

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

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/573148477>

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 March 6, 2019 [Link to preliminary online document](#)
 - B. Approval of NLTRA Financial Statements of February, 2019
 - C. Approval of CEO Expense Report
 - D. 18.19 Opportunistic Event Sponsorship Funds Allocations – 2019 Broken Arrow Skyrace Additional Funding
 - E. Augmentation to SMARI Insights 18.19 Contract
 - F. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org
 - Finance Committee Meeting February, 2019 [Link to online document](#)

Page 1

Page 5

Page 21

Page 34

Page 40

- Tourism Development Committee – February, 2019 *posted online at nltra.org when available
- In – Market Tourism Development Committee February, 2019 [Link to online document](#)
- Business Association and Chamber Collaborative/Tourism Dev Committee – February 2019 [Link to online document](#)

- 8:50 a.m.** **5. Action Items**
- Page 41*
Page 43
Page 45
Page 46
Page 61
- A. Selection of Auditor for FYE 2019-2023 Audit and Tax Preparation
 - B. Resolution Appointing Signatories for NLTRA and NLTMC Bank Accounts
 - C. Consideration of Participation in Peak Tourism Research Study by SMG Consulting
 - D. Letter of Support in Concept for – The Stages at Northstar
 - E. 18.19 Opportunistic Event Sponsorship Funds Allocation – Enduro World Series Race at Northstar California
- 10:10 a.m.** **6. Informational Updates/Verbal Reports**
- Page 69*
- A. Tourism Business Improvement District Update
 - B. 2018.19 Budget Reforecast and Budget Preparation for 19.20-Ver
 - C. Staffing Transition Plan
- 10:45 a.m.** **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.**
- Page 77*
Page 78
Page 85
Page 87
Page 88
Page 92
Page 93
Page 98
- A. Destimetrics Report March, 2019
 - B. Conference Revenue Statistics Report February 2019, March, 2019
 - C. Tourism Development Report on Activities, March, 2019 **Will be distributed at meeting.*
 - D. Chamber of Commerce Board Report March, 2019
 - E. Visitor Information Center Visitor Report March, 2019
 - F. North Lake Tahoe Marketing Coop Financial Statements February, 2019
 - G. Membership Accounts Receivable Report February, 2019
 - H. Financial Key Metrics Report February 2019
 - I. Board Correspondence
- 10:50 a.m.** **8. CEO and Staff Updates**
- 10:55 a.m.** **9. Directors Comments**
- 11:00 a.m.** **10. Meeting Review and Staff Direction**
- 11:05 a.m.** **11. Closed Session**
- 12. Adjournment.**