



NLTRA Board of Directors Agenda and Meeting Notice Wednesday, November 1, 2017 – 8:30 a.m. Tahoe City PUD Board Room

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

Adam Wilson(Chair)
Northstar
California

Samir Tuma (Vice Chair)
Kila Lake Tahoe

Christy Beck (Treasurer)
The Village at
Squaw Valley
**Finance
Committee**

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

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

Jennifer Merchant (Erin Casey-Alternate)
Placer County
CEO Appointee

Gary Davis
JK Architecture
Engineering
CI/T
Committee

Eric Pilcher
Moe's BBQ/Gear
& Grind
BACC

To Call in: Dial (712) 770-4010, 775665#

Items May Not Be Heard In the Order They Are Listed

A. 8:30 a.m. Call to Order-Establish Quorum

B. 8:35 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-MOTION

D. Consent Calendar-MOTION (10 minutes) 8:35-8:45

All items 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 –

- a. October 16, 2017 (Page 1) [Link to online document](#)
- b. Board Strategic Planning Retreat October 16, 2017 [Link to online document \(Page 5\)](#)

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

2. Committee Minutes

- a. BACC October 12, 2017 [Link to online document](#)
- b. Marketing October 24, 2017 Will be posted online when available.
- c. Finance October 26, 2017 Will be posted online when approved.

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)

None at this time

Karen Plank
Placer County
Board of
Supervisors
Appointee

**Aaron
Rudnick**
Truckee River
Raft Co.

Quorum - 6
Majority of the
NLTRA Board
Representatives

**Advisory
Board
Tom Lotshaw**
TRPA Non-Voting

E. Action Items (120 minutes) 8:45-10:45

1. **Consideration of Bylaws Change Revising the Date of the Board of Directors' Election discussion and possible approval. (Page 42)**
2. **Consideration of Revisions to the Composition of the Board of Directors. (Page 46)**
3. **Multi-year Event Policy discussion and possible approval. (Page 48)**
4. **WinterWondergrass contract discussion and possible approval. *see additional backup documents in Part Two (Page 50)**
5. **Tough Mudder contract discussion and possible approval. (Page 55)**
6. **North Lake Tahoe Summit Lacrosse Tournament contract discussion and possible approval. (Page 61)**
7. **Spartan Race contract discussion and possible approval.*see additional backup documents in Part Two (Page 65)**

F. C.E.O. Informational Updates – Verbal Report (10 minutes) 10:45-10:55

G. 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, September 2017 (Page 2)**
3. **Membership Staff Report (Page 3)**
4. **Membership Upcoming Events/Programs (Page 4)**
5. **Conference Revenue Statistics Report (Page 5)**
7. **Monthly Summary of Transportation Meeting Outcomes (Page 9)**
8. **Finance Committee Reports, (Draft) September, 2017 (Page 11)**
9. **WinterWondergrass Survey Results (Page 49)**
10. **Tough Mudder 2016 Event Recap (Page 99)**
11. **Spartan 2017 Event Recap (Page 110)**

H. Directors Comments (10 minutes) 10:55-11:05

I. Meeting Review and Staff Direction (5 minutes) 11:05-11:10

This meeting is wheelchair accessible

Posted and Emailed (x)
