



**AGENDA AND MEETING NOTICE**  
The North Lake Tahoe Resort Association Board of Directors  
Wednesday, May 6, 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 – April 1, 2009
2. Finance Committee Minutes – March 30, 2009
3. Chamber Advisory Committee Minutes – March 31, 2009
4. Joint Infrastructure/Transportation Committee Minutes – April 27, 2009
5. Marketing Committee Minutes – April 30, 2009
6. Conference Revenue Statistics – March 2009
7. Marketing / Conference Activity Report – April 2009

**D. REPORTS & ACTION ITEMS**

1. Remarks by Joanne Marchetta, new TRPA Executive Director  
Overview of Information on new TRPA Aquatic Invasive Species Inspection Fee (20 Minutes)
2. Discussion and Possible Action to Approve an Infrastructure Allocation in the Amount of up to \$200,000 to the North Tahoe Public Utility District to Continue with Environmental Work for the Dollar Hill to Tahoe Vista Multi-purpose Trail (15 Minutes)

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3. Project Status Report and Board Discussion – Activities of the Squaw Valley Olympic Committee (*20 Minutes*)
4. Staff Presentation and Board Discussion – Results of Eastern Placer County Resident & Second Homeowner Survey and Web Site Visitor Survey (*20 Minutes*)
5. Discussion and Possible Approval of Proposed Transportation and Infrastructure Project Budget for FY-2009/2010 (*15 Minutes*)
6. Marketing Updates – Presented by Andy Chapman (*25 Minutes*)
  - Review Report on Bay Area Winter Advertising Campaign
  - Review Outcomes of April 22<sup>nd</sup> Special Events Workshop
  - Status Report – Development of Draft Marketing Budget for FY-2009/10
7. Status Report - Discussion - FY-2008/09 Contract Compliance Matrix (*10 Minutes*)
8. Executive Committee Report – Meeting with Chief Assistant CEO (*10 Minutes*)
  - Chair Alex Mourelatos
9. Chamber of Commerce Report (verbal report by Kym Fabel) (*5 Minutes*)
10. Marketing Report (written and verbal report by Andy Chapman) (*5 Minutes*)
11. Activity Report - Director of Community Partnerships & Planning (written and verbal report by Ron Treabess) (*10 Minutes*)
12. President & CEO's Report - Steve Teshara (*5 Minutes*)

**Time 11:15 a.m.**

**E. DIRECTORS' COMMENTS**

**F. MEETING REVIEW AND STAFF DIRECTION**

**G. ADJOURNMENT**

**This meeting site is wheelchair accessible.**

***Posted and e-mailed, May 1, 2009***