“We all have to work together because Lake Tahoe doesn’t belong to just one of us, it belongs to all of us. That means it’s all of our responsibility, and that’s why as a Nevada Senator I’m proud to work with the League to safeguard it.”

— Catherine Cortez Masto, U.S. Senator for Nevada

“In recent years, the League has been a leader in encouraging and participating in collaborative efforts with Tahoe Regional Planning Agency (TRPA). This has led to great outcomes. After years of litigation and controversy, the 2018 Shoreline Plan was unanimously adopted providing needed protections for Lake Tahoe. In my opinion it would not have happened without the League’s leadership.”

— Clem Shute, TRPA Governing Board Member (2011 - current)

“My relationship with the League was simply providing science, and indisputable science. And essentially, what the League was able to do was take the science and immediately make it public information. The League was a keystone element of developing what I consider an environmental ethic for Lake Tahoe. Once they formed, you saw people become aware of the threats to Tahoe.”

— Charles Goldman, Professor and Lake Tahoe’s premier limnologist (Lake scientist)
“Over my 12 years with the California Natural Resources Agency, I saw firsthand how the League provides leadership and local expertise that benefits Lake Tahoe.”

— Todd Ferrara, Former Deputy Secretary for External Affairs for the California Natural Resources Agency (2007-2018)

“Lake Tahoe is a precious resource to the State of Nevada and as governor I will do everything I can to protect it. The League’s approach to combating pollution, promoting restoration, tackling invasive species and preserving the shoreline is exactly what is needed to Keep Tahoe Blue.”

— Steve Sisolak, Governor of Nevada

“At Lime we are committed to providing environmentally-friendly alternatives for mobility. Our first market in California was at Lake Tahoe, and we could not have done it without the leadership and commitment of the League. They are truly dedicated to finding solutions to transportation that are both good for the community and the Lake.”

— Toby Sun, CEO and Co-Founder, Lime
Dear Friends,

This year has been one of growth, innovation and leadership. The League’s science-backed approach to protecting Lake Tahoe helped us accomplish major feats in 2018, like banning polystyrene in South Lake Tahoe, using technological innovations to control the spread of invasive plants, getting the first Shoreline Plan in decades ratified, and rapidly rolling out smart transportation solutions to protect our Lake’s clarity.

In 2018, members like you ensured we made real, measurable progress.

**Expanded polystyrene ban**

Our community engagement team noticed polystyrene, a type of plastic used in “Styrofoam” takeout containers, left behind on Tahoe’s shores and communities in staggering quantities. Between 2015 and 2018, the League and community volunteers removed over 8,000 pieces of “Styrofoam,” over 2,000 plastic utensils and over 5,000 plastic straws from the Lake Tahoe watershed. Polystyrene is not biodegradable and breaks down into small particles that threaten wildlife and the environment.

The League’s policy experts used this data to convince the City of South Lake Tahoe to approve an expanded polystyrene ban in April of 2018. Additionally, the City required restaurants to distribute straws and plastic utensils “on request” only.

**Bubble curtain**

We successfully advocated for a “bubble curtain,” a wall of bubbles at the channel between Lake Tahoe and the Tahoe Keys, to prevent fragments of aquatic invasive plants from spreading. The bubbles corral the fragments to the edges of the channel where they can easily be collected and removed. This bubble technology has been used in other industries, but never in this novel manner.

The League is monitoring the effectiveness of this pilot program and will use the results to advocate for its use at other infested marinas around the Lake.
Shoreline Plan

After three years and over 100 meetings, the Tahoe Regional Planning Agency (TRPA) approved a plan for Lake Tahoe that regulates the development of shoreline access structures such as piers, buoys, marinas and boat ramps. League policy experts worked to ensure that this new Shoreline Plan struck a balance between lake recreation and the strong environmental protections needed to maintain our pristine Lake.

Transportation solutions

Our commitment to finding innovative transportation solutions in Lake Tahoe reduced carbon dioxide emissions feeding climate change and fine sediment pollution clouding our cobalt waters. In 2018, we expanded on the successful Lime bike-share program to include electric scooters, and also piloted a new dynamic micro transit shuttle service in the most congested tourist areas of the South Shore. Using these alternatives, Tahoe visitors and residents traveled nearly 220,000 miles without their cars in 2018!

