



## north lake tahoe

Chamber | CVB | Resort Association

**Agenda and Meeting Notice**  
**THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS**  
**Wednesday, November 2, 2011 – 8:30 am – 11 a.m.**  
**Tahoe City Public Utility District**

### NLTRA Mission

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

### Meeting Ground Rules

*Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments*

### ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

#### A. CALL TO ORDER - ESTABLISH QUORUM

#### B. AGENDA AMENDMENTS AND APPROVAL (*Motion*)

1. Agenda Additions and/or Deletions
2. Approval of Agenda

#### C. PUBLIC FORUM

Any person wishing to address the Board of Directors on items of interest to the Resort Association 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.

#### D. REPORTS & ACTION ITEMS

3. Marketing Cooperative: Budget, Agreement Renewal Timeline and Issues – Andy Chapman (*30 minutes*)
4. Revised Budget to include full 2010/11 carryover – Ron Parson/Lisa de Roulet **Motion** (*15 minutes*)
5. Presentation and approval of the 2010/11 audited financial statements - Ron Parson/Lisa de Roulet **Motion** (*15 minutes*)
6. Fire District Commercial Property Assessment – Duane Whitelaw (*30 minutes*)
7. Infrastructure/Transportation Project Update – Ron Treabess (*30 minutes*)
8. West Commons Alternatives – Feedback process – Ron Treabess (*10 minutes*)
9. RTIA Welcome Center Scope of Service – Ron Treabess **Motion** (*15 minutes*)
10. Proposed Membership Programs – Sandy Evans Hall/Kym Fabel (*15 minutes*)
11. Election –proposed slate and process – Sandy Evans Hall (*10 minutes*)

#### E. CONSENT CALENDAR – MOTIONS (*5 min*)

All items listed under the consent calendar-motions are considered to be routine and/or have been or will be reviewed by committee, and will be approved by one motion. There will be no 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.

12. Board Meeting Minutes – October 5, 2011
13. Financial Statements – July 31, 2011; August 31, 2011
14. Board Approval to add Finance and HR Director, Lisa de Roulet, as a signatory on all bank accounts

All committee meeting briefs are provided for informational purposes only. Minutes are available at [www.nltra.org](http://www.nltra.org)

15. Joint Infrastructure/Transportation Committee – NO OCTOBER MEETING
16. Marketing Committee – October 25, 2011
17. Conference Sales Reports
18. Infrastructure/Transportation Activity Report – October 2011
19. Membership Advisory Committee – October 19, 2011
20. Approval of 2010 Squaw Valley Business Association marketing grant
21. Chamber of Commerce Business Plan Progress Report –
22. Group Sales Director Sub Committee – October 28, 2011
23. Lodging Committee – NO OCTOBER MEETING
24. Finance Committee – October 4, 2011

**F. CHAMBER OF COMMERCE REPORTS (5 min)**

25. Chamber Activities and Events –

**G. DIRECTORS' COMMENTS –**

**H. MEETING REVIEW AND STAFF DIRECTION**

**I. CLOSED SESSION (If necessary)**

**J. RECONVENE TO OPEN SESSION**

**K. ADJOURNMENT**

This meeting site is wheelchair accessible.

*Posted and e-mailed , 2011*