

**From:** Madalyn Peterson <madalynpeterson19@gmail.com>  
**Sent:** 2/27/2023 8:45:02 PM  
**To:** TRPA <trpa@trpa.gov>; HomewoodPlan <homewoodplan@trpa.gov>  
**Cc:** Julie Regan <jregan@trpa.gov>; swydra@placer.ca.gov <swydra@placer.ca.gov>;  
**Subject:** Community Member Comments RE: Homewood Project  
**Attachments:** [HOMEwood.docx](#)

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HOMEwood

To whom it may concern:

As an active 3rd generation member of the Homewood Mountain community, I stand with the “Keep Homewood Public” group in forwarding the mission of “restoring Homewood as a key gathering center for Lake Tahoe’s West Shore, and to maintain the heritage of a ski resort that can be enjoyed equally by local residents and visitors”.

For 30 years, I have skied, fished, and hiked Homewood Mountain. Home videos show me at 2 years old learning to ski down Lombard Street and the connecting path between the North and South base alongside neighbors who to this day we meet at the top of Big Blue for a celebratory drink on New Year’s. In the summer, the maze of ski paths make the daily hike or trail run feel like a new adventure. I can thank a few sprints up the face for reinvigorating my spirits deep in Covid, and the trails up the backside of Quail Lake for giving my mom her confidence back as her first hike after a life changing injury. The quick but steep hike up to Quail Lake has served more than once to see if a cousin’s girlfriend could make the cut. I’ll never forget the sparked memory in a Sacramento Street legend’s eye when I delivered on the promise to take him up Lombard Street and back to his youth, to the abandoned cabin and fishing lake off the back service road. Finding the yurt atop that spot gave the neighborhood enough to gossip about for a week. I have more pictures than I can count looking out at the lake from the spot near Big Blue—the spot I thought I’d get married. But what’s unpictured is the star-filled nights at the base of the mountain because it’s one of the darkest spots on the west shore. It’s here where I sat in lawn chairs to watch the August meteor shower with my aunts (aged 80 & 78) giggling at their child-like “ooh’s” and “aah’s” and soaking in the silence knowing how special a moment it was.

My favorite thing about Tahoe and the Homewood Mountain and community, is that the simplicity and accessibility of activities and environments affords me to have shared memories and experiences with family, friends, neighbors, and strangers—generations and identities apart. Experiences I looked forward to passing down to my children and theirs.

All that changes with the privatization of Homewood Mountain, a plan significantly divergent from the proposed quality of life in the approved 2011 Master Plan.

Myself and my future family stand to be the generation most impacted by the proposed changes. It brings tears to my eyes thinking that my kids won’t be able to stand lakeside with fish caught in Madden Creek—fish that in proportion to their excited bodies look memorable. It’s only now having fished the same holes as an adult with my dad, I realize they must all be thrown back, yet we fish the same holes anyways because the value of uninterrupted time with family is one of the lessons you learn with unstructured time adventuring on the mountain. The thought of “guided fishing trips” as highlighted on the Discovery website takes all the fun out of bickering which right turn to take, letting your dad make up which bait is the right one, and how good the West Shore Cafe cocktail is going to taste because you both were too stubborn to pack any water and snacks. Please help make sure that any day of the week, weekend, or holiday, my dad can be the grandpa that teaches my kids how to bait a hook and find fish in the shadows.

Homewood is a place to know and care for your neighbor. The mountain and its casual rustic environment invites neighbors to lend a hand: to share a generator when the power goes out, hitch a ride to Tahoe City, and call up to say “the bear is heading your way”...when the going gets tough, I will look to the people who sought to join our community instead of standout. Modern design, in any iteration, does not reflect the sentiment of traveling to Tahoe; escaping the hustle in search of remarkable beauty, living alongside nature with gratitude and respect. The new design demonstrates an ignorance for the physical beauty that is the lake and its surrounding area, it begs attention in a way that assumes its physical presence is what people travel for. This is misaligned with the approved plan, and to build outside of the mountain rustic architectural quality and scale that mirrors the lake and its history would be a disservice to the character of Homewood.

