



REVISED
AGENDA AND MEETING NOTICE
The North Lake Tahoe Resort Association Board of Directors
Wednesday, November 5, 2008 – 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 Min)

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 1, 2008
2. Finance Committee Minutes – September 29, 2008
3. Chamber Advisory Community Marketing Program Grants Subcommittee Minutes– September 30, 2008
4. Lodging Subcommittee Minutes – September 30, 2008
5. Marketing Committee Minutes – October 28, 2008
6. Conference Revenue Statistics – September 2008
7. Marketing / Conference Activity Report – October 2008

D. REPORTS & ACTION ITEMS

1. Presentation followed by, Discussion and Possible Action to Receive and Approve FY-2007/08 Financial Statements and Independent Auditors' Report and Management Letter presented by Beth Kohn-Cole, CPA, of Kohn Colodny LLP (15 Min)
2. Discussion and Possible Action to Approve September 30, 2008 Financial Statements (5 Min)

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| 3. | Discussion and Possible Action to Approve Policy Related to External Jurisdiction Marketing (Truckee), Consistent with Section 2.H of the FY-2008/09 Placer County/NLTRA Agreement | (20 Min) |
| 4. | Discussion and Possible Action to Appoint Subcommittee for the Purpose of Defining Washoe County Conference Marketing and Booking "Improvements," Consistent with Section 2.G of the FY-2008/09 Placer County/NLTRA Agreement | (20 Min) |
| 5. | Status Report – Truckee-North Lake Tahoe Plan for Arts and Culture Presented by Duncan Webb, Webb Management Services, Inc. | (20 Min) |
| 6. | Informational Presentation – Overview of Outcomes and Results FY – 2007/08 Community Marketing Grant Program <ul style="list-style-type: none">• Cheri Sprenger, Chair, Chamber Advisory Committee | (15 Min) |
| 7. | Discussion and Possible Action to Approve Community Marketing Program Event Grants, as Recommended by the Chamber of Commerce Advisory Committee | (5 Min) |
| 8. | Discussion and Possible Board Direction to Staff - Status of \$15,000 in "annual conference marketing support" for the North Tahoe Community Conference Center | (10 Min) |
| 9. | Chamber of Commerce Report (verbal report by Kym Fabel) | (5 Min) |
| 10. | Marketing Report (verbal report by Andy Chapman) | (10 Min) |
| 11. | Activity Report - Director of Community Partnerships & Planning (written and verbal report by Ron Treabess) | (10 Min) |
| 12. | President & CEO's Report - Steve Teshara <ul style="list-style-type: none">• Status Report – 2008 NLTRA Board Election Process• Review Timeline and Process for 2009 NLTRA Committee Member Solicitation | (10 Min) |

Time 11:00 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, October 31, 2008