



AGENDA AND MEETING NOTICE
The North Lake Tahoe Resort Association Board of Directors
Wednesday, December 3, 2008 – 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 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.

1. Board Meeting Minutes – November 5, 2008
2. Finance Committee Minutes – November 3, 2008
3. Chamber Advisory Committee Minutes – November 4, 2008
4. Joint Infrastructure/Transportation Committee Minutes – November 18, 2008
5. Marketing Committee Minutes – November 25, 2008
6. Conference Revenue Statistics – October 2008
7. Marketing / Conference Activity Report – November 2008

D. REPORTS & ACTION ITEMS

1. Announcement of Results from the 2008 Board of Directors Election and Board Certification of Newly Elected Directors Representing Real Estate/Property Management, At-Large, and Ski Area Seats (5 Min)
2. Status Report – Solicitation of “Lay Members” for Marketing, Chamber of Commerce Advisory and Finance Committees (5 Min)

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| 3. | Presentations – North Lake Tahoe Main Street Programs
Tahoe City – Tahoe City Downtown Association <ul style="list-style-type: none"> • Kelly Atchley, Executive Director, TCDA Kings Beach/Tahoe Vista – North Tahoe Business Association <ul style="list-style-type: none"> • Cheri Sprenger, Executive Director, NTBA | (20 Min) |
| 4. | Discussion and Possible Action to Consider and Approve
Subcommittee Recommendation for Defining Washoe County
Conference Marketing and Booking Improvements, Consistent with
Section 2.G of the FY-2008/09 Placer County/NLTRA Agreement | (15 Min) |
| 5. | Discussion and Possible Action to Approve a FY-2008/09 Marketing Grant
Request in the Amount of \$15,000 from the North Tahoe Public Utility District
for North Tahoe Conference Center Marketing | (10 Min) |
| 6. | Discussion and Possible Action to Approve the Expenditure of Marketing
Funds from the Marketing Reserve, as follows: <ul style="list-style-type: none"> • North Tahoe Conference Center Marketing \$15,000 • RRC Consumer Survey \$5,000 | (10 Min) |
| 7. | Discussion and Possible Action on Infrastructure Request for Fund
Demonstration Ski Shuttle Service from Tahoe Vista to Northstar for
the 2008/09 Winter Season | (15 Min) |
| 8. | Discussion and Possible Action to Approve October 31, 2008
Financial Statements | (5 Min) |
| 9. | Chamber of Commerce Report (verbal report by Kym Fabel) | (5 Min) |
| 10. | Marketing Report (verbal report by Andy Chapman) | (5 Min) |
| 11. | Activity Report - Director of Community Partnerships & Planning
(written and verbal report by Ron Treabess) | (10 Min) |
| 12. | President & CEO's Report - Steve Teshara <ul style="list-style-type: none"> • Review 1st Quarter Report to Placer County • Status Report – FY-2008/09 Placer County/NLTRA Contract Compliance | (10 Min) |

Time 10:30 a.m.

E. DIRECTORS' COMMENTS

F. MEETING REVIEW AND STAFF DIRECTION

G. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, November 26, 2008