



**AGENDA AND MEETING NOTICE**  
**The North Lake Tahoe Resort Association Board of Directors**  
**Wednesday, August 4, 2010 – 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*

**The NLTRA Board has also adopted the Nine Tools of Civility of the Speak Your Peace Civility Project: *Pay Attention, Listen, Be Inclusive, 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**

1. Agenda Additions and/or Deletions
2. Approval of Agenda

**C. PUBLIC FORUM**

**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. 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 – July 7, 2010
2. Chamber Advisory Committee Meeting Minutes – July 28, 2010
3. Marketing Committee Meeting Minutes – July 27, 2010
4. Conference Revenue Statistics – June 2010
5. Conference/Marketing Activity Report – June 2010
6. Financial Statements – May 31, 2010

#### **E. REPORTS & ACTION ITEMS**

1. Update on NLTRA Proposed FY 2010/11 Budget (Ron Treabess/Sally Lyon) (10 minutes)
2. Update on status of Placer County/NLTRA FY 2010/11 Agreement (Ron/Jennifer Merchant) (10 minutes)
3. Marketing Report (Andy Chapman) (15 minutes)
  - Amgen update
  - Status report – Small Lodging Marketing Request
  - Status report – FY 2010/11 Marketing Strategy
4. Infrastructure/Transportation Activity Report (written and verbal report by Ron Treabess) (5 minutes)
5. Board/Staff Follow-up on Previous Action Items (5 minutes)

#### **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**

1. Request for Board Endorsement of Community Marketing Grant Program Application Revisions Including Logo Use Policy (Kym Fabel) (10 minutes)
2. Chamber Planning Efforts (Andy Chapman) (10 minutes)
  - Lake Tahoe Basin Prosperity Plan
  - Regional Plan Initiative
3. Chamber Manager Report (verbal report by Kym Fabel) (10 minutes)
  - Business Plan Update
  - Chamber Events and Activities

#### **ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE AND RECONVENE AS THE BOARD OF THE NORTH LAKE TAHOE RESORT ASSOCIATION**

#### **G. DIRECTORS' COMMENTS**

#### **H. MEETING REVIEW AND STAFF DIRECTION**

##### **I. CLOSED SESSION**

1. Personnel Matters – Executive Director
2. Status report and direction to Organization/Search Committee

##### **J. RECONVENE TO OPEN SESSION**

1. Closed session report

#### **K. ADJOURNMENT**

This meeting site is wheelchair accessible.

*Posted and e-mailed, July 30, 2010*