



**Agenda and Meeting Notice**  
**THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS**  
**Wednesday, June 1, 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. Update TOT Renewal Report – TOT Committee Chairman Mourelatos
4. Approval for Sandy Evans Hall to Sign Checks (*Motion*)
5. By-law Revisions for Committee Inclusion (*Motion*)
6. 2011/12 Scope of Work and TOT Budget Submittal (*Motion*)
7. Executive Director Report (*5 min*)
  - Board Retreat: June 22, 2011, 8am – 1pm, Garwoods
  - Board Vacancy
8. Marketing Report (*10 minutes*)
  - Conference Revenue Statistics – April 2011
  - Amgen Update and Group Hug
  - High Notes Campaign Update
  - Conference Marketing Equity Issue
  - Placer Visitors' Center MOU

9. 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.

10. Board Meeting Minutes – May 4, 2011
11. Finance Committee Minutes – May 3, 2011
12. Financial Statements – April 2011
13. Joint Infrastructure/Transportation Committee Minutes – May 23, 2011
14. Infrastructure/Transportation Activity Report – May 2011
15. 3<sup>rd</sup> Quarter Report 2010-11

**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)**

16. Status Report and Possible Action on Revised/Updated Chamber of Commerce  
Community Marketing Grant Process (**Motion**)
17. Chamber Activities and Events

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

18. Chamber of Commerce Committee Minutes – May 25, 2011
19. April Chamber of Commerce Business Plan Progress 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**

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

**K. RECONVENE TO OPEN SESSION**

21. Closed session report

**L. ADJOURNMENT**

This meeting site is wheelchair accessible.

*Posted and e-mailed, May25, 2011*