



**Agenda and Meeting Notice**  
**THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS**  
**Wednesday, April 6, 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. Request for Homewood Mountain Resort Project Support from JMA Associates (*Motion*)
4. Infrastructure Funding Request of up to \$45,000 for the West Commons Beach Conceptual Alternatives Analysis (*Motion*)
5. Direction to Prepare a Final Draft FY 2011-12 Integrated Work Plan and Long Range Funding Plan (2011-16) for Budget Approval (*Motion*)
6. Interim Executive Director Report (*10 minutes*)
  - TOT Renewal Funding Request (*Motion*)
  - Lake Tahoe Basin Prosperity Plan
7. Marketing Report (*10 minutes*)
  - Conference Revenue Statistics – March 2011
  - Update on Amgen Tour of California (written report)
8. 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.

9. Board Meeting Minutes – March 2, 2011
10. Special Board Meeting Minutes – March 18, 2011
11. Finance Committee Minutes – March 1, 2011
12. Financial Statements – February 2011
13. Lodging Committee Minutes – March 3, 2011
14. Joint Infrastructure/Transportation Committee Minutes – March 28, 2011
15. Marketing Committee Minutes – March 29, 2011
16. Conference/Marketing Activity Report – March 2011
17. Infrastructure/Transportation Activity Report – March 2011
18. NLTRA Alcohol Policy

#### **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. Presentation, Discussion and Possible Action to Approve 2011-12 Chamber of Commerce Business Plan Goals (*Motion*)
20. Status Report: Completion of 2010/11 Community Marketing Grant Application Cycle
21. Chamber Activities and Events

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

22. Chamber of Commerce Committee Minutes – March 16, 2011
23. March Chamber of Commerce Implementation Report
24. Approve Chamber Advisory Committee Recommendation to Join Other Chambers of Commerce in Opposition to State of California Administration Proposal to Abolish Redevelopment
25. Approve Chamber of Commerce Advisory Committee Recommendation of North Tahoe Business Association Grant Request (2010-11)

#### **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**

25. Personnel Matters
  - Executive Director

#### **K. RECONVENE TO OPEN SESSION**

26. Closed session report

#### **L. ADJOURNMENT**