Our supporters are bound together by their love of Lake Tahoe, and together we form a strong community that wants the best possible future for our Lake. In this annual report, you’ll hear stories of people just like you who are doing what they can to make a difference. You’ll learn how we use science to inform our decisions and bring forward the most advanced approaches to ensure the Tahoe we know and love is here for future generations to experience.

Whether you made a meaningful donation, took time out of your busy schedule to volunteer or both, your dedication in 2018 helped protect our iconic blue Lake Tahoe. We are grateful for your support and look forward to working with you this year!

Sincerely,

Darcie Goodman Collins, Ph.D.
Chief Executive Officer

David Brandenburger
Board President
Supporter highlights

Google has a robust culture of giving that is encouraged from top-level executives and passionate employees. Kate Pietrelli is one such employee. She works as Google’s Global Product Lead. She is also passionate about getting Google involved with the League to Save Lake Tahoe.

Pietrelli grew up in Santa Rosa, Calif., and spent family vacations in South Lake Tahoe. It was here that she developed an appreciation for the Lake. “Lake Tahoe is really unique and stunning. For me it is special because of my childhood memories there, but it is also special for how beautiful it is,” she said.

When Pietrelli first started at Google, she was overwhelmed by how supportive people were – they’d share tips on gyms, travel, and on Google’s culture of giving. She learned that Google will match a portion of employee donations. Pietrelli registered the League as her nonprofit of choice with Google and began contributing.

Later, when Google Giving Week kicked off around Thanksgiving, Pietrelli sponsored a campaign for the League and set a fundraising goal. Employees contributed and Google matched every single dollar raised. “There was a lot of encouragement and it was a great way to get visibility for the League.”

Pietrelli sponsored the campaign to raise awareness in the Bay Area about how to help protect Lake Tahoe. She thinks many people who make the trek out of the foggy city and into the mountains aren’t yet involved in conservation of the Lake. “Yes, go enjoy and have fun,” she said, adding, “but also participate.”

Does your company offer an employee matching program?

Photo at top: Kate Pietrelli stands with the Google sign at the headquarters in Korea.

keeptahoebule.org/corporate-sponsorships
Core volunteer Q&A

Tara Dobyns

Where are you from originally?
New York

How long have you volunteered with Keep Tahoe Blue?
This summer will be my fifth season!

What’s been your most memorable experience as a volunteer?
Lopping mountain whitethorn in the Angora fire burn area so that young conifers and saplings could grow. I used shears to cut them out. It was memorable because it was such hard work!

If you could be any native Tahoe animal or plant what would you be?
I want to be the granite on top of Mt. Tallac. I want to look out over the next 88 million years at the sunrise and sunset over Lake Tahoe to see the crystal clear water that the League helped protect for my viewing pleasure.

Bob Harms

Where are you from originally?
Los Gatos, Calif.

How long have you volunteered with Keep Tahoe Blue?
About ten years.

What’s been your most memorable experience as a volunteer?
I have been volunteering at the Oscar de La Renta Benefit Fashion Show for years. I really like doing that and seeing all the different people that care about the Lake.

Why do you volunteer to protect Lake Tahoe?
I like how you take really good care of your volunteers. When people come into town looking for things to do, I always mention the League.

If you could be any native Tahoe animal or plant what would you be?
I’d be an eagle!

Vesper Rodriguez

Where are you from originally?
I grew up here on the South Shore.

How long have you volunteered with Keep Tahoe Blue?
Since April 2018.

What’s been your most memorable experience as a volunteer?
Snapshot Day, an annual citizen-science event where teams go out to local streams and rivers to collect data to create a “snapshot” in time of water quality.

Why do you volunteer to protect Lake Tahoe?
I want to give back to my community and the land that I live on.

If you could be any native Tahoe animal or plant what would you be?
Tahoe yellow cress (Rorippa subumbellata) of course!

Laura Schlim

Where are you from originally?
Shingle Springs, Calif.

How long have you volunteered with Keep Tahoe Blue?
Since 2017.

What’s been your most memorable experience as a volunteer?
Being part of a survey of the Upper Truckee Watershed last fall. I surveyed for aquatic invasive species as part of the League’s Eyes on the Lake program.

If you could be any native Tahoe animal or plant what would you be?
I would be a Lahontan cutthroat trout as they are adaptable and strong.

keeptahoeblue.org/core-volunteers
They’re “ALL IN”

The League’s Associate Board formed in 2015. “We are a group of San Francisco-based Lake Tahoe enthusiasts who are all members,” explained Jeff Collins, co-chair of the associate board and a sales professional at Cloudflare. “We build engagement, awareness and a funnel of young professionals who can become members.”

