



**REVISED (Item D9)
AGENDA AND MEETING NOTICE
The North Lake Tahoe Resort Association Board of Directors
Wednesday, February 4, 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 – January 7, 2009
2. Finance Committee Minutes – January 5, 2009
3. Chamber Advisory Committee Minutes – January 6, 2009
4. Marketing Committee Minutes – January 6, 2009
5. Joint Infrastructure/Transportation Committee Minutes – January 26, 2009
6. Marketing Committee Minutes – January 29, 2009
7. Conference Revenue Statistics – December 2008
8. Marketing / Conference Activity Report – January 2009

D. REPORTS & ACTION ITEMS

1. Election of Balance of Board Officers for 2009 (Vice Chair, Secretary, and Treasurer) for the North Lake Tahoe Resort Association, the North Lake Tahoe Chamber of Commerce and the Tahoe North Visitors and Convention Bureau (5 Minutes)

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2. Discussion and Possible Action to Approve Committee Chairpersons for 2009, as Elected by Each Committee (*5 Minutes*)
3. Discussion and Possible Action to Approve NLTRA Members to the North Lake Tahoe Cooperative Marketing Committee (CMC) for 2009 (*5 Minutes*)
4. Presentation on the North Lake Tahoe Marketing Cooperative, including ROI Information, and the Process for Consideration of Extending the Coop Legal Agreement (*20 Minutes*)
5. Review Revised Schedule of Meetings and Workshops to Solicit Input and Develop Marketing Direction and Budget for FY-2009/10 (*10 Minutes*)
6. Discussion and Possible Action to Approve December 31, 2008 Financial Statements (*5 Minutes*)
7. Status Report - Discussion - FY-2008/09 Contract Compliance Matrix (*15 Minutes*)
8. Chamber of Commerce Report (verbal report by Kym Fabel) (*5 Minutes*)
9. Marketing Report (written and verbal report by Andy Chapman) (*25 Minutes*)
 - Discussion and Possible Action to Approve Use of Marketing Reserve Funds for Extension of Bay Area Winter Marketing Campaign
10. Activity Report - Director of Community Partnerships & Planning (written and verbal report by Ron Treabess) (*10 Minutes*)
11. President & CEO's Report - Steve Teshara (*10 Minutes*)

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, January 29, 2009