

**NLTRA Mission**

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

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**Board of Directors:**

**Chair:** Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

**Treasurer:** Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

**Aaron Rudnick**, Sierra Tahoe Recreation | **Andre Priemer**, Resort at Squaw Creek | **Bruce Seigel**, Ritz-Carlton, Lake Tahoe

**Chris Brown**, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**,

Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain

Resort | **Lynn Gibson**, Keoki Gallery | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection

Advisory Committee: **Erin Casey**, Placer County Executive Office, **Tom Lotshaw**, Tahoe Regional Planning Agency

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**AGENDA**

**NUMBER TO CALL IN:** 1-712-770-4010, enter code 775665#

If unable to attend, join the conference call from your computer, tablet or smartphone: (712) 770-4010, enter code 775665#  
and Log on: <https://global.gotomeeting.com/join/968960189>

First GoToMeeting? Do a quick system check:  
<https://link.gotomeeting.com/system-check>

**Estimated  
Time**

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:35 a.m.** 2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
- 8:40 a.m.** 3. Agenda Amendments and Approval
- 8:45 a.m.** 4. Consent Calendar-All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.
- A. NLTRA Board Meeting Minutes
    - NLTRA Board Meeting December 5, 2018 [Link to preliminary online document](#)
  - B. Approval of NLTRA Financial Statements of November, 2018
  - C. Approval of CEO Expense Report
  - D. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)
    - Tourism Development Committee Meeting November 27, 2018 [Will place online at www.nltra.org once approved](#)
    - Finance Committee Meeting November 26, 2018 [Link to online document](#)

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- 9:00 a.m.**      **5. Action Items**
- Page 37*            A. Report from Richter 7 - Paid Media Tactics Using Targeted Consumer Research and Opportunities for Increased Reach
- Page 38*            B. Budget Revision for Video of Board Meetings
- Page 39*            C. Amendment to Tahoe City Golf Course Memorandum of Understanding
- Page 49*            D. Capital Projects Advisory Committee Appointment – Jim Phelan
- 6. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)**
- None at this time
- 10:00 a.m.**      **7. Informational Updates/Verbal Reports**
- Page 52*            A. Update on Spartan ESPN Broadcast
- B. Update on Winter Creative
- C. Staff updates on Events, Sales, Membership and Visitor Center
- 11:00 a.m.**      **8. Reports/Back up-The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.**
- Page 80*            A. Destimetrics Report December 31, 2018
- Page 81*            B. Conference Revenue Statistics Report December, 2018
- Page 87*            C. Tourism Development Report on Activities, November/December, 2018
- Page 90*            D. Chamber of Commerce Board Report December, 2018
- Page 92*            E. Visitor Information Center Visitor Report December, 2018
- Page 93*            F. North Lake Tahoe Marketing Coop Financial Statements November, 2018
- Page 97*            G. Membership Accounts Receivable Report, December 31, 2018
- Page 98*            H. Financial Key Metrics Report
- 11: 10 a.m.**      **9. CEO and Staff Updates**
- 11:15 a.m.**      **10. Directors Comments**
- 11:25 a.m.**      **11. Meeting Review and Staff Direction**
- 12. Closed Session (as may be necessary)**
- 11:30 a.m.**      **13. Adjournment.**