



**REVISED (Item C6 and Item D9)
AGENDA AND MEETING NOTICE**

**The North Lake Tahoe Resort Association Board of Directors
Wednesday, March 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 – February 4, 2009
2. Finance Committee Minutes – February 2, 2009
3. Chamber Advisory Committee Minutes – February 3, 2009
4. Joint Infrastructure/Transportation Committee Minutes – February 23, 2009
5. Marketing Committee Minutes – February 24, 2009
6. Marketing/Chamber/Lodging Workshop Minutes – February 24, 2009
7. Conference Revenue Statistics – January 2009
8. Marketing / Conference Activity Report – February 2009

D. REPORTS & ACTION ITEMS

1. Discussion and Possible Action to Approve Appointment of Michael Bennett to the Chamber of Commerce Advisory Committee (5 Minutes)
2. Discussion and Possible Action to Approve January 31, 2009 Financial Statements (5 Minutes)

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3. Discussion and Possible Action to Approve the CFO's Request to Move NLTRA Infrastructure Fund Investments (*5 Minutes*)
4. Discussion and Possible Action on Request by Placer County Department of Public Works for Infrastructure Funds up to \$68,000 to Design and Install a Community Wayfinding Signage Demonstration Project at the Tahoe City Transit Center (*15 Minutes*)
5. Discussion and Possible Action to Approve One Year Extension of Contract with the California Tahoe Conservancy to Provide Rental Services at North Tahoe Beach in Kings Beach (*10 Minutes*)
6. Discussion and Possible Action to Approve Extension of the North Lake Tahoe Marketing Cooperative Legal Agreement between the North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau (*15 Minutes*)
7. Report on Outcomes of the Marketing Workshops held February 24th and March 3rd; Board Discussion and Further Direction to Staff re: Next Steps in Updating NLTRA Marketing Strategy Document and Marketing Plan for FY-2009/10 (*15 Minutes*)
8. Status Report/Board Discussion and Further Input on Updating the FY-2009/10 Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan for FY-2009/14 (*20 Minutes*)
9. Status Report - Discussion - FY-2008/09 Contract Compliance Matrix (*10 Minutes*)
10. Chamber of Commerce Report (verbal report by Kym Fabel) (*5 Minutes*)
11. Marketing Report (written and verbal report by Andy Chapman) (*5 Minutes*)
 - Update on Extended San Francisco/Bay Area Winter Campaign
12. Activity Report - Director of Community Partnerships & Planning (written and verbal report by Ron Treabess) (*10 Minutes*)
13. President & CEO's Report - Steve Teshara (*5 Minutes*) **Time 10:40 a.m.**

E. CLOSED SESSION

It is the policy of the North Lake Tahoe Resort Association to conduct its meetings so as to provide the broadest possible opportunities for public participation. However, with regard to issues such as those involving real estate or contract negotiations, existing or anticipated claims or litigation, personnel matters, or other subjects, which require confidential deliberations, the Board may adjourn to closed session to discuss such issues at any time. Actions taken by the Board, if any, shall be announced at the conclusion of the closed session.

- Personnel Matters

F. RECONVENE TO OPEN SESSION

- Announce Closed Session Actions

G. DIRECTORS' COMMENTS

H. MEETING REVIEW AND STAFF DIRECTION

I. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, February 27, 2009