



AGENDA AND MEETING NOTICE
The North Lake Tahoe Resort Association Board of Directors
Wednesday, November 3, 2010 – 8:30 am

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

The NLTRA Board has also adopted the Nine Tools of Civility of the Speak Your Peace Civility Project: *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 Additions and/or Deletions
2. Approval of Agenda

C. 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.

D. 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 – October 13, 2010
2. Financial Statements – August 2010
3. Financial Statements – September 2010
4. Chamber of Commerce Advisory Committee Minutes – October 27, 2010
5. Marketing Committee Minutes – October 28, 2010
6. Conference Revenue Statistics – September 2010
7. Conference/Marketing Activity Report – October 2010
8. Infrastructure/Transportation Activity Report

E. REPORTS & ACTION ITEMS

1. Presentation and Possible Action to Approve the 2009/10 Audited Financial Statements (Ron Treabess/Sally Lyon) *(15 minutes)*
 2. Presentation, Discussion and Possible Action to Approve a Draft Policy for Events (Alex Mourelatos/Deb Dudley) *(20 minutes)*
 3. Discussion of NLTRA and/or Chamber of Commerce Level of Involvement in SnowFest (Staff/Board of Directors)
 4. Marketing Report (Andy Chapman) *(15 minutes)*
 5. Board/Staff Follow-up on Previous Action Items (Ron Treabess) *(5 minutes)*
- 8:45a 6. Executive Director Search Progress Update: Progress and Next Steps (Deanna Gescheider/Jim Carra) *(15 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

F. CHAMBER OF COMMERCE REPORTS

1. Presentation, Discussion and Possible Action on Chamber of Commerce Recommendation for Community Marketing Grants (Cheri Sprenger/Kym Fabel) *(20 minutes)*
2. Clarification of Corporate Status of the North Lake Tahoe Chamber of Commerce and Tahoe North Visitors and Convention Bureau and Recommendation for the Future (Sally Lyon) *(10 minutes)*
3. Lake Tahoe Basin Prosperity Plan Update (Andy Chapman) *(10 minutes)*
4. Discussion and Possible Action to Appoint a New Representative to the Chamber of Commerce Advisory Committee (Kym Fabel) *(5 minutes)*
5. Chamber Manager Report (Kym Fabel) *(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

G. INTERIM EXECUTIVE DIRECTOR REPORT (verbal by Ron Treabess) (5 minutes)

H. DIRECTORS' COMMENTS

I. MEETING REVIEW AND STAFF DIRECTION

J. CLOSED SESSION

1. Personnel Matters – Executive Director
2. Status report and direction to Organization/Search Committee

K. RECONVENE TO OPEN SESSION

1. Closed session report

L. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, October 27, 2010