



# NLTRA Board of Directors Agenda and Meeting Notice

**Wednesday, January 6, 2016 at 8:30 am**  
**Tahoe City Public Utility District**

## NLTRA Mission

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

## 2015 Board of Directors

**Wally Auerbach**  
Auerbach Engineering

**Christy Beck**  
The Village at Squaw Valley

**Sue Busby**  
Placer County BOS Appointee  
Castle Peak Property Mgmt.

**Brendan Madigan**  
Alpenglow Sports

**Valli Murnane**  
Tahoe X-Country

**Eric Pilcher**  
Moe's BBQ/Gear & Grind

**David Tirman**  
JMA Ventures, LLC

**Brett Williams**  
Agate Bay Realty

**Adam Wilson**  
Northstar California

**Jennifer Merchant**  
Placer County Rep

**Tom Lotshaw**  
TRPA (Ex-officio)

**Quorum - 6**  
Majority of the NLTRA Board  
Representatives

Items May Not Be Heard In the Order They Are Listed

### A. Call to Order-Establish Quorum

**B. Public Forum:** Any person wishing to address the Board of Directors on items of interest to the Board 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.

### C. Agenda Amendments and Approval

### D. Consent Calendar-MOTION (5 minutes)

All items (**in Bold**) listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a 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.

#### 1. Board Meeting Minutes – December 2, 2015 (pg. 1)

All committee meeting briefs are provided for informational purposes only. Minutes are available at [www.nltra.org](http://www.nltra.org)

#### 2. Capital Investment/Transportation Committee- No Meeting in December

#### 3. Marketing Committee – No Meeting in December

#### 4. Business Association and Chamber Collaborative – December 10, 2015 (pg. 6)

#### 5. Lodging Committee – No meeting in December

#### 6. Conference Sales Directors Committee – No meeting in December

#### 7. Finance Committee – December 17, 2015 (pg. 7)

#### 8. Financial Reports – No Financial Reports this month – October, November, and December Financials will be available in February

#### 9. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors) – No Contracts in December

### E. Strategic Discussion (60 minutes)

#### 1. Randy Hill update on CSD

#### 2. Discussion and direction on desired outcomes of NLTRA Structure Task Force Recommendations – Sandy Evans Hall (pg. 8)

### F. Action Items (30 minutes)

#### 1. MOTION: Appointment of At Large Board Seat – Sandy Evans Hall (pg. 12)

#### 2. MOTION: Election of Officers – Sandy Evans Hall (pg. 13)

#### 3. MOTION: Discussion and possible approval of Resolution naming signers on NLTRA and NLTMC accounts – Al Priester (pg. 14)

4. **MOTION: Discussion and possible approval of Board Committee Participation – Sandy Evans Hall** (pg. 17)
5. **MOTION: Discussion and possible approval of a policy outlining protocol for using \$100,000 TOT funds in Unrestricted Net Assets – Sandy Evans Hall** (pg. 18)
6. **MOTION: Discussion and possible approval of Spartan Race Bid Proposal – JT Thompson, Judy Laverty, Jason Neary** (pg. 23)
7. **MOTION: Discussion and possible approval of Tough Mudder Bid Proposal – JT Thompson, Judy Laverty, Jason Neary** (pg. 24)

#### **Supplemental Staff Reports**

##### **G. Staff Reports (20 minutes)**

###### **1. Marketing – JT Thompson**

- a. Destimetrics (pg. 25)
- b. Event updates: Spartan Races, Amgen Women's, World Cup (pg. 31)

###### **2. Membership - Ginger Karl**

- a. New Members
- b. Upcoming Events (pg. 35)

###### **3. CI/T – Ron Treabess**

- a. RFP for NLTE (pg. 36)

###### **4. Administration – Sandy Evans Hall**

- a. Contract Compliance Update (pg. 38)

The following reports are provided on a monthly basis by staff and can be pulled for discussion by any board member

5. **Conference Sales Reports** (pg. 43)
6. **Executive Committee Report – December 22, 2015** (pg. 49)
7. **Capital Investment/Transportation Activity Report – December** (pg. 51)
8. **Dashboard and Financial Project Report – November** (pg. 55)

##### **H. Directors Comments (5 minutes)**

##### **I. Meeting Review and Staff Direction (5 minutes)**

##### **J. Closed Session (if necessary) Reconvene to Open Session**

##### **K. Adjournment**

This meeting is wheelchair accessible

Posted and Emailed (12.31.15)