



REVISED

AGENDA AND MEETING NOTICE (Consent Calendar)

**The North Lake Tahoe Resort Association Board of Directors
Wednesday, April 1, 2009 – 8:30 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

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.

B. AGENDA AMENDMENTS AND APPROVAL

C. 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.

1. Board Meeting Minutes – March 4, 2009
2. Finance Committee Minutes – March 2, 2009
3. Chamber Advisory Committee Minutes – March 3, 2009
4. Lodging Subcommittee Minutes – February 3, 2009
5. Joint Infrastructure/Transportation Committee Minutes – March 24, 2009
6. Marketing Committee Minutes – March 24, 2009
7. Conference Revenue Statistics – February 2009
8. Marketing / Conference Activity Report – March 2009

D. REPORTS & ACTION ITEMS

1. Presentation and Possible Action to Recommend an Infrastructure Request of up to \$197,080 to the U.C. Davis Tahoe Environmental Research Center for the Tahoe City Station (Historic Fish Hatchery) Exhibit Infrastructure Enhancement Project (20 Minutes)
2. Discussion and Possible Action to Approve Revised Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan for FY-2009/14 (20 Minutes)

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3. Discussion and Possible Action on Revised Transit Service Guidelines and Criteria to Enable Evaluation of Existing Services *(10 Minutes)*
4. Status Report/Board Discussion, Input and Further Direction to Staff regarding Development of the Proposed Marketing Plan and Budget for FY-2009/10 *(15 Minutes)*
Note: This Item will include a Report on Feedback and Outcomes from the Two Recent Marketing Workshops
5. Discussion and Possible Action to Approve Recommended Revisions to the NLTRA's Marketing Performance Measure/ROI Tracking Document *(10 Minutes)*
6. Status Report/Board Discussion and Input on Updating the Chamber of Commerce Business Plan *(10 Minutes)*
7. Discussion and Possible Action to Approve February 28, 2009 Financial Statements *(5 Minutes)*
8. Status Report - Discussion - FY-2008/09 Contract Compliance Matrix *(10 Minutes)*
9. Chamber of Commerce Report (verbal report by Kym Fabel) *(5 Minutes)*
10. Marketing Report (written and verbal report by Andy Chapman) *(5 Minutes)*
11. Activity Report - Director of Community Partnerships & Planning (written and verbal report by Ron Treabess) *(10 Minutes)*
12. President & CEO's Report - Steve Teshara *(5 Minutes)*

Time 10:40 a.m.

E. DIRECTORS' COMMENTS

F. MEETING REVIEW AND STAFF DIRECTION

G. CLOSED SESSION

It is the policy of the North Lake Tahoe Resort Association to conduct its meetings so as to provide the broadest possible opportunities for public participation. However, with regard to issues such as those involving real estate or contract negotiations, existing or anticipated claims or litigation, personnel matters, or other subjects, which require confidential deliberations, the Board may adjourn to closed session to discuss such issues at any time. Actions taken by the Board, if any, shall be announced at the conclusion of the closed session.

- Personnel Matters

H. RECONVENE TO OPEN SESSION

- Announce Closed Session Actions

I. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, March 27, 2009