



**BOARD OF DIRECTORS MEETING**

Date: Wednesday, November 7, 2018

Time: 8:30 a.m. – 11:00 a.m.

Location: North Tahoe Event Center,  
8318 N. Lake Blvd., Kings Beach

**NLTRA Mission**

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

**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

**AGENDA**

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

**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
    - October 3, 2018 [Link to online preliminary document](#)
  - B. 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 October 23, 2018 [Link to online document](#)
    - Finance Committee Meeting September 25, 2018 [Link to online document](#)
  - C. Review and approval of 2019 WinterWonderGrass Squaw event sponsorship for \$15,000
  - D. Review and approval of an amendment to the 18.19 Event Scope of Work agreement with The Abbi Agency to contract services to cover the 2019 WinterWonderGrass Squaw event for \$4,000

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E. Review and approval of modifying the 2019 Broken Arrow Skyrace event sponsorship agreement to a \$20,000 sponsorship instead of a \$30,000 sponsorship

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F. Conference-Group Sales: Policy Change

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G. CEO and Staff Reports

5. Action Items

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8:50 a.m.

A. MOTION: Review and approval of the 2019 Spartan World Championships event sponsorship/host location agreement for \$250,000

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9:10 a.m.

B. MOTION: Board of Directors' approval of the June 30, 2018 Financial Statements and Independent Auditors' Report and the refund to County of Placer for excess TOT funding in fiscal year ending June 30, 2018 in the amount of \$216,432.

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

7. Reports/Back up-The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.

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A. Destimetrics Report October 31, 2018

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B. Conference Revenue Statistics Report October, 2018

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C. Finance Committee Supplemental Reports, October, 2018

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D. Membership Accounts Receivable Report, October, 2018

9:20 a.m.

8. Meeting Review and Staff Direction

9:25 a.m.

9. Adjourn as NLTRA Board of Directors