In 2018, the associate board kicked up the fun-factor with a series of successful events designed for a Bay Area audience such as arcade nights, guest bartending socials and more. And they teamed up with Matchstick Productions to premiere the ski movie “ALL IN.” Guests attended a VIP reception, bid in a silent auction, went to an after party, and met pro-skiers featured in the film.

“I’m proud of the takeaway – that you can conserve Lake Tahoe and it can be fun to be involved in something bigger than you,” said Patrick Hamilton, associate board co-chair and event planner at Foxtail Catering and Events, of the success of the event.

They work not only to educate the Bay Area about Lake Tahoe and the League’s role in protecting it, but also to build a strong community of like-minded individuals.

“Tahoe is the Bay Area’s playground. But a lot of people don’t know what goes into protecting it. I feel it is our job...
Kimberley Milligan
Meet our new board member

Kimberley Milligan is a child of the Sierra Nevada. Her grandparents owned a condo in Incline Village, and she spent a lot of time with them by the Lake. "It was one of my grandmother’s happiest places," she said. Her parents also took her exploring. Family lore is that at the age of just five she wandered away from their campsite saying, "I’m going to ha-hoe." Even though she couldn’t pronounce Tahoe, she knew then what she loved – blue waters.

Since those early days, Milligan has had a circuitous route back to her Sierra roots. She went to Stanford University, and then Columbia Law School. She practiced as an attorney and eventually transitioned from that into the nonprofit community working with environmental organizations that protected places where she recreates.

“My focus has shifted to rivers, which I am passionate about having spent a lot of time on them whitewater kayaking," said Milligan, who also serves on the Board of Directors for American Rivers.

Now, Milligan will bring her extensive policy and nonprofit management to bear as one of the newest members of the League’s Board of Directors.

“When you dive down and see how deep blue the water really is,” said Milligan, “you understand that Lake Tahoe is an amazing place that really deserves our attention.”
Combating pollution

218,131 miles

Promoting restoration

$27 million

ridden in the second year of the Lime bike-and-scooter-share program that the League brought to South Lake Tahoe. This saved 193,481 pounds of the greenhouse gas carbon dioxide from being released into the atmosphere and reduced the number of cars clogging the roads in the Tahoe Basin.

in state funding for restoration and other environmental projects at Tahoe. The League successfully encouraged Californians to vote ‘yes’ on Proposition 68, the California Clean Water & Parks Act (SB5) in June of 2018.
Tackling invasive species

204 surveys completed in 2018 by trained Eyes on the Lake volunteers who identify and report on aquatic invasive plants. Volunteers found and reported two previously unknown infestations. The League’s new training video is live and teaches community members how to spot and report on aquatic weeds via a new smartphone app. Watch at keeptahoeblue.org/eyes.

Protecting Tahoe’s shoreline

75 miles of Lake Tahoe’s shoreline (the entire circumference) now governed by a comprehensive set of protections. The League advanced a new Shoreline Plan approved by the Tahoe Regional Planning Agency’s (TRPA) Governing Board. The plan will enhance recreation experiences around the Lake while also protecting the environment.

BUILDING RESILIENCE TO CLIMATE CHANGE

204 surveys

75 miles
Members of the League

Members like you ensure our legacy of success continues through our programs of policy and environmental protection. Your generous gifts in 2018 enabled us to continue our work as Tahoe’s oldest and largest environmental advocacy organization. We are grateful to all our members for their support, which ensures Tahoe is protected for future generations. The League to Save Lake Tahoe is a nonprofit organization under section 501(c)(3) of the federal tax code. All contributions to the League are tax-deductible to the full extent allowed by the law.

