



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS **Wednesday November 6, 2013 – 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 (2 hours)

Marketing (45 minutes)

3. Destimetrics Report – Andy Chapman (10 minutes)
4. Southern California Media Plan Presentation – Andy Chapman (20 minutes)
5. Snowfest! Execution Plan – **MOTION** Judy Laverty/Pam Pokorny (15 minutes)

Infrastructure/Transportation (30 minutes)

6. Transit Summit Update – Sandy Evans Hall (5 minutes)
7. North Tahoe Public Art Funding – **MOTION** Ron Treabess/Joy Doyle (10 minutes)
8. Performing Arts Center Planning and Design – **MOTION** Ron Treabess/Keith Vogt (15 minutes)

2013 Board Members

Wally Auerbach
Auerbach Engineering

Eric Brandt
*Destination Media
Solutions*

Phil GilanFarr
(Chair)
CB's Pizza & Grill

**Kali Kopley (Vice-
Chair)**
Uncorked/Petra/Soupa

Brendan Madigan
Alpenglow Sports

Alex Mourelatos
*Mourelatos Lakeshore
Resort*

Valli Murnane
(Secretary)
Tahoe XCountry

Ron Parson
**(Immediate Past
Chair)**
Granlibakken

Bill Rock
(Treasurer)
Northstar

Joseph Mattioli
The Ritz-Carlton

Jennifer Merchant
Placer County

Kristi Boosman
*TRPA
(Ex-officio)*

Organization (30 minutes)

9. Fund Balance Proposal – **MOTION** Sandy Evans Hall (20 minutes)
10. Board Election Candidates – Sandy Evans Hall (5 minutes)
11. Board Officer Nominations – Sandy Evans Hall (5 minutes)

Membership (15 minutes)

12. Membership Manager Report – Ginger Karl (15 minutes)

E. DIRECTORS' COMMENTS (5 minutes)

13. Preliminary Financial reports for informational purposes

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.

14. **Board Meeting Minutes –October 2, 2013**

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

15. **Joint Infrastructure/Transportation Committee – October 28, 2013**

16. **Marketing Committee – October 29, 2013**

17. Business Association and Chamber Collaborative – No meeting in October

18. **Lodging Committee – October 3, 2013**

19. Conference Sales Directors Committee – No Meeting in October

20. **Finance Committee – October 24, 2013**

21. **Executive Committee Report – October 29, 2013**

22. **Financial Reports**

1. **Dashboard and project reports**

2. **Approval of Credit Card request for Ginger Karl, Membership Manager**

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

23. **Conference Sales Reports**

24. **Infrastructure/Transportation Activity Report – September**

G. MEETING REVIEW AND STAFF DIRECTION (5 minutes)

H. CLOSED SESSION (If necessary) – CEO/Executive Director Review

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, 11/2/2013