



AGENDA AND MEETING NOTICE
The North Lake Tahoe Resort Association Board of Directors
Wednesday, September 1, 2010 – 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

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 – July 7, 2010
2. Board Meeting Minutes – August 4, 2010
3. Finance Committee Minutes – August 3, 2010
4. Joint Committee Minutes – August 16, 2010
5. Chamber of Commerce Advisory Committee Minutes – August 25, 2010
6. Conference Revenue Statistics – July 2010
7. Conference/Marketing Activity – July 2010
8. Infrastructure/Transportation Activity Report

E. REPORTS & ACTION ITEMS

1. Presentation and Possible Action to Approve and Recommend to the Placer County Board of Supervisors an Infrastructure Allocation of up to \$500,000 to Northstar Community Services District for Portion of Necessary Funding for Finishing the CEQA/NEPA Process, Developing the Detailed Design Documents, and Initiating Construction of the Northstar/Martis Valley Community Multi-Purpose Trail (Ron Treabess) *(20 minutes)*
2. Status Report and Possible Action to Approve the Placer County/NLTRA FY 2010/11 Agreement (Ron Treabess/Jennifer Merchant) *(10 minutes)*
3. Marketing Report (Andy Chapman) *(15 minutes)*
 - Amgen Tour of California
 - Autumn Food and Wine
4. Status Report on Legislative Advocacy with The Houston Group (Ron Treabess) *(15 minutes)*
 - Scope of Work
 - Status of Active Legislative Bills
 - Suggested Template for Legislative Updates
5. Demonstration, Discussion and Possible Approval of Grancius Streaming Media for NLTRA Meetings (Ron Treabess/Kim Lambert) *(10 minutes)*
6. Board/Staff Follow-up on Previous Action Items *(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. Presentation and Possible Action on the Chamber of Commerce Role in Geotourism (Sierra Business Council) *(20 minutes)*
2. Chamber Planning Efforts (Andy Chapman) *(10 minutes)*
 - Economic Forum/Lake Tahoe Basin Prosperity Plan
 - Lake Tahoe Summit
 - Tahoe Fund
3. Chamber Manager Report (verbal report by Kym Fabel) *(10 minutes)*
 - Business Plan Update
 - Chamber Events and Activities

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. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, August 24, 2010