



# NLTRA Board of Directors Agenda and Meeting Notice

**Wednesday, January 4, 2017 at 8:30 a.m.**  
**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.

## 2017 Board of Directors

### Christy Beck (Treasurer)

The Village at Squaw Valley  
**Finance Committee**

### Gary Davis

JK Architecture Engineering  
**CI/T Committee**

### Brendan Madigan

Alpenglow Sports

### Eric Pilcher

Moe's BBQ/Gear & Grind  
**BACC**

### Aaron Rudnick

Truckee River Raft Co.

### David Tirman

(Past Chair)  
JMA Ventures, LLC  
**Lodging Committee**

### Samir Tuma

(Vice Chair)  
Kila Lake Tahoe

### Brett Williams

(Secretary)  
Agate Bay Realty  
**Marketing Committee**

### Adam Wilson

(Chair)  
Northstar California

### Jennifer Merchant

Placer County Rep

### Erin Casey

Placer County Rep-alternate

### 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. **8:30 a.m. Call to Order-Establish Quorum** (Closed Session if needed will be at 8:00 a.m.)
- B. **8:30 a.m. 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 7, 2016 (Page 1)**  
The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)
  2. **Committee Action Summary – December, 2016 (Page 7)**
    - a. **BACC December 8, 2016 (link to full minutes)**
    - b. **Finance December 22, 2016 (link to full minutes)**
  3. **Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000) (Page 8)**
    - a. **NTPUD – MOA Amendment identifying a revised scope of work and time schedule for North Tahoe Regional park Trail and Wayfinding Signage – Ron Treabess**
- E. **Strategic Discussion (60 minutes) 8:35 – 9:35 (Page 24)**
  1. **6 Month review of 2016-17 Work Plan (45 minutes) – NLTRA staff**
  2. **Organization Structure Update (15 minutes) – Sandy Evans Hall**
- F. **Financial Report (15 minutes) 9:35 – 9:50 (Page 48)**
  1. **MOTION: Discussion and possible approval of Financial Reports for November, 2016 – Al Priester**
  2. **MOTION: Resolution to open a bank account at US Bank – Al Priester**
  3. **MOTION: Resolution to open a bank account at Bank of America – Al Priester**

**G. Action Items (10 minutes) 9:50 – 10:00 (Page 57)**

1. **MOTION: Discussion and appointment of Board Members to Committees – Sandy Evans Hall**
2. **MOTION: Discussion and possible appointment of Search Committee members – Adam Wilson/Sandy Evans Hall**
3. **MOTION: Discussion and possible approval of revised contract with Placer County taking \$12,371 from marketing reserves and adding to Coop Marketing Public Relations/Social Media budget for 2016-17 – Al Priester, JT Thompson**

**H. Staff Priorities (25 minutes) 10:00 – 10:15**

1. **Administration – Sandy Evans Hall (3 minutes)**
  - a. **Organization Structure Process**
  - b. **Employee Handbook Update**
  - c. **6 Month Financial Reforecast**
2. **Marketing – JT Thompson (3 minutes)**
  - a. **Marketing – Snow message to LA, Texas, NY, and N. Cal; RASC new flight promotion, competitive set data collection**
  - b. **Events – Sponsorship agreements**
  - c. **Sales – Community participation and client events**
3. **Membership – Natalie Parrish (3 minutes)**
  - a. **New Members**
  - b. **Member Retention**
  - c. **Shop Local Wrap Up/ Bridal Faire**
4. **CI/T – Ron Treabess- (3 minutes)**
  - a. **Finalize projects for Board of Supervisors approval**
  - b. **Begin discussion on funding for Transit Vision/Plan**
  - c. **Finalize contract responsibilities between County and NLTRA**
5. **Visitor Services – Emily Detwiler (3 minutes)**
  - a. **Hospitality Training Video**
  - b. **Visitor Center Sponsorship**
  - c. **Lodging Liaison Visits**

**I. Reports/Back up Documents-Meeting Packet Part Two**

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

1. **Destimetrics Report (Page 1)**
2. **Membership Accounts Receivable Report (Page 20)**
3. **Membership Upcoming Events/Programs (Page 21)**
4. **Conference Revenue Statistics Report (Page 22)**
5. **Executive Committee Report – December, 2016 (Page 28)**
6. **Capital Investment/Transportation Activity Report (Page 30)**
7. **Dashboard – November (Page 39)**
8. **Full Financial Reports for November (Page 44)**
9. **2016-17 Work Plan (Page 89)**

**J. Directors Comments (5 minutes)**

**K. Meeting Review and Staff Direction (5 minutes)**

**L. Adjournment**