



Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday, May 4, 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

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 and Action to Accept the North Lake Tahoe Express Performance Review, Including Direction to Staff to Proceed with Review Recommendations (*20 min*) (***Motion***)
4. Presentation and Action to Approve Draft Infrastructure/Transportation 2011/12 Project Budget (*15 min*) (***Motion***)
5. Interim Executive Director Report (*10 min*)
6. Marketing Report (*10 minutes*)
 - Conference Revenue Statistics – April 2011
 - Amgen Tour of California Update
 - Conference Equity Update
 - Conference Analysis Schedule
7. Board/Staff Follow-up on Previous Action Items (*5 min*)

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

8. Board Meeting Minutes – April 6, 2011
9. Finance Committee Minutes – April 5, 2011
10. Financial Statements – March 2011
11. Lodging Committee Minutes – March 31, 2011
12. Joint Infrastructure/Transportation Committee Minutes – April 25, 2011
13. Marketing Committee Minutes – April 26, 2011
14. Infrastructure/Transportation Activity Report – April 2011

**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 min)

15. Presentation, Discussion and Possible Action to Approve Final Draft of the 2011/12 Chamber of Commerce Business Plan (**Motion**)
16. Chamber Activities and Events

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

17. Chamber of Commerce Committee Minutes – April 20, 2011
18. March Chamber of Commerce Implementation Report - Revised
19. Approve Chamber Advisory Committee Recommendation for Community Marketing Grant Funding

**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

At any time during the regular session, the Board of Directors may adjourn to closed session to consider existing litigation, anticipated litigation, liability claims, personnel matters including employee appointment, employment, performance evaluation, or discipline/dismissal/release, or contract negotiation.

20. Personnel Matters
 - Interim Executive Director

K. RECONVENE TO OPEN SESSION

21. Closed session report

L. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, April 29, 2011