In conclusion, my request is **for Homewood Mountain Resort to build to the community approved plan from 2011 or re-submit a new Master Plan showing all proposed changes and allow public input, review, and comment.** As it stands, the plan impacts all areas of TRPA’s “triple-bottom-line”: the lake, community, and economy. To quote Julie Regan in her December 2022 article “We’re All Here for the Lake”...I am writing to “join in [the] collective quest to fight for the Tahoe we know and love...” and to allow Homewood Mountain Resort to go private would create, not “erase divides between all who love the lake.”

With passion and concern:

Dr. Madalyn Peterson  
5225 Sacramento Ave  
Homewood, CA 96141

## HOMewood

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With passion and concern:

Dr. Madalyn Peterson

5225 Sacramento Ave  
Homewood, CA 96141

**From:** Chris L <cluhn21@gmail.com>  
**Sent:** 2/28/2023 1:05:07 PM  
**To:** HomewoodPlan <homewoodplan@trpa.gov>  
**Subject:** Homewood resident letter Reference PLN22-00534 Inbox

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I am writing to express my concerns with the proposed direction for the Homewood Mountain Resort.

**Developers JMA Ventures, Mohari Hospitality, and Discovery Land Company are pulling off a bait and switch at Homewood Mountain Resort.**

Instead of “maintaining the heritage of a ski resort that can be enjoyed equally by local residents and visitors<sup>[1]</sup>,” developers JMA Ventures, Mohari Hospitality, and Discovery Land Company are **severely restricting public access to Homewood Mountain Resort** through paid memberships, at not-yet-revealed cost.

Despite the 2011 Master Plan’s “central goal” to “restore Homewood as a key gathering center for Lake Tahoe’s West Shore<sup>1</sup>,” developers JMA Ventures, Mohari Hospitality, and Discovery Land Company will only “**open the area to residents multiple times each month (no holidays or weekends)**”<sup>[2]</sup>.

Developers JMA Ventures, Mohari Hospitality, and Discovery Land Company claim their new plan will reduce traffic (“Vehicle Miles Traveled”) compared to the original plan<sup>2</sup>. This is hard to believe; **West Shore skiers and boarders driving to Palisades or Northstar, plus resort employees commuting from Truckee or Reno, will worsen already-congested Resort Triangle traffic.**

Contradicting the 2011 Master Plan, in which “the new Homewood Resort design is conceived as an alpine village community in the architectural style of the classic old Tahoe lodges,” JMA Ventures, Mohari Hospitality, and Discovery Land Company have **already begun building homes in a “mountain modern” architectural style** in the South Base Area.

Responding to the vehement objections of 300+ concerned residents, **TRPA has asked JMA Ventures to provide additional information** on how the proposed changes “fit within the vision and goals of the Master Plan.<sup>1</sup>” We share TRPA’s concerns and thank them for their letter.

**As next steps, we demand:**

**An immediate stop to the non-conforming construction** underway at the South Lodge;

**A final determination from the TRPA Governing Board that JMA Ventures, Mohari Hospitality, and Discovery Land Company’s proposal to privatize Homewood Mountain Resort is NOT consistent with the 2011 Master Plan;**

**A complete re-plan** for Homewood Mountain Resort, following the same publicly accountable processes that resulted in the 2011 Master Plan, including environmental review.

Thank you -  
*Christopher Luhn*  
7311 4<sup>th</sup> Ave  
Tahoma, CA 94162

**From:** Brad GOEHRING <goehringvineyard@aol.com>  
**Sent:** 3/6/2023 5:18:50 PM  
**To:** HomewoodPlan <homewoodplan@trpa.gov>  
**Cc:** supervisorgustafson@placer.ca.gov <supervisorgustafson@placer.ca.gov>;  
**Subject:** Keep Homewood Public!

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I am writing to express my concerns with the proposed direction for the Homewood Mountain Resort.

Developers JMA Ventures, Mohari Hospitality, and Discovery Land Company are breaking their promise to make Homewood Mountain Resort a community center. This is a bait-and-switch!

Instead of "maintaining the heritage of a ski resort that can be enjoyed equally by local residents and visitors," developers JMA Ventures, Mohari Hospitality, and Discovery Land Company are severely restricting public access to Homewood Mountain Resort through paid memberships, at not-yet-revealed cost.

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-A complete re-plan for Homewood Mountain Resort, following the same publicly accountable processes that resulted in the 2011 Master Plan, including environmental review.

Thank you.

