



AGENDA AND MEETING NOTICE
The North Lake Tahoe Resort Association Board of Directors
Wednesday, October 13, 2010 – 8:30 am

North Tahoe Event Center

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 – September 1, 2010
2. Finance Committee Minutes – September 28, 2010
3. Financial Statements – July 2010
4. Joint Committee Minutes – September 27, 2010
5. Marketing Committee Minutes – September 28, 2010
6. Chamber of Commerce Advisory Committee Minutes – October 6, 2010
6. Conference Revenue Statistics – August 2010
7. Conference/Marketing Activity – August 2010
8. Infrastructure/Transportation Activity Report

E. REPORTS & ACTION ITEMS

1. Presentation and Possible Action to Approve an Infrastructure Allocation of up to \$44,000 to North Tahoe Public Utility District for Partial Funding of North Tahoe Regional Park Playground Renovation
2. Discussion and Action to Select Election Committee and Outline Process to be Followed
3. Discussion and Possible Action to Approve 2009/10 Year End Unaudited Financial Statements
4. Update on Approved TOT Budget & Request for Approval of Revised FY 2010/11 NLTRA Budget
5. Discussion and Possible Action on Creation of NLTRA Lodging Sub-committee
6. Presentation, Discussion and Possible Action on FY2010/11 Annual Marketing Strategy (Andy Chapman) *(20 minutes)*
7. Marketing Report (Andy Chapman) *(15 minutes)*
 - Amgen Tour of California Update
 - Small Lodging Marketing Effort Update
 - CTTC Sustainable Tourism Symposium – October 2014/15
8. Status Report on TOT Renewal Committee (verbal by Ron Treabess)
9. Board/Staff Follow-up on Previous Action Items (Ron Treabess) *(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

F. CHAMBER OF COMMERCE REPORTS

1. Clarification of Profit/Non-profit Status of Chamber of Commerce Registration in California and Nevada (Sally Lyon)
2. Chamber Planning Efforts (Andy Chapman) *(10 minutes)*
3. Report on Chamber of Commerce Advisory Committee meeting and ROI Report (Kym Fabel)
4. Chamber Manager Report (verbal report by 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. DIRECTORS' COMMENTS

H. MEETING REVIEW AND STAFF DIRECTION

I. CLOSED SESSION

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

J. RECONVENE TO OPEN SESSION

1. Closed session report

K. CONTINUE MEETING TO THE ANNUAL CHAMBER OF COMMERCE MEMBERSHIP LUNCHEON

L. ADJOURNMENT AT CONCLUSION OF LUNCHEON

This meeting site is wheelchair accessible.

Posted and e-mailed, October 6, 2010