



Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday, September 7, 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. Special Event Task Force Appointment – Phil GilanFarr/Alex Mourelatos (*Motion*) (15 minutes)
4. Organization Structure, Organization Flow Chart, Committee Structure Recommendations – Sandy Evans Hall/Ron McIntyre (*Motion*) (45 minutes)
5. RTIA Welcome Center, West Commons Alternatives, Tahoe City Golf Course (*Motion*) Update – Ron Treabess (10 minutes)
6. Autumn Food and Wine Update – Judy Laverty, Andy Chapman (10 minutes)
7. TOT Renewal Survey Results – Bev Ducey and consultants (30 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.

8. Board Meeting Minutes – August 3, 2011

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

- 9. Joint Infrastructure/Transportation Committee – August 29, 2011
- 10. Marketing Committee – August 30, 2011
- 11. Conference Sales Reports
- 12. Infrastructure/Transportation Activity Report – August 2011
- 13. Chamber of Commerce Committee – August 17, 2011
- 14. August Chamber of Commerce Business Plan Progress Report
- 15. Group Sales Director Sub Committee – August 4 and 23, 2011
- 16. Approval of Group Sales Sub Committee Members
- 17. Lodging Committee – August 4, 2011
- 18. Finance Committee – July 5, 2011

F. CHAMBER OF COMMERCE REPORTS (5 min)

- 19. Chamber Activities and Events

G. DIRECTORS' COMMENTS

H. MEETING REVIEW AND STAFF DIRECTION

I. CLOSED SESSION (If necessary)

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. Placer County Contract

J. RECONVENE TO OPEN SESSION

- 21. Closed Session Report

K. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed , 2011