Brad Goehring

Alpine Peaks

**From:** Rebecca Favila <rebeccafavila@yahoo.com>  
**Sent:** 3/6/2023 7:12:57 PM  
**To:** HomewoodPlan <homewoodplan@trpa.gov>  
**Subject:** Stop the privatizing of Homewood Resort

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To whom it may concern,

Please maintain the heritage of a ski resort so that it can continue to be enjoyed equally by local residents and visitors. This plan also **severely restricts public access to Homewood Mountain Resort** through paid memberships, at not-yet-revealed cost. These changes will greatly change the resort for the worse.

Thank you.

Sent from my iPhone

**From:** Kate Wilkins <katewilkins3@icloud.com>  
**Sent:** 3/7/2023 9:21:09 PM  
**To:** HomewoodPlan <homewoodplan@trpa.gov>  
**Cc:** swydra@placer.ca.gov <swydra@placer.ca.gov>;  
**Subject:** Keep Homewood Public!

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-A complete re-plan for Homewood Mountain Resort, following the same publicly accountable processes that resulted in the 2011 Master Plan, including environmental review.

Thank you. Kate Wilkins

**From:** Stephanie Koenig <stepherrs@gmail.com>  
**Sent:** 3/7/2023 8:54:13 PM  
**To:** swydra@placer.ca.gov <swydra@placer.ca.gov>; supervisor\_gustafson@placer.ca.gov <supervisor\_gustafson@placer.ca.gov>; HomewoodPlan <homewoodplan@trpa.gov>; Paul Nielsen <pnielsen@trpa.gov>  
**Subject:** Keep Homewood Ski Public!

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Hello,

I am writing to express my concerns with the proposed direction for the Homewood Mountain Resort.

Developers JMA Ventures, Mohari Hospitality, and Discovery Land Company are breaking their promise to make Homewood Mountain Resort a community center. This is a bait-and-switch!

My family has been a resident of Homewood since the late 1970. It's home and we love skiing Homewood. Going private is going to hurt the people who love Homewood the most! We strongly urge you to reconsider the intent of JMA Ventures, Mohari Hospitality, and Discovery Land Company.

Thank you for your time and consideration.

Sincerely,

Stephanie Schuler Koenig  
Chamberlands community resident



**From:** terri btconnolly.net <terri@btconnolly.net>  
**Sent:** 3/7/2023 8:25:21 PM  
**To:** HomewoodPlan <homewoodplan@trpa.gov>  
**Subject:** Proposed Privatization of Homewood Mountain Resort

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I am writing to express my concern about the privatization of Homewood Mountain Resort. I was excited about the original plan as HMR is sorely in need of upgrades and improvements. The addition of summer and winter non-skiing activities along with shops and services benefitting all were why I felt it would be an asset to the west shore. But with the privatization of the ski area and the marina, it would become one more huge chunk of lake and highway front properties taken away from the locals and longtime vacationers by the uber wealthy.

I have been a vacationer and homeowner on the west shore since the 1970s. I spent many happy days on Meeks Bay beach, boating along the west shore and skiing at Homewood. I also worked on the west shore and now live part time in Tahoe City. I am a firm believer that change is inevitable and usually a good thing (when thoughtfully planned and executed), this new plan is NOT a good thing.

I have read the proposal and the originally approved design and I believe that it was clear that the approval was given based on creating a resort and amenities that would benefit the residents of the West shore. The privatization with membership purchase and monthly fees would be unattainable by most current residents and homeowners on the west shore. The lack of retail businesses providing groceries and other services needed by those who live and spend time on the west shore were going to be a valuable addition to the project and it seems they have been taken out of the private plan.

While I am not opposed to the design changes to the private residences (as these should be designed in away that makes them appeal to potential purchasers and a more modern ascetic is currently what is being built (or remodeled) currently in the Tahoe basin.) I am also not opposed to the redesign of the lodge and other amenities also being updated to current design trends, (although the currently available renderings do not seem to fit the modern Tahoe design style are well as the private residences so I would request modifications to have them include more wood, stone and other natural materials/colors.)

In addition to the ski area, it is clear that they plan to privatize the marina and lake front property also. This disturbs me greatly as there is already a severe lack of public boating access on the west shore since the removal of Meeks Bay Marina. Since that time Homewood High and Dry has already raised prices as to be unaffordable by most long time residents and vacationers, but at least it is an option, as Obexters, Sunnyside, Tahoe City Marina and Lake Forest are already over crowded, taking away this option will cause even further crowding at these locations.

