



REVISED Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday, March 2, 2011 – 8:30 am
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

The NLTRA Board has also adopted the Nine Tools of Civility of the Speak Your Peace Civility Project: *Pay Attention, Listen, Be Inclusive, Do Not Gossip, Show Respect, Be Agreeable, Apologize, Give Constructive Criticism, Take Responsibility.*

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. Presentation: Lake Tahoe Basin Prosperity Plan/Tahoe Prosperity Center – “B” Gorman, CEO Lake Tahoe South Shore Chamber of Commerce (*20 minutes*)
4. Presentation: FY 2011/12 Overall Marketing Strategies – Les Pedersen, Marketing Committee Chair (*15 minutes*)
5. Amgen Tour of California Update (*15 minutes*)
6. Presentation, Discussion and Possible Action to Approve and Recommend to the Board of Supervisors an Infrastructure Funding Request of up to \$75,000 for the early opening and maintenance of the bike/pedestrian trails and routes in preparation for the Amgen Tour of California (*10 minutes*) (***Motion***)
7. Review and Possible Action on Fund Balance Carryover (*10 minutes*) (***Motion***)
8. Interim Executive Director Report (*10 minutes*)

9. Marketing Report (10 minutes)
 - Agency RFP Review and Board Input
 - Conference Revenue Statistics – February 2011
10. Board/Staff Follow-up on Previous Action Items (5 minutes)

E. CONSENT CALENDAR – MOTIONS (5 minutes)

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. All committee meeting minutes are provided for informational purposes only.

11. Board Meeting Minutes – February 2, 2011
12. Finance Committee Minutes – February 1, 2011
13. Financial Statements – January 2011
14. Lodging Committee Minutes – February 3, 2011
15. Marketing Committee Minutes – February 22, 2011
16. Conference/Marketing Activity Report – February 2011
17. Infrastructure/Transportation Activity Report – February 2011
18. NLTRA 2nd Quarter Report to Placer County

ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE RESORT ASSOCIATION AND CONVENE AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE

F. CHAMBER OF COMMERCE REPORTS (10 minutes)

19. Community Awards
20. Chamber Activities and Events

G. CHAMBER OF COMMERCE CONSENT CALENDAR – MOTIONS (2 minutes)

21. Chamber of Commerce Committee Minutes – February 16, 2011
22. February Chamber of Commerce Implementation Report

ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE AND RECONVENE AS THE BOARD OF THE NORTH LAKE TAHOE RESORT ASSOCIATION

H. DIRECTORS' COMMENTS

I. MEETING REVIEW AND STAFF DIRECTION

J. CLOSED SESSION

23. Personnel Matters
 - Executive Director

K. RECONVENE TO OPEN SESSION

24. Closed session report

L. ADJOURNMENT