

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/794121461>

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

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- 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.
- Page: 1 A. NLTRA Board Meeting Minutes from May 8, 2019 [Link to preliminary online document](#)
Page: 4 B. Approval of NLTRA Financial Statements of April 30, 2019
Page: 21 C. Approval of Interim CEO/Cindy Gustafson Expense Report
Page: 72 D. SMARI Baseline Research
Page: 73 E. 2018.19 Business Association Marketing Grants
- The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org
- Finance Committee Meeting May 29, 2019 [Link to online document](#)
 - Tourism Development Committee May 28, 2019 (no meeting in April)
 - In-Market Tourism Development Committee May 28, 2019 [Link to online document](#)

- 8:50 a.m.** 5. Action Items
Page: 92
Page: 103
- A. 2019/20 NLTRA Budget Approval
 - B. 2019/20 Placer County Contract & Scope of Work Approval
- 9:15 a.m.** 6. Informational Updates/Verbal Reports
- A. Tourism Business Improvement District Update
 - B. Hiring Committee Update
 - C. IMAX Out of Bounds Segment
- 10:30 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: 145 A. Destimetrics Report April 30, 2019
 - Page: 146 B. Conference Revenue Statistics Report April 2019
 - Page: 150 C. Tourism Development Report on Activities, April 2019
 - Page: 153 D. International Sales Update
 - Page: 157 E. Chamber of Commerce Board Report, April 2019
 - Page: 161 F. Visitor Information Center Visitor Report, April 2019
 - Page: 162 G. North Lake Tahoe Marketing Coop Financial Statements April 2019
 - Page: 167 H. Membership Accounts Receivable Report April 2019
 - Page: 168 I. Financial Key Metrics Report April 2019
- 10:35 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. Adjournment