board meeting in Sugar Bowl’s Village Hall where there is both a large screen for Mike’s Microsoft demo and internet. Pat noted that the primary topic for the meeting will be final preparations for SummitFest.

10. Announcements:

Cory Caldwell is the new Executive Director of Truckee Trails Foundation.

Beth attended the latest Chamber of Commerce meeting in Truckee. It’s a morning meeting with a free breakfast. She was invited as part of their outreach program and explained what DSA is doing on the Summit — Gould Park, Summit Cleanup, The Hub, etc. There were over 40 people present, including representatives from Placer County. Beth was asked whether we have anyone who could distribute meals on the Summit (no). She was also approached by someone involved in weekly clean-up activities who said they could work on the Summit if help were needed.

Mike said David Parisi of SLPOA approached Soda Springs for support in reducing speed limits on Soda Springs Road to 25 MPH. Soda Springs would like reduced speeds because 35 MPH is not compatible with the high volume of foot traffic near its entrance during winter ski season. Mike expects David to approach DSA for support.

Trailers will start arriving in a couple days in the Soda Springs parking lots; they are destined for Truckee affordable housing. Mike is optimistic that they will not interfere with SummitFest.

11. Adjournment:

There being no other business, Pat adjourned the meeting at 6:29 PM.

Minutes approved by the DSA Board of Directors at its meeting on September 18, 2025.

signed by DSA Secretary, Richard Simpson, _____

Logo Adoption and Protection

At its April 2023 meeting the DSA Board agreed to keep two logos — the more frequently used logo would be for merchandise (below, left) and the second version (below, right) would be used for correspondence, notices, etc. of the organization.



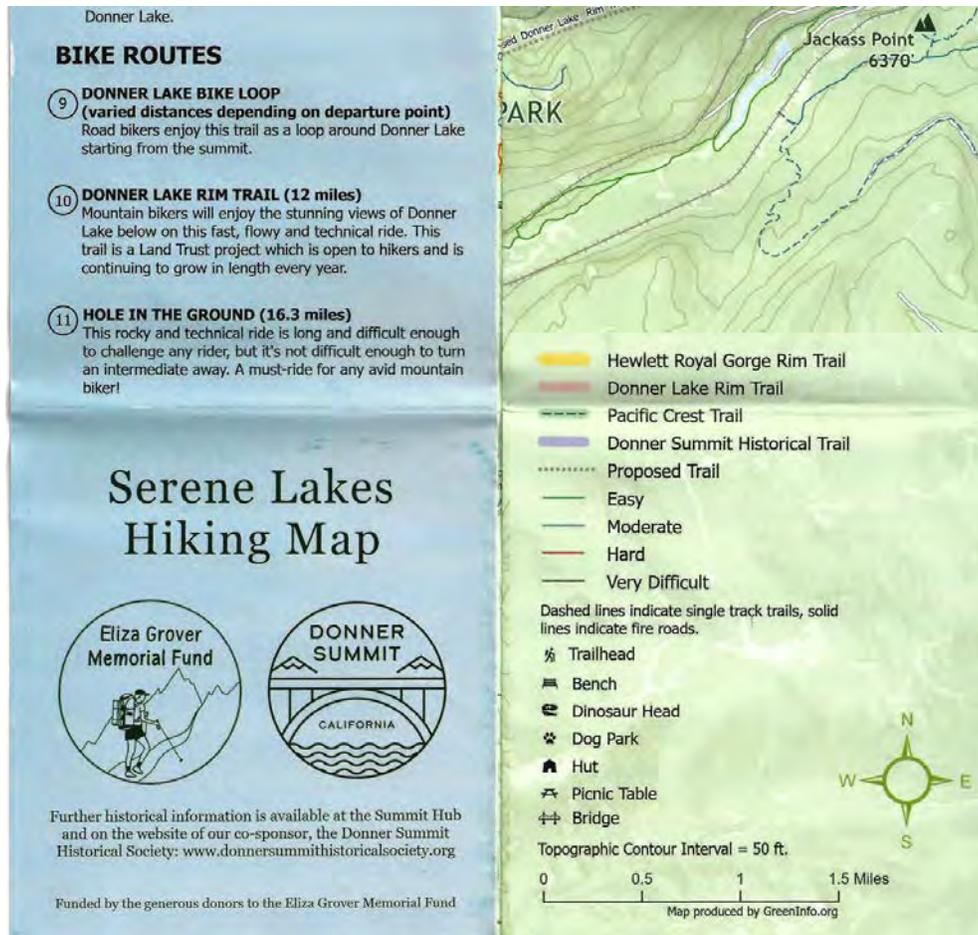
No effort has been made to register either as a trademark or other identifier of DSA. However, we did briefly discuss exchanging logos with Nevada County as part of their recreation coalition at our August 2025 meeting; but Nevada County has not provided details on how this would work and we put their request on the back burner.

In the meantime the Eliza Grover Memorial Fund and GreenInfo.org (with partner Donner Summit Historical Association) has published “Serene Lakes Hiking Map” using our “merchandise” logo (see next page). This may be a case in which the publisher mistakenly used the DSA logo thinking it belonged to DSHS or that the logo was in the public domain. It’s a good map and, since corrections and other feedback were solicited, I have suggested they use the DSHS logo (along with making several other corrections/improvements). They have welcomed my feedback but did not address the logo question specifically.

Which leaves us with the question of whether we should register our logo(s) so that we have some legal standing should there be another case of “infringement”. Trademark-genius.com offers a service for registering trademarks. The service costs a couple hundred dollars to get in the door, then there are fees for actually registering with the federal government that could run several hundred dollars (probably more) depending on complexity of the registration. Tom Denzler suggested registering with California (only) for

about \$70; but we might also want to register with Nevada since both have an interest in Donner Summit.

My recommendation to register at least the “association” logo in California and Nevada at some reasonable TBD price. Registering both would probably be advantageous since they are so similar.



Dick Simpson