Emerald Bay $10,000+
Anonymous - three members
Ms. Beth Anderson
AT&T
B.T. Rocca, Jr. Foundation
Jeanne and Bill Barulich
Bill Swigert Fund
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Steven L. Merrill
Moore Family Foundation
John B. Morey, Jr. Fund, an advised fund of Silicon Valley Community Foundation
Nancy Eccles and Homer M. Hayward Family Foundation

Rubicon Point $5,000 - $9,999
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Jean and Wayne Lowell
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Betsy Boardman Ross
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Larry and Jane Solomon
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The Morningstar Foundation
Crystal Bay $1,000 - $2,499
Anonymous - seven members
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Nicholas Abelow
Cindy Akard
Rosemary Akey
Thomas C. Albanese
Art and Donna Anderson
Anderson Fund Foundation
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Sierra Ecosystem Associates
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Rachel Maddow
Mr. Jason Madison
Rhonda Mahendroo
Victor and Farah Makras
Mr. Christian Maloney
Ms. Colleen Malouf
Hillary Marble

Carnelian Bay $2,500 - $4,999
Anonymous - one member
Alice and Paul Baker
Apple Inc.
Brenda and Regan Avery
Joseph Baratta
Mrs. Nora Barr Hennings
The Dennis and Stacey Barsema Foundation
Ms. and Mr. Lisa Bernard
Dutto
Ms. Kimberlee Sharp-Dutto and Mr. Nicholas Christensen
Marshall C. Milligan
Dennis and Darlene Neely
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Mr. and Ms. Edward Pellegrino
William and Alice Russell-Shapiro
Ted Schuman
Byron and Stephanie Scordelli
Mrs. Cyril Schgan
Christine and John E. Sell
Ms. Kimberly Sharp-Dutto and Mr. Nicholas Dutto
Ms. Marlene Sheff
Mark and Susan Simons
Lorie and Sam Sinnott
Randall and Jane Sperring
John and Sharon Stankey
JBI Stratmore
The Steve and Lois Mihaylo Family Foundation
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Diane Wilsey
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Su Moon Paik and Bob Brown
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Carolyn C. Chang
Mr. and Mrs. Jeff Child
Mike and Renee Child
Michael Chun and Wendy Sheldon
William H. Cilker Family Foundation
Clarence E. Heller Charitable Foundation
Ms. Renee Coker
Mary Lynn Coldsen
Carolyn Colins
Sarah and Robert Conlon
Mr. and Mrs. Jim Cooper
Mr. and Mrs. Josh Corzine

“Thank you to the League for years of service to help our beautiful Lake stay healthy and vibrant. Our parents, David and Fritz, were supporters from the early years and it is our pleasure to honor their commitment with our own.”
— The Huntington Family (Claire McCloud and family, and Claudia Huntington and family), members since 2002

“From the age of four on, Lake Tahoe has showed me what conservation and environmental protection can do for the world. I am now 84.”
— Peter Von Chris吞噬, member since 2001

“Lake Tahoe is my favorite place in the world. I love the Lake, I love the people and the work the League does to Keep Tahoe Blue!”
— Anna Nason, member since 2008

Monica Mary March
Mr. and Mrs. Fillmore Marks
Jake Mars
Henry Massey and Amie Chang
Ms. Carolyn Mathews
Mr. Michael G. McCaffrey
Chris McNamara
Angelique Meckley
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Ms. Gwen Price
Quintipas Foundation
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Cory Ritchie of the Foresight Fund, held at

2018 Annual Report | keepetahoebule.org • 13
Over 150 participants came out to the 2019 Tahoe Forest Stewardship Days. In the Spring, League volunteers planted willow stakes along the Upper Truckee River (pictured above) and in the Fall, volunteers planted willow stakes along Burke Creek in South Lake Tahoe. This stabilized the banks and reduced erosion and fine sediment that flows to Lake Tahoe. Learn more at keeptahoeblue.org/tfsd.

“I have loved Lake Tahoe my entire life and want to help preserve its magnificence.”
— Deborah Blank, member since 2018

“I want to Keep Tahoe Blue for my children, grandchildren, great-grandchildren…”
— Gretchen Werner, member since 2017

Mount Tallac $500 - $999
Anonymous - nine members
7 Eleven Incline Village*
Ace Hardware of South Lake Tahoe*
Robert and Linda Albrecht
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Alicia Allegrini and Ben Yoder
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Mr. Jim Andersen and Mrs. Lynelle Andersen
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Mr. and Ms. Stuart Zeman
Michael Zifcak

