



# NLTRA Board of Directors Agenda and Meeting Notice

**Wednesday, January 7, 2015 at 8:30 am**  
**Tahoe City Public Utility District-Conference Room**

## NLTRA Mission

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

### 2014 Board of Directors

**Wally Auerbach**  
Auerbach Engineering

**Kali Kopley**  
Uncorked/Petra/Soupa

**Brett Williams**  
Agate Bay Realty

**Valli Murnane**  
Tahoe X-Country

**Phil GilanFarr**  
CB's Pizza & Grill

**Adam Wilson**  
Northstar California

**Brendan Madigan**  
Alpenglow Sports

**Joseph Mattioli**  
The Ritz-Carlton

**David Tirman**  
JMA Ventures, LLC

**Jennifer Merchant**  
Placer County Rep

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

**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

### Organization Changes:

- 1. **MOTION:** Vote for Board of Director Officers for 2015
- 2. Introduction of new Tourism Director, John 'J.T.' Thompson

- 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 committee, and approved by one motion. There will be 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. All committee meeting briefs are provided for informational purposes only. Minutes are available at [www.nltra.org](http://www.nltra.org)

#### 1. Board Meeting Minutes –December 3, 2014

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, 2014**
- 5. Lodging Committee – No meeting in December
- 6. Conference Sales Directors Committee – No Meeting in November
- 7. **Finance Committee – December 18, 2014**
- 8. **Financial Reports – November**
  - 8.1. **Dashboard and project reports**

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

- 9. **Conference Sales Reports**
- 10. **Executive Committee Report – December 16, 2014**
- 11. **Capital Investment/Transportation Activity Report – December**
- 12. **CEO Report - December**

- E. Strategic Discussion Items (1 hour)
  - Recap of Strategic Discussions for last 9 months and update of Strategic Goals – Sandy Evans Hall
  
- F. Action Items (10 minutes )
  - 3. **MOTION:** Approval of 2015 Legislative Platform – Sandy Evans Hall
  
  - 4. **MOTION:** Approval of Committee appointments for Finance and Marketing – Marc Sabella, Sandy Evans Hall
  
- G. Staff Reports (20 minutes)
  - 1. Membership – Ginger Karl (5 minutes)
    - a. Performance Metrics
    - b. Upcoming Events
    - c. New Members
  
  - 2. CEO – Sandy Evans Hall (10 minutes)
    - a. Master Plan Update
    - b. Board appointments to committees
    - c. Conflict of Interest forms
    - d. Calendar of meetings and Annual Schedule 2015
  
- H. Director’s Comments (5 minutes)
  
- I. Meeting Review and Staff Direction (5 minutes)
  
- J. Closed Session (if necessary)/Reconvene to Open Session: **Closed Session to discuss CEO/Executive Director Annual Review** (20 minutes)
  
- K. Adjournment

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This meeting is wheelchair accessible

Posted and Emailed (Date)