



**AGENDA AND MEETING NOTICE**  
**The North Lake Tahoe Resort Association Board of Directors**  
**Wednesday, July 7, 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*

**In order to help ensure that our meetings are conducted in a respectful way, the NLTRA Board has adopted the Nine Tools of Civility of the Speak Your Peace Civility Project.**

**At each NLTRA Board and Committee meeting, we will:**

***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 Deletions and Additions
2. Approval of Agenda

**C. CLOSED SESSION (8:40 – 10:00 a.m.)**

1. Personnel Matters – Executive Director

**D. RECONVENE TO OPEN SESSION (10:00 a.m.)**

1. Closed Session Report

**E. 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.

**F. PRESENTATION**

1. 2009 Lake Tahoe Bicycle Achievement Award – Organization Ty Polastri, President, Lake Tahoe Bicycle Coalition

#### **G. 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 – June 1, 2010
2. Chamber Advisory Committee Meeting Minutes – June 30, 2010
3. Marketing Committee Meeting Minutes – June 29, 2010
4. Joint Infrastructure/Transportation Committee Meeting Minutes – June 28, 2010
5. Finance Committee Meeting Minutes – June 21, 2010
6. Conference Revenue Statistics – May 2010
7. Conference/Marketing Activity Report – June 2010
8. Financial Statements – April 30, 2010
9. Proposed FY 2010/11 NLTRA Budget

#### **H. REPORTS & ACTION ITEMS**

1. Update of State Budget, SB625, Local Tax Protection Ballot Measure  
Doug Houston, The Houston Group, NLTRA Legislative Consultant (15 minutes)
2. NLTRA/Placer County Independent Audit Report  
Andy Sisk, Assistant Auditor-Controller, Placer County (30 minutes)
3. Review and Possible Action to Approve NLTRA Policy for Reconciliation of Year End  
Unexpended Transportation Project Funds (10 minutes)
4. Marketing Report (verbal report by Andy Chapman) (10 minutes)
  - Review of advertising agency commission/fee schedule
  - Amgen update
  - High Notes
5. Infrastructure/Transportation Activity Report (written and verbal report by Ron  
Treabess) (5 minutes)
6. 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**

#### **I. CHAMBER OF COMMERCE REPORTS**

1. Chamber Manager Report (verbal report by Kym Fabel) (10 minutes)
  - Business Plan Update
  - Community Marketing Grant Program Update
  - Chamber Events and Activities
2. Lake Tahoe Basin Prosperity Plan Update (verbal report by Andy Chapman) (10  
minutes)

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

**J. DIRECTORS' COMMENTS**

**K. MEETING REVIEW AND STAFF DIRECTION**

**L. ADJOURNMENT**

**This meeting site is wheelchair accessible.**

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