It has been reported from the owners of HMR that the financial viability of the Ski Area as a public access resort is not possible, and therefore privatization is the answer. I question this assessment as there are many small ski resorts that are operating successfully. HMR has many excellent features (small, amazing views, great for families, nearby local residences), I personally love skiing at HMR but have not been there recently due to the difficulty of purchasing day tickets at a price that fits the quality of the amenities (low occupancy/low speed lifts, poor lodge facilities, pay parking) compared to other local ski areas. Their pricing for day tickets and season passes have recently risen to close to the level of Palisades and Northstar, which offer much more. It seems to me there are many viable business plans that could improve the financial situation for the owners that could be considered and would be less drastic than privatization.

The opinions expressed above are solely mine and my husbands, based on our limited research and personal experience. We do not believe that any plan to change HMR should be declined, but that a holistic approach to the design and usage should be considered. We feel that enough time has passed since the original plan was approved that it is reasonable that changes would be requested and considered, but a complete change of usage should not.

We would be willing to be contacted for further clarification of the above.

Sincerely,

Terri and Bart Connolly  
Long time visitors, residents, skiers, boaters and homeowners in Meeks Bay and Tahoe City

**From:** Christopher Bennett <cbennett415@gmail.com>  
**Sent:** 3/8/2023 10:15:52 AM  
**To:** HomewoodPlan <homewoodplan@trpa.gov>  
**Subject:** Changes to Homewood Mountain Resort - Please keep Homewood open to the public.

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**Christopher Bennett** <[cbennett415@gmail.com](mailto:cbennett415@gmail.com)>

Tue, Mar 7, 2:49 PM (18 hours ago)

to pnielsen

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Developers JMA Ventures, Mohari Hospitality, and Discovery Land Company claim their new plan will reduce traffic ("Vehicle Miles Traveled") compared to the original plan<sup>2</sup>. This is hard to believe; **West Shore skiers and boarders driving to Palisades or Northstar, plus resort employees commuting from Truckee or Reno, will worsen already-congested Resort Triangle traffic.**

Please consider this message as from a concerned member of the west shore community and how this will dramatically change what we all originally gathered to support.

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- Christopher Bennett

**From:** Dennis Neeley <daneeley516@gmail.com>  
**Sent:** 3/11/2023 8:29:08 AM  
**To:** HomewoodPlan <homewoodplan@trpa.gov>  
**Cc:** swydra@placer.ca.gov <swydra@placer.ca.gov>;  
**Subject:** Keep Homewood Public

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Responding to the vehement objections of 300+ concerned residents, TRPA has asked JMA Ventures to provide additional information on how the proposed changes "fit within the vision and goals of the Master Plan." We share your concerns and thank you for your letter.

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Thank you.  
Dennis Neeley

Sent from Dennis' iPad

**From:** Scott Neumann <spneumann@gmail.com>  
**Sent:** 3/14/2023 12:58:06 PM  
**To:** HomewoodPlan <homewoodplan@trpa.gov>  
**Cc:** swydra@placer.ca.gov <swydra@placer.ca.gov>;  
**Subject:** Keep Homewood Public, please help!

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Obviously the below is a form letter, you have received many of them. On a personal front, I have been skiing at Tahoe Ski Bowl and Homewood long before they were a single resort. I learned to ski there with my own parents. After college I moved to Tahoe and worked at Homewood for 4 years (4 of the best years of my life). I got married in Homewood, we own a home on the west shore and are part-time residents. The thought of my own children not being able to ski at Homewood anymore saddens me. It's a MASSIVE loss for the West shore.

It will affect traffic (increased traffic and Tahoma residents now have to drive to palisades to ski????) and reduce property values on the entire west shore. It's a massive loss for all of tahoe, for the ski resort industry and of course the west shore.

I have stood by and watched JMA run Homewood into the ground. They did zero capital improvements, zero maintenance and only cared about their bottom line. Yes something needs to change, as JMA has only shown incompetence in their ability to manage a ski resort, but creating an exclusive members only resort, excludes the entire west shore. It will be a billionaires club and will not be accessible locals.

Please, please do not let this happen to the west shore. It will change it forever.

