



AGENDA AND MEETING NOTICE
The North Lake Tahoe Resort Association Board of Directors
Wednesday, January 7, 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 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 – December 3, 2008
2. Finance Committee Minutes – December 1, 2008
3. Chamber Advisory Committee Minutes – December 2, 2008
4. Lodging Subcommittee Minutes – December 2, 2008
5. Conference Revenue Statistics – November 2008
6. Marketing / Conference Activity Report – December 2008

D. REPORTS & ACTION ITEMS

1. Election of Board Officers for the North Lake Tahoe Resort Association, the North Lake Tahoe Chamber of Commerce and the Tahoe North Visitors and Convention Bureau for Calendar Year 2009 (10 Min)
2. Board Members to Finalize and Submit Committee Assignment Requests for 2009 (10 Min)

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| 3. | Discussion and Possible Action on Board and Lay Member Committee Appointments | (10 Min) |
| 4. | Discussion and Possible Action to Approve Reinserting the NLTRA Bylaws Provision Related to Ex-Officio Members of the Board
Note: This provision was inadvertently omitted when the Bylaws were revised by the Board in December 2007. | (10 Min) |
| 5. | Status Report - Discussion - FY-2008/09 Contract Compliance Matrix | (10 Min) |
| 6. | Presentation, Discussion and Request for Direction - Six Month Strategic Planning and FY-2009/2010 Budget Development Plan | (15 Min) |
| 7. | Discussion and Possible Action to Approve November 30, 2008 Financial Statements | (5 Min) |
| 8. | Chamber of Commerce Report (verbal report by Kym Fabel) | (5 Min) |
| 9. | Marketing Report (verbal report by Andy Chapman) | (5 Min) |
| 10. | Activity Report - Director of Community Partnerships & Planning (written and verbal report by Ron Treabess) | (10 Min) |
| 11. | President & CEO's Report - Steve Teshara | (10 Min) |

Time 10:15 a.m.

E. DIRECTORS' COMMENTS

F. MEETING REVIEW AND STAFF DIRECTION

G. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, December 30, 2008