



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS **Wednesday December 4, 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 (25 minutes)

3. Destimetrics Report – Andy Chapman (10 minutes)
4. Special Event Grant Allocation – **MOTION** Judy Laverty (15 minutes)

Infrastructure/Transportation (1 hour 15 minutes)

5. Transit Summit Report – Next Steps – Sandy Evans Hall (5 minutes)
6. Performing Arts Center Strategic Discussion –Ron Treabess/Sandy Evans Hall (25 minutes)
7. North Lake Tahoe Water Shuttle Report and Funding Request – **MOTION** Ron Treabess (10 minutes)
8. Dollar Creek Trail and Fanny Bridge Matching Funds – **MOTION** Ron Treabess/Peter Kraatz (15 minutes)
9. Transit System Branding – **MOTION** Ron Treabess/Jennifer Merchant (20 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 (10 minutes)

10. Board Officer Nominations – Sandy Evans Hall (5 minutes)
11. Committee Membership Proposals, Committee Board Member Openings – Sandy Evans Hall (5 minutes)
12. Bylaw Change regarding BACC and Special Event Task Force – MOTION Sandy Evans Hall (**Super Quorum necessary – 8 board members present**)

Membership (10 minutes)

13. Membership Manager Report – Ginger Karl (5 minutes)
14. West Shore Association Community Grant Funding Request – **MOTION** Ginger Karl (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.

15. Board Meeting Minutes –November 6, 2013

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

16. **Joint Infrastructure/Transportation Committee – November 25, 2013**
17. **Marketing Committee – November 19, 2013**
18. **Business Association and Chamber Collaborative – November 13, 2013**
19. **Lodging Committee – November 12, 2013**
20. Conference Sales Directors Committee – No Meeting in November
21. **Finance Committee – November 21, 2013**
22. **Executive Committee Report – November 19, 2013**
23. **Financial Reports (September and October Financials)**
 1. **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

24. **Conference Sales Reports**
25. **Infrastructure/Transportation Activity Report – October**

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