



## north lake tahoe

Chamber | CVB | Resort Association

**Agenda and Meeting Notice**  
**THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS**  
**Wednesday January 8, 2014 – 8:30 – 11 a.m.**  
**Tahoe City Public Utility District Board Room**

### 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 – Chair

#### B. AGENDA AMENDMENTS AND APPROVAL - MOTION

1. Agenda Additions and/or Deletions
2. Approval of Agenda

#### C. 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. REPORTS & ACTION ITEMS (1 hour, 45 minutes)

##### Organization (40 minutes)

1. Board Officer Ballot – **MOTION** Sandy Evans Hall (10 minutes)
2. Committee Membership Appointments – **MOTION** Sandy Evans Hall (10 minutes)
3. Financial Audit Report – **MOTION** Marc Sabella/Bob McClintock (20 minutes)
4. State of the Organization – A brief historical recap to set the stage for the future – Sandy Evans Hall

##### Marketing (40 minutes)

5. Destimetrics Report – Andy Chapman (10 minutes)
6. Touch the Lake Campaign with BACC – Andy Chapman/Eric Brandt (15 minutes)
7. Update on USA Cycling National Championships – Andy Chapman (10 minutes)

### 2014 Board Members

**Wally Auerbach**  
*Auerbach Engineering*

**Eric Brandt**  
*Destination Media Solutions*

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

**Kali Kopley**  
*Uncorked/Petra/Soupa*

**Brendan Madigan**  
*Alpenglow Sports*

**Joseph Mattioli**  
*The Ritz-Carlton*

**Jennifer Merchant**  
*Placer County*

**Valli Murnane**  
*Tahoe XCcountry*

**Ron Parson**  
*Granlibakken*

**Bill Rock**  
*Northstar*

**David Tirman**  
*JMA Ventures, LLC*

**Kristi Boosman**  
*TRPA  
(Ex-officio)*

8. Ironman Wrap-up – Andy Chapman (15 minutes)

**Capital Improvement/Transportation (10 minutes)**

9. Skier Shuttle Report – Ron Treabess (10 minutes)

**Membership (15 minutes)**

10. Membership Manager Report – Ginger Karl (5 minutes)
  1. Bridal Faire – February 1 (10 minutes)

**Golf Course Oversight Committee**

11. Proposed Change in MOU – Ron Parson (5 minutes)

**E. DIRECTORS' COMMENTS (5 minutes)**

**F. CONSENT CALENDAR – MOTIONS (5 minutes)**

All items (**in bold**) 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.

**12. Board Meeting Minutes –December 4, 2013**

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

13. Joint Infrastructure/Transportation Committee – No Meeting in December
14. Marketing Committee – No Meeting in December
15. **Business Association and Chamber Collaborative – December 11, 2013**
16. Lodging Committee – No Meeting in December
17. Conference Sales Directors Committee – No Meeting in December
18. **Finance Committee – December 19, 2013**
19. **Executive Committee Report – December 17, 2013**
20. **Financial Reports (November Financials)**
  1. **Net Asset Analysis**
  2. **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

21. **Conference Sales Reports**
22. **Infrastructure/Transportation Activity Report – December**

**G. MEETING REVIEW AND STAFF DIRECTION (5 minutes)**

**H. CLOSED SESSION (If necessary)**

**I. RECONVENE TO OPEN SESSION**

**J. ADJOURNMENT**

This meeting site is wheelchair accessible.

*Posted and e-mailed, 11/2/2013*