Over 150 participants came out to the 2019 Tahoe Forest Stewardship Days. In the Spring, League volunteers planted willow stakes along the Upper Truckee River (pictured above) and in the Fall, volunteers planted willow stakes along Burke Creek in South Lake Tahoe. This stabilized the banks and reduced erosion and fine sediment that flows to Lake Tahoe. Learn more at keeptahoeblue.org/tfsd.
For generations, League patrons have attended a now-annual Oscar de la Renta Fashion Show and Luncheon that began in 1969. The annual event, produced in partnership with Saks Fifth Avenue and Oscar de la Renta, has raised more than $18 million to protect Lake Tahoe. The League owes this success to our generous partners and to our devoted guests. Photo: Drew Altizer.
 League finances

Expenses
Total: $2,167,289.31

Programs to advocate, educate and collaborate to Keep Tahoe Blue
79%

Fundraising
15%

Management
6%

Revenue
Total: $2,180,518.26

Membership and contributions 52%
Annual fashion show and luncheon 41%
Grants and foundations 6%
Sticker donations 2%
Sales (net) 2%

Does not include interest. Find final audited financial statements: keeptahoeblue.org/financials
League team

Board of directors
Top row from left:
Ash Daggs; Brooks Stratmore, Secretary; David Brandenburger, President; Lucas Giordano, Treasurer; Scott Drummond, Mike Zukerman

Bottom row from left
Dennis Neeley; Lorie Sinnott; Scott Torgan; Allyson Willoughby; William D. Evers, Jr., Vice President; Darcie Goodman Collins, Ph.D., CEO; Steve Spurlock; Bob Damaschino; Phil Metting van Rijn; Kim Milligan; David Blau

Not pictured: Hillary Marble, Mike Ross, Jeff Brown, Catherine Marken Boyle, Tom Mertens

Staff
Top row from left:
Joanna L. McWilliams, Communications Manager; Meghan McGowan, Chief Operating Officer; Amanda Rothstein, Development Director; Jesse Patterson, Chief Strategy Officer; Leila Maloney, Executive Assistant; Emily Frey, Natural Resources Associate; Martha Lopez, Membership Associate; Zack Bradford, Natural Resources Manager; Jennifer Laurence, Operations Manager

Bottom row from left:
Melissa Franz, Finance Associate; Marissa Fox, Esq., Legal and Policy Director; Marilee Movius, Community Engagement Manager; Darcie Goodman Collins, Ph.D., Chief Executive Officer; Ariana Capellini, Office & Store Associate;

Not pictured:
Gavin Feiger, Land Use Policy Analyst; Soloman Nunnally, Outreach Associate

About the League
The League is a solutions-based organization, focused on advocating for sensible environmental standards backed by science and monitoring, devoted community engagement, grassroots involvement, and a collective ideology of working together to Keep Tahoe Blue. We are a member-based organization: all of our successes are made possible through the generous support of our members.

Together, we Keep Tahoe Blue
Become a member, volunteer and visit our Fritzi and David Huntington Environmental Education Center and Store.
2608 Lake Tahoe Boulevard, South Lake Tahoe, CA 96150
530.541.5388 | keeptahoebue.org
info@keeptahoebue.org
keeptahoebue.org
The League plans to bring a new pilot micro-transit program to South Lake Tahoe in 2019, drawing on the lessons learned from last year’s pilot program with Chariot. The League will identify sustainable sources of funding for transportation improvements and convene a bi-state working group to develop an action plan that details immediate on-the-ground solutions. The goal is to provide alternative ways to get around without a car and reduce pollution.

We will ensure that state and federal money from Proposition 68 and the Lake Tahoe Restoration Act is directed towards urgent restoration needs at Lake Tahoe. Funds will help reduce the flow of fine sediment into the Lake, the primary cause of loss of clarity. With a changing climate, restoration of streams and meadows is critical for protecting Lake Tahoe.
Tackling invasive species

Deploy innovative solutions

The League will test weed-reducing technologies at the Tahoe Keys, ground-zero for aquatic weeds. Technologies to be studied range from an underwater bubble curtain, which prevents fragments of aquatic invasive plants from leaving infested areas, to aeration of the substrate, which reduces nutrients that feed invasive plants. The League will expand the most effective solutions to other areas of Lake Tahoe.

keeptahoeblue.org/tahoe-keys

Protecting Tahoe’s shoreline

A new era of shoreline protections

The League will ensure that the new Shoreline Plan is properly implemented (e.g. all buoys are registered and permitted) and will also launch a new volunteer program in 2019, Tahoe Blue Crew, designed specifically to remove and reduce litter from the Lake’s shoreline.

keeptahoeblue.org/tahoe-blue-crew