Regards,  
-Scott Neumann

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Thank you.

-Scott Neumann

**From:** Steve B. <sablock145@gmail.com>  
**Sent:** 3/14/2023 3:47:13 PM  
**To:** HomewoodPlan <homewoodplan@trpa.gov>  
**Subject:** Re: Objection to Proposed change to Homewood Master Plan

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Greetings. My previous email was sent before I finished it. I'm addressing your organization and at the time, Dennis Moshida, the Down zoning of my dad's property (Glenridge Park) in 1972, 14 or so years of litigation and a settlement reached in ~1988.

You have records. Might want to familiarize yourself. My dad's ~90 acres was deeded to either the state or feds for a dime on the dollar. All the while the Perini Corp got your permission to fully develop Fleur de lac, bringing a significantly higher no. Of cars into the basin. Never understood how that was fair or possible under the same standards used when you went after my dad's property.

Moreover, at the same time you gave permission to Chambers to convert their little cabins on Chambers beach to \$100000 furnished residences AND got them to donate 1/2 our HOA beach for public use.

Boy do times change. Now you're considering permitting the Cyprus conglomerate to privatize the Homewood Ski Area and build a large hotel excluding my dads grandkids from getting use out of the cabin he Built in 1961 on Sacrament Ave, up the street from Tahoe Ski Bowl that later was merged with Homewood asking Area.

I want to know where the money is flowing in that transaction. Not to mention increased vehicles and traffic on the west shore. Doesn't that cut against the original Bailey classifications that adversely affect the lake ? You are either genuinely concerned about the environment or not.

Please consider this a request to make a presentation to the board. Pls. Advise of the time and place of the next public meeting where I can get on the agenda I will need 1/2 hour for the presentation.

Is the CTRPA still active. If so what is their involvement?

I can be reached at this email or on my cell anytime

Thank you for your courtesy and cooperation.

(916) 439-7506

Steve Block  
Sacramento

(Please pardon any typos. This is from my iPhone.)

My Father was 36 when he personally built our family cabin in Chambers on Sacramento avenue; only the second cabin on that street, and a short walk to what was then Tahoe Ski Bowl. He specifically chose that location given its access to the then rope tow. It later merged with Homewood Ski Area and is now the south lot of Hom

My father purchased Glenridge Park in 1968 with Max Hoff a long term resident of the West Shore.

*Steve Block*

**Steven Block**  
11437 Sutters Mill Circle  
Gold River, CA 95670  
T: (916) 439-7506 ▪ [sablock145@gmail.com](mailto:sablock145@gmail.com)

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**From:** Susan Holm <susan.holm@icloud.com>  
**Sent:** 3/9/2023 11:04:22 AM  
**To:** HomewoodPlan <homewoodplan@trpa.gov>  
**Cc:** Steve Buelna <sbuelna@placer.ca.gov>; Wydra Stacy <swydra@placer.ca.gov>; Wendy Jepson <wJepson@trpa.gov>; Julie Regan <jregan@trpa.gov>; Tom Lotshaw <tlotshaw@trpa.org>; John Marshall <jmarshall@trpa.gov>; Gustafson Cindy <supervisorgustafson@placer.ca.gov>;  
**Subject:** Homewood Resort

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Hello,

We are writing in regarding the change of architecture for the Homewood Resort. But first, Mr. Chapman is a seasoned property developer who told the community 12 years ago that the project was viable as a public ski mountain. Before purchasing the property, he had ample opportunity to do his due diligence that would support what he promised. It was entirely his responsibility to do this BEFORE purchasing and conveying to the public that the project would work as he was proposing.

We believe that there should be no more approvals for a piecemeal project. The entire Master Plan permit should be revoked and the new property owners should be required to reapply with the **actual project** they wish to build. Many developers use the piecemeal approach to push through mini approvals simply because they know that proposing the entire project would never be approved. This is exactly what Mr. Chapman and his new investors are doing. We are all being played by Mr. Chapman and we should not fall for it!

However, should you continue to entertain requests by Mr. Chapman for a piecemeal project that is out of compliance with the Master Plan, we strongly object to the new Mountain Modern design. It is not only a complete 180 from the Master Plan, but it will create reflective light issues looked at from the lake and from the road as well. This design will also have an adverse affect on our precious night sky. We were told by the Placer County planner that people who buy these units will be required to put in window coverings (drapes or blinds), but when we asked who would enforce it we were told that it would not be enforced!

