



NLTRA Board of Directors Agenda and Meeting Notice

Wednesday, December 2, 2015 at 8:30 am
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.

2015 Board of Directors

Wally Auerbach (Treasurer)

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 (Secretary)

Northstar California

Brendan Madigan (Chair)

Alpenglow Sports

Joseph Mattioli

The Ritz-Carlton

David Tirman (Vice-Chair)

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

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 –November 4, 2015 (pg. 1)

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

2. Capital Investment/Transportation Committee- November 16, 2015 (pg. 6)

3. Marketing Committee – November 17, 2015 (pg. 7)

4. Business Association and Chamber Collaborative – November 12, 2015 (pg. 8)

5. Lodging Committee – No meeting in November

6. Conference Sales Directors Committee – No meeting in November

7. Finance Committee – November 19, 2015 (pg. 9)

8. Financial Reports – No Financial Reports this month – October Financials will be available in January

a. Dashboard and project reports (pg. 10)

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 (pg. 14)

10. Executive Committee Report – November 24, 2015 (pg. 19)

11. Capital Investment/Transportation Activity Report – November (pg. 21)

12. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors) (pg. 25)

12.1 TCDA & SVBA – Gateway Holiday Lighting Project (2015-16 compliance) (pg. 26)

12.2 TCDA & NTBA – Fireworks Display Barge Repairs (2015-16 compliance) (pg. 39)

12.3 SVPSPD – Squaw Valley Winter Pedestrian Trail Snow Removal Program (2015-16 compliance) (pg. 49)

E. Action Items (45 minutes)

1. **MOTION: Approval of the board election results – Sandy Evans Hall**
2. **MOTION: Discussion and possible approval of 2014/15 NLTRA Financial Audit – Al Priester, Bob McClintock** (Finance Committee approved 4-0) (pg. 60)
3. **MOTION: Discussion and possible approval of change in Bylaws/Supplemental Operating Procedures & Policies for BACC meeting frequency – Sandy Evans Hall** (pg. 79)
4. **MOTION: Discussion and possible approval of FY 2015/16 Capital Project TOT Funding Requests – Ron Treabess** (CI/T Committee approved 13-0) (pg. 81)
5. **MOTION: Discussion and possible approval of Committee Rosters - Staff**
 - a. **Capital Investment/Transportation – Ron Treabess** (pg. 98)
 - b. **Marketing – JT Thompson** (pg. 99)
 - c. **BACC – Ginger Karl** (pg. 100)
 - d. **Lodging – Emily Detwiler** (pg. 101)
 - e. **Finance – Al Priester** (pg. 102)
6. **MOTION: Discussion and possible approval of Spartan Race Bid Proposal – JT Thompson, Judy Laverty, Jason Neary** (pg. 103)

F. Strategic Discussion (30 minutes)

1. **Placer County and NLTRA Agreement – Sandy Evans Hall** (pg. 108)

G. Staff Reports (20 minutes)

1. **Marketing – JT Thompson**
 - a. Destimetrics
 - b. Event updates: Spartan Races, Amgen Women's, World Cup
2. **Membership - Ginger Karl**
 - a. Performance Metrics
 - b. New Members
 - c. Upcoming Events
3. **Administration – Sandy Evans Hall**
 - a. Contract Compliance Update
 - b. At Large Board Seat Appointment Update (pg. 164)
 - c. Board Member Committee participation form (pg. 168)
 - d. Officer nomination form (pg. 169)

H. Directors Comments (5 minutes)

I. Meeting Review and Staff Direction (5 minutes)

J. Closed Session (if necessary) Reconvene to Open Session

K. Adjournment

This meeting is wheelchair accessible

Posted and Emailed (11/27/15)