Also, the Mountain Modern architecture is completely incompatible with the classic Tahoe architecture that we all love here on the West Shore. Just look at the few Mountain Modern homes that have been built here. They stick out like sore thumbs and are shocking to come across when in the mountains. They feel like structures that should be in Cities or suburbs, not a nature focuses community like the West Shore.

Many communities in California have strict guidelines for architecture to maintain their community's charm. Carmel and Solvang come to mind. The West Shore is unique, old Tahoe and laid back. We have an opportunity to adopt architecture guidelines specific to the West Shore that reflect the community aesthetic and keep at least one part of the lake consistent with the Lake's history.

Thank you for your time.  
Susan & Dick Holm  
P.O. Box 1021  
5625 Lagoon Road  
Homewood, CA 96141

**From:** Renee Boucher <renee.bouch27@gmail.com>  
**Sent:** 3/9/2023 7:03:58 AM  
**To:** HomewoodPlan <homewoodplan@trpa.gov>  
**Cc:** swydra@placer.ca.gov <swydra@placer.ca.gov>;  
**Subject:** Keep Homewood Public!

---

I am writing to express my concerns with the proposed direction for the Homewood Mountain Resort.

Developers JMA Ventures, Mohari Hospitality, and Discovery Land Company are pulling off a bait and switch at Homewood Mountain Resort.

Instead of "maintaining the heritage of a ski resort that can be enjoyed equally by local residents and visitors," developers JMA Ventures, Mohari Hospitality, and Discovery Land Company are severely restricting public access to Homewood Mountain Resort through paid memberships, at not-yet-revealed cost.

Despite the 2011 Master Plan's "central goal" to "restore Homewood as a key gathering center for Lake Tahoe's West Shore," developers JMA Ventures, Mohari Hospitality, and Discovery Land Company will only "open the area to residents multiple times each month (no holidays or weekends)."

Developers JMA Ventures, Mohari Hospitality, and Discovery Land Company claim their new plan will reduce traffic ("Vehicle Miles Traveled") compared to the original plan. This is hard to believe; West Shore skiers and boarders driving to Palisades or Northstar, plus resort employees commuting from Truckee or Reno, will worsen already-congested Resort Triangle traffic.

Contradicting the 2011 Master Plan, in which "the new Homewood Resort design is conceived as an alpine village community in the architectural style of the classic old Tahoe lodges," JMA Ventures, Mohari Hospitality, and Discovery Land Company have already begun building homes in a "mountain modern" architectural style in the South Base Area.

Responding to the vehement objections of 300+ concerned residents, TRPA has asked JMA Ventures to provide additional information on how the proposed changes "fit within the vision and goals of the Master Plan." We share your concerns and thank you for your letter.

As next steps, we demand:

-An immediate stop to the non-conforming construction underway at the South Lodge;

-A pause on permitting until the developers comply with the 2011 Master Plan;

-A final determination from the TRPA Governing Board that JMA Ventures, Mohari Hospitality, and Discovery Land Company's proposal to privatize Homewood Mountain Resort is NOT consistent with the 2011 Master Plan;

-A complete re-plan for Homewood Mountain Resort, following the same publicly accountable processes that resulted in the 2011 Master Plan, including environmental review.

Thank you.

**From:** Kyle Lewis <kyle.j.lewis@gmail.com>  
**Sent:** 3/16/2023 1:56:52 PM  
**To:** HomewoodPlan <homewoodplan@trpa.gov>  
**Cc:** supervisorgustafson@placer.ca.gov <supervisorgustafson@placer.ca.gov>;  
**Subject:** Keep Homewood Public

---

I am writing to express my concerns with the proposed direction for the Homewood Mountain Resort.

Developers JMA Ventures, Mohari Hospitality, and Discovery Land Company are breaking their promise to make Homewood Mountain Resort a community center. This is a bait-and-switch.

Instead of "maintaining the heritage of a ski resort that can be enjoyed equally by local residents and visitors," developers JMA Ventures, Mohari Hospitality, and Discovery Land Company are severely restricting public access to Homewood Mountain Resort through paid memberships, at not-yet-revealed cost.

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Thank you,

Kyle Lewis  
